

# Board Update: Parcel Tax Planning

March 27, 2019



# Poll Results: Support by Election

July 2018 poll demonstrated community support for a pair of parcel tax measures to provide local funding for Santa Rosa City Schools

## Breakdown of Support:

### **Likely Special:**

HSD: 65.90%

ESD: 70.18%

### **March 2020:**

HSD: 67.50%

ESD: 69.90%

### **Likely Mail Ballot:**

HSD: 67.68%

ESD: 68.61%

\*Yes % based on average second and third ballot test percentage

# Potential Election Dates

## 2020

March – Presidential Primary Election

May – Mail Ballot Special Election

Takes effect on FY 2020-21  
property tax bills

---

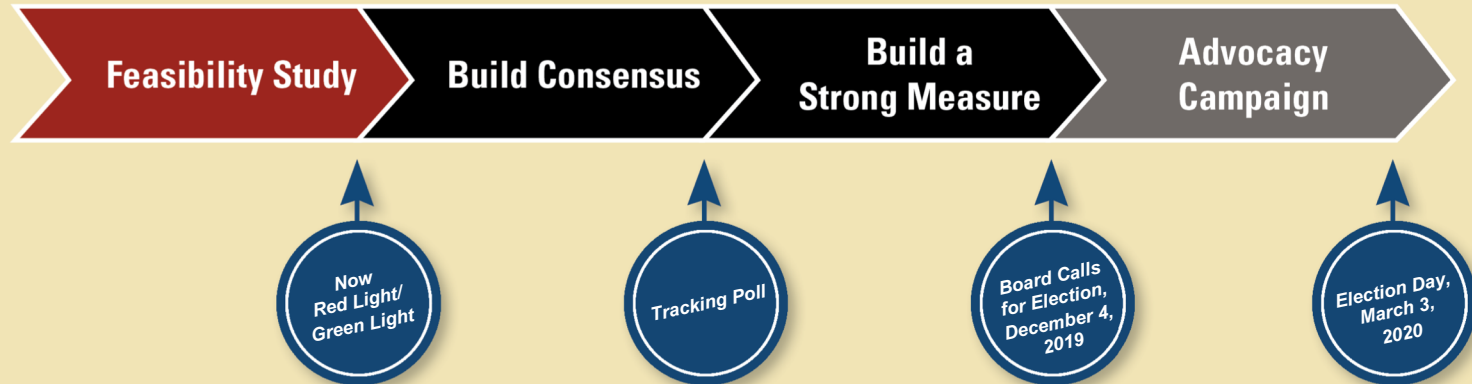
November – Presidential General Election

Takes effect on FY 2021-22  
property tax bills

# Potential Tax Rate Structures

- **Flat Rate:** Flat tax rate per parcel
- **Square Foot Rate:** Tax rate per square foot of building improvements

# March 2020 Parcel Tax Timeline



- Poll
- Election timing
- Tax rate
- Projects/Programs
- Political landscape
- Competing issues
- Potential controversy

- Follow-up polling
- Write resolution
- Ballot question
- Non-advocacy communication
- Consensus building
- Board vote

- Private fundraising
- Direct mail
- Website
- Endorsements
- Phone banks
- Lawn signs
- GOTV