

Resolution Calling an Election for Voter Approval of an Education Parcel Tax

November 12, 2019

**Pasquale Scuderi
Superintendent**

Tonight's Agenda Item

- Review proposed parcel tax and adjustments to the proposed resolution since 10/29.
- Outline parcel tax timeline for March 2020 ballot
- Vote on resolution to place parcel tax on the ballot for the March 3, 2020 statewide primary election.

Background

- AUSD is developing a Strategic Plan 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 approximately 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. Cutting 11% from our current budget would have significant impact on the number of schools we operate, as well as programs and services.
- A parcel tax is the most viable way of improving salaries and providing high-quality instruction and support to our students.

Timeline

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	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.
October 29	Board votes to ratify TA with AEA and hears presentation on proposed parcel tax ballot measure .
November 12	Board vote on proposed parcel tax.

Successor Agreement Salary Details

AEA and AUSD have ratified a 3-year successor agreement that provides:

- ✓ 4% increase for 2019-20
- ✓ 1% increase for 2019-20*
- ✓ 8% increase for 2020-21*

** Contingent on a parcel tax*

Major Elements of Proposed Parcel Tax

- \$0.265 per building area square foot
- \$299 per vacant parcel
- Capped at \$7,999 per parcel
- Raises \$10,500,000 annually
- Percentage to be shared with local Alameda charter schools to help them also retain and attract high-quality employees
- 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 12th

- 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 \$0.265 per building area square foot (capped at \$7,999 per parcel) and \$299 per vacant parcel annually for 7 years, be adopted, raising \$10,500,000 annually with senior exemptions, audits, oversight, and all funds staying local?
- Complete measure setting out details of how tax is to be levied

Timeline – What Happens Next?

Date	
November 12, 2019	Board votes on parcel tax resolution to place parcel tax on March 2020 ballot.
Mid-November 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 develops Strategic Plan with school communities to raise awareness and engage staff and families in the creation of priorities and goals.
November 12, 2019 – March 3, 2020	Private parcel tax campaign committee conducts voter contact, education, and GOTV efforts.
March 3, 2020	California primary election

Resolution for Voter Approval of an Education Parcel Tax

Questions?