

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