

Proposed Ballot Language and Resolution Calling an Election for Voter Approval of an Education Parcel Tax

October 29, 2019

Purpose of Presentation

- Present background on concept of using a parcel tax to improve employee salaries
- Describe nature and purpose of parcel taxes
- Review proposed parcel tax
- Outline parcel tax timeline for March 2020 ballot

Background

- AUSD is in the midst of a Strategic Planning process that depends on retaining and attracting excellent employees in order to provide a high-quality and stable educational program for our students.
- AUSD has raised on-going salaries about 18% since 2012, but salaries remain about 11% below the county average.
- This is having a negative impact on our students, employees, and programs.
- The District cut \$3.2 million from its budget in 2018 in order to provide employees with a 4.5% raise. An 11% salary increase would be far too much to cut from the budget without significantly impacting programs.

What is a Parcel Tax?

- Local tax used to support local school districts or government agencies
- Levied on each non-exempt parcel of real property in the district
- Must be approved by two-thirds of local voters before taking effect
- Must be used only for purposes approved by voters (i.e., according to language in measure itself)

Why do School Districts Use Parcel Taxes?

- State funding is insufficient and variable.
- School districts cannot use sales or income taxes to raise funds.
- Parcel taxes allow school districts to raise and control local funds for local schools and students.

Background

Date	Task
June 25	Staff gives a presentation on AUSD salaries and potential ways to increase them to the Board of Education. The Board directs staff to explore viability of parcel tax to increase employee compensation
July 2019	District hires TBWB Strategies to provide guidance on parcel tax
July 24-July 30	EMC Research conducts voter opinion research to gauge attitudes towards the district, test knowledge of employee compensation challenges, and determine the viability of a parcel tax dedicated to staff. Results indicate that a dedicated parcel tax is feasible and that residents generally approve of AUSD and recognize the need for additional funding.
August 13	EMC presents poll results to the Board of Education.
October 7	AEA and AUSD sign TA for 3-year successor agreement that depends, in part, on passage of parcel tax.
October 21	AEA reports that its members have ratified the TA.

Successor Agreement Salary Details

- October 7: AEA and AUSD sign a Tentative Agreement for a 3-year successor agreement that provides:
 - ✓ 4% increase for 2019-20
 - ✓ 1% increase for 2019-20*
 - ✓ 8% increase for 2020-21*
- AEA ratified this TA on October 21, 2019.
- Board voted on this TA on October 29, 2019.

* *Contingent on a parcel tax*

Sources of Salary Increase

- Budget adjustments/re-purposing and additional revenue
 - ✓ \$2.5 million from deferred maintenance
 - ✓ \$994K from the textbook fund
 - ✓ Additional revenue from other adjustments:
 - ❖ \$691K in one-time pre-K funds
 - ❖ \$175K in CalPERS reduction
 - ✓ \$2.1 million from adjusted beginning balance
- Parcel tax, if approved by voters (\$9.3 million/year)

Major Elements of Proposed Parcel Tax

- \$0.23 per building area square foot
- \$299 per vacant parcel
- Capped at \$7,999 per parcel
- Raises \$9,300,000 annually
- To be used only for employee salaries
- 7-year term, set to expire in June 2027
- Exemptions for seniors and SSI recipients
- Oversight via citizen committee and audits

Board Vote on November 12

- Resolution
- Summary ballot label (no more than 75 words)
 - ✓ To support all Alameda students and maintain high-quality Alameda schools by attracting and retaining excellent teachers and employees, sustaining strong academic programs in reading, writing, math, arts/sciences, and helping counselors support struggling students, shall an Alameda Unified School District measure, levying \$0.23 per building area square foot (capped at \$7,999 per parcel) and \$299 per vacant parcel annually for 7 years, be adopted, raising \$9,300,000 annually with senior exemptions, audits, oversight, and all funds staying local?
- Complete measure setting out details of how tax is to be levied

Timeline

Date	
October 29, 2019	Board review and public hearing of draft parcel tax resolution/ballot question
November 12, 2019	Board votes on parcel tax resolution to place parcel tax on March 2020 ballot.
November 14, 2019	County Superintendent Signs Formal Notice of Parcel Tax Election
By December 6, 2019	Resolution, ballot measure, and county notice delivered to Alameda County Registrar of Voters.
November, 2019 – February, 2020	Superintendent introduces Strategic Plan to school communities to raise awareness and engage staff and families in the process.
November 12, 2019 – March 3, 2020	Private parcel tax campaign committee conducts voter contact, education, and GOTV efforts.
March 3, 2020	Election

Questions?