



MEMORANDUM

DATE: July 10, 2012

TO: Governing Board
San Francisco Bay Restoration Authority

FROM: Sam Schuchat, Chair
Governing Board
San Francisco Bay Restoration Authority

SUBJECT: Performance of funding measures in the June 2012 election
Attachment: Revenue measure spreadsheet

As you may recall, immediately after the June primary election I sent out a quick and dirty analysis of the funding measures in the Bay Area. Since then Save The Bay's Policy Associate Patrick Band has performed a more nuanced analysis of the June 2012 election results for Bay Area revenue measures. Here are some of the facts and figures, as well as lessons and trends apparent from the election:

- 76% of the 34 revenue measures were successful. About 25% of the winning measures had a margin of victory of less than 3%.
- 71% of the 14 parcel tax measures passed.
- Most of the revenue measures were to support schools. Only two of the measures—Crockett's Community Services District Parcel Tax and the City of Sonoma's sales tax—were to raise funds for activities somewhat related to the Restoration Authority's purposes, including flood management and recreation facilities. These measures passed by margins of 1.66% and 27.10%, respectively.
- The parcel tax measures that failed were plagued either by a very high tax rate, strong editorial opposition, questions about the benefitting agency's financial management, poor turnout among supporters, or inadequate campaigns.
- Most of the winning measures benefitted from strong endorsements from labor, partisan organizations, and editorial boards.

Attached is a spreadsheet prepared by Patrick that provides interesting details about each of the June revenue measures, such as registration in each race, turnout, and the specific ballot question.

County	Jurisdiction	Measure	Bond/Tax Amount	Measure Sunset	Total Number of Registered Voters	Democrats	Republicans	Decline to State	Number of Ballots Cast	Threshold	Vote	Turnout	Ballot Question
Contra Costa	Antioch Unified School District	School Bond	\$59.5 Million	-	45,625	24,881	9,793	8,908	8,659	55%	54.53%	19%	For critical renovation, modernization and safety needs at Antioch High School by building new, permanent classrooms including science and computer labs and a library, upgrading electrical systems, improving student access to computers and technology, shall the School Facilities Improvement District No. 1 of the Antioch Unified School District issue \$59,500,000 in bonds at legal interest rates with funds monitored by an Independent Citizens' Oversight Committee and no funds spent on administrators?
Contra Costa	West Contra Costa Unified School District	School Parcel Tax	Renewal - Amount Unknown	5 year	100,339	64,311	11,155	20,656	36,522	66%	65.52%	36%	To provide local funding the State cannot take away, preserve quality education including: reading, writing, math, science; maintaining reduced class sizes for the youngest children; retaining quality teachers; supporting libraries, improving campus safety; preparing students for college/workforce; shall West Contra Costa Unified School District renew its existing parcel tax for five years, increasing it by three cents/square foot of building area or three dollars/vacant parcel, with no funds for administrator salaries, exempting seniors and requiring citizen oversight?
Contra Costa	City of Pittsburg	Pittsburg Sales Tax	0.5% - 0.25%	5 year	24,928	14,845	3,815	5,264	6,913	50%	73.69%	28%	To provide funding that stays in Pittsburg and cannot be seized by the State, to be used for Public Safety, gang prevention, job creation programs for local residents, to keep the Senior Center open, to maintain other City services, shall the City of Pittsburg enact a temporary, half-cent sales tax for five years, reduced to one-quarter cent for five years, then the increase be terminated, altogether, with citizens' oversight, mandatory audits and consistent community reporting?
Contra Costa	City of San Pablo	San Pablo Sales Tax	0.5% - 0.25%	5 year	7,875	5,169	696	1,702	2,167	50%	73.56%	28%	To provide funding that cannot be seized by the State, but will stay in San Pablo for such things as Public Safety, gang prevention, youth services, job creation and job training programs for local residents (including the disenfranchised) and all other general city services, shall San Pablo enact a temporary half-cent sales tax for 5 years, reduced to one-quarter cent for 5 years, then terminated altogether, with citizens' oversight, mandatory audits, and consistent community reporting?
Contra Costa	Crockett Community Services District	Crockett CSD Parcel Tax	Renew \$50, Increase to \$110	Permanent	2,016	1,159	316	410	909	66%	67.66%	45%	Shall a resolution be adopted which will authorize the Board of Directors to increase the existing \$50 recreation special tax on residential parcels within the Crockett and Port Costa areas for maintenance and operation of the District's park and recreation facilities and services within the District and not to exceed a total of \$110 per parcel per year?
Contra Costa	East Contra Costa Fire Protection District	E. County Fire Parcel Tax	\$197 plus COLA	10 Year	52,669	24,006	16,748	9,630	17,427	66%	43.80%	33%	To preserve existing emergency services, add paramedic services and prevent further layoffs of up to one half of existing firefighters and the closure of up to 3 additional fire stations, shall an ordinance be adopted to enact a parcel tax of \$197 per year on each parcel of real property within the District, with an annual cost of living adjustment not to exceed 3% and terminating on June 30, 2023?
Marin	Ross Valley School District	Ross School Parcel Tax	Renewal & Increase by \$149	8 Year	15,867	9,712	1,921	3,318	8,421	66%	73.92%	53%	To provide local funding the State cannot take away, preserve high quality education in reading, writing, math and science, educationally sound class sizes, school libraries, and art and music instruction, and to help attract and retain highly-qualified teachers, shall the Ross Valley School District renew its existing parcel tax for another eight years, increasing it by \$149 per year, with no funds used for administrators' salaries and an exemption for seniors, and requiring annual audits?
Marin	Town of Ross	Ross Public Safety Tax	Up to \$1000 per unit/parcel	4 Year	1,587	689	493	354	852	66%	60.92%	54%	Shall the voters of the Town of Ross adopt an ordinance authorizing from July 1, 2012 through June 30, 2016, the levy of a special tax for public safety services in an amount not to exceed \$1000 per dwelling unit for single family residential uses and not to exceed \$1000 per parcel for multi-family, commercial or other non-residential uses, and increasing the Town's appropriations limit by the amount of the special tax proceeds?
Marin	Muir Beach Community Services District	Muir Beach CSD Tax	\$200	4 Year	276	178	14	61	146	66%	86.99%	53%	Shall Muir Beach CSD Ordinance No. 2012-1, which imposes an annual special tax of two-hundred (\$200.00) dollars for a period of four (4) years, FY 2012-2013, FY 2013-2014 and FY 2014-2015, and 2015-2016, on each parcel within the Muir Beach CSD for fire protection, including fuel abatement and emergency preparedness, be approved and shall the Muir Beach CSD appropriations limit be increased by the amount of this voter-approved tax?
San Mateo	Cabrillo Unified School District	S. Cabrillo School Bond	\$81 Million	-	14,249	6,974	2,951	3,469	6,730	55%	56.51%	47%	To improve the quality of education in local schools by replacing leaky roofs; performing essential safety repairs on classrooms and facilities; updating science labs; equipping classrooms with 21st century technology; maximizing energy efficiency and water conservation to save money; and renovating, constructing, and equipping classrooms and facilities; shall Cabrillo Unified School District issue \$81 million in bonds at legal rates with citizen oversight, annual audits, no funds for administrators' salaries, and all funds staying in local schools?

San Mateo	County of San Mateo	Rental Vehicle Tax	2.50%	-	335,378	171,404	68,336	83,133	114,266	50%	50.08%	34%	Shall Chapter 5.150 be added to the San Mateo County Ordinance Code, imposing a business license tax of two and one-half percent (2.5%) of gross receipts on operators of vehicle rental businesses located in the unincorporated area of San Mateo County?
San Mateo	County of San Mateo	TOT	2% Increase, from 10 to 12%	-	335,378	171,404	68,336	83,133	114,142	50%	46.81%	34%	Shall Chapter 5.136 of the San Mateo County Ordinance Code be amended to increase the rate of tax imposed on occupants of lodging within the unincorporated County who reside in such lodging for thirty consecutive calendar days or less, from ten to twelve percent of the rent charged by operators of such lodging?
San Mateo	Wayside Road Maintenance District	Portola Valley Special Tax	\$625 - \$950	Permanent	53	31	8	9	30	66%	86.67%	57%	Shall the Town Council of the Town of Portola Valley sitting as the governing body of the Wayside II Road Maintenance District adopt an ordinance increasing the annual special tax per parcel from \$625 to \$950 to provide revenue to maintain and repair the roads in the District?
San Mateo	Redwood City School District	W. Redwood City School	\$67	5 Year	40,820	20,725	9,270	9,161	16,156	66%	69.21%	40%	To improve local elementary and middle school education for all students with funds that cannot be taken by the State; enhance reading, writing, math, and science skills; attract and retain qualified teachers; and support school libraries; shall the Redwood City Elementary School District levy an educational parcel tax of \$67 annually for five years only, exempting seniors, with independent citizen oversight, annual reports to the community, no money for administrators' salaries, and all money benefitting local schools?
San Mateo	County of San Mateo	Parking Business Lic. Tax	8.00%	-	335,378	171,404	68,336	83,133	114,295	50%	46.91%	34%	Shall Chapter 5.152 be added to the San Mateo County Ordinance Code, imposing a business license tax of eight percent of gross receipts on operators of commercial parking facilities located in the unincorporated area of San Mateo County?
San Mateo	Jefferson Union High School District	Jefferson HS Parcel Tax	\$48	4 Year	56,712	31,286	8,128	15,117	18,629	66%	67.34%	33%	To protect quality education for all students, with funds that cannot be taken by the State, by: enhancing math, science, reading, and writing skills; providing career training, college preparation, and 21st century computer instruction; attracting and retaining qualified teachers; shall Jefferson Union High School District levy \$48 annually per parcel for four years, exempting senior citizens, with independent citizen oversight, no money for administrators' salaries, and all funds benefitting Jefferson, Oceana, Terra Nova, Westmoor, and Thornton high schools?
San Mateo	County Service Area P-1	Svc Area 1 Police/ Fire Tax	\$65	4 Year	2,037	1,176	317	412	1,085	66%	70.23%	53%	Shall Resolution 71851 of the County of San Mateo continuing the levy of a special tax for four years at a maximum rate of \$65 per parcel per year for extended police and structural fire protection services be approved?
Alameda	Peralta Community College District	Peralta CCD Parcel Tax	\$48	8 Year	331,572	213,883	26,135	65,684	104,368	66%	72.86%	31%	To provide College of Alameda, Laney College, Merritt College and Berkeley City College secure funds that cannot be taken by the state, and support affordable college education including: providing core academic programs including math, science and English; training students for successful careers; and educating students to transfer to university; shall Peralta Community College District levy \$48 per parcel annually for 8 years with Citizens' Oversight, no funds for administrators' salaries, and all funds spent in our college district?
Alameda	City of Alameda	Alameda 911	0.50%	Permanent	41,860	22,935	6,454	9,479	17,042	66%	50.56%	41%	To maintain neighborhood crime patrols, fire protection and 911 emergency response; improve earthquake preparedness; replace an unsafe fire station; establish a citywide Emergency Operations Center, a joint police/ fire training facility, library, cultural and recreational facilities; replace outdated police/ fire vehicles and equipment; and for other capital equipment and facilities, shall the City of Alameda enact a one-half cent sales tax, with all revenue staying in the City, mandatory annual audits and public expenditure reports?
Alameda	Dublin Unified School District	Dublin School Bond	\$99 Million	-	20,845	8,912	5,460	4,938	6,780	55%	62.02%	33%	To protect quality education with funding that cannot be taken by the State, shall Dublin Unified School District update/replace aging classrooms/science labs; provide 21st century computers/technology/classrooms; ensure classrooms meet safety codes; prevent student overcrowding; and improve energy/operational efficiency and utilize savings for teachers/instruction, by issuing \$99 million in bonds at legal rates, with independent oversight, no money for administrators, and all funds staying in Dublin?
Alameda	Hayward Unified School District	Hayward School Parcel Tax	\$58	Five Year	67,486	40,056	9,601	13,473	17,981	66%	70.83%	27%	To protect critical education programs, with funds that cannot be taken by the State, including: math, reading, writing, and hands-on science classes/labs; enhancing library services, technology and college preparation programs; providing programs for all students to meet State academic standards; and attracting and retaining qualified teachers; shall Hayward Unified School District be authorized to levy \$58 per parcel annually, for five years, with an exemption for senior citizens, mandatory citizens' oversight and all money used for classrooms?
Alameda	New Haven Unified School District	New Haven School Parcel Tax	\$180	Four Year	33,297	18,297	4,663	8,323	10,079	66%	62.94%	30%	To support high-quality local elementary, middle and high school education to prepare students for college and careers with outstanding core academic programs in reading, writing, math and science and highly qualified teachers and classified staff, shall New Haven Unified School District authorize a school parcel tax of \$180 per year, for four years, with citizen oversight, no funds for administrators' salaries, an exemption available for seniors and the disabled, and all funds staying in our local schools.

Sonoma	Cotati/ Rohnert Park Unified School District	Cotati School Parcel Tax	\$89	Five Year	24,840	12,368	5,244	5,571	10,359	66%	66.90%	42%	To protect quality education with local funding that cannot be taken by the State, shall Cotati-Rohnert Park Unified School District preserve reading/writing/math/science programs; keep school libraries open/available for students; protect art/music/vocational instruction; and attract/retain qualified teachers, by levying \$89 per parcel annually for five years, with exemptions for senior citizens, independent citizen oversight, no money for administrators' salaries, and all funds staying local?
Sonoma	Healdsburg Unified School District	Healdsburg School Bond	\$35 Million	-	9,362	4,710	2,301	1,871	4,546	55%	61.40%	49%	Without increasing current tax rates, to improve the quality of education at Healdsburg High and Healdsburg Junior High, repair leaky roofs, improve student access to computers/modern technology, add science labs, lower energy costs by upgrading electrical/plumbing systems and installing solar panels, shall Healdsburg Unified School District acquire,construct,repair schools/sites/facilities/equipment by issuing \$35,000,000 of bonds at legal interest rates, with independent citizens' oversight, no money for administrators nor be taken by the State?
Sonoma	Guerneville School District	Guerneville School Bond	\$6 Million	-	3,122	1,866	308	685	1,533	55%	64.80%	49%	To improve the quality of education, improve student access to computers and modern technology, make health and safety improvements, modernize outdated classrooms and restrooms, improve energy efficiency by installing solar panels, modernize playgrounds and playfields, and replace outdated heating, ventilation and air-conditioning systems, shall the Guerneville School District issue \$6,000,000 of bonds at legal interest rates, have an independent citizens' oversight committee and have no money used for administrative salaries or be taken by the State?
Sonoma	Old Adobe Union School District	Old Adobe School Bond	\$26 Million	-	13,832	6,854	3,301	3,009	5,969	55%	56.80%	43%	To improve the quality of education, repair or replace leaky roofs; improve student access to computers and modern technology; modernize outdated classrooms, restrooms and school facilities; replace old heating, ventilation and air-conditioning systems; replace deteriorating plumbing systems; and make health and safety improvements; shall the Old Adobe Union School District issue \$26,000,000 of bonds at legal interest rates, have an independent citizens' oversight committee and have no money used for administrative salaries or be taken by the State?

Sonoma	Sebastopol Union School District	Sebastopol School Bond	\$9 Million	-	7,811	4,607	1,150	1,490	4,094	55%	70.10%	52%	To improve the quality of education; repair leaky roofs; improve energy efficiency by installing solar panels; repair deteriorating plumbing systems; improve student access to computers and modern technology; replace outdated HVAC systems; and renovate, repair, construct and/or upgrade classrooms, restrooms and school facilities; shall the Sebastopol Union School District issue \$9,000,000 of bonds at legal interest rates, have an independent citizens' oversight committee and have no money used for administrative salaries or be taken by the State?
Sonoma	Wright School District	Wright School Bond	\$14 Million	-	8,074	4,199	1,608	1,860	3,078	55%	62.20%	38%	To improve the quality of education; repair or replace leaky roofs; improve student access to computers and modern technology; construct additional classrooms, restrooms and school facilities; improve energy efficiency; upgrade inadequate electrical systems; make health and safety improvements; and replace old plumbing systems; shall the Wright Elementary School District issue \$14,000,000 of bonds at legal interest rates, have an independent citizens' oversight committee and have no money used for administrative salaries or be taken by the State?
Sonoma	City of Sonoma	Sonoma Sales Tax	0.50%	-	6,425	3,315	1,525	1,277	3,291	50%	67.10%	51%	To preserve the safety, public services and quality of life of Sonoma, and provide funding for essential services such as police, fire and emergency medical services, street and road maintenance and repairs, flood prevention, park and open space maintenance, graffiti abatement and other general community services, shall an ordinance be adopted temporarily increasing the City sales tax by one-half of one percent for a term of 5 years, with all funds to be spent locally?
Santa Clara	West Valley- Mission Community College District	W. Valley CCD Bond	\$350 Million	-	188,977	83,319	48,668	49,692	69,595	55%	59.89%	37%	To provide affordable education at West Valley and Mission Colleges by updating academic facilities and technology to prepare students for 21st century jobs/transfer to universities, upgrading healthcare, public safety and job-training facilities, and aging buildings for earthquake safety, and acquiring, constructing, repairing and equipping sites, buildings, classrooms and facilities, shall West Valley-Mission Community College District issue \$350,000,000 of bonds, at legal rates with citizens' oversight, no money for Sacramento, administrators' salaries or employee pensions?
Santa Clara	Milpitas Unified School District	Milpitas School Bond	\$95 Million	-	25,022	10,500	5,149	8,560	8,449	55%	64.05%	34%	To continue providing high quality education for local students by repairing and upgrading classrooms and science labs, updating learning technology, replacing leaky roofs, providing classrooms for growing student enrollment, upgrading fire/earthquake safety, maximizing energy efficiency, improving disabled access, and repairing, constructing, acquiring or equipping classrooms, sites and facilities, shall Milpitas Unified School District issue \$95,000,000 in bonds at legal rates, with citizen oversight, annual audits, no funds for administrator salaries and all funds staying in local schools?
Santa Clara	Mountain View Whisman School District	Mountain View School Bond	\$198 Million	-	27,143	13,437	4,677	8,009	10,863	55%	67.58%	40%	To protect quality education in Mountain View, provide safe and modern classrooms, and make schools operate more efficiently, shall the Mountain View Whisman School District remove hazardous lead/asbestos materials, improve earthquake safety, upgrade fire alarms/security, replace outdated and inefficient plumbing/electrical/heating/ventilation, update computers/technology, and upgrade, acquire, construct schools, sites, facilities and equipment by issuing \$198 million in bonds at legal rates, with independent oversight and all funds spent on local elementary and middle schools?
Santa Clara	Cupertino Union School District	Cupertino School Bond	\$220 Million	-	62,511	23,841	13,959	23,019	26,432	55%	66.25%	42%	To continue providing high quality education for local students by fixing leaky school roofs, upgrading earthquake/fire safety, removing potentially hazardous materials from old structures, keeping schools clean and well-maintained, updating science labs/educational technology, providing classrooms for student enrollment growth, and renovating, acquiring, constructing, equipping classrooms/sites/facilities, shall Cupertino Union School District issue \$220,000,000 in bonds at legal rates with citizen oversight, annual audits, no funds for administrators' salaries, all funds staying in local schools?
Solano	Solano County	County Library Tax	0.125%	-	200,782	97,532	51,539	43,097	66,984	66%	80.10%	33%	Shall Ordinance No. 2011-1724 to extend the 1998 countywide library retail transactions and use tax at the rate of one-eighth of one percent (0.125%) for a maximum of 16 years, which provides local library funding; prevents library closures; maintains collections of books, databases, and other materials; preserves library hours and children, teen, adult, senior programs, including computer training, homework help, family literacy and children's storytimes, with all revenues staying in Solano County, be adopted?