



City Council Memorandum

599 El Camino Real Greenfield CA 93937 831-674-5591
www.ci.greenfield.ca.us

MEMORANDUM: July 22, 2015

AGENDA DATE: July 28, 2015

TO: Mayor and City Council

FROM: Susan A. Stanton, ICMA-CM,
City Manager

TITLE: **PROPOSED BALLOT MEASURE FOR 2015 CITY SERVICES
TRANSACTIONS AND USE TAX**

BACKGROUND:

On July 14, 2015, the City Council discussed seeking Greenfield voters' approval to consider an additional Transactions and Use Tax of 0.75% for a period of five years, to supplement the extension of the Measure X 1.0% Transactions and Use Tax.

On several occasions during the budget workshops in April and May, the City Council identified public safety as a high priority. The average number of police officers in cities of 10,000 to 25,000 residents that are located in on the west coast is 1.5 officers per 1,000 residents¹, while the current ratio in Greenfield is 1.1 officers for every 1,000 residents. This translates to a need for approximately six additional police officers, at an estimated current annual cost of \$595,000. There are various factors to consider when determining the optimal staffing level of any police department. In practice, staffing levels in the Greenfield Police Department are impacted by factors that may influence an actual need for more or fewer officers than any ratio that is suggested by the Department of Justice or other guidelines and indices. Regardless, it is increasingly clear that there are socio-economic factors that impact Greenfield, which are not also experienced in other communities of similar size. The ability to hire additional police officers is important to ensure that the City has adequate resources to address the continuous criminal activity and violence experienced in Greenfield.

As discussed during review of the 2015-16 and 2016-17 biennial budget, the City has not had adequate financial resources to ensure that compensation and benefits paid to Greenfield's police officers is competitive in the local labor market. The average starting salary for a new police officer in Greenfield is \$15,000 to \$25,000 less than the average police officer salary in other cities within this local labor market. This wage disparity has severely handicapped Greenfield's ability to recruit the best and brightest applicants to our community, who are also qualified to deal with the very complex problems experienced here in Greenfield. During the past year, the

City was fortunate to attract four highly qualified officers to Greenfield in spite of the current pay disparity. However, in order to ensure that these officers are not persuaded to seek employment with another neighboring agency, and to ensure that the City remains able to recruit bright, talented police officers, the City must properly compensate its officers with a competitive wage.

In addition, Council has expressed a desire to expand recreation opportunities for the community. This not only would make Greenfield a fun and interesting place to live and play, it will also provide wholesome activities to keep children and youths “off the streets.” The ultimate effect would be a reduction in the instances of crime. Expansion of recreation will require an additional source of revenue to recruit qualified recreation staff to develop new recreational programming, while maximizing the underutilized recreational assets in the community.

To align with Council’s additional objective for community development, Code Enforcement efforts will also need to be funded, to create livable, high-quality neighborhoods. Pride in neighborhood translates to pride in community. Because the Code Enforcement Officer position was defunded in the 2015-16 and 2016-17 biennial budget, an additional revenue stream will be necessary to fill this vacancy.

There are a number of actions that will need take place, in order to place this measure on the November 3, 2015 ballot:

- City Council must hold a public hearing, letting the public know that the City wishes to place the measure on the ballot (July 28, 2015 meeting).
- City Council must approve a resolution calling for an election, asking the County to consolidate the election, and providing the exact ballot wording (attached, Resolution 2015-50).
- City Council must approve the primary argument in favor of the measure (attached, Resolution 2015-51). The last day for submission of primary arguments to the County is August 14, 2015. The last day for submission of rebuttal arguments (if any) is August 24, 2015.
- City Council must direct the City Manager to enter into a Service Agreement with the Monterey County Registrar of Voters, for the purpose of conducting the election on behalf of the City.

CONSEQUENT ACTION:

If the City Council approves the attached resolutions, the resolution calling for an election must be transmitted, along with the Service Agreement, to the County Elections Department no later than August 7, 2015. On November 3, 2015, the voters of Greenfield will vote on the measure. If it passes by a simple majority, the ordinance enacting the measure will be brought before the City Council for a second reading and adoption, along with certification of the election. At that point, the ordinance and certification will be sent to the Board of Equalization, and collection of the 0.75% 2015 City Services Transactions and Use Tax will begin on April 1, 2016.

The City is also going to obtain the professional services of Michelle Slade (C4 Consulting who functioned as a staff resources to the 4C4P process) to assist with the collection of data and serve as a strategist in communicating this information to the community.

POTENTIAL MOTIONS:

I MOVE TO APPROVE/DENY RESOLUTION #2015-50, A RESOLUTION OF THE CITY OF GREENFIELD CALLING AND GIVING NOTICE OF THE HOLDING OF A MUNICIPAL ELECTION TO ASK THE VOTERS OF THE CITY OF GREENFIELD TO APPROVE A “2015 CITY SERVICES TRANSACTIONS AND USE TAX” OF THREE QUARTERS OF ONE PERCENT; REQUESTING THAT THE BOARD OF SUPERVISORS OF THE COUNTY OF MONTEREY CONSOLIDATE THE ELECTION WITH THE ESTABLISHED ELECTION TO BE HELD ON TUESDAY, NOVEMBER 3, 2015 AND REQUESTING THAT THE REGISTRAR OF VOTERS FOR MONTEREY COUNTY CONDUCT SUCH AN ELECTION ON THE CITY'S BEHALF

and

I MOVE TO APPROVE/DENY RESOLUTION #2015-51, A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF GREENFIELD ADOPTING WRITTEN ARGUMENTS IN FAVOR OF THE NOVEMBER 3, 2015 “2015 CITY SERVICES TRANSACTIONS AND USE TAX” MEASURE

ATTACHMENTS:

Resolution 2015-50
Resolution 2015-51

ⁱ US Department of Justice, Federal Bureau of Investigation, Uniform Crime Reports, Table 71 “Full-time Law Enforcement Officer by Region and Geographic Division by Population Group Number and Rates per 1,000 inhabitants, 2010