
To: Community Priorities Advisory Committee

From: Mike Isom, Development Services Manager
Kathy Pease, Planning Manager

Date: February 23, 2018

Subject: February 28th Meeting Agenda Packet

The following materials are attached for committee review and consideration in advance of the February 28, 2018 CPAC meeting:

- 1. Meeting agenda**
- 2. Recommendations score card**

Follow up materials for the Committee's information from previous meetings include:

- 3. California district sales and use tax rates**
- 4. Fire Department Flashvote results**
- 5. Parks Recreation & Libraries Flashvote results**
- 6. First responder fee informational memorandum**
- 7. February 15th meeting summary**
- 8. Revenue options – complete power point slides (includes pages missing from printed copy provided on 2/15)**

Hard copies of items #1-7 will be provided at the meeting. The missing pages from the revenue options power point included in the February 15th packet will be printed upon committee member request.

If you have any questions prior to the meeting, please contact Mike Isom at (916) 774-5527 or misom@roseville.ca.us, and Kathy Pease (916) 774-5434 or kpease@roseville.ca.us.



EngageROSEVILLE

Community Priorities Advisory Committee Meeting #15

Wednesday, February 28, 2018 / 6:00 pm – 8:00 pm

Mahany Meeting Rooms / 1501 Pleasant Grove Boulevard, Roseville, CA

A G E N D A

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|----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 6:00 pm | I. Welcome! <ul style="list-style-type: none">A. Roll CallB. Agenda Overview |
| 6:05 | II. Draft Recommendations <ul style="list-style-type: none">A. PollingB. Discussion |
| 7:45 | III. Public Comment <p>Members of the public are invited to offer comments on any item within the purview of the CPAC. For those wishing to make oral comments, please complete a Speaker Card, turn it in to a staff member and wait for your name to be called. Speakers are asked to observe a 2-minute time limit.</p> |
| 7:55 pm | IV. Next Steps <ul style="list-style-type: none">A. Recommendations ReportB. Final Committee Meeting |
| 8:00 pm | Close... |

**ENGAGE ROSEVILLE
COMMUNITY PRIORITIES ADVISORY COMMITTEE
DRAFT RECOMMENDATIONS**

As presented and discussed at our initial meeting, the Organizing Framework for the CPAC included the following regarding recommendations (page 4 of 7).

Development of Recommendations

The CPAC process aims to achieve a high level of agreement on a set of recommended strategies to reduce the cost of City service delivery to the City Council. “High level of Agreement” does not necessarily mean that all members of the group are equally enthusiastic about a given direction or recommendation. It does mean that a large number of CPAC members is willing to “live with” the recommendation, even though some individuals might prefer an alternative recommendation.

The facilitator will test for a level of agreement on various proposals at different points of the CPAC process. The facilitator team will apply a “level of agreement” scale similar to what follows:

The facilitator team will work with CPAC members to reach the highest possible level of agreement for each major recommendation to the maximum extent possible in light of time and budget constraints. We recognize that the highest possible level of agreement among CPAC members may not be possible for 100% of the proposed recommendations. Nevertheless, every effort will be made to reach agreement and that opposing points of view will be documented in cases where the level of agreement falls short. Finally, 100% agreement on all items will not be required to move forward with the recommendations report from the CPAC to the City Council.

The Project Team will document the levels of agreement reached by the CPAC for each major recommendation and include these results in the recommendations document that will be submitted to the City Council.

DRAFT RECOMMENDATIONS SCORECARD

Using the scale at the bottom of the page, please indicate your level of agreement (1-6) for each of the draft recommendations.

OVERALL		Level of Agreement
d01	Seek to reduce rather than eliminate services.	
d02	Prioritize public safety as the cornerstone of City services.	
d03	Maintain Roseville's competitive edge in the region, with desirable neighborhoods (schools, parks, open spaces) and a business-friendly environment.	
d04	Maximize flexibility in staffing levels.	
d05	The City shouldn't subsidize services that the private sector can provide.	
d06	Seek opportunities for increased cost recovery for all City services, where applicable/appropriate.	
d07	Utilize technology and automation where possible to increase efficiencies and reduce costs.	
d08	Recruit, train and deploy volunteers where appropriate.	
d09	Pursue fund stabilization/revenue enhancement strategies to preserve Roseville's quality of life.	

1. I can say an unqualified "yes" to the recommendation.
2. I find the recommendation acceptable. It appears to be the best of the real options available to us at this time.
3. I can live with the recommendation, although I am not especially enthusiastic about it.
4. I do not agree with the recommendation but I am willing to live with it so the CPAC process can move forward.
5. I do not agree with the recommendation and I would like the CPAC to do more work to see if we can reach a higher level of agreement.
6. I do not agree with the recommendation and I will work actively to oppose it.

DRAFT RECOMMENDATIONS SCORECARD

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PUBLIC WORKS		Level of Agreement
dPW1	Utilize the prioritization of services table to guide decision-making for the Public Works Department budget.	
dPW2	Explore user fees wherever possible.	
dPW3	Seek opportunities for cost recovery wherever possible.	

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POLICE		Level of Agreement
dP1	Utilize the prioritization of services table to guide decision-making for the Police Department budget.	
dP2	The full-service model should continue to be our approach.	
dP3	Consider outsourcing more specialized services, such as some forensics and major accident investigations.	
dP4	Coordinate with adjoining jurisdictions to eliminate redundancy at a regional level.	
dP5	Eliminate unnecessary overtime.	
dP6	Consider shared communications services with other regional agencies.	
dP7	Do not fill the Parks Officer position for now.	
dP8	Consider cross-training to allow staff to be deployed where needed.	
dP9	Consolidate the budget function within the Department and coordinate more with the City's Finance Department.	
dP10	Preserve community relations and youth services through greater cost recovery.	

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FIRE		Level of Agreement
dF1	Utilize the prioritization of services table to guide decision-making for the Fire Department budget.	
dF2	Reduce overhead and overtime costs.	
dF3	Reduce number of responders to minor traffic accidents.	
dF4	Schedule training to avoid overtime.	
dF5	Increase the use of volunteers.	
dF6	Consider contracting out EMT services.	
dF7	Ensure that mutual aid agreements don't disadvantage Roseville.	
dF8	Move weed abatement to Public Works.	
dF9	Increase facility use fees (Sierra College).	
dF10	Work with community non-profits to eliminate duplicative efforts (e.g., Buckle Up Baby).	
dF11	Consider contracting out all inspections and plan reviews (building, fire & hazardous materials); reduce the frequency of inspections	
dF12	Prohibit fireworks within the City limits.	

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PARKS, RECREATION & LIBRARIES		Level of Agreement
dPRL1	Utilize the prioritization of services table to guide decision-making for the Parks, Recreation & Libraries Department budget.	
dPRL2	Increase fees for fitness memberships; more for non-residents.	
dPRL3	Increase times between maintenance activities; e.g., tree trims, aeration, mowing and edging, etc.	
dPRL4	Consider all libraries together as one service; don't prioritize one location over another.	

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DRAFT RECOMMENDATIONS SCORECARD

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DEVELOPMENT SERVICES		Level of Agreement
dD1	Utilize the prioritization of services table to guide decision-making for the Development Services Department budget.	
dD2	Utilize part-time or contract employees where possible, to reduce pension and benefit costs.	
dD3	Include operations and maintenance costs when calculating cost recovery.	
dD4	Ensure cost recovery rates keep pace with cost increases.	
dD5	Continue to participate in regional planning and technical advisory committees.	

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DISTRICT SALES AND USE TAX RATES**District Taxes, Rates, and Effective Dates**

(City): Indicates district tax applies within the city limits and is in addition to other applicable state, local, and transit district taxes.
Certain cities provide addresses located within a special taxing jurisdiction.

Tax Area	District Name and Acronym	Rate	Effective Date	End Date
Alameda County	Alameda County Essential Health Care Services Transactions and Use Tax (ACHC)	0.50%	07-01-04	
	Alameda County Transportation Commission 2002 (ACTI)	0.50%	04-01-02	
	Alameda County Transportation Commission Transactions and Use Tax (ACTC)	0.50%	04-01-15	
	Bay Area Rapid Transit District (BART)	0.50%	04-01-70	
Albany (City)	City of Albany Transactions and Use Tax (ALBG)	0.50%	04-01-13	3/31/21
Hayward (City)	City of Hayward Transactions and Use Tax (HWDG)	0.50%	10-01-14	9/30/34
Newark (City)	City of Newark Transactions and Use Tax (NEGT)	0.50%	04-01-17	3/31/42
San Leandro (City)	City of San Leandro 2015 Transactions and Use Tax (SLDG)	0.50%	04-01-15	3/31/45
San Leandro (City)	City of San Leandro Transactions and Use Tax (SLGF)	0.25%	04-01-11	03-31-15
Union City (City)	City of Union City Transactions and Use Tax (UCGF)	0.50%	04-01-11	3/31/25
Amador County	Amador County Fire Protection and Emergency Med. Services Transactions and Use Tax (AMCG)	0.50%	04-01-09	
Butte County				
Paradise (Town)	Town of Paradise Temporary Transactions and Use Tax (PTTG)	0.50%	04-01-15	
Colusa County				
Williams (City)	City of Williams Transactions and Use Tax (WLMS)	0.50%	04-01-07	N/A
Contra Costa County	Bay Area Rapid Transit District (BART)	0.50%	04-01-70	
	Contra Costa Transportation Authority (CCTA)	0.50%	04-01-89	
Antioch (City)	City of Antioch Transactions and Use Tax (ANTG)	0.50%	04-01-14	3/31/20
Concord (City)	City of Concord Transactions and Use Tax (CNCD)	0.50%	04-01-11	3/31/25
El Cerrito (City)	City of El Cerrito 2015 Transactions and Use Tax (ELCG)	1.00%	04-01-15	3/31/27
El Cerrito (City)	City of El Cerrito Street Improvements Transactions and Use Tax (ECSI)	0.50%	07-01-08	N/A
El Cerrito (City)	City of El Cerrito Transactions and Use Tax (ELCT)	0.50%	04-01-11	03-31-15
Hercules (City)	City of Hercules Temporary Transactions and Use Tax (HTGT)	0.50%	10-01-12	N/A
Martinez (City)	City of Martinez Road Maintenance and Improvement Transactions and Use Tax (MRMS)	0.50%	04-01-17	3/31/32
Moraga (Town)	Town of Moraga Transactions and Use Tax (MGAG)	1.00%	04-01-13	3/31/33
Orinda (City)	City of Orinda Transactions and Use Tax (ORGT)	0.50%	04-01-13	3/31/23
Pinole (City)	City of Pinole 2014 Transactions and Use Tax (PNGT)	0.50%	04-01-15	N/A
Pinole (City)	City of Pinole Transactions and Use Tax (PNLE)	0.50%	04-01-07	N/A
Pittsburg (City)	City of Pittsburg Preservation of Citywide Service Temporary Transactions and Use Tax (PPTG)	0.50%	10-01-12	.25% 10/1/17 - 9/30/22
Pleasant Hill (City)	City of Pleasant Hill Transactions and Use Tax (PLGT)	0.50%	04-01-17	3/31/37
Richmond (City)	City of Richmond 2014 Transactions and Use Tax (RHMG)	0.50%	04-01-15	N/A
Richmond (City)	City of Richmond Transactions and Use Tax (RMGT)	0.50%	04-01-05	N/A
San Pablo (City)	City of San Pablo (EMS) Transactions and Use Tax (SPES)	0.25%	10-01-14	N/A
San Pablo (City)	City of San Pablo Transactions and Use Tax (SPGT)	0.50%	10-01-12	09-30-17
San Pablo (City)	City of San Pablo Transactions and Use Tax (SPRS)	0.25%	10-01-17	09-30-22

District Taxes, Rates, and Effective Dates

Tax Area	District Name and Acronym	Rate	Effective Date	End Date
Del Norte County	Del Norte County Fairgrounds Transactions and Use Tax (DNCF)	0.25%	04-01-15	
El Dorado County				
Placerville (City)	City of Placerville Public Safety Transactions and Use Tax (PLPS)	0.25%	04-01-99	N/A
Placerville (City)	City of Placerville Special Transactions and Use Tax (PLST)	0.25%	04-01-11	3/31/41
Placerville (City)	City of Placerville Special Transactions and Use Tax for Water, Sewer, Drains, Street Facilities (PVWS)	0.50%	04-01-17	3/31/37
South Lake Tahoe (City)	City of South Lake Tahoe Transactions and Use Tax (SLTG)	0.50%	04-01-05	N/A
Fresno County	Fresno County Public Library Transactions and Use Tax (FCPL)	0.125%	04-01-99	
	Fresno County Transportation Authority (FCTA)	0.50%	07-01-87	
	Fresno County Zoo Authority (FCZA)	0.10%	04-01-05	
Huron (City)	City of Huron Public Safety Special Transactions and Use Tax (HPST)	1.00%	04-01-14	N/A
Reedley (City)	City of Reedley Public Safety Transactions and Use Tax (RDPS)	0.50%	07-01-08	N/A
Sanger (City)	City of Sanger Public Safety Transactions and Use Tax (SGPS)	0.75%	07-01-08	6/30/28
Selma (City)	City of Selma Public Safety Transactions and Use Tax (SLMA)	0.50%	04-01-08	N/A
Glen County				
Orland (City)	City of Orland Transactions and Use Tax (ORDG)	0.50%	04-01-17	N/A
Humboldt County	Humboldt County Transactions and Use Tax (HBGT)	0.50%	04-01-15	
Arcata (City)	City of Arcata Transactions and Use Tax (ARGF)	0.75%	04-01-09	3/31/29
Eureka (City)	City of Eureka Supplemental Transactions and Use Tax (ERST)	0.50%	04-01-11	6/30/21
Eureka (City)	City of Eureka Transactions and Use Tax (ERKA)	0.25%	04-01-09	N/A
Fortuna (City)	City of Fortuna Police and Essential Services Transactions and Use Tax (FOGT)	0.75%	04-01-17	3/31/25
Rio Dell (City)	City of Rio Dell Transactions and Use Tax (RDGT)	1.00%	04-01-15	3/31/20
Trinidad (City)	City of Trinidad Transactions and Use Tax (TRGF)	0.75%	04-01-09	3/31/21
Imperial County	Imperial County Local Transportation Authority (IMTA)	0.50%	04-01-90	
Calexico (City)	Calexico General Fund Transactions and Use Tax (CXGF)	0.50%	10-01-10	
El Centro (City)	City of El Centro Transactions and Use Tax (ECTG)	0.50%	04-01-17	
Inyo County	Inyo County Rural Counties Transactions Tax (INRC)	0.50%	10-01-88	
Kern County				
Arvin (City)	City of Arvin Transactions and Use Tax (ARVN)	1.00%	04-01-09	N/A
Delano (City)	City of Delano Transactions and Use Tax (DLNO)	1.00%	04-01-08	3/31/28
Ridgecrest (City)	City of Ridgecrest Public Safety and Essential City Services Transactions and Use Tax (RIDG)	1.00%	04-01-17	3/31/25
Ridgecrest (City)	City of Ridgecrest Temporary Transactions and Use Tax (RTGT)	0.75%	10-01-12	03-31-17
Wasco (City)	City of Wasco Transactions and Use Tax (WASG)	1.00%	04-01-17	N/A
Kings County				
Corcoran (City)	City of Corcoran Transaction and Use Tax (CRCG)	1.00%	10-01-17	N/A

District Taxes, Rates, and Effective Dates

Tax Area	District Name and Acronym	Rate	Effective Date	End Date
Lake County				
Clearlake (City)	City of Clearlake Public Safety Transactions and Use Tax (CLPS)	0.50%	07-01-95	N/A
Clearlake (City)	City of Clearlake Road Maintenance and Improvement Transactions and Use Tax (CRMI)	1.00%	04-01-17	3/31/37
Lakeport (City)	City of Lakeport Public Safety and Essential City Services Transactions and Use Tax (LAKG)	1.00%	04-01-17	N/A
Lakeport (City)	City of Lakeport Transactions and Use Tax (LPGT)	0.50%	04-01-05	N/A
Los Angeles County				
	Los Angeles County Measure H Homeless (LACH)	0.25%	10-01-17	09-30-27
	Los Angeles County Transportation Commission (LACT)	0.50%	07-01-82	
	Los Angeles County Traffic Improvement Plan (LAMA)	0.50%	07-01-17	
	Los Angeles County Metro Transportation Authority (LAMT)	0.50%	07-01-09	
	Los Angeles County Transportation Commission (LATC)	0.50%	04-01-91	
Avalon (City)	City of Avalon Municipal Hospital and Clinic Transactions and Use Tax (AMHC)	0.50%	10-01-00	N/A
Commerce (City)	City of Commerce Transactions and Use Tax (CMMG)	0.50%	04-01-13	N/A
Compton (City)	City of Compton Transactions and Use Tax (COMG)	1.00%	10-01-16	N/A
Culver City (City)	City of Culver City Essential City Services Transactions and Use Tax (CLEG)	0.50%	04-01-13	03-31-23
Downey (City)	City of Downey Transactions and Use Tax (DWYG)	0.50%	04-01-17	03-31-37
El Monte (City)	City of El Monte Transactions and Use Tax (EMGF)	0.50%	04-01-09	03-31-19
Inglewood (City)	City of Inglewood Vital City Services Transactions and Use Tax (IGWD)	0.50%	04-01-07	N/A
La Mirada (City)	City of La Mirada Transactions and Use Tax (LMGT)	1.00%	04-01-13	03-31-18
Long Beach (City)	City of Long Beach Transactions and Use Tax (LBTG)	1.00%	01-01-17	12-31-22
Lynwood (City)	City of Lynwood Transactions and Use Tax (LWDG)	1.00%	04-01-17	03-31-27
Pico Rivera (City)	City of Pico Rivera Transactions and Use Tax (PCRIV)	1.00%	04-01-09	N/A
San Fernando (City)	City of San Fernando Temporary Transactions and Use Tax (SNFE)	0.50%	10-01-13	09-30-20
Santa Monica (City)	City of Santa Monica Transactions and Use Tax (SAMG)	1.00%	04-01-17	N/A
Santa Monica (City)	City of Santa Monica Transactions and Use Tax (STMA)	0.50%	04-01-11	03-31-17
South El Monte (City)	City of South El Monte Vital City Services Protection Transactions and Use Tax (SEMT)	0.50%	04-01-11	N/A
South Gate (City)	City of South Gate Transactions and Use Tax (SGTE)	1.00%	10-01-08	N/A
Madera County				
	Madera County 2006 Transportation Authority (MCTC)	0.50%	04-01-07	
Madera (City)	City of Madera Transactions and Use Tax (MADG)	0.50%	04-01-17	N/A

District Taxes, Rates, and Effective Dates

Tax Area	District Name and Acronym	Rate	Effective Date	End Date
Marin County	Marin Parks/Open Space/Farmland Preservation Transactions and Use Tax (MPSF)	0.25%	04-01-13	
	Sonoma-Marín Area Rail Transit District (SMRT)	0.25%	04-01-09	
	Transportation Authority of Marin County Transactions and Use Tax (TAMC)	0.50%	04-01-05	
Corte Madera (Town)	Town of Corte Madera Transactions and Use Tax (CMGT)	0.50%	04-01-14	3/31/20
Fairfax (Town)	Town of Fairfax Transactions and Use Tax (FAXG)	0.75%	04-01-17	3/31/27
Fairfax (Town)	Town of Fairfax Transactions and Use Tax (FFGT)	0.50%	04-01-12	03-31-17
Larkspur (City)	City of Larkspur Transactions and Use Tax (LKSG)	0.50%	04-01-14	75% ^{0/8} NO sunset 4/1/19
Novato (City)	City of Novato 2016 Transactions and Use Tax (NOTO)	0.25%	04-01-16	N/A
San Anselmo (Town)	Town of San Anselmo Transactions and Use Tax (SAGT)	0.50%	04-01-14	3/31/24
San Rafael (City)	City of San Rafael Transactions and Use Tax (SREF)	0.75%	04-01-14	3/31/34
Sausalito (City)	City of Sausalito 2014 Transactions and Use Tax (SAUG)	0.50%	04-01-15	3/31/25
Mariposa County	Mariposa County Healthcare Transactions and Use Tax (MCHC)	0.50%	04-01-05	
Mendocino County	Mendocino Library Special Transactions and Use Tax (MLST)	0.125%	04-01-12	
Fort Bragg (City)	City of Fort Bragg CV Starr Center Special Transactions and Use Tax (FBSS)	0.50%	07-01-12	N/A
Fort Bragg (City)	City of Fort Bragg Maintain City Streets Transactions and Use Tax (FBSC)	0.50%	01-01-05	12/31/24
Point Arena (City)	City of Point Arena Transactions and Use Tax (PARS)	0.50%	04-01-04	N/A
Ukiah (City)	City of Ukiah Transactions and Use Tax (UKGT)	0.50%	10-01-05	N/A
Ukiah (City)	City of Ukiah Transactions and Use Tax (UKHG)	0.50%	04-01-17	N/A
Willits (City)	City of Willits Road System Transactions and Use Tax (WCRS)	0.50%	10-01-03	N/A
Merced County	Merced County Transportation Authority (META)	0.50%	04-01-17	
Atwater (City)	City of Atwater Public Safety Transactions and Use Tax (ATWS)	0.50%	07-01-13	6/30/23
Gustine (City)	City of Gustine Community Enhancement to Services Transactions and Use Tax (GSTG)	0.50%	04-01-10	N/A
Los Banos (City)	City of Los Banos Public Safety Transactions and Use Tax (LBPS)	0.50%	04-01-05	12/31/20
Merced (City)	City of Merced Transactions and Use Tax (MRCD)	0.50%	04-01-06	3/31/26
Mono County				
Mammoth Lakes (Town)	Town of Mammoth Lakes Parks, Recreation and Trails Transactions and Use Tax (MLPR)	0.50%	10-01-08	

District Taxes, Rates, and Effective Dates

Tax Area	District Name and Acronym	Rate	Effective Date	End Date
Monterey County	Monterey-Salinas MST Special Transit District (MSTD)	0.125%	04-01-15	
	Monterey Transportation Safety Transactions and Use Tax (MTSF)	0.375%	04-01-17	
Carmel-by-the-Sea (City)	City of Carmel-by-the-Sea Transactions and Use Tax (CBSG)	1.00%	04-01-13	3/31/23
Del Rey Oaks (City)	City of Del Rey Oaks General Transactions and Use Tax (DROG)	0.50%	04-01-15	N/A
Del Rey Oaks (City)	City of Del Rey Oaks Transactions and Use Tax (DLRY)	1.00%	04-01-07	3/31/22
Gonzales (City)	City of Gonzales Quality of Life Transactions and Use Tax (GZGT)	0.50%	04-01-15	3/31/25
Greenfield (City)	City of Greenfield 2015 City Services Transactions and Use Tax (GRFD)	0.75%	04-01-16	3/31/21
Greenfield (City)	City of Greenfield Transactions and Use Tax (GFGT)	1.00%	10-01-12	N/A
King City (City)	City of King City Transactions and Use Tax (KING)	0.50%	04-01-15	3/31/22
Marina (City)	City of Marina Transactions and Use Tax (MRNA)	1.00%	04-01-11	3/31/26
Monterey (City)	City of Monterey Special Transactions and Use Tax (MTRS)	1.00%	04-01-15	3/31/19
Pacific Grove (City)	City of Pacific Grove Transactions and Use Tax (PGRV)	1.00%	10-01-08	N/A
Salinas (City)	City of Salinas Measure G Transactions and Use Tax (SLGT)	1.00%	04-01-15	3/31/30
Salinas (City)	City of Salinas Temporary Transactions and Use Tax (SLNS)	0.50%	04-01-06	N/A
Sand City (City)	City of Sand City 2015 Spec Purpose Transactions and Use Tax (SANG)	1.00%	04-01-15	N/A
Sand City (City)	City of Sand City General Purpose Transactions and Use Tax (SAND)	0.50%	04-01-05	03-31-15
Seaside (City)	City of Seaside Transactions and Use Tax (SEAS)	1.00%	07-01-08	N/A
Seaside (City)	City of Seaside 2017 Transactions and Use Tax (SEDG)	0.50%	10-01-17	N/A
Soledad (City)	City of Soledad Temporary Emergency Transactions and Use Tax (STEG)	1.00%	10-01-12	10/1/32
Napa County	Napa County Flood Protection Authority Tax (NCFP)	0.50%	07-01-98	
St. Helena (City)	City of St. Helena Transactions and Use Tax (SHGT)	0.50%	04-01-17	N/A
Nevada County	Nevada County Public Library Transactions and Use Tax (NEVL)	0.25%	04-01-17	
	Nevada County Public Library Transactions and Use Tax (NVPL)	0.125%	10-01-98	03-31-17
Grass Valley (City)	City of Grass Valley Transactions and Use Tax (GVGT)	0.50%	04-01-13	3/31/23
Nevada City (City)	City of Nevada City Fire and Police Transactions and Use Tax (NVSP)	0.375%	04-01-17	N/A
Nevada City (City)	City of Nevada City Street Improvements Transactions and Use Tax (NVSI)	0.50%	04-01-07	3/31/23
Nevada City (City)	City of Nevada City Transactions and Use Tax (NVGT)	0.375%	04-01-13	N/A
Truckee (Town)	Town of Truckee Trails Transactions and Use Tax (TTRS)	0.25%	10-01-14	9/30/24
Truckee (Town)	Town of Truckee Transactions and Use Tax (TRSR)	0.50%	10-01-98	12/31/28
Orange County	Orange County Local Transportation Authority (OCTA)	0.50%	04-01-91	
Fountain Valley (City)	City of Fountain Valley Transactions and Use Tax (FVGT)	1.00%	04-01-17	3/31/37
La Habra (City)	City of La Habra Transactions and Use Tax (LHBR)	0.50%	04-01-09	3/31/29
La Palma (City)	City of La Palma Transactions and Use Tax (LAPG)	1.00%	04-01-17	N/A
Stanton (City)	City of Stanton Transactions and Use Tax (STGT)	1.00%	04-01-15	N/A
Westminster (City)	City of Westminster Transactions and Use Tax (WESG)	1.00%	04-01-17	12/31/22
Placer County				
Loomis (Town)	Town of Loomis Transactions and Use Tax (LOOG)	0.25%	04-01-17	3/31/27

District Taxes, Rates, and Effective Dates

Tax Area	District Name and Acronym	Rate	Effective Date	End Date
Riverside County	Riverside County Transportation Commission (RCTC)	0.50%	07-01-89	
Cathedral City (City)	City of Cathedral City Transactions and Use Tax (CCGT)	1.00%	10-01-10	N/A
Coachella (City)	City of Coachella Transactions and Use Tax (COAC)	1.00%	04-01-15	N/A
Hemet (City)	City of Hemet Transactions and Use Tax (HMGT)	1.00%	04-01-17	3/31/27
Indio (City)	City of Indio Transactions and Use Tax (INGT)	1.00%	04-01-17	3/31/37
La Quinta (City)	City of La Quinta Transactions and Use Tax (LQUG)	1.00%	04-01-17	3/31/37
Menifee (City)	City of Menifee Transactions and Use Tax (MENG)	1.00%	04-01-17	N/A
Palm Springs (City)	City of Palm Springs Transactions and Use Tax (PSGT)	1.00%	04-01-12	3/31/37
Riverside (City)	City of Riverside Transactions and Use Tax (RIVG)	1.00%	04-01-17	3/31/37
Temecula (City)	City of Temecula Transactions and Use Tax (TEMG)	1.00%	04-01-17	N/A
Sacramento County	Sacramento Transportation Authority (STAT)	0.50%	04-01-89	
Galt (City)	City of Galt Public Safety Transactions and Use Tax (GLTS)	0.50%	04-01-09	N/A
Isleton (City)	City of Isleton General Transactions and Use Tax (ISGT)	0.50%	04-01-17	3/31/22
Isleton (City)	City of Isleton Special Transactions and Use Tax (ISLS)	0.50%	10-01-16	9/30/21
Rancho Cordova (City)	City of Rancho Cordova Transactions and Use Tax (RHCG)	0.50%	04-01-15	N/A
Sacramento (City)	City of Sacramento Transactions and Use Tax (SACG)	0.50%	04-01-13	3/31/19
San Benito County				
Hollister (City)	City of Hollister Transactions and Use Tax (HLST)	1.00%	04-01-08	3/31/38
San Juan Bautista (City)	City of San Juan Bautista Transactions and Use Tax (SJBG)	0.75%	04-01-05	N/A
San Bernardino County	San Bernardino County Transportation Authority (SBER)	0.50%	04-01-90	
Montclair (City)	City of Montclair Transactions and Use Tax (MTGR)	0.25%	04-01-05	N/A
San Bernardino (City)	City of San Bernardino Transactions and Use Tax (SBRN)	0.25%	04-01-07	3/31/22
Yucca Valley (Town)	Town of Yucca Valley Essential Services Transactions and Use Tax (YUCG)	0.50%	04-01-17	3/31/27
Yucca Valley (Town)	Town of Yucca Valley Sewer Improvement & Assessment Transactions and Use Tax (YCST)	0.50%	04-01-17	3/31/27
San Diego County	San Diego County Regional Transportation Commission (SDTC)	0.50%	04-01-88	
Chula Vista (City)	City of Chula Vista Temporary Transactions and Use Tax (CVGT)	0.50%	04-01-17	3/31/27
Del Mar (City)	City of Del Mar Transactions and Use Tax (DELG)	1.00%	04-01-17	N/A
El Cajon (City)	City of El Cajon Public Safety Facilities Transactions and Use Tax (ECPS)	0.50%	04-01-05	03-31-15
El Cajon (City)	City of El Cajon Service Preservation Transactions and Use Tax (ECGF)	0.50%	04-01-09	3/31/29
La Mesa (City)	City of La Mesa Transactions and Use Tax (LMSA)	0.75%	04-01-09	3/31/29
National City (City)	City of National City Transactions and Use Tax (NCGT)	1.00%	10-01-06	9/30/36
Vista (City)	City of Vista Transactions and Use Tax (VSTA)	0.50%	04-01-07	3/31/37
San Francisco City and County	Bay Area Rapid Transit District (BART)	0.50%	04-01-70	
	San Francisco County Public Finance Authority (SFPF)	0.25%	10-01-93	
	San Francisco County Transportation Authority (SFTA)	0.50%	04-01-90	

District Taxes, Rates, and Effective Dates

Tax Area	District Name and Acronym	Rate	Effective Date	End Date
San Joaquin County	San Joaquin Transportation Authority (SJTA)	0.50%	04-01-91	
Lathrop (City)	City of Lathrop Public Safety/Essentials Services Transactions and Use Tax (LTHG)	1.00%	04-01-13	N/A
Manteca (City)	City of Manteca Public Safety Transactions and Use Tax (MTPS)	0.50%	04-01-07	N/A
Stockton (City)	City of Stockton Public Safety Transactions and Use Tax (SPFG)	0.25%	04-01-05	N/A
Stockton (City)	City of Stockton Special Library and Recreation Transactions and Use Tax (SSLR)	0.25%	04-01-17	3/31/33
Stockton (City)	City of Stockton Transactions and Use Tax (STKN)	0.75%	04-01-14	3/31/24
Tracy (City)	City of Tracy Transactions and Use Tax (TRCG)	0.50%	04-01-17	3/31/37
Tracy (City)	City of Tracy Transactions and Use Tax (TRCY)	0.50%	04-01-11	03-31-16
San Luis Obispo County				
Arroyo Grande (City)	City of Arroyo Grande Transactions and Use Tax (ARGD)	0.50%	04-01-07	3/31/22
Atascadero (City)	City of Atascadero Transactions and Use Tax (ATAC)	0.50%	04-01-15	3/31/27
Grover Beach (City)	City of Grover Beach Transactions and Use Tax (GRBH)	0.50%	04-01-07	N/A
Morro Bay (City)	City of Morro Bay Transactions and Use Tax (MRBY)	0.50%	04-01-07	N/A
Paso Robles (City)	City of Paso Robles Transactions and Use Tax (PRBG)	0.50%	04-01-13	
Pismo Beach (City)	City of Pismo Beach Transactions and Use Tax (PSMO)	0.50%	10-01-08	9/30/26
San Luis Obispo (City)	City of San Luis Obispo Essential Services Transactions and Use Tax (SLOG)	0.50%	04-01-07	3/31/23
San Mateo County				
	San Mateo County Retail Transactions and Use Tax (SMGT)	0.50%	04-01-13	
	San Mateo County Transit District (SMCT)	0.50%	01-01-82	
	San Mateo County Transportation Authority (SMTA)	0.50%	07-01-89	
Belmont (City)	City of Belmont Transactions and Use Tax (BMTG)	0.50%	04-01-17	3/31/47
East Palo Alto (City)	City of East Palo Alto Transactions and Use Tax (EPAG)	0.50%	04-01-17	N/A
Half Moon Bay (City)	City of Half Moon Bay Transactions and Use Tax (HMBG)	0.50%	04-01-13	03-31-16
So. San Francisco (City)	So. San Francisco Fiscal Stability and Essential Services Transactions and Use Tax (SSFR)	0.50%	04-01-16	3/31/36
San Mateo (City)	City of San Mateo Transactions and Use Tax (SMTG)	0.25%	04-01-10	3/31/48
Santa Barbara County				
	Santa Barbara County Local Transportation Authority (SBAB)	0.50%	04-01-90	
Guadalupe (City)	City of Guadalupe Transactions and Use Tax (GUAD)	0.25%	04-01-15	9/30/23
Santa Maria (City)	City of Santa Maria Transactions and Use Tax (SMAG)	0.25%	10-01-12	9/30/21
Santa Clara County				
	Santa Clara County Retail Transactions and Use Tax (SCCR)	0.125%	04-01-13	
	Santa Clara County Transit District (SCCT)	0.50%	10-01-76	
	Santa Clara County Valley Transportation Authority (SCVT)	0.50%	04-01-06	
	Santa Clara VTA BART Operating and Maintenance Transactions and Use Tax (SVTB)	0.125%	07-01-12	
	Silicon Valley Transportation Solutions Tax (Santa Clara TA) (SVTS)	0.50%	04-01-17	
Campbell (City)	City of Campbell Vital City Services, Maintenance and Protection Transactions and Use Tax (CMPL)	0.25%	04-01-09	N/A
San Jose (City)	City of San Jose Transactions and Use Tax (SJGT)	0.25%	10-01-16	9/30/31

District Taxes, Rates, and Effective Dates

Tax Area	District Name and Acronym	Rate	Effective Date	End Date
Santa Cruz County	Santa Cruz County Public Library Transactions and Use Tax (SZPL)	0.25%	04-01-97	
	Santa Cruz County Transportation Transactions and Use Tax (SCZT)	0.50%	04-01-17	
	Santa Cruz Metropolitan Transit District (SCMT)	0.50%	01-01-79	
Capitola (City)	City of Capitola Permanent Retail Transactions and Use Tax (CPRG)	0.25%	04-01-13	N/A
Capitola (City)	City of Capitola Transactions and Use Tax (CPGT)	0.25%	04-01-05	12/31/27
Santa Cruz (City)	City of Santa Cruz Replacement Transactions and Use Tax (STCZ)	0.50%	04-01-07	N/A
Scotts Valley (City)	City of Scotts Valley Temporary Transactions and Use Tax (SVLY)	0.50%	04-01-14	3/31/22
Watsonville (City)	City of Watsonville Public Safety Transactions and Use Tax (WTPS)	0.50%	10-01-14	9/30/21
Watsonville (City)	City of Watsonville Transactions and Use Tax (WTVL)	0.25%	04-01-07	N/A
Shasta County				
Anderson (City)	City of Anderson Transactions and Use Tax (ANDG)	0.50%	10-01-14	N/A
Siskiyou County				
Dunsmuir (City)	City of Dunsmuir Transactions and Use Tax (DUNS)	0.50%	04-01-16	N/A
Mount Shasta (City)	City of Mt. Shasta Libraries Transactions and Use Tax (MTSH)	0.25%	10-01-11	N/A
Yreka (City)	City of Yreka Transactions and Use Tax (YRKG)	0.50%	04-01-17	N/A
Weed (City)	City of Weed Transactions and Use Tax (WEED)	0.25%	07-01-15	N/A
Solano County				
	Solano County Public Library Transactions and Use Tax (SLPL)	0.125%	10-01-98	
Benicia (City)	City of Benicia Transactions and Use Tax (BNCG)	1.00%	04-01-15	N/A
Fairfield (City)	City of Fairfield Transactions and Use Tax (FLDG)	1.00%	04-01-13	3/31/33
Rio Vista (City)	City of Rio Vista General Transactions and Use Tax (RVGG)	0.75%	04-01-13	3/31/23
Suisun (City)	City of Suisun Transactions and Use Tax (SUGT)	1.00%	04-01-17	3/31/27
Vacaville (City)	City of Vacaville Transactions and Use Tax (VACG)	0.25%	04-01-13	3/31/38
Vallejo (City)	City of Vallejo Transactions and Use Tax (VJGT)	1.00%	04-01-12	N/A
Sonoma County				
	County of Sonoma Measure F (SAPD)	0.25%	04-01-11	
	Sonoma County Library Maintenance, Restoration, Enhancement Act (SCLM)	0.125%	04-01-17	
	Sonoma County Transportation Authority (SNTA)	0.25%	04-01-05	
	Sonoma-Marín Area Rail Transit District (SMRT)	0.25%	04-01-09	
Cotati (City)	City of Cotati 2014 Transactions and Use Tax (COTI)	1.00%	10-01-14	9/30/23
Healdsburg (City)	City of Healdsburg Transactions and Use Tax (HDBG)	0.50%	04-01-13	3/31/23
Rohnert Park (City)	City of Rohnert Park Transactions and Use Tax (RPGF)	0.50%	10-01-10	N/A
Santa Rosa (City)	City of Santa Rosa 2010 Transactions and Use Tax (SRGF)	0.25%	04-01-11	3/31/19
Santa Rosa (City)	City of Santa Rosa Public Safety Transactions and Use Tax (SRPS)	0.25%	04-01-05	3/31/25
Sebastopol (City)	City of Sebastopol Community Transactions and Use Tax (SEBG)	0.25%	04-01-05	N/A
Sebastopol (City)	City of Sebastopol Increase in the Community Transactions and Use Tax (SBCGS)	0.50%	04-01-13	3/31/21
Sonoma (City)	City of Sonoma Transactions and Use Tax (SOGT)	0.50%	10-01-12	9/30/22

District Taxes, Rates, and Effective Dates

Tax Area	District Name and Acronym	Rate	Effective Date	End Date
Stanislaus County	Stanislaus County Library Transactions and Use Tax (STCL)	0.125%	07-01-95	
	Stanislaus Measure L Local Roads First Transportation (SLFR)	0.50%	04-01-17	
Ceres (City)	City of Ceres Public Safety Transactions and Use Tax (CRPS)	0.50%	04-01-08	N/A
Oakdale (City)	City of Oakdale Transactions and Use Tax (ODGT)	0.50%	04-01-12	3/31/20
Tehama County				
Corning (City)	City of Corning Transactions and Use Tax (CORG)	0.50%	10-01-16	N/A
Red Bluff (City)	City of Red Bluff 2014 Transactions and Use Tax (RDBF)	0.25%	04-01-15	3/31/21
Tulare County	Tulare County Transportation Authority (TCTA)	0.50%	04-01-07	
Dinuba (City)	City of Dinuba Police and Fire Protection Transactions and Use Tax (DNBA)	0.75%	04-01-06	N/A
Farmersville (City)	City of Farmersville Transactions and Use Tax (FMGT)	0.50%	04-01-05	N/A
Lindsay (City)	City of Lindsay Transaction and Use Tax (LDSG)	1.00%	10-01-17	N/A
Porterville (City)	City of Porterville Public Safety, Police and Fire Protection Transactions and Use Tax (PTVL)	0.50%	04-01-06	N/A
Tulare (City)	City of Tulare Transactions and Use Tax (TLRE)	0.50%	04-01-06	N/A
Visalia (City)	City of Visalia Public Safety Transactions and Use Tax (VPST)	0.25%	07-01-04	N/A
Visalia (City)	City of Visalia Transactions and Use Tax (VISG)	0.50%	04-01-17	N/A
Tuolumne County				
Sonora (City)	City of Sonora Transactions and Use Tax (SPFW)	0.50%	01-01-05	N/A
Ventura County				
Oxnard (City)	City of Oxnard Vital Services Transactions and Use Tax (OXND)	0.50%	04-01-09	3/31/29
Port Hueneme (City)	City of Port Hueneme Transactions and Use Tax (PTHN)	0.50%	04-01-09	N/A
Santa Paula (City)	City of Santa Paula Transactions and Use Tax (SPLT)	1.00%	04-01-17	3/31/37
Ventura (City)	City of Ventura Transactions and Use Tax (SBVT)	0.50%	04-01-17	3/31/42
Yolo County				
Davis (City)	City of Davis Transactions and Use Tax (DVSG)	1.00%	10-01-14	12/31/20
West Sacramento (City)	City of West Sacramento Transactions and Use Tax (WSCG)	0.25%	04-01-17	N/A
West Sacramento (City)	City of West Sacramento Transactions and Use Tax (WSTU)	0.50%	04-01-03	2500 no sunset 3/31/13
Woodland (City)	City of Woodland Supplemental Transactions and Use Tax (WOSF)	0.25%	10-01-10	9/30/22
Woodland (City)	City of Woodland Transactions and Use Tax (WDLT)	0.50%	10-01-06	9/30/30
Yuba County				
Marysville (City)	City of Marysville Transactions and Use Tax (MARG)	1.00%	10-01-16	9/30/26
Wheatland (City)	City of Wheatland Transactions and Use Tax (WTLT)	0.50%	04-01-11	3/31/21



MEMORANDUM

Date: February 23, 2018
From: Megan MacPherson, Public Affairs & Communications Director, City of Roseville
To: Members of the Community Priorities Advisory Committee
Subject: **Results of 5th FlashVote Survey**
Attachment: Summary of Results from FlashVote Survey on Fire services

Survey yielded high participation rate

The Fire survey had a 49 percent response rate, with a margin of error of ± 4 percent. It was sent to **1,308 participants** at 11 a.m., February 6, and closed 48 hours later on February 8. Within the hour after the survey closed, all participants received a copy of the results, which is attached.

With a promise that FlashVote surveys can be **completed in a matter of minutes**,

- The Fire survey was **limited to three questions, as were the surveys for Public Works and Police.**
- In the first two, people chose their **top three** most important services in the following categories
 - **Operations**
 - **Support services**
- In the third, people could provide **comments**
- We kept it **simple** by omitting dollars and not asking people to weight or rank services because
 - Response rates decline based on **level of complexity**
 - Response rates decline based on **amount of work required**, especially when math is involved
 - **Higher response rates** reflect **broader community involvement** and reduce the margin of error

Respondents ranked priorities


- The most important services in **Operations** were (pick up to three):
 - 88.2%: Fire-based emergency medical response (firefighter/paramedic)
 - 73.0%: Hazardous materials response (railyard spill response, gas releases, unknown spills/materials)
 - 54.2%: Fire-inspection program (fire inspections at schools, assembly buildings, care facilities and businesses to ensure compliance with the fire code and the safety of the building occupants)
- The most important services in the **Support** section were (pick up to three):
 - 74.3%: Citywide emergency planning and training
 - 64.0%: Weed abatement enforcement to reduce fire hazards
 - 53.0%: Arson investigation program

170 comments included thank yous, suggestions, and observations and opinions.

These results will inform the EngageRoseville effort. Please feel free to contact me with questions or comments at (916) 7774-5455 or mmacpherson@roseville.ca.us.

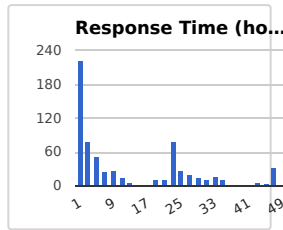
FlashVote helps you make a difference in your community

Results: Fire Department Priorities

 Survey Info - This survey was sent on behalf of City of Roseville to the FlashVote community for Roseville, CA.

682
Participants
 645 of 1308 initially invited
 (49%)
 Margin of error: ± 4%

Applied Filter:
All Responses
 Participants for filter:
682



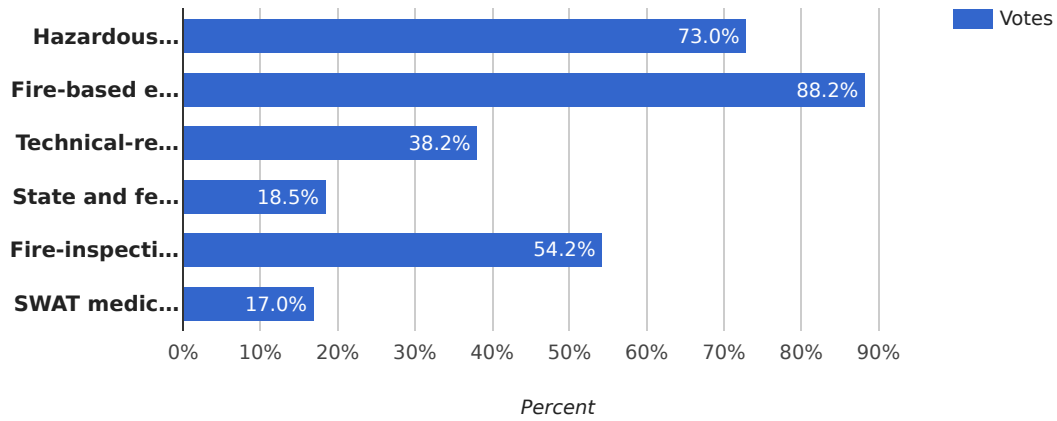
Started:
Feb 6, 2018 11:08am
 Ended:
Feb 8, 2018 11:06am
 Target Participants:
All Roseville

Q1

The City of Roseville is looking for public input on service priorities and possible ways to save money on the enhanced services provided by its Fire Department. Core fire services, such as fire response and fire-based emergency medical response, are NOT being considered for reductions.

Which operational services are most important to you? (You may choose up to THREE)
 (660 responses)

Options	Votes
	(660)
Hazardous materials response (railyard spill response, gas releases, unknown spills/materials)	73.0% (482)
Fire-based emergency medical response (Firefighter/Paramedics)	88.2% (582)
Technical-rescue response (mudslides, water rescues, trench collapse)	38.2% (252)
State and federal mutual-aid disaster response (providing response to areas outside of our city during incidents/disasters)	18.5% (122)
Fire-inspection program (fire inspections at schools, assembly buildings, care facilities and businesses to ensure compliance with the fire code and the safety of the building occupants)	54.2% (358)
SWAT medic program (trained Firefighter/Paramedics as members of the SWAT team)	17.0% (112)

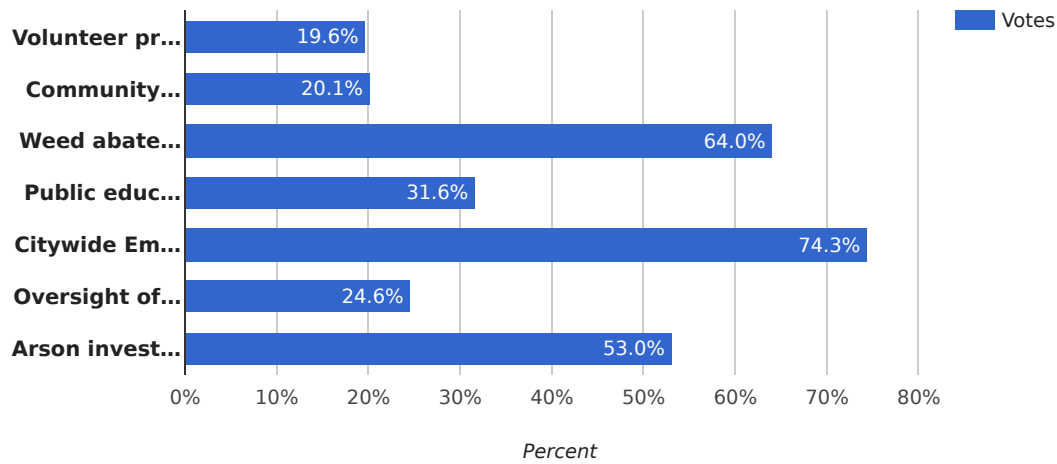


Q2

Which support services are most important to you? (You may choose up to THREE)

(662 responses)

Options	Votes (662)
Volunteer program for providing logistical support to the department	19.6% (130)
Community engagement such as Fire Station open houses and participation in community events such as downtown events and National Night Out	20.1% (133)
Weed abatement enforcement to reduce fire hazards	64.0% (424)
Public education and outreach in schools	31.6% (209)
Citywide Emergency Planning and Training	74.3% (492)
Oversight of safe and sane fireworks sales and professional pyrotechnic displays such as fireworks at fairgrounds/golf course	24.6% (163)
Arson investigation program	53.0% (351)



Q3

Any other comments or suggestions about Fire Department priorities or possible ways to save money?

(189 responses)



Unfiltered responses

n/a

Focus on the Fire Dept was late last year, trying to cut costs, while reducing staff. Why is this an issue again? Look to the secret funds the city is from the GF

none

No.

The biggest priority would be NOT to cut essential fire services.

Bring back the goats.

Consider wages & benefits against what you citizens earn for comparable education & skills. Not just metro.

Not at this time.

consolidation with other services/departments, and other cities/jurisdictions. Reduce the number of firehouses. consolidate equipment. move critical services to mobile-based, rather than "station-based".

The fire department is very efficient -- I do not see any ways to cut other spending.

If you are going to engage in wildland mutual aid, might as well make sure you have Type 3 fire apparatus to increase your likelihood of getting called out and FMAG.

Cut ridiculous salaries and benefits

no

I don't believe the FD should automatically respond to every medical assist call. It seems the ambulance crew can handle the situation most times the FD just stands around.

Not sure, but I would think that employee salaries and benefits are the most costly so reduce staff would seem to be the logical choice.

Let the ambulances respond to medical emergencies, and reserve the fire department for fires.

If firemen need to be sent out each time an ambulance is called, there should be a more fuel-efficient vehicle to go with the ambulance. We called for an ambulance 3 times for transportation to the hospital for a terminally ill neighbor and each time a huge firetruck escorted the ambulance.

More residential police patrols please.

Reduce overtime with sufficient staffing.

Thank you fire fighters for all that you do!!

Develop a program to encourage citizens to alert FD of potential fire or accident incidents. Could be a phone number or email address. Like PG&E has a program: call before you dig, FD could have call/email if you see it!

Our Roseville Fire Department is #1 If you had to save money, do what you were hired to do, fight fires in your area, save lives in your area... state issues can be coordinated, if Roseville have a special tool/devise/training, they pay or rent for Roseville's FD time and use. the community outreach are fantastic, maybe have college kids become your outreach at events, make is a volunteer... college kids with retired firefighters as coaches. I want to know your/or the devise is available when we have an issue in our area. If FF want to help elsewhere, that elsewhere pays them.

We enjoyed the open house!

We need to look at a modern (different?) model of providing "fire" services in our City. Firefighters sleeping in a public firestation is from the 1800's! We also need to find ways to reduce the costs of providing emergency medical responses, maybe separate from the City's "fire" department.

I do wonder why a fire team responds to 911 call when an EMT is all that is required.

Public Safety has been promoted as the #1 priority by every one of our city leaders to get them elected. I appreciate their wanting public support, but they need to give the fire and police departments the resources (financing) they need to do their job responsibly but appropriately.

Police & Fire should be the top priorities when the city is deciding on funding. Parks are great, activities are wonderful, but public safety should be number one and you should not be looking for ways to cut it.

The Fire Dept has helped my husband so many times. He would fall at least once a month and they were there to pick him up. He is now in a skilled nursing facility. Thank you to each and every one of you.

#1 Emergency medical and Fire protection. Roseville has great response times for fire services. Please don't make any changes that will result in increased response times. Not sure what can be done to reduce costs as I am not that knowledgeable as to what the breakdown of the costs are to operate our great fire department services.

Instead of having fire, police etc. go visit schools, it would be more cost effective to hold a "visiting" day at the fairgrounds or some similar place where schools and other such groups could come to visit fire, police etc. and hold the event annually.

I noticed "legal fires during certain days are allowed...to burn off piles of branches etc" in the more rural area of Roseville (ie up and down Cook-Riolo road spewing smoke (ie particulate matter) that affects everyone's health...reported it several times to the local fire station...they say that it's not their responsibility...and referred me to Placer Cty Air Pollution Control area...which I have reported when 1) burning when it's wet outside, 2) no observable person monitoring the fire or inadequate tools to fight the fire if it got out of control, 3) burning green wood and other materials not allowed, 4) letting fire simmer (ie hot ashes) overnight, 5) these so-called controlled fires next to large densely populated subdivisions. Our "local" fire department is anything but a legally interested party wrt the above...it punts the ball to Placer County...They are slow & almost loath to come out and investigate the above...from their location in Auburn (long drive). I'm frustrated!

I believe the fire department is doing a fine job for the city.

This is the one arena that the City of Roseville should just leave alone. If there are any saving costs, do away with volunteer training programs that do not prohibit the maintenance of public safety as well as property. During cutback season, cities need to leave both fire and police departments alone and let them do their jobs with well-maintained gear and up-to-date technology. Perhaps had the City of Roseville been paying attention to upticks in online retailers, there might no be the sudden urge to cut back everything, Did the City leaders ever hear of trend reports? I am not sure where the City of Roseville is headed, but I don't see a very bright future.

Had a neighbor fall down last week, 911 sent out a fire truck with 3 men on it.....not sure that all three were needed to respond to the call.....but then again if they were already on duty, holding back one of the three responding personnel would not have saved any \$\$\$.....it would be interesting to study such calls as to their financial impact

No

I believe ALL of the fire and police services are vitally important and would encourage the City Council to look elsewhere for budget reductions.

Have paramedics riding along with police officers on busy nights with all their gear. Many med checks can be handled by the paramedic without an ambulance call out. Maybe just fri-sat to start. That will save a little and will help police with immediate medical intervention.

Preventative maintenance... in our undeveloped rural lands there should be regularly scheduled clean-up work to remove fallen trees and limbs to reduce the fire risks.

volunteers inside the fire house or weed abatement programs, or other programs that do not require fire fighting training

Is there a way to adjust the fire department schedules to reduce overtime as that seems to be the fire department major expense to reduce?

Maybe allowing community volunteers help at the fire department much like they do for the police department.

Please keep up the education efforts so children help prevent fires and ensure responsiveness to all of Roseville (including the western part of the city near Fiddymnt).

Use specially trained volunteers for routine inspections, such as care homes, commercial buildings etc.

No other ways to save money but this City should consider a First Responder Fee for medical calls as a cost recovery measure!!

Fill all vacant positions to potentially cut back on overtime

Cut cost in nonessential by reducing staff that would slow response time. If you are a little slower on handling permits, inspections etc. do you really think they are going to take their business elsewhere? Response time in both Fire and Police are critical to residents safety. . Quit trying to cut cost in the most important function the city has, Public Safety is number one.

n/a

It is time the people who 'manage' the city do their jobs! Instead of asking us what very important services we can do without...go outside the box and work with what you Have! Maybe fewer highly paid administrators could free up some of our hard earned taxes. Use your own common sense as to what is necessary to protect your citizens instead of asking us and then being able to blame your shortcomings on us! Barbara Harmon

Thank you for the work the fire fighters do! Love the goat weed abatement project.

Keep NFPA 1710 standards in place and no fire department staffing cuts without voter approval.

It's really hard to cut. I think it's all very important!

Reduce Administrative salaries and streamline organization to reduce budget.

Just a huge 'thank you' for all they do...

The fire department is a response model not a business model. It is very difficult for me to find "ways to save money" when this city service is there to help regardless of the budget. The FF's of Roseville will

always do the job regardless of the budget, but we should support them in every means possible.

Combine police and fire like city of Sunnyvale. Best uses of resources. Also mandate emergency personnel live within a restricted distance for emergency response.

Stop driving around the large ladder trucks for lunch breaks. It wastes gas. Take a car.

Teh fire department on Pleasant Grove drive the ladder truck to Murphy's Market, about 1/2 block away from the station. Couldn't they drive their personal car to buy their lunch? It takes a lot of gas and put much wear and tear on the truck to drive such a short distance.

Helping other departments may seem lower on the list, however, good will in the bank for when we need it is a good thing.

These are difficult decisions, and there is truly no good choice among them.

Drop a person from the trucks like other local cites have done, Stop sending massive ladder trucks on simple medical aid calls. Cut back massive retirement and medical benefits Tell the unions they can go to he**

Our people are great.... couldn't be better

only send units required for a specific response. For example: a medical emergency at a home do not send a fire truck only paramedics.

Drop any diversity programs-training, sensitivity programs-training, Gender programs-training. You are Firemen and Medics not social justice experiments.

Lets check out Transparent CA: <https://transparentcalifornia.com/>, and the city of Roseville: <https://transparentcalifornia.com/salaries/2016/roseville/>. Tell me if you notice anything in particular. I believe firefighters deserve a competitive salary, but if you look at the top 2016 wage earners in Roseville, 13 of the top 20 highest paid employees are Roseville Fire. The combined total pay and benefits of these 13 employees was \$4,015,035.91, an average annual wage of \$308,848.92. That is an egregious amount of money. The Fire Dept. numbers are even more egregious as you continue to look at the entire city of Roseville's salaries. Again they are deserving of a competitive salary, but this is excessive. With budget cuts looming, a sales tax shortfall, and cutting city services, a simple carve out of these salaries could do wonders.

I like the community outreach (Open Houses, etc), but feel they may occur too frequently. We own a small preschool and always advertise them, but our parents usually say, "Oh I went to one last..." May be a way to save money? I also have direct experience with the fire inspection program for our preschool. The first 5 years of being open, we were inspected once: the initial visit. Each year, the last 3 years, an inspector has come and spent about 10 minutes looking around. We later receive a bill for \$300. This, to me, is extortion and a serious reason to consider moving our business out of Roseville. While altering this fee wouldn't "save" any money, it certainly could help Roseville RETAIN future money.

None

I've lived in many areas in my 80 years and this FD is one of the best; great emergency response time when needed in home for illness, accident sites, etc.

All City Departments should review their service models and develop alternative means for providing substantially equivalent levels of service at a reduce cost, so the City Council can have a plan in place for when the economic downturn occurs. To quote Henry Ford, "If I asked my customers what they wanted, they would have said faster horses." Exploration of new models and innovation are a must.

I do not want as many cuts from Police and Fire. To help with the budget cut more from Park & Rec and Planning.

Looking at scheduling to reduce unnecessary overtime

Student Firefighter program or Internship for first years of service with reduced pay.

Fiscal responsibility is important.

Eliminate duplicate emergency services. Question why Is there a need for both Fire Department and Medical Emergency vehicles and personnel to respond to medical emergencies? Understand Fire Department union contracts probably negotiated medical response responsibility as means of ensuring manpower but can the city continue to afford the extremely expensive duplicated services?

Fire departments love to respond to every emergency for a variety of reasons - administration likes it because it increase the statistics and thus fattens their budgets. I don't think it is reasonable to dispatch a fire rescue unit to a bicycle vs car accident - which I have personally witnessed in Roseville. Fire fighters are a respected necessity in every community and critical in California as we saw this past year. I think they should concentrate on fire related responsibilities even if they have to neglect other tasks that they may prefer - and that community members might prefer, too.

It was hard to choose only three. While I did not select it, I surely hope you continue the great Community Outreach, too. (I chose in the schools education as number 3)

If it's a clear medical call just have the paramedics go. Have a CERT program to help!!

EMT services should not be contracted out, but should be part of FD services, as they are in major cities such as Los Angeles, San Francisco, etc.

God bless all first responders. Your work is very much appreciated.

FD needs to be funded better, with this extreme growth, they are not able to cover everything. I think the city government needs to be scaled down and FD & PD increased.

Look at NFPA studies before reducing truck staffing. NFPA recommends 5 on the truck and 4 on the engine RFD is already one short on both pieces of equipment. Don't make RFDs job more dangerous

Thank you for all you do to keep our community safe. For the first time ever in my life I had to reach out to paramedics (dialing 911). It was a frightening experience for me (my husband 70 yrs old, fainted after knee replacement surgery). The firefighter in command was kind and VERY thoughtful and gave me a to do list because he could tell I was not thinking straight. It's clear to me these folks are guardian angels that expect nothing in return.

Have always had a wonderful response when needed to call once for fire and once for medical. Thank you

HOW AND WHERE A FIRE STARTED IS MORE IMPORTANT IN THE BEGINNING, THAN AN ARSON INVESTIGATION.

The staff is great but is it really necessary to dispatch a hook and ladder truck (actually happened when my daughter needed paramedic help) or other fire fighting vehicle when the call is for a medical emergency? Seems like a waste of gas and personnel time.

You listed fire-based emergency response. What about just medical emergency response?

We are so lucky to have a wonderful fire department. It seems like they are just as busy providing medical help as fighting fires - thank you!

Response reliability should be considered as well as the initial effectiveness of the units responding. Overhead administration costs should be reviewed before operational cuts are considered.

Consolidate the open houses and have them all at the same time one day per year as part of a Fire Service Day like other cities do.

Cut bloated salaries and pensions and benefits. Many of my neighbors are retired firemen. The rest of them are doctors and lawyers. That doesn't seem to make economic sense.

Don't understand the need to send a ladder truck and/or multiple responders and vehicles to a medical call. I'm sure there is a reason, I just don't understand it and it seems very expensive and a waste of resources.

Unsure. I live in Sun City and they are here daily - sometimes more than one home a day (it seems). The ambulance is not the first here & Sunday ten minutes after the firemen. We give them thumbs up and appreciate them. If they are on duty and do what they are doing, it's good we do not have fires daily. What is the cost if they are at station working vs medical alerts? VS fires.

While there may be some initial expense, having a CERT group can be very useful for both Fire and Police in this area.

They do a great job!

I understand that the City provides a luncheon to all its employees twice a year. Is the cost of the catering of the food provided by the general fund? If so, this should be cut when the budget is tight. If there are extra expenses such as these that the public is not aware of, these should be evaluated with budget cuts. Perhaps these funds can then be used for Public Safety--police and fire.

I appreciate our first responders very much! Thank you for all that you do.

Medical-only issues could be resolved by an ambulance company.

Its really hard to answer these questions without more DATA. How can I Jo-Blow answer what the department can prioritize, if I don't know what is the percentage of Fire Department problems. If they are mostly responding to water, flood rescue than that should be prioritized, but if they are responding to fires the most that should be the most important! If the City and the Tax Payers of RV are paying for night out events and Santa Claus nights, that needs to go. Every year, I wonder if they are volunteering to F'around all night or if I am paying doubletime for everyone in the city to pass out candy canes

/Do EMT's always need Fire Dept support???

None at this time.

Develop volunteer inspectors Develop volunteer paramedics

Stop preventing medics from doing their job.

Fire department should consider requesting a first responder fee to recover their costs for services provided.

Our Police and Fire agencies are core services. We need to fund them responsibly and also need to have the "best of class" for our community. Do not cut police and fire.

Use the goats to save money.

When 9-1-1 is called for a heart attack or similar, fire trucks are not needed.

NA

Continue recruiting volunteers to help with outreach.

Please communicate why new building needed downtown and explain sale pricing of old one.

There appears to be an unjust benefit where firefighters are allowed to work excessive amounts of overtime and that those overtime dollars are then included in the calculation for a generous boost in retirement - not to mention is can double their take-home pay. If someone is sick perhaps there could be "on call firefighters" to cover rather than pay overtime. Or limit the amount of overtime. It just seems disingenuous how it all happens, between all the sick days and then overtime. Overtime is such a huge percentage of the general fund, there just has to be a huge savings here. We want our firefighters rested; that much overtime cannot be beneficial in that respect either. Fire Departments across the state will have to correct this outdated practice or all other departments will eventually cease to exist. I have great respect for our first responders, yet this practice seems to be reserved only for firefighters. Fire departments don't appear to have difficulty recruiting. Thank you...

I think that fire fighting and paramedic services should always be primary to the roles and responsibilities of our fire fighters. I believe that most community outreach should be on a voluntary basis and should not interfere with the normal operations and response of those on the clock with the exception of educational services that can help our children and families be better prepared in the event of an emergency reducing the impact to our fire fighters and medics so they can concentrate on the real threat.

We appreciate our firefighters and police officers

What are we doing to ensure labor costs are in line? Are we paying competitively but not overpaying? Are we taking a harder line with the union? What are we doing to ensure pension costs don't get out of hand? I know it becomes a political issue to challenge the unions but my sense is that Roseville fire fighters are not hurting from a salary and pension standpoint and we need to tighten that up. The city needs to realize that there are many citizens whom have their back and are fine with the political fallout if it brings costs in line. Also are we looking at all areas? I remember going on a tour of the fire station over by Walmart when my son was in boy scouts and was amazed that they had two jet skis for 'swift water rescue' - not sure if those are still there, but have they ever been used? We need to go down to that level to reduce costs. Also, bit unrelated, but do we need a Roseville transit? Can we outsource and contract with Placer county much cheaper?

The weed abatement program must NOT use RoundUp. Its contents are poisonous to ourselves, our birds, and bees. Birds and bees are absent from my neighborhood this year. Why? Because of use of RoundUp. A solution of vinegar, salt, and a tablespoon of dish detergent are very effective AND cheap.

Profit share with amr

Use of volunteers. Get rid of the sale of Safe & Sane Fireworks - people bring in Illegal fireworks and the fireworks scare some veterans who have PTSD as well as animals(mine included) Make it illegal in Roseville to have fireworks.

Volunteer opportunities for citizens but not at fire sites - possibly charging a small fee for the training for commitment purpose & Educator assistance.

I have no specific input on further finance information.

Perhaps a way to get more volunteers involved from the community. I have heard of so many opportunities to volunteer with the police department but I don't think I've ever heard of this from the fire department. If you have a volunteer staff it needs more publicity.

Explore transporting ambulances.

Would bringing emergency transportation of patients back into the city be more cost effective?

Be lean, change the business model

Ask the firefighters themselves. I'm sure they know best about what they need and how to accomplish that efficiently.

Should get more money, not less.

Figure out ways to decrease overtime

Too much involvement in non fire-related issues. Department seems reluctant to try any cost-saving measures.

Not at this time.

Eliminate overtime to firefighters who take a shift when the firefighter taking off would not have received overtime if he had worked.

gofundme.com campaigns. Get donations for things people can get their name on a plaque or recognition to help build things needed.

Make sure equipment is maintained

I love our Fire Department any interaction I have ever had or observed has been excellent. I live on a street where a lot of homeless people are around. They have been called out numerous times since I have lived here and they always are kind and compassionate in there dealings with troubled people.

N/A

Dont cut ANY current services! Expand services!

None

Volunteer firefighter program.

Money could be saved by engaging retirees to volunteer doing admin tasks and outreach. Fundraisers like a formal fireman's ball.

Thank you for all the wonderful things the Fire Department does for community members!

Don't take the whole truck and crew to the grocery store. Just send the cook in a smaller vehicle. He can meet them at the fire, if there is one. The fire department should not be responding if it not a "fire" emergency. Other departments should be handling weed abatement, medical emergencies, etc. The Sheriff & Police handle SWAT issues. Each department can just do their own job.

N/A

Look at increased volunteer outreach and support, in areas such as communication, emergency management, where credentialed and qualified retirees who now reside in the city could assist.

Those two questions were very difficult to answer with only being able to choose three options...

I don't understand why our firefighters have most of the top paying jobs in the city because of overtime. I love and appreciate their profession but seriously, they are firefighters, not business graduates. Why isn't the committee dealing with the elephant in the room? The department is like a private club that bands together and demands the big dollars and uses emotions of the community to justify their pay. I've also

heard that our ladder trucks can easily operate at less than four people per vehicle and can save huge dollars by doing so. We never send just a ladder truck to a big fire so why do we need four people for mostly medical calls? I'm seriously scratching my head as to why we allow this to happen. Why didn't the department offer this as an option to the committee?

Thank you for all you do for our City!

Focus on core responsibilities -- fire fighting and prevention, HAZMAT and medical response.

Appreciate everything our firefighters do for the community.

That was a very difficult survey because every option is important. All I can think of to save money is perhaps train volunteers to assist with some of the outreach programs so resources can be prioritized to things only trained professionals can handle. Perhaps engage the large retired population in Roseville. Thank you.

You are doing a great job!

less bureaucracy

I support any program to help the community in which the firehouse is located. They need to reach out to the community and educate all surrounding people to help in protecting your home from fire, floods or intruders.

Thanks RFD for a great job every day!!!

Smaller Fire vehicles to respond to non-life threatening calls.

Training for local residents in "First Responder/First Aid for neighbors to help neighbors until the Officials arrive.

Thanks for a great job serving the public.

Sad we are being asked again to reduce required safety services. All of these things are or should be covered with our property taxes and mello-roos funding. My household spends over \$12,000 per year. Multiply this by all of Roseville and we surely are spending an awful lot for services in Roseville.

I live in a Senior Community and (the majority of) calls only require Paramedics and ambulance services. There is (usually) no need for a fire truck, particularly the ladder truck. When the call is taken, it should be made clear about fire danger and access so the costly extra staff and fire trucks should not be sent unnecessarily to the scene. It is wasteful and bad PR to watch several firefighters waiting and wandering around providing no services. Please make fire drills, emergency situations, and hazards education MANDATORY for management and residents to participate in at multiplex communities (6 units or more/every quarter year?). We recently had (another) false alarm, and approximately 20 out of 200 residents followed any aspect of protocol and/or common sense. Personal storage of oxygen tanks in apartments and propane tanks for balcony BBQ use should be better monitored and enforced for safety due to their explosive hazard to nearby residents.

Change rules so firefighters and EMT's don't have to stay so long with injured people. Once ambulances show up with trained EMT's and person is being transported, let them return to the field.

RE:. Is the city reimbursed when the firefighters go on mutual aid calls by the state or federal government?

Please don't risk the public safety of our families and our city. Please do not cut any money from the fire department or the police department. Please keep all staffing levels where they currently are (do not cut 4 personnel from Truck Companies) or continue to increase them since the city is continuing to grow in population. Thank you.

Restructure the way Fire staff is paid so they don't get prohibitively expensive overtime pay. It's unsustainable.

Safe and sane fireworks should be banned within the city. Police should better enforce existing laws on illegal fireworks. Any professional firework program coverage costs should be paid by the group hosting the program (i.e. high school homecoming, etc)

Thank you for your dedicated service to protect our city

Unfortunately every single option is important!

No

Priorities- increase staffing, more paramedics. Save \$ - increase service life of utility vehicles

Would having Volunteers for the force be of help?

All areas are important. We appreciate the City's Fire Department and all they do for the City of Roseville. Thank you!

Find ways to reduce over time. Audit to make sure overtime is not being abused.

None

Not at this time. We are relatively new to the area and need more time for research. We would like to thank all members of the Fire Department for their excellent service.

I think it's great that firefighters attend neighborhood assn mtgs periodically to update residents on issues/activities involving fire department.

Fire department staffing of fire houses have a direct impact on response times and public safety. It is imperative that this is the priority. Consider using new technology, such as heat sensing goggles for first responders- allows for more efficient rescues and less danger for fire fighters.

They should focus on fire response and only be funded for what the core purposes of the duty requires

Are there grants that could cover costs for some of the programs and services like emergency response planning?

Reallocate funds from non-essential city projects (non-public safety projects) to fire department budget.

Look at hiring a paramedic to be the EMS coordinator instead of requiring it to be an RN. Other than that you should not be looking to cut Public Safety.

Does Roseville share equipment, personnel, training with any nearby communities? Could this be a money saver? Who makes school presentations? Do volunteers do this? Or is it a paid firefighter? What about reaching out to retired firefighters to volunteer for school events and community events?

Do not reduce the number of firefighters to save money

Grouping of priorities seemed odd to me. Protection of the people and property should always come first as it is the reason for the fire department outreach in my mind would always come second to safety. Outreach could be as simple as inviting media out when you have a training to inform public how are doing. Just be there and be ready when we need you. P.S. you've always been there. Thank you.

discourage building 5 and 6 story buildings that require the purchase of more fire trucks that can reach that far up.

I don't know enough about everything you do to have input about other possibly ways to save money

Thank you for your service.

Do not cut monies to fire or police. Cut the hand outs, toughen laws that allow criminals to reoffend. Cut The special interest of the elected officials and redirect the funds to essential services.

how about invest into Fire Department based Ambulance service that can create money and better customer service. Stop trying to cut money from the cities life safety services. Work harder at invest into the safety and well being of the citizens.

Sponsor more fund raisers to support families of fallen firemen/women

I would like to know why I sometimes see many trucks dispatched at once? Is this because they don't know the extent of the situation? And it is a "just in case" truck roll? Perhaps this could be handled differently or more efficiently. Fewer unnecessary truck rolls might save some money. I think firefighters are incredibly brave. My dad was a fireman. I know they have down time too. Perhaps salaries could be adjusted in such a way that there is a base salary. Then, every time there is a fire call, they are paid per call...hazardous duty pay. And perhaps if the call is medical, that would be paid at a different rate? Just suggestions...

figure out how to cut back on firefighter overtime.

None

Hard to just pick 3! All are so important!

Stay with the primary mission of firefighting. Too much diversification dilutes community service and funds.

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MEMORANDUM

Date: December 20, 2017
From: Megan MacPherson, Public Affairs & Communications Director, City of Roseville
To: Members of the Community Priorities Advisory Committee
Subject: **Results of 4th FlashVote Survey**
Attachment: Summary of Results from FlashVote Survey on Parks, Recreation & Libraries services

Survey yielded high participation rate

The Parks, Recreation & Libraries (PR&L) survey had a 52 percent response rate, with a margin of error of ± 4 percent. It was sent to **1,207 participants** at 1 p.m., December 13, and closed 48 hours later on December 15. Within the hour after the survey closed, all participants received a copy of the results, which is attached.

To cover the three distinct services that PR&L provides and to distinguish between recreation programs and recreation facilities, five questions were asked.

- In the first four, people chose their **top two** most important services in the following categories
 - **Parks**
 - **Libraries**
 - **Recreation programs**
 - **Recreation facilities**
- In the fifth, people could provide **comments**
- We kept it **simple** by omitting dollars and not asking people to weight or rank services because
 - Response rates decline based on **level of complexity**
 - Response rates decline based on **amount of work required**, especially when math is involved
 - **Higher response rates** reflect **broader community involvement** and reduce the margin of error
- We had several comments that expressed frustration with only being able to choose two items. The frustration fell into two categories:
 - Some people felt strongly about more than two items and wanted the opportunity to indicate other things that were important to them.
 - *Response:* This is the point of the exercise, to make the hard choices that are necessary when funding is at stake. Asking participants to weight or rank items produces similar results to this simplified approach.
 - Some people said this approach does not reveal the least important items, only the most important.
 - *Response:* When these surveys have been repeated in other jurisdictions to ask the least important instead of most important services, they produce a mirror image of the results of the “most important” surveys. In addition, if we asked least important, some people wouldn’t pick any and we’d have the same problem of people avoiding the hard choices.
- Most people responded in the first hour or two the survey was open.

Respondents ranked priorities

- The most important services in **Parks** were:
 - 62.8%: Trash collection and restroom cleaning
 - 45.4%: Fixing vandalism and cleaning up graffiti
 - 36.5%: Regular inspections and repairs of playgrounds
- The most important services in **Libraries** section were:
 - 46.8%: Youth library programs such as storytime, homework help, summer reading, Teen Library Council

- 35.5% Maintaining hours for Riley Library, providing computer access and borrowing of books
- Tied at 29%: Maintaining hours at Downtown Library, maintaining hours at Maidu Library, and Adult library programs including literacy tutors, computer classes, veterans resources
- The most important services in **Recreation facilities** section were:
 - 42.5%: Maintaining hours at Roseville Aquatics Complex for swim lessons, recreation swim and high school use/swim team rentals
 - 40.5% Maintaining hours at Mike Shellito Indoor Pool for year round swim lessons, recreation swim and water fitness
 - 40.4%: Maintaining hours at Roseville Sports Center for fitness classes/equipment, open gym, climbing wall and rental space
- The most important services in **Recreation services** section were:
 - 40.9%: City events in Vernon Street Town Square such as Christmas Tree Lighting, concerts, Wine Down Wednesday
 - 35.1%: Kids programs such as engineering, sports and cooking classes/camps
 - 35.0%: Playground activities and teen programs for at-risk youth
 - 33.8%: Senior programs such as support groups, socialization, wellness and tax services

201 comments included thank yous, suggestions, and comments ranging from unfinished parks to new development to homelessness concerns.

These results will inform the EngageRoseville effort. Please feel free to contact me with questions or comments at (916) 7774-5455 or mmacpherson@roseville.ca.us.

Parks, Recreation and Libraries Priorities
 Filter: All Results
 Community: All communities
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Q1	The City of Roseville is looking for public input on service priorities and possible ways to save money in its parks, recreation and libraries department. Which parks services are most important to you? (You may choose up to TWO)	VOTES	MAX VALL POPULATI	SUMMARY
	Trash collection and restroom cleaning	439		699 439 votes of 699 (62.8%)
	Mowing, edging, fertilization and aeration of grass including sports fields	194		699 194 votes of 699 (27.8%)
	Well maintained plant beds and regular pruning of trees and bushes	80		699 80 votes of 699 (11.4%)
	Regular inspections and repairs of playgrounds	255		699 255 votes of 699 (36.5%)
	Timely repairs of amenities such as drinking fountains	81		699 81 votes of 699 (11.6%)
	Fixing vandalism and cleaning up graffiti	317		699 317 votes of 699 (45.4%)
Q2	Which library and museum services are most important to you? (You may choose up to TWO)	VOTES	MAX VALL POPULATI	SUMMARY
	Maintaining hours for Maidu Library, providing computer access and borrowing of books	208		695 208 votes of 695 (29.9%)
	Maintaining hours for Riley Library, providing computer access and borrowing of books	247		695 247 votes of 695 (35.5%)
	Maintaining hours for Downtown Library, providing computer access and borrowing of books	200		695 200 votes of 695 (28.8%)
	Youth library programs such as storytime, homework help, summer reading, Teen Library Council	325		695 325 votes of 695 (46.8%)
	Adult library programs including literacy tutors, computer classes and veterans resources	198		695 198 votes of 695 (28.5%)
	Maintaining hours for Maidu Museum & Historic Site, offering Native American history and school/public tours	126		695 126 votes of 695 (18.1%)
Q3	Which recreation facilities are most important to you? (You may choose up to TWO)	VOTES	MAX VALL POPULATI	SUMMARY
	Maintaining hours at Maidu Community Center for fitness classes, senior wing and rental space	194		691 194 votes of 691 (28.1%)
	Maintaining hours at Roseville Sports Center for fitness classes/equipment, open gym, climbing wall and rental space	279		691 279 votes of 691 (40.4%)
	Maintaining hours at Mike Shellito Indoor Pool for year round swim lessons, recreation swim and water fitness	280		691 280 votes of 691 (40.5%)
	Maintaining hours at Johnson Pool for at-risk youth swim lessons and recreational swim	203		691 203 votes of 691 (29.4%)
	Maintaining hours at Roseville Aquatics Complex for swim lessons, recreation swim and high school use/swim team rentals	294		691 294 votes of 691 (42.5%)
Q4	Which recreation services are most important to you? (You may choose up to TWO)	VOTES	MAX VALL POPULATI	SUMMARY
	Playground activities and teen programs for at-risk youth	238		680 238 votes of 680 (35.0%)
	Senior programs such as support groups, socialization, wellness and tax services	230		680 230 votes of 680 (33.8%)
	Kids programs such as engineering, sports and cooking classes/camps	239		680 239 votes of 680 (35.1%)
	Adult sports programs including softball, basketball, volleyball, flag football, soccer	72		680 72 votes of 680 (10.6%)
	City events in Vernon Street Town Square such as Christmas Tree Lighting, concerts, Wine Down Wednesday	278		680 278 votes of 680 (40.9%)
	City-sponsored community events such as Neighborhood Santa, Turkey Trot, Splash and 4th of July	155		680 155 votes of 680 (22.8%)
	Event coordination such as street closures and permits for community events such as the Holiday Parade, Roseville & Woodcreek high school homecoming parades, Hot Pink Fun Run	97		680 97 votes of 680 (14.3%)
Q5	Any other comments or suggestions about Parks, Recreation & Libraries priorities or possible ways to save money?			

You only let us pick two...which is not a great way to survey....but please don't read "didn't select as most important" to mean they are not important to us!

Maintain our parks, Create options for kids. Thanks for your attention to this!

Use community service hours for vandalism clean-up, trash and other possibilities

Rid the facilities of the homeless people. The courtyard near the spray ground on Vernon St is a really nice area, but this area is unusable after 6 PM due to the homeless people.

It's frustrating to see development money go into new projects throughout Roseville and yet we homeowners who live near and around Harry Crab Park have to continue to wait 10+ years and counting and still it's undetermined when the park will be finished. In the meantime we must watch dust be stirred-up in the air from the gravel parking lot in the summer and mud holes in the winter and watch the weeds grow in the empty field everyday.

Please prioritize having the libraries open 6 days a week and 2 evenings a week. Thank you.

N/A

Get rid of the SEIU and other Unions?

They should have a bark n splash for dogs the last day the pool is open, like Folsom does. It raises money and also gets people to liscense their dogs

Bath rooms at all soccer fields.

I suggest that user fees be increased for all Park and Rec classes. Also, there are a lo of parks that have sports fields, which more require maintenance so increase se user fees for soccer clubs, etc. Also, library hours should be reduced. Lastly, why are there fireworks at homecoming high school games? Who pays for that?

The Roseville Libraries are a very valuable aspect of this community. Programs that help children and seniors should be prioritized over routine maintenance like trimming trees, shrubs and grass.

Turn off lights in soccer fields when not in use.

Our libraries should always take priority over themed recreation events.

no

More christmas lights in town :)

I would have selected every item on all the topics if possible, all items are important. Please open the libraries back up on Friday's. It is a good day for me to rent books for my kids and find something to do after school. Please bring back Mother Goose it is an amazing program that I attended on Friday at Maidu. I can't make the other day's during the week and Miss Lisa is the best.

The libraries are such an important part of this community, it is sad to see them closed during the week.

Create a surcharge for fire and/or police service so that residents could pay more and we could keep expanding (or completing) and maintaining our parks. People would have no problem paying a bit more so that we are adequately staffed in our critical public service area. Separating it out so that people know where their dollars are going and realizing it does actually take money to have the feeling of safety and security we do in Roseville is something that should be transparent.

Roseville is what it is because of everything it does for its residents. If we start cutting corners and have shabby looking parks, broken playground equipment, libraries that are closed all the time, etc., residents will start to look at other communities that don't have those issues. We don't want people that are in Roseville now to move to Folsom or EDH just because they better serve their residents.

I think all community library hours are important. Also I think we need more not less open swims at the Mike Shellito and Roseville Aquatic center. Seniors need programs and many of them cannot afford to pay a lot whereas many youth families can or the youth is enrolled in a subsidized program that can provide services.

Please consider staggering hours at the libraries rather than closing all locations on Fridays and Sundays. Community events are nice, but that is not the main role of the parks, recreation and libraries. Books, playing surfaces, playgrounds and pools where children can learn and play safely are critical. Reduce the Vernon Town Square events, keep the libraries open (not just standard business hours) and coordinate with private rental of city space (which actually generates revenue).

None

These are hard choices but in tough times, hard decisions need to be made. For the challenges facing Harry Crabb park, I would think there is a city out there that had faced and overcome similar issues.

Are we leveraging other resources as to not be recreating the wheel?

Please do what you can to keep these vital services funded. This is quality of life stuff that makes Roseville a great place to live.

Our tax dollars should always be used wisely. Cut management costs first.

I think that only 2 priority items was too limiting. Park Maintenance is very high priority...including mowing and trash and CLEANING bathrooms!

Maintaining hours for all libraries would be better than just choosing 1 library.

Use volunteers to fill in for staff cuts

Everything you mentioned for parks is important! Keep clean and safe environments for everyone is vital!

I do not know how to help save money, but I do know that I LOVE AND UTILIZE our Parks and Libraries. It's a big part of what makes Roseville so special. Thank you for asking!

I think there is an egregious waste of money on city/county employee salaries, benefits, as well as the allocation of funds within city programs. It seems silly to me to think that we are looking to save money by going after public entities which benefit the entire community. No offense, but I really think we have our priorities misaligned.

Need more than 2 selections :(

Increase use of volunteers for those activities not fully supported by paid staff.

Allow and ask for more citizen volunteer opportunities.

City needs to stop all of the stupid runs, such as the Turkey Trot runs, etc. Think of the money saved just in mailing out notices about the various runs. The money that it takes to block off the streets. Put that money toward parks, such as Mark White Park, on 6th Street. Instead of spending money decorating for Christmas in the dinky downtown square. What I want to know is why the City of Roseville crying poor mouth. If the City of Roseville wants to save money, quit building on every available space. Stop trying to revitalize Vernon Street. Nobody cares. Just more traffic congestion.

Maybe it's time to rethink city leader's salaries, start considering laying off non-essential employees, hiring freeze. Seems to me, city leadership might have gotten themselves into a financial sticky wicket.

More money needs to go into the golf courses. I know that Diamond Oaks is the cash cow and is paying off Woodcreek. It is not long that Woodcreek will be paid off. Both courses are in need of repair and funding. Sand traps are hard pan with little to no sand. The equipment used to maintain is in poor shape. The tee boxes need repair as they are mounded. The bathroom near #3 tee box is new and yet constantly broken. For a place that brings the city money, to neglect it is poor.

We love the Storytimes at the Libraries. We also use the parks to play Pokémon Go and use the play equipment.

While many events, programs, and classes that Parks, Recreation & Libraries department offers are also available in the private sector, libraries provide unique services that are typically unmatched.

Literacy, veterans, access to information and technology, and a safe place to go are some of its important services. Many people go to the library at difficult or crucial times in their life: job loss, family loss, the need for research, etc. While drinking events and concerts in town square are fun, the private sector could do them sufficiently (and possibly better). This is a wonderful department with a lot of great services that would be missed. I understand how hard any sort of cuts will be.

Mother Goose on the Loose being available for people who want to be able to attend and not be Turing away hundreds of people when other sessions are basically empty.

Focus money on Maintwining staffing in public safety

n/a

Just stop the rampant expansion and building in Roseville.

Keep up the goodbwork

Possible ways to save money... I would look elsewhere in the city's budget after incorporating the suggestions here. Thanks for asking...

I am very frustrated with the reduction of hours for the Maidu library - for the library system as a whole. I am amazed at the community involvement and activity in the libraries in Roseville, and I think they are being sadly neglected. They deserve and need a higher position on the city's priority list.

Priority: a real skateboard park. My son has outgrown this hobby but those who haven't are forced to travel to other cities to enjoy the sport. That means consumer dollars are leaving Roseville. It's a great outlet for kids. Build a real skatepark!

All of these services are important to Roseville. We purchased a home here a year ago because if these services. I can't believe we are choosing between mowing lawns or training trees. What a bummer that we were so far off of the revenue forecast.

Get rid of excessive administration so more lower-level people can be hired to actually do the work and to continue programs.

Please find a way to keep Johnson Pool open as well as the Downtown Library, and programs for at-risk children. Kids, whose families can least afford it, need the community to value them and help provide activities and educational experiences afforded by their peers' families, so that they can grow up to be productive members of society. Thank you!

no

No

I think at least one library needs to be open on Fridays. Also, the libraries need to be open later...8 at least one day a week. The early closings during the week make it difficult for working families to use the library. Time is precious, families need to pick up kids, get home, have dinner and then get to the library before 7. Life is hectic. Let's make the library more accessible for everyone.

Allow volunteers to join up to help clean up local parks. Let local landscape companies to mow in exchange for advertising their business with a sign, etc

Libraries are important for all ages. However, there could be a charge required for use of some of its services that most people would not mind paying. Perhaps teens could be excluded from fees to make sure low-income students could have full access. Lots of what is offered to local residents are very welcomed but I don't think most people would mind paying an annual fee for such services if it could come more as a "donation" and not a burden on those who really cannot afford to pay. I didn't want

to not choose any of the choices you presented but as an individual I would be willing to donate money toward keeping those services for others who use them and can't pay.

I believe the number of well maintained parks is one of the best things about Roseville. I would like to see cuts made other places before we stop maintaining already established parks.

Just make sure Roseville remains a clean city that offers our youth something positive to do! Thank you!

continue and/or improve coordination with police (make sure police knows about Parks, Rec, Lib activities, and adjust coverage as necessary)

Believe the limit of 2 choices for each group of services in the survey will give an invalid result for the survey. The weight will be to the couple of prime services. Upping choices to 4 or 5 would allow respondents to select several of the lower priority items. This would allow ranking or weighting of the secondary choices, and give the ability to get a weighted list of the items. The limit of two choices will show the top priority items, but not provide a good listing of the weighting for the lower items. I suggest that the City needs to get the services of someone more expert in survey design, in valid statistical evaluation, as well as testing such surveys for validity. I don't think you're going to get very useful or dependable results from this survey.

I feel the City does a good job providing youth services. I would like to see more attention focused on seniors and those in need. Having the libraries available 6 days a week is a vital service and one that I see as very valuable to all in the community.

Closer look at what "at risk youth" means and criteria. Increase pricing for summer camps and adult leagues, request book donations for new books when needed, allow private swim instructors to "rent" pool space for their lessons.

Stop lighting non permit athletic fields

Pls focus on programs for youth

All the items listed are great, very hard to choose only 2. But I believe if we keep our Roseville children busy, it is less likely to have issues down the road. My children are raised and have their own now, as a single parent I depended on the city adventure club and city activities to be there so I could get all other things done while they were occupied. Thank you Roseville Parks and Rec... I support your efforts and hope none of the programs need to be eliminated. But I also know the dollar only stretches so far!!

The current level of Parks and Rec looks to be excellent. Family events are well put together and well staffed by knowledgeable people who want to be there. Maybe some additional community involvement, calling for volunteers for X, Y or Z would be helpful.

For example, I am a Taekwon-Do instructor who has called Parks and Rec previously about putting on a free training program like the Bootcamp program done last summer, but was unable to get someone to return my calls. I am also a computer programmer that would be happy to volunteer time at the library to teach some courses. But I need to be given the opportunity to volunteer.

Keep Maidu outside the park ie walking jogging around the park. Keep open areas fire safe.

Hold bi-annual community clean up volunteer programs

Please open library on Fridays again.

Complete Harry Crabb park

I now it's kind an out there idea but have you thought about hitting up one of the casino-owning Native American tribes for volunteer funding of Maidu for support of learning about the Native American history?

Solicit volunteers and offer internships to college students to support ongoing programs.

Why is Roseville competing with the private sector ... gym services and such? Take a look at cutting or eliminating services that are available elsewhere. Let's put our time, \$ and effort into the services unique to Roseville.

Thank you for all you do!

How about a pickle ball court?

Definitely cut events such as tree lighting and Tuesday nite market to keep recreational facilities open!

All libraries should have the same hours. All three libraries should be open six days a week, even if for fewer hours each day. Honestly, I don't think closing libraries saves a significant amount of money. Merchant Assoc., shopping centers and auto mall should pay for downtown events and neighborhood functions.

none

You do a great job!

Develop an expanded volunteer program to assist with all Parks, Recreation and Libraries services.

Tennis courts should be striped for Pickleball. It is an inexpensive way to allow many more people to use the facilities.

Open the main library on Friday

Perhaps the Vernon Street events (such as the Christmas Tree Lighting, Wine Down Wednesday, etc.) could be supplemented by local businesses, who benefit from the extra people being in proximity to their business.

Whatever protects and supports our most at risk and elderly groups should be our focus. Strengthen the weak links for a better community.

Use organized groups to help with park clean ups and graffiti removal as their service projects.

I love all the Downtown events! I would like to see them continue.

Downsize your facilities and services. Consider more rentals and all-out long-term leases for select properties. Carefully consider facility/service utilization rates/percentages.

My older daughter has loved the total classes including starfish swim lessons and tiny tots soccer and looks forward to doing more next year. We love story time at the library and big trucks summer and all the great events. Would love to see some programs for special needs toddlers

One of the key attractions for paying overnight visitors to Roseville are our rec facilities, hotel taxes should be used to help maintain

I am beyond pleased with Roseville's City services in general. 31 years here and no plans to move. Thank you for all you do.

Do fewer events on Vernon St. Also, Johnson Pool is the ONLY recreational opportunity for the Thieles Manor neighborhood and I highly recommend that you do NOT cut services there (I don't live in that neighborhood by the way).

Libraries are my number one priority. They are the key to democracy and a community gathering space. Everything else is just a "nice to have" in my opinion.

Soccer fields at Maidu are in terrible shape. Gravel parking lots at Maidu are an embarrassment for the city. Can a priority be put on these parks that attract the largest usage?

No.

It is very hard to choose between excellent programs and services.

Roseville libraries are some of best I have every used. Please keep them open and hopefully expand hours.

Thank you for asking.

Stop subsidizing all sports activities. Participants should pay their own way

It may be helpful to have a selection saying you do not use or care to use the facilities listed. It's hard to pick just 2 in these categories. I love roseville for providing such great services and opportunities to its communities through all these programs. It would be a sham for any to go. no

This was way hard when only allowed to choose 2! We love all of Parks Rec Libraries. Thank you!

I support the hours at the Downtown library as it serves a population that has limited transportation, computer access, and to other services. I actually support maintaining the current hours at all the libraries. Each one is a free but valuable community resource open to everyone.

Honestly, library services are crucial to the community, as are at risk and senior programs. Of the list of park services from which you had us choose only 2, you might as well close the parks if you are not going to maintain them physically and for safety. If you got low responses for maintaining playground equipment, would you simply leave the equipment in disrepair?

The library collection budget has been stagnant for years, a boost for books and ebooks should be made to better service Roseville larger population

Why do I need to pick a library. Please keep them all open.

More recreation swim at the pool. An additional pool facility.

Don't take away Library hours or programs!!!

Add Silver Sneakers to your adult fitness programs

All facilities should remain open. They are assets the City has already invested in so let's make them accessible. Start by returning the libraries on Friday. It's embarrassing that a City like Roseville had such limited hours and a true disservice to those in our community who need them the most.

The use of programs and the socio-economic need of those being served should be looked at.

Tax us.

Make more Pickleball courts on existing tennis courts. The tennis courts at Village Green and Pleasant Grove would be a great possibility.

Overall, I feel that Roseville Parks and Recreation has been doing a great job.

The closures of the libraries impacts everyone and not for the better. The libraries are very busy and don't have the books I want (since the popular ones are usually already out). I have been to other libraries in other counties that prioritize libraries. My concern is that the city of Roseville will not prioritize the library and the city will suffer as a result.

na

Partner with schools to offer low cost after school and recreation programs on campus. Many families are willing to pay for high quality after school activities.

Perhaps partnering more effectively with Americorps or other volunteer organizations to provide specialized services could help with budget concerns.

Make it easy to rent park facilities but make sure you are charging fee to cover cost of clean up...

Keep up the great work you do with off road bike paths.

Have local neighbors near Mahany and Maidu contribute to a CFD for park maintenance - you are already asking other neighborhoods to support their community parks through CFD assessments so why should these two neighborhood areas be exempt from contributing to their parks.

Riley library hours.

It is imperative that parks continue to be well maintained. Millions of dollars have been invested in these facilities over the years and we don't want them to become blighted or more expensive to repair down the road when money returns. We should reduce events and any programs that aren't recovering costs. Programs and events are nice to have when times are good, but not an essential government service like parks.

It's too hard to choose only 2 in each question. How do you choose between underserved youth, children in general, senior services and adult services for the disadvantaged?

So appreciate all the community events at Town Square!

More sessions of Mother Goose on the Loose at the Riley Library would be great!

All the libraries are important to me, so I wish they were all grouped together, but I also feel the Maidu Museum is a unique and deeply important cultural resource.

None at this time.

no

Park and public programs are excellent.

Allow our pets in parks like Rocklin does. Provide swings in all parks for older kids not just baby swings. All parks should have the same setup with much more shade provided!!!

Look to partner with Cell Company's and place cell towers at each neighborhood park. This monthly revenue will pay for much of the monthly maintenance for each neighborhood park. Those at the park will have increased reception, will help the neighborhoods around it and you get a revenue stream...win/win/win!

I believe spending money and time to try to keep teens and tots excited about learning gives them the best chance of making better choices in life. If they don't know the possibilities, what goals can they set. I fully understand that budgets are difficult to maintain. I wish I had some profound answer. This is the time of year for miracles. Let's hope.

We need to continue working on a solution to complete Harry Crabb Park.

Maintain all library hours, programs and facilities and CUT managerial positions---

The libraries should be a top priority.

Implement a volunteer program with local middle or high school students. If the schools had a volunteer requirement it would get everyone in the community more involved and connected.

Security should be on the list. Patrols are needed at the parks.

Have volunteers help maintain parks. Set up a website or page to report park issues and volunteers maintain page. Have fundraisers to get money to repair parks.

Don't cut anything else or be voted out!!!

Less landscape maintenance. No need to prune and trim so much.

Stop your pension programs. It's the main killer of any municipal budget and is an outdated idea.

All services have been wonderful in the past. Roseville always strives to do good for the communities.

Library hours & programs are important to community just that we can't keep raising taxes. many people are on fixed incomes. We need to live within our budget. Maybe somethings can be done through volunteers in our community to save money. I have recently retired and am hoping to volunteer with the police department.

Being a Roseville resident since 1960, with the exception of fifteen years of military service from 80 to 95, I have 100% believed and still believe Roseville is an awesome place to live, raise children and retire. Roseville does an amazing job with almost everything it attempts. With all the community support and participation I can't think of anywhere I'd rather live, and I've lived in places all over the world. ROSEVILLE IS AWESOME...!

It's a shame the city has to make decisions such as these. People have worked endlessly to build these programs and services and now they stand the chance of being cut. Such a shame for the community.

Keep everything beautiful. We Love it!

Roseville is great. All these areas are important. Possibly raise sales tax. Hard decisions. We need Harry crab park completed too w maintenance. Way overdue.

Find the money to maintain Harry Crabb Park once it is built and to listen to the surrounding residents of HCP as to amenities wanted and change the plans to eliminate costly amenities or are there avenues to increase revenues so services don't have to be trimmed to a bare minimum?

I have an issue in the summer at Suagstad park. The weeds in the center are the park are so sharp you have to wear shoes.

Maintain and extend bike trails.

Help to keep library programs such as children and teen related in order to show how important literacy, community, and grow are provided and starts with libraries.

Maintain lawns and shrubs on three week schedule instead of two weeks, the parks and rec does a great job - I look forward to the activity magazine arriving in the mail.

How sad it is when we need to cut the city services. Gov. Brown should be impeached for taxing us to death!

Swimming pools are too expensive when compared to other events and services.

In westpark all of the new parks have a ton of grass. This causes more watering, mowing, etc which costs money. Add more basketball courts

Please take good care of Maidu library. We go there weekly and my two children I check out over 1,000 books a year from there; it's a great resource!!

more open space, less maintained park areas, higher prices for non-residents and adult programs that are replicated in private sector, close a golf course?

Eliminate programs already offered by the private sector

Seek organizations, such as Little Leagues, Soccer clubs, and Boy Scouts that will adopt a park and help maintain it.

Deny homeless camps

Stop this ridiculous cutting - our city has money! Our community is so desirable for families because our city invests in public safety, schools, & parks and recreation! If you keep cutting families will move away and crime will increase.

One of the best parts of Roseville are the parks, pools, Library and City sponsored events. The well maintained look of this city is a big part of living. Hope this can co it ie

West park new parks ? When?

I love Roseville.

With the City having extremely limited general fund resources 'going forward', public safety and streets/highways must be given top priority to sustain their services. The reality is that parks, recreation, libraries and museums will need to be drastically reduced and then operate within what ever amount of remaining general fund funding may be available.

Would prefer to rank priorities rather than pick only two. Raising program fees is another way to increase the budget.

I think it's a shame that the libraries are closed on Friday. The city needs to be better managed. With all the building of new homes and the economy doing so well it's very troubling that you are cutting services that so many people rely on. Maybe we need a new city manager and head of finance.

You offer excellent services so I'm sorry to hear that you are up against budget cutbacks because all your services are valuable.

Get us involved! I'm more than willing to help out, pitch in :)

I feel that the city has done everything it can to SAVE money; what it needs is to look for ways to RAISE money. Mostly by raising taxes closer to other surrounding communities rates.

We love mother goose on the loose

Libraries and museums are essentials for a "good" community!

It would have been helpful in decision making to know how many residents are using the services as well as examples of some of the programs (youth playground and at risk teen programs).

Parks and recreation department rocks

More volunteering opportunities for Seniors.

Keep doing what is The Best for the City!!!

Is there a community group for cleaning graffiti?

Need to review overall budget and find out how it compares to other cities (Benchmarking) I would guess labor is high. More outsourcing of jobs and less labor expenses i.e. benefits for city employees.

Beware of the homeless

I feel with all the cuts you are making is a big mistake! With all the new housing you have people moving into the area and you are cutting services which is a huge mistake! We must keep our youth involved as well as our seniors, not to mention everyone else. When I first moved up here all the things for families and seniors were amazing and now all I keep hearing is cuts, cuts, cuts.

Keep up the good work, and find the \$\$\$ to maintain Central Park so it can FINALLY be completed!!! Focus on programs for those most in need -- at risk kids and underprivileged youth, and on community-spirit-building events such as Vernon Street and Town Square events, and supporting community events such as Fun Runs. Other programs could be handed off to non-profits or charge a fee for site usage.

Survey wouldn't allow selecting more than 2. I wanted to select 3 on most questions.

Better management. For example, I used to pay to participate in indoor soccer at Maidu. I stopped because it was overcrowded, with many of the participants hopping the fence to avoid the \$5 fee.

Explore more opportunities for partnerships, research and apply for more grant funding, revisit all user fees and raise where appropriate - especially with youth sports groups that use the fields.

To save money you can recruit volunteers/parents for some time of the kids events or raise the prices on the sell out events

I think Parks and Recreation, & Libraries are important amenities for any community. Roseville is a very beautiful area and one that deserves the above mentioned facilities. We are a great small town and I would like to see Roseville continue to provide these services for our citizens, we don't need to outside, so to speak. Keep up the good work.

Increase opportunities for use of the parks, recreation facilities and libraries by kids at risk and the disadvantaged.

Youth programs should always be the priority, we keep youth busy less time for them to join the dark side.

Not at this time.

Libraries are integral to a healthy, informed and educated community. Hours and collections should be expanded at ALL locations.

Sometimes it is the Library which provides residents their sense of community. Even in this computer and internet age there is ALWAYS the need for libraries and Librarians.

With the removal of the Net Neutrality by the FCC, it is even more important to beef up and support our local libraries.

Programs that support the recreation and community connection and outreach to all of our youth and senior population is integral to a healthy and productive city.

2 choices for each of these important areas is extremely limiting.

No

None

I would like to see all library branches reduce schedules so that there are no closures, varying morning and afternoons open and all Saturdays. Perhaps fundraisers for the libraries could be initiated, including a yearly gala or fundraising auction.

Limiting to two choices on this survey gives impression of massive cuts, when more than 2 programs per question are important to the expectations that Roseville citizens have for the services of our city.

We should be ever expanding programs and services, not cutting them.

Keep the libraries strong and running! Open libraries are vital to our communities. I think it's extremely important to change the days libraries are open. Keep them open on Sundays--when working people can get to them to take advantage of services. Most adults can't make it during the week and are running errands (like food shopping) on Saturdays. Close them on Mondays instead.

I was very upset to learn about the canceling of the Maidu tiny tot afternoon preschool class 3 months into the program, and the departure of Karen Foley as the preschool teacher there. I'm pretty sure preschool and pre-k falls under the Parks and Rec umbrella? Early childhood education is a major, major priority that was missing from this survey.

It is very difficult to choose any of the options over the others. How about an aggressive volunteer program to do routine maintenance (like graffiti removal, emptying trash, etc. This could potentially free employees to do things like fertilizing, pruning, etc.

I don't use the Parks, Recreation & Libraries.

Do not cut services to the libraries!



City Manager
311 Vernon Street
Roseville, CA 95678

Memorandum

TO: Community Priorities Advisory Committee

FROM: Dominick Casey, Assistant City Manager 

DATE: February 14, 2018

SUBJECT: First Responder Fee Information Memo

Staff would like to provide this additional information regarding the First Responder Fee. As clearly expressed by some members of the CPAC there is strong opposition to this fee, however, staff has prepared this memo providing additional information as it was commitment from an earlier meeting.

What is a First Responder Fee?

A First Responder Fee, permitted under Section 13916 of the California Health and Safety Code, is cost recovery for first responder paramedic services. A First Responder Fee is charged to insurance companies of patients who are treated or evaluated by Roseville Fire Department (RFD) for medical service. Most cities incorporate a compassionate billing policy for the First Responder Fee. Under this policy, the City would accept payment by an insurance company as the full payment for the First Responder Fee obligation and the City would write off any First Responder Fee obligation for a patient who is not insured.

It has become an industry standard to fund the enhanced paramedic level of service provided by fire engine and ladder truck companies. A number of other fire departments in the Placer Region and Sacramento Area also charge this fee. South Placer FD, Sac Metro Fire District, City of Sacramento Fire Department, City of Folsom Fire Department and Cosumnes Community Services District Fire Department.

Essential Public Service

The use of property taxes was designed to fund fire suppression and basic medical care only. Communities have come to expect paramedic (advanced) level of care

and it is considered an essential public service, and fee structure was not designed to support this level of service.

Fee

If implanted The City would contract a study to conduct an analysis of its cost providing paramedic (advanced) level of care. The analysis will show the Fire Departments need to establish a Fee Schedule to keep pace with the rising supply, equipment, and personnel costs necessary to recover the cost of providing advance life support services. The fee will be based on actual personnel, equipment, and material costs; a public agency cannot profit from a fee. This fee will only be charged to patients who receive medical care from a first responder unit (Engine or Truck). The cost captures an hourly staffing rate for a Captain, Engineer and one or two Firefighter's. It also includes the cost of apparatus and the indirect hourly cost billed to RFD.

Since pre-hospital care is a critical component of the healthcare system, most medical insurances cover the First Responder Fee.

If the Roseville Fire Department adopts a First Responder Fee it would generate approximately \$1,000,000. The First Responder Fee would be charged to every patient that is provided initial care by RFD whether or not they are transported in an ambulance by AMR or any other agency.

If you have any questions or comments please free to contact me directly at 916-774-5288 or dcasey@roseville.ca.us



Community Priorities Advisory Committee Summary of Meeting #14

February 15, 2018

Prepared by:



Moore Iacofano Goltsman, Inc.
800 Hearst Avenue
Berkeley, CA 94710

February 2018

I. Welcome and Introductions

Welcoming Remarks, Roll Call and Agenda Overview

The fourteenth meeting of the Engage Roseville Community Priorities Advisory Committee (CPAC or Committee) was held on Thursday, February 15, 2018, from 6:00 p.m. to 8:00 p.m. at the Maidu Community Center, 1550 Maidu Drive, Roseville, California. The purpose of the CPAC is to develop recommendations for the City Council regarding service-level priorities and potential service reductions for the five City departments whose operation constitutes the majority of General Fund expenditures.

This summary is intended as a succinct synopsis of the meeting's presentations and discussion. More detail on all items, plus meeting materials and a schedule, can be found on the City's Engage Roseville webpage at <http://roseville.ca.us/engageroseville>.

CPAC Chair Krista Bernasconi officially opened the meeting and took a roll call of the CPAC members.

CPAC Members/Designated Alternates Present:

Krista Bernasconi, Matthew Bridge, Ellaisson Carroll, Pete Constant, Stephanie Dement, Kristine Dohner, Richard Duffy, Jack Ellison, Derk Garcia, Wendy Gerig, Valerie Gross, Julie Hirota, Bruce Houdesheldt, Kathryn Kitchell, Michael Laperche, Marcus Lo Duca, John Mason, Tracy Mendonsa, David Nelson, Jason Probst, Richard Rocucci, Roy Stearns, John Tallman, Elaine Webb, Randall Wilson

CPAC Members/Designated Alternates Absent:

Jeff Jones, Joe Landon, Sergey Terebkov, Dennis Snelling

Agenda Overview

Facilitator **Lou Hexter** reviewed the evening's agenda, which consists of: presentations and discussion on "Parking Lot Items" reserved for later discussion—revenue options and the Fire Department Staffing Study Recommendations; further refining of the draft Values Statements; and a public comment period. CPAC members were provided with a packet via email and in hard copy which included the agenda, memoranda compiling draft proposed overarching value statements and survey comments, a memo regarding the requested Fire Department Study recommendations, and follow-up materials from Meeting #13 held on January 24, 2018.

II. Parking Lot Items

Revenue Options

Jay Panzica, the City of Roseville's Chief Financial Officer, provided a presentation in which he explained options for increased revenues including taxes, fees, districts and rates.

CPAC Questions and Comments

General Purpose Sales Tax

- Do the numbers you provided for the additional revenues generated by general purpose sales tax overrides take the sales tax lost to online sales into account?
 - Yes.
- Do we have any data on what other jurisdictions have raised general purpose sales taxes?
 - *Yes, there are hundreds of jurisdictions that have some kind of sales tax override—Roseville is one of the very few that doesn't. We have a list which we'll provide.*

Utility Users Tax

- Can we vote to have the Utility Users Tax (UUT) applied to only some usages (e.g., digital streaming) and not others (e.g., wastewater?)
 - Yes.
- Is the UUT a sales tax on top of the fees that people are already paying for services, for the purpose of augmenting the General Fund?
 - *Yes, this is a pure sales tax. It's not based on costs at all. It would be charged on top of other taxes or fees.*
- Are the revenues generated by a UUT truly predictable considering the growing use of alternative energy sources, or factors such as water restrictions during drought years, both of which reduce utility usage? Suggest the City study those cities that have such taxes, and how it has worked over the long-term.
 - *It depends on how the law is written and how specific you are as to whether certain instances are taxable—for instance, a water surcharge. And even with alternative energy, you're still getting electricity from somewhere and paying for it. You have to make sure you include everything in the entire utility distribution system. UUT is still a very stable and predictable source of funding, even if not due for much growth.*
- Roseville's UUT was an important component of the good life we enjoy here and was built into the budget model. At the time it was first overturned, Roseville's vision for retail was taking off, and the resultant sales tax revenue helped make up for it, but that didn't last. I look at reinstating the UUT as putting back part of the framework.

Miscellaneous Other Taxes

- How many special purpose taxes are there in California that fund public safety?
 - *We will find out and get that information to you.*
- If you pay estimated sales taxes not collected on your personal taxes—how does that money get to the City?
 - *We will investigate that. There's not a lot of money collected that way. My guess would be that that the State would pay it based on their estimate of our statewide pool, by zipcode. It does come back, but the question is whether it's 100% or only 60%. Do note that the CPAC is not required to come to consensus about which of these revenue options will work best. If the City decides to try one of these options, polling and discussions will take place to gauge community opinion. You're welcome to make a recommendation, but we're not specifically looking for it.*
- For the past ten years, Roseville has been rated on many lists as one of the top most livable cities in the nation. We all love working, living and playing in this full-service city—how much is that worth to us? Folsom, Davis and Elk Grove are nearby cities that also rate highly on these lists—we should look at our minimum tax base compared to these similar cities. Remember a general sales tax is a fixed shared cost and should be considered carefully.
 - Regarding some of the nearby City comparisons: Folsom's extra half-percent sales tax doesn't go into the general fund—it's from Measure A, a transportation tax, similar to the one that failed here in Placer County. Davis has had a parcel tax on every ballot—middle income public servants can't afford to live there due to the high property taxes.
- When you buy a vehicle, your sales tax is charged based on your residency, isn't it?
 - *That kicks in when you pay the tax override. The basic tax from that purchase goes to the state, but if there is an override, that goes to the City in which the car is registered. The City also gets the taxes on parts, service and bodywork from the Auto Mall.*
- We must also look at the overall tax burden, however, because of all of the new housing stock in this City. Those other cities have multiple CFDs and Mello-Roos districts. So when people are choosing between different cities to move to—the cities that don't fund their expansions by establishing special districts have significantly lower taxes, making them more attractive. Those special district taxes are a big hit.
- Note that the City of Davis created a parcel tax, and most of Davis' service providers can't afford to live in Davis as a result.

General Recommendations on Revenue Options

- Without knowing the impacts of fuller cost recovery and reducing service levels, it seems premature to discuss tax increase recommendations. We don't know enough. We haven't had an intentional conversation focused on revenue. The process has not allowed informed discussion. There were some common themes that arose throughout our discussions—considering tax increases wasn't one of them.
 - *In the initial presentation on the City's financial situation, made at the beginning of this process, we discussed the fact that we were primarily looking for help in reducing service levels for the coming budget year. Even if we did have a tax increase, it wouldn't take effect until 2019, so we have been focusing on service cuts or reductions rather than revenues.*
- When will the Balancing Act breakdowns be ready? Will they include recommendations from the departments themselves for service cuts or reductions and impacts of those options? And have other cities done this?
 - *The deadline for the Balancing Act information has been pushed back due to the need to refine materials for the planned public meetings. Balancing Act budget breakdowns for all five departments should hopefully be included in the next packet. Note that what you'll receive will be the raw data, and the recommendations will not be evident. However, when Balancing Act goes live, all that can be seen in the system. Other cities have done this, but typically as more of an educational tool—we're using it a little differently by allowing the public to make recommendations.*
- Reductions based just on the CPAC rankings won't have much effect on the \$14M shortfall in the 2018-2019 budget.
- I believe that local control and local voters voting to tax themselves is the most appropriate way to make decisions about raising taxes.
- I haven't heard anyone, during these CPAC meetings, suggest any meaningful cuts in service that would result in addressing the significant budget issues. Yes, there are opportunities for cost recovery, but looking at the current numbers—for instance, the Parks and Rec Department has a \$17M subsidy—it's hard to ask our residents to pay more, especially the lower-income residents who really benefit from the City providing lower-cost services. The big savings would result from really big cuts that would defray Roseville's quality of life. Retail is going to change; it's not as reliable a source as something like a UUT.
- No one wants service cuts—there are constituencies for everything the City provides—but we must look ahead to how things will change. Use of utilities and purchase of hard assets will decrease. "Virtual" assets will increase with the expansion of the sharing economy and new

technology—such as autonomous vehicles, which will lead to people buying fewer cars.

- We have not had sufficient discussion of revenue options to allow us to make recommendations to the Council. Remember, this is about voters, and we're unlikely to sell the idea that we're reducing services and also increasing costs. There's a reason Roseville is on all those "best" lists, and it begs the question whether anything should be cut. I'm not advocating a tax increase, necessarily, but more in-depth discussion is needed to clarify how Roseville's budget problems will be solved if not cutting services. It's not in our culture to break the City up into Districts. We are importing residents that are used to much higher taxes, so if we want to move forward as a City, we do have room to consider some increases. But these are high-level political concerns and not really the charge of this committee.
 - We talked about revenue options after eight months of discussion and hearing from residents, during which we found no appetite for service cuts—nor did we find that cuts would even approach closing that \$14M gap. That we need to look at new revenue sources instead and keep Roseville's high quality of life is in itself a recommendation that we can make to Council.
- Revenue is included in the CPAC mission.
 - *Yes, and there has been some discussion of revenue throughout. The purpose of tonight's presentation was to examine options for revenue increase through taxes, fees, etc. The CPAC could certainly recommend that the City focus on revenue opportunities rather than service cuts.*
- If we cut all of the low-priority services, what would the approximate amount of savings be?
 - *Enough to fill the gap for operations only for one budget year.*
- We all agree that we have something special here in Roseville, and service cuts are not enough to preserve it.
- Remember that the Committee's recommendations are not either/or, just focused on whatever closes the gap while maintaining our quality of life. Think long-term. Our job has been to come up with and consider all the ideas we can.
- A lot of concern has been expressed that residents will leave Roseville if costs increase. But where would residents move?
- Residents might respond positively to tax or fee raises if they were clearly earmarked for things they have expressed support for—safety, parks, libraries, etc.
- The real value of the Committee has been that it provides many different perspectives. We do need to get the CPAC's opinions on the various

revenue options—can we set up another survey, including more information on each?

- *Yes, we can create another survey.*
- What would be the longevity of any of these tax increases—how are the terms determined?
 - *That's up to the voters. If we were considering any of these increases, we'd do some polling to see what the appetite might be.*

Fire Department Staffing Study Options

Dominick Casey, Assistant City Manager, briefly discussed a memo he had included in the packet which detailed what a study of Fire Department staffing models—recommended by the Committee—would include. He wished to confirm that they had captured the CPAC's concerns in that memo. He noted that any specific questions he has received will be answered.

CPAC Questions and Comments

- The "Buy vs. Build?" question—basically, whether to contract for services or build, staff, equip and train ourselves—needs to be analyzed. What are the tradeoffs and the time horizon for that decision?
 - *This will be part of the overall analysis.*
- Can we consider shifting transportation services that the City currently provides back to AMR?
 - *There are pros and cons to each option. Right now, the way the contract is set up, we couldn't just stop and turn all response over to AMR—that would provide severely inadequate response.*
- Will the analysis evaluate what is needed for effective response?
 - *Yes, we'll consider that, including the option of rapid response vehicles.*
- When ambulance service is the first responder, what is the level of service they are contracted to provide?
 - *1 paramedic and 1 EMT.*
- I don't agree that we necessarily need full staff in each fire truck.
 - *This is another thing that we will include in the analysis.*
- Additional information was also requested on the first responder fee and how it would work. It's been clear that this idea is strongly opposed by many CPAC members, but it would be useful to understand more.
 - *We did not provide additional information due to the strong sense of opposition to such a fee. If requested, we can get such information to the Committee before the next meeting. There is a memo prepared that we will share.*
 - *Yes, please. That might be an item to add to the survey, along with the various taxes and other options.*

Refined Value Statements

No comments or questions were offered specifically regarding refining the value statements.

III. Public Comment

Members of the public were invited to offer comments or ask questions regarding any item within the purview of the CPAC. There were no public comments offered.

IV. Next Steps

City will create and provide a master draft list of all recommendations before Meeting #15. The CPAC will vote on them using a “levels of agreement” score.

CPAC Questions and Comments

- How many recommendations will there be?
 - *Quite a few—possibly about 40.*
- The January 31st memo summarizing the proposed overarching value statements refers to services that don't offer cost recovery but provide an advantage, including “complimentary impact fee assessments or project meetings for large development projects.” This is not accurate—large development projects are fully cost-recovered. “Complimentary” meetings are reserved for infill projects, which by definition are small.
- Also included on the list is a suggestion to increase the commercial property tax. The City can't control commercial property tax—it's set at the state level—so that should be removed.
 - *We will do so.*
- Regarding the suggestion under pursuing new revenue sources to “lobby for legislation to strengthen enforcement of place-of-use sales tax collection laws,” There is a distinction between sales tax and services tax—is that what we're talking about?
 - *We will need to clarify and expand that. This was based on discussions taking place before tonight's detailed presentation on revenue options.*
- Some of these value statements contradict each other, calling to reduce services but increase costs. They should be made consistent.
 - *Some of the recommendations may contradict since there is a variety of opinions—they don't need to be internally consistent. We want to give an accurate picture of the Committee's consensus. We will be*

getting your feedback at the next meeting, at which we'll provide a full outline of what the report will include.

- Note that in November, California will have a new governor and the economy will change—it may not be as business-friendly as we have enjoyed recently. Keep this in mind as we consider our recommendations.

The next meeting will take place on Wednesday, February 28, 2018, from 6:00 p.m. to 8:00 p.m. at the Mahany Meeting Rooms, 1501 Pleasant Grove Boulevard, Roseville.

Wallgraphic notes taken at the meeting are attached.

Engage ROSEVILLE

CPAC Mtg. #14
2/15/18

REVENUES

- ▶ WILL PROVIDE INFO ON SALES TAX OVERRIDE ACROSS CA
- ▶ UUT ON TOP OF TAX? - PURE SALES TAX
- ▶ TRULY PREDICTABLE CONSIDERING ALT. ENERGY?
 - DEPENDS ON HOW LAW WRITTEN
 - TAX WHOLE DISTRIB. SYSTEM
 - SUGGEST STUDYING HOW IT MIGHT CHANGE
- ▶ HOW MANY PUBLIC SAFETY SPECIAL TAXES IN CA?
 - WILL FIND OUT
 - SOME SALES/UTIL-GF
- ▶ EST. SALES NOT COLLECTED PAID IN PERS. TAXES? HOW DOES IT GET TO CITY?
 - WILL INVESTIGATE - NOT SURE IF 60% OR MORE
 - CPAC NOT REQ. TO MAKE RECOMMENDATIONS ON THAT

- ▶ ROSEVILLE #1 MOST LIVEABLE
 - FOLSOM, ELK GROVE COMPARABLE
 - SALES TAX IS SHARED COST - CONSIDER CAREFULLY
- ▶ OVERRIDE ON CAR PURCHASES - SHARE TO CITY
- ▶ NEW HOUSES HAVE CFDs - BIG HIT
- ▶ DON'T KNOW ENOUGH TO MAKE TAX RECS - WHAT IS COST RECOVERY ON REDUCING SERVICE LEVEL?
- ▶ HAVEN'T FOCUSED ON REVENUE
 - LOOKING FOR REDUCTIONS FOR THIS YEAR'S BUDGET - REVS NOT IN ORIG. CHARGE
- ▶ REDUCTIONS BASED ON CPAC RANKINGS WON'T HELP 2019 MUCH
 - DAVIS RAISED PARCEL TAX - PUBLIC SERVANTS DON'T LIVE THERE
- ▶ LOCAL CONTROL/NOTE MOST APPROP.

- ▶ ROSEVILLE UUT IMPORTANT COMPONENT OF GOOD LIFE -
 - SALES TAX HELPED BUT GOING DOWN
 - SMALL SERVICE CUTS DON'T SAVE MUCH
 - BIG CUTS WOULD DEFRAY QUALITY OF LIFE
 - UUT MORE RELIABLE
- ▶ NO ONE WANTS SERVICE CUTS BUT MUST LOOK AHEAD - VIRTUAL ASSETS Δ UTILITIES DOWN, SHARING ECONOMY UP FEWER CARS
- ▶ NOT ENOUGH TIME TO DISCUSS REVENUE IF NOT CUTTING SUXS - HOW TO SOLVE PROBLEMS
- ▶ INBOARDING RESIDENTS USED TO HIGHER TAXES
- ▶ DISAGREE - FOUND NO APPETITE FOR CUTS THAT'S A RECOMMENDATION

Engage Roseville CPAC Meeting #14, February 15, 2018
Discussion Notes #1

- ▶ PROCESS HAS NOT ALLOWED INFORMED DISCUSSION
- ▶ REVENUE IS IN THE MISSION
 - SOME DISCUSSION OF REVENUE THROUGHOUT
 - TONIGHT TO LOOK AT TAXES/FEES
 - COULD RECOMMEND LOOK @ REVENUE OPPYS, NOT CUTS
- ▶ BALLPARK SAVINGS FOR CUTTING LOW PRIORITIES?
 - ENOUGH FOR ONE BUDGET YR JUST FOR OPS
- ▶ WE ALL AGREE - SOMETHING SPECIAL HERE / CUTS NOT ENOUGH
- ▶ RECOMMENDATIONS NOT EITHER/OR - WHATEVER CLOSES THE GAP
 - THINK LONG-TERM
 - GIVE CITY ALL THE IDEAS WE CAN - CONSIDER ALL
 - WHERE WOULD RESIDENTS MOVE?
- ▶ RAISES FOR SAFETY, PARKS, LIBRARIES
 - MIGHT BE POPULAR W/RESIDENTS
- ▶ VALUE OF COMMITTEE - DIFF PERSPECTIVES
 - OFFER INPUT IN NEXT WEEK ON REV
- ▶ HOW ARE TAX TERMS DETERMINED?
 - UP TO RESIDENTS

FIRE DEPT STAFFING

- ▶ "BUY OR BUILD?"
 - WILL BE PART OF ANALYSIS
 - ▶ GIVE SVCS BACK TO AMR?
 - PROS/CONS TO EACH
 - UNDER CONTRACT - NEED CITY FOR ADEQUATE RESPONSE
 - ▶ WILL ANALYSIS LOOK @ EFFECTIVE RESPONSE?
 - YES - WILL LOOK @ RAPID RESPONSE
 - ▶ LEVEL OF SVC REQ.?
 - 1 PARAMEDIC, 1 EMT
 - ▶ DON'T AGREE WE NEED FULL STAFF IN TRUCK
 - WILL ANALYZE
 - ▶ BALANCING ACT DEADLINE PUSHED BACK SHOULD BE IN NEXT PKT. WILL SEE BREAKDOWNS WHEN LIVE
 - ▶ NO MORE INFO PREPARED ON 1ST RESPONDER FEE
 - COULD PUT ON POLL BUT NEED TO SHARE INFO ON HOW IT WORKS
- YES, PLEASE!

SURVEY COMMENTS: DRAFT RECS

- WILL CREATE MASTER DRAFT LIST OF ALL RECOMMENDATIONS BEFORE MTG 15
- LEVELS OF AGREEMENT SCORE
- ABOUT 40?
- ▶ "COMPLIMENTARY" MEETINGS MEAN FULL COST RECOVERY ON DEBT.
- ▶ CITY CANT CONTROL COMM. PROPERTY TAX
- ▶ CLARIFY DISTINCTION BETWEEN SALES/SVCS TAX
- ▶ REDUCE SVCS BUT INCREASE COSTS/TAX? CONTRADICTORY PLEASE CLARIFY
- ▶ SOME RECS MAY CONTRADICT - GIVE US FEEDBACK
- ▶ WILL PROVIDE REPORT OUTLINE
 - WILL INCLUDE IDEAS, SCORECARDS, SENSE OF PROCESS
- ▶ NEW GOVERNOR IN NOV. WILL CHANGE ECONOMY/BUSINESS (POSS. FOR WORSE)
 - KEEP IN MIND!

Engage Roseville CPAC Meeting #14, February 15, 2018
Discussion Notes #2



Community Priorities Advisory Committee - Revenue Discussion

Why We Are Here

- California is a proposition based State
 - Prop 13
 - Prop 218
- Resulted in a Drive to Retail
- World is changing
 - Changing buying patterns
- Questions traditional thinking regarding government funding

Four Major Revenue Categories

- Taxes
- Fees
- Districts
- Rates



Examples of Taxes

- Sales Tax
- Property Tax
- Parcel Tax
- CFD's; Special Taxes
- Utility Users Tax
- Transient Occupancy Tax

Examples of Fees

- Planning fees
- Land development engineering fees
- Encroachment permit fees
- Building plan check and permitting fees
- Utility fees for non-rate-related services
- Water heater inspection fee
- Recreation fees
- Facility rental fees
- Special event fees



Examples of Districts

- Library District
- Parks District
 - Not available to Roseville because we are a full service city
- Assessments
 - Cost reimbursement
 - Lighting and Landscaping District
 - Special benefit to certain properties
- CFD's (Special taxes appearing on tax statement)
 - Infrastructure District
 - Services District

Examples of Rates

- Water rate per gallon used
- Electricity rate per kilowatt used
- Refuse rate per canister picked up



Taxes VS Fees

- Taxes

- An amount charged for government activity to pay for service performed for the community as a whole
- Are collected unilaterally
- Are unrestricted and can be allocated to any government activity/program

- Fees

- An amount charged for a government activity performed at the request of, or specifically for, a particular individual, business, or group
- Collected to offset the costs of providing the service



General Purpose Tax vs Special Purpose Tax

- General Purpose Tax
 - Cannot specify purpose for funds prior to the election
- Special Purpose Tax
 - Must allocate funds for a specific purpose



Voter Approval Requirements

- General Purpose Measures require two-thirds of the council to place the measure on the ballot but a simple majority of affirmative votes for approval. (Sales Tax, UUT, TOT)
- Special Purpose Measures require a simple majority of the council but must be approved by two-thirds majority of voters. (Library, Public Safety, or Rec/Park Sales Tax)



General Purpose Tax

- Cannot specify purpose for funds prior to the election
- Requires a 50% + 1 voter approval
- A current initiative is currently underway to eliminate this option
- Money goes into the General Fund and is, therefore, more flexible in its usage
- Examples:
 - Sales Tax
 - TOT
 - UUT

General Purpose Tax

- Election Timing:
 - Can only be put on ballot with a simple majority threshold of the voters during a regularly scheduled Municipal Election
 - Typically, because of its general nature, no defined constituency steps forward to advocate during a partisan campaign
- Thus requires significant informational burden on the City from start to finish
- City cannot advocate or object



Special Purpose Tax

- Money is allocated for specific projects and local benefits
 - Expenditure Plan is generally provided identifying how the funds will be used
- Requires a 2/3rds or 66.7% voter approval
- Examples:
 - Public Safety Sales Tax
 - Library measure
 - Parks Tax



Special Purpose Tax

- Election Timing
 - No restrictions

- Because of its specific nature, a defined constituency typically plays a lead role in a partisan campaign, serving as an additional source of information to what the city provides



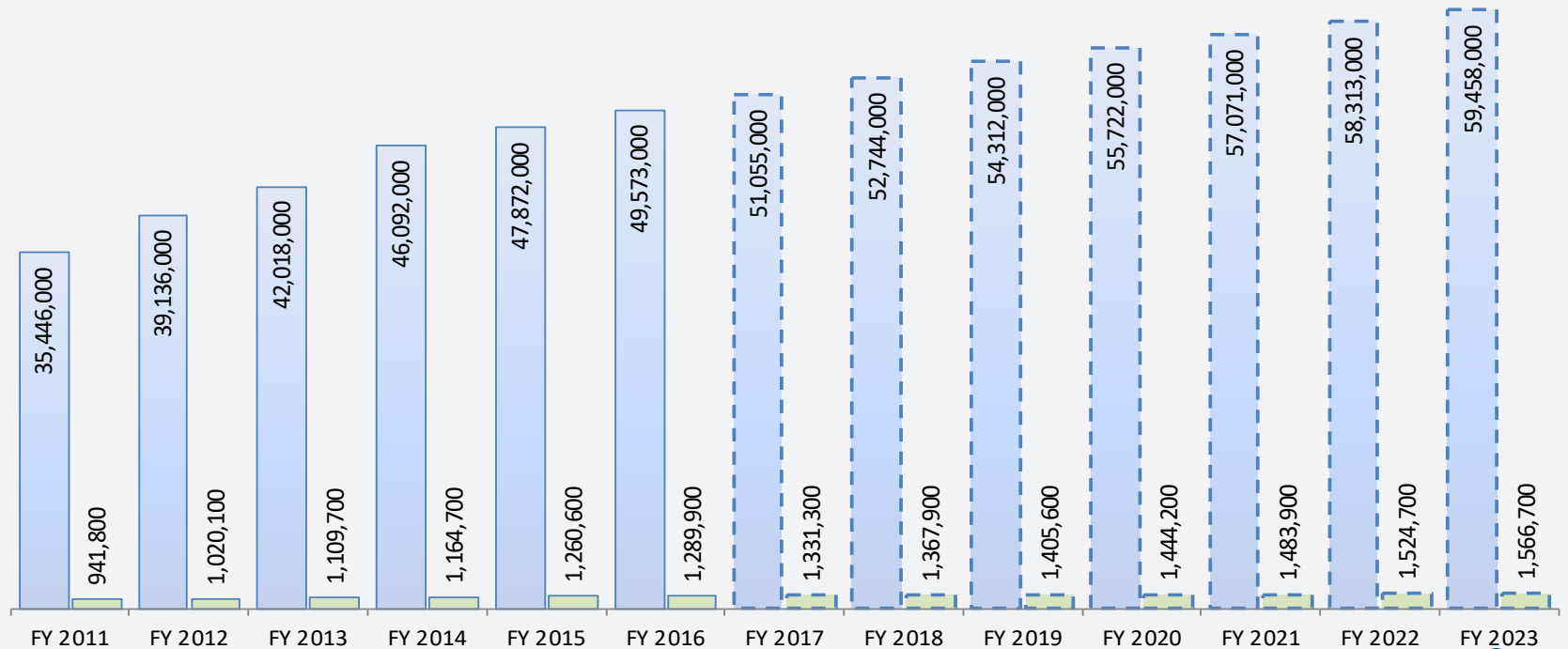
General Purpose: Sales Tax

- At 7.25%, Roseville has the lowest allowable rate in the state
- Currently generates \$52.4M
- $\frac{1}{4}\%$ override would generate \$9.2M annually
- $\frac{1}{2}\%$ override would generate \$19.6M annually

Sales Tax Forecast

Bradley Burns	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023
Projection	49,573,000	51,055,000	52,744,000	54,312,000	55,722,000	57,071,000	58,313,000	59,458,000
Percent Change	3.6%	3.0%	3.3%	3.0%	2.6%	2.4%	2.2%	2.0%

Prop 172	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023
Projection	1,289,900	1,331,300	1,367,900	1,405,600	1,444,200	1,483,900	1,524,700	1,566,700
Percent Change	2.3%	3.2%	2.7%	2.8%	2.7%	2.7%	2.7%	2.8%



General Purpose: Sales Tax

- A growing number of cities are successfully using general purpose sales tax measures to maintain fiscal stability and meet quality of life needs.
 - A General Purpose Sales Tax has become the preferred mechanism since the 2008 recession
- In November 2016, 51 of 59 General Purpose Sales Tax were passed by local voters



Special Purpose: Sales Tax

- Special Purpose sales tax measures have fallen out of favor since the recession
- Specific guarantees must be made to the community on how funds will be spent (e.g. Police or Libraries or Parks only)
- In November 2016, half (15) of the 30 Special Purpose Sales Tax measures failed

Sales Tax

Pros

- Allows for a wide range in \$ amount collected
- In the case of Roseville, is funded significantly by visitors as compared to residents
- 100% of the override goes to the City

Cons

- Is based on outdated and no longer appropriate laws
- Current initiative may severely restrict this option
- Is highly volatile and affected by the economy
- Unless law is changed, will not see much growth into the future



Property Tax

- Taxes a % rate for all real estate property, and real property such as certain boats and planes, based on the value of the property
- Currently generates \$32M per year
- Adjusting the rate is not an option for local jurisdictions – controlled at the State level

Property Tax

- Pros
 - Relatively stable tax base
- Cons
 - City cannot influence



Parcel Tax

- Taxes a flat rate for all parcels, regardless of size
- Typically more difficult to pass, and in today's climate needs to be well below \$50 to be viable
- Roseville has 49,931 parcels
 - At \$50/parcel, \$2.5M would be generated

Parcel Tax

- Pros
 - Appears on tax bill and easy to understand
- Cons
 - Does not generate significant dollars
 - Not popular with voters



Transient Occupancy Tax (TOT)

- “Hotel Tax”, “Bed Tax”
 - Can be a general or special purpose measure
 - A TOT is a tax on users of hotel rooms
 - Hotel industry – including “mom & pop” bed & breakfast owners - are a key stakeholder in supporting or opposing
 - TOT’s can be defeated if community believes it is a tax on the homeless
 - 12 of the 21 TOT measures on the November 2016 ballot passed



Transient Occupancy Tax (TOT)

- Roseville TOT is currently 6.0%
 - Generates \$3.25M per year
- Plus a \$6.50/room add-on for Placer Valley Tourism (equates to about 6%)
- Surrounding areas charge about 12%



Transient Occupancy Tax

- Pros
 - Paid (almost) entirely by non-residents
- Cons
 - With the current PVT surcharge, there is not much room for an increase



Utility Users' Tax (UUT)

- Can be a general or special purpose tax depending on the structure of the measure
- In essence, it is a sales tax on utilities
 - Water, gas, electric, telephone
 - Cable TV, cell phones, streaming, etc.
- A very reliable and consistent base for funding
 - Generally unaffected by economic swings
- Roseville had a 5% UUT in place, but was voted out
- In November 2016, 5 of 8 general purpose UUT's passed (3 were extensions without increases)



Utility Users' Tax (UUT)

- Ballpark estimates at a rate of 4%:
 - Electric Utility - \$166M
 - 4% = \$6.6M
 - Water Utility – \$28M
 - 4% = \$1.1M
 - Wastewater Utility - \$36M
 - 4% = \$1.4M
 - Solid Waste Utility – \$22M
 - 4% = \$0.9M
 - PGE
 - 54,000 households x \$100 x 12 = \$65M
 - 4% = \$2.6M
 - Cell Phones
 - 135,000 residents x 75% x \$75 X 12 = \$91M
 - 3% = \$3.6
 - Digital Streaming...

Utility Users Tax

- Pros
 - EXCELLENT, predictable and steady base for funding
 - Can be created to include a wide variety of taxable components
 - Compensates for a significant portion of current loss in sales tax due changing buying habits
- Cons
 - Will have to re-educate voters on its value
 - May have a significant impact on some industries



User Fees

- Prop 218 and Prop 13 shifted control of tax base to the voters
- As costs rose, municipalities could no longer afford to fund specific requests
- Thus were forced to look at other forms of revenue
- Roseville has implemented a comprehensive fee study process which has identified a detailed listing of costs
- These costs are reviewed annually by Council
- Current fees do not recover 100% of the costs; the intent is to move towards this recovery percentage
 - However community goals and values must be considered

Current Fees	Revenue	Subsidy
▪ Development Services	\$5.8M	\$1.3M
▪ Fire Prevention	\$0.8M	\$0.4M
▪ Parks, Rec & Libraries	\$6.0M	\$17.0M

User Fees

- Pros
 - Very fair in their collection methodology
 - Reimburses costs for more appropriate use elsewhere
 - Will implement further discussion on the purpose and function of government
- Cons
 - Increasing some fees will diminish compliance and defeat their purpose



Districts

Community Facilities District

- CFDs can be used to fund both capital and operational needs
 - \$ amount is based on costs of providing the services
 - In the case of Roseville, these are commonly used to fund new city expansion
 - An assessment requires a majority vote of the property owners assessed



Districts

Benefit Assessment Districts

- Special benefit assessment districts, such as Lighting, Landscape and Assessment Districts, (LLD's) are typically used to fund park and/or street maintenance.
- \$ amount is based on costs of providing the services
- Out-of-town property owners or large property owners can strongly influence the outcome, making these types of mechanisms challenging.

Districts

- Pros
 - Transparent: Appears on the property tax statement
- Cons
 - Requires creation of a district that has taxing authority
 - Generally formed early on when a city is developed
 - Difficult to do after the fact
 - Roseville is not organized around a district because we are a full service city
 - However CFD's are used extensively in Roseville's growth areas



Summary

- Sales tax and UUT are the most common taxes
- Sales tax
 - is more volatile and directly tied to the economy
 - Roseville is a tax importer – visitor and non-residents are a significant source of this type of revenue
- UUT
 - is very stable and provides predictability in funding
 - Not much growth in UUT because this industry is not growing due to renewables, conservation and technology
- CFD's and LLD's
 - Not useful for general increase
 - Property ownership based