



**CITY OF ELK GROVE
CITY COUNCIL STAFF REPORT**

AGENDA TITLE: Consider a resolution establishing November 8, 2022, as the date for an election on a proposed ballot measure seeking voter approval to impose a one cent transactions and use (“Sales”) tax for general community purposes, establishing policies and procedures in connection with such an election, approving the accompanying ordinance, and requesting the County of Sacramento conduct such an election

MEETING DATE: July 27, 2022

PREPARED BY: Kara Reddig, Deputy City Manager

DEPARTMENT HEAD: Jason Behrmann, City Manager

RECOMMENDED ACTION:

Staff recommends that the City Council receive information from staff and comments from the public, and then consider adopting, by at least a two-thirds vote of the City Council, a resolution establishing November 8, 2022, as the date for an election on a proposed ballot measure, seeking voter approval to establish a one cent transactions and use (“Sales”) tax for general community purposes, establishing policies and procedures in connection with such an election, approving the accompanying Ordinance, and requesting the County of Sacramento conduct such an election.

BACKGROUND INFORMATION:

In February 2021, during a City Council Retreat, the City Council directed staff to partner with the Cosumnes Community Services District (Cosumnes CSD) to conduct public engagement and outreach activities that would specifically identify the community’s current needs and priorities and gauge public support for a potential new funding mechanism to address those needs.

Since that date, staff has taken the following actions to ensure public participation in identifying community needs and priorities and next steps:

- August 2021 - the City and Cosumnes CSD released a joint Request for Proposals (RFP) for community engagement consulting services that would assist with public outreach efforts related to a potential revenue measure.
- September 22, 2021 - City Council authorized the City Manager to enter into a three-party contract with the Cosumnes CSD and Lew Edwards Group to undertake this work effort. The contract included consulting services, an initial baseline community survey, and a second tracking survey, community engagement services, and outreach materials.
- December 2021 – the initial baseline community survey was conducted with 538 residents.
- January 26, 2022 – A project update was included on the City Council Priority Projects that went to the City Council.
- February 2022 – the City and Cosumnes CSD created the website www.elkgrovelife.com to be a central point of information collection and distribution for public outreach. The December baseline community survey results were posted on this website.
- March through June 2022 – the City and Cosumnes CSD held extensive public engagement listening sessions in the community. The community engagement activities to date included:
 - Visited 29 individual community groups covering 375 attendees (reached out to 75 groups to meet).
 - Hosted three Community Advisory Group meetings with 12 residents to hear advice and recommendations from community members involved in various aspects of Elk Grove’s community.
 - Analyzed 586 survey results to further refine residents’ needs and opinions on priorities (results are shown in Attachment 3).
 - Provided two direct mailers to residents (Attachments 4 and 5) which encouraged residents to share their feedback on needs and priorities.
 - Promoted the survey in the City’s newsletter, which reaches 65,000 households, as well as through various social media, websites, and newsletters at both the City and Cosumnes CSD.

- April 27 and May 11, 2022 – website and feedback forms were promoted at the City Council meeting through the City Manager’s General Administrative Report.
- The City distributed information about this public outreach 12 times between April 11 and May 23, 2022, on social media, in print, on our website, and through our email platforms. The message generated more than 82,000 impressions during that time.
- The Cosumnes CSD distributed information about this public outreach in their newsletter, on their website, and 6 times between April 14 and May 12 on social media.

December Survey

As part of an ongoing collaboration to ensure a high quality of life in Elk Grove, in December 2021, the City and the Cosumnes CSD, through FM3 Research (an opinion research firm) conducted a telephone and e-mail survey of registered and likely November 2022 voters to understand community needs and priorities and to determine whether voters would support a potential sales tax measure on the November 2022 ballot. The statistically valid survey included 538 respondents. The following items were identified as some of the top priorities:

- Reducing crime
- Addressing homelessness
- Maintaining 911, police, fire, and emergency medical and disaster response
- Maintaining streets and parks
- Enhancing programs which reduce youth crime and gang prevention
- Attracting and retaining jobs/businesses

[Results of the December 2021 research](#) were shared with the community and put on the website www.elkgrovelife.com. The City and Cosumnes CSD created this website to host an online forum to collect additional resident feedback as well as provide an informational portal to centralize information. FM3 Research’s findings showed that 64 percent of respondents indicated that there was a need for additional funding to provide the level of community services that residents desire and 60 percent stated they would support a potential one cent sales tax measure to support essential community services.

Throughout Spring 2022, the City and Cosumnes CSD held extensive listening sessions with the community to hear additional voices and opinions on community needs and priorities, as listed above. In each of these meetings or communication pieces, quality of life issues were discussed and

residents encouraged to fill out the online feedback form to provide input and continue the conversation regarding community needs and priorities.

Priorities identified in the online survey at elkgrovelife.com are similar to those found in the December FM3 survey and are shown in Attachment 3. It is important to note that the online survey, unlike the FM3 survey, is not a scientific survey. However, the similar results do reaffirm FM3's results and further support for their findings.

As part of the City's decision-making process, one additional statistically valid survey of 771 respondents was conducted in July 2022 by FM3 Research. This survey was undertaken to monitor and gauge how resident needs and priorities had potentially changed since December 2021. The results show that Elk Grove residents remain consistent over the past six months in desiring to have additional locally controlled funding to support community priorities. The July survey shows 65 percent of respondents indicated there was a need for additional funding to provide the level of community services that residents desire, and 63 percent stated they would support a potential one cent sales tax measure to support essential community services. Both of these percentages increased from the December 2021 poll. Attachment 2 outlines the key findings of the July survey from FM3.

As a result of this outreach and based upon research results, community conversations, and discussions with the Community Advisory Group, staff recommends the City Council adopt the attached Resolution that places a proposed one cent general sales tax measure on the November 2022 ballot. If approved by the voters, the general tax measure would generate approximately \$21.3 million annually to support essential services. The question shall appear and be printed on the ballot as follows:

Elk Grove Safety/Quality of Life Measure. To support essential services such as crime reduction; rapid 9-1-1, fire, police, medical emergency/disaster response; keeping public areas safe/clean; addressing homelessness; pothole repair/street/park maintenance; youth crime/gang prevention programs; and other general community purposes; shall the measure establishing a 1¢ sales tax providing approximately \$21,300,000 annually until ended by voters; requiring audits, citizen oversight, public spending disclosures, and all funds locally controlled, be adopted?	
Yes	No

The City Council’s actions do not necessarily reflect support or opposition to this measure, but simply place it on the consolidated ballot for local voters to decide. If the voters approve the measure by majority vote, the Council and staff would take all actions necessary to implement the tax following the election. If approved, the tax would likely begin being collected in April 2023.

The measure would also include annual audits, the establishment of an independent citizen oversight committee, and public spending disclosures. Revenue generated from the measure would be locally controlled and none of the funding could be taken by the State.

Finally, based on community input, the following table provides additional information regarding the needs and priorities identified by the Elk Grove community for the additional funds. The City would use this nonexclusive listing of needs and priorities to guide its initial spending allocations should the tax measure be enacted.

Community Identified Needs and Priorities
Public Safety
<p><i>Reducing Crime</i></p> <p>Provide additional public safety resources in order to keep our neighborhoods safe and reduce crime. Increase neighborhood police patrols, ensure the Police Department is attracting, retaining, and adequately equipping public safety professionals and pursue new, innovative approaches to reducing crime.</p>
<p><i>Addressing homelessness</i></p> <p>Provide resources to address mental health, substance abuse, and job training needs while ensuring our local businesses, residential neighborhoods, and public areas are safe and secure for everyone.</p>
<p><i>Improve 911, police, fire, and emergency disaster and emergency medical response</i></p> <p>Improve 911 emergency response times, at both the Police and Fire Departments, to ensure that calls for service meet national response time standards.</p>
<p><i>Enhancing programs to combat youth crime and gang prevention</i></p> <p>Fund property and violent crime investigation and prevention, and address crimes related to youth and gangs including supporting after school recreational and enrichment programs to keep youth actively engaged and supported for a bright future.</p>

Roads and Parks Safety
<p>Maintaining Streets</p> <p>Maintain pothole repair and enhance major roads to improve traffic flow and reduce congestion for the safety of all drivers, bikers, and pedestrians, including safe routes for school kids walking or biking.</p> <p>Maintaining Parks</p> <p>Maintain and repair public bathrooms, landscaping, sports fields, deteriorating playgrounds and equipment, including security lighting to keep play spaces clean and safe for children and families.</p>
Quality of Life
<p>Clean and Safe Public Areas</p> <p>Keep public areas safe and clean for community members as well as visitors. Implement programs that directly impact visual blight as well as ensuring a safe community for all.</p> <p>Economic Development</p> <p>Attract and retain local businesses and jobs to ensure a robust local economy.</p>

Regional Sales Tax Measures

Table 1 below shows the comparative tax rates in Sacramento County and some other regional communities in 2022. If the measure were passed by voters, Elk Grove’s tax rate would be on-par with the City of Rancho Cordova and City of Sacramento’s tax rates.

Table 1: Comparative Tax Rates

Jurisdiction ¹	Base Tax Rate (State Rate)	County-Wide ^{2, 3}	Local	Total Tax Rate
Elk Grove				
Existing	7.25%	0.50%	None	7.75%
With Proposed Measure	7.25%	0.50%	1.0%	8.75%
Regional Comparisons				
Citrus Heights	7.25%	0.50%	None	7.75%
Davis	7.25%	None	1.00%	8.25%
Folsom	7.25%	0.50%	None	7.75%
Galt	7.25%	0.50%	0.50%	8.25%
Rancho Cordova	7.25%	0.50%	1.00%	8.75%
Roseville	7.25%	None	0.50%	7.75%
Sacramento City	7.25%	0.50%	1.00%	8.75%
Sacramento County (unincorporated area)	7.25%	0.50%	None	7.75%
West Sacramento	7.25%	None	1.00%	8.25%
Woodland	7.25%	None	0.75%	8.00%

Notes:

1. Some jurisdictions on this list may also be considering placement of a local measure in November 2022. Those proposed local measures are not listed here.
2. Jurisdictions in Sacramento County pay into a county-wide tax, Measure A, which is dedicated to transportation projects.
3. This table excludes the new potential regional transportation, Measure A, described later in this report.

Sacramento County Transportation Maintenance, Safety, and Congestion Relief Act of 2022 (Measure A)

Also projected to be on the November 2022 ballot is a sales tax ballot measure for regional transportation purposes of one-half of one percent (0.5%) on the sale and/or use of all tangible personal property sold at retail in the incorporated and unincorporated territory of Sacramento County beginning April 1, 2023, and continuing for a period of 40 years. The money would be dedicated for transportation planning, design, construction, management, operations, and maintenance throughout the County. While there is funding in the expenditure plan for Elk Grove projects, including Kammerer Road and Whitelock Parkway Interchange, there is no guarantee as to the timing of any Elk Grove project, nor is there a guarantee of passage of the measure. This proposed measure is very similar to a 2016 sales tax measure that was narrowly defeated. Additionally, most of the City's identified needs and priorities, such as reducing crime, improving emergency response times, and addressing homelessness, would not be able to be funded out of this measure.

Staff recommends that the City Council adopt the attached Resolution placing the general sales tax measure on the November 8, 2022 ballot. By passing the Resolution, the City Council would also be approving the accompanying Ordinance attached as an exhibit to the Resolution. Approval of the Ordinance by the City Council requires at least a two-thirds vote of the City Council. The Ordinance imposing the proposed general tax would also need to be approved by a majority vote of the qualified voters of the city voting in the election on the ballot measure. (Rev. & Tax Code § 7285.9; Cal. Const. Art. 13C, § 2(b).)

ALTERNATIVE ACTIONS:

The City Council could choose not to adopt the resolution placing this measure on the ballot for 2022. Staff does not recommend this option as the community's needs and priorities would be limited to the existing fiscal resources.

FISCAL IMPACT:

Funds to continue the planning efforts through November have already been allocated in the Fiscal Year 2022/23 budget. There has been no assumption of revenues received in the Fiscal Year 2022/23 budget or long-range financial forecast from an additional sales tax measure.

As a general tax, the new revenue would be deposited in the General Fund and considered general tax revenue. The proceeds would be audited as part of the City's annual audit along with the rest of the City's funds. A one cent transactions and use tax is estimated to produce approximately \$21.3 million annually.

Additional sales tax revenue would have a substantial positive impact on the City's ability to reduce crime; address homelessness; improve 9-1-1, police, fire, and emergency disaster and emergency medical response; enhance programs to combat youth crime and gang prevention; maintain streets and parks; maintain youth and recreational programs; keep public areas safe and clean and attract and retain local businesses and jobs to ensure a robust local economy.

ATTACHMENTS:

1. Resolution
 - a. Exhibit A – Ordinance
2. July 2022 FM3 Key Findings Results
3. Online Community Survey Results
4. Community Mailer A – May 2022
5. Community Mailer B – June 2022

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ELK GROVE
ESTABLISHING NOVEMBER 8, 2022, AS THE DATE FOR AN ELECTION ON A
PROPOSED BALLOT MEASURE SEEKING VOTER APPROVAL TO IMPOSE A ONE
CENT TRANSACTIONS AND USE (“SALES”) TAX FOR GENERAL COMMUNITY
PURPOSES, ESTABLISHING POLICIES AND PROCEDURES IN CONNECTION
WITH SUCH AN ELECTION, APPROVING THE ACCOMPANYING ORDINANCE,
AND REQUESTING THAT THE COUNTY OF SACRAMENTO CONDUCT SUCH AN
ELECTION**

WHEREAS, Elk Grove residents continue to enjoy a high quality of life and the City is known as a great place to live, work, and raise a family; and

WHEREAS, recently commissioned independent opinion research in the City shows residents feel that the City is moving in the right direction and the City wishes to continue doing so; and

WHEREAS, many in the community believe that additional local funding is needed to address community priorities and essential quality of life services; and

WHEREAS, the community’s top priorities include reducing crime, rapid 911, fire, police, medical emergency and disaster response, keeping public spaces safe and clean, addressing homelessness, pothole repair, street and parks maintenance, attracting and retaining local jobs and businesses, and youth crime and gang prevention programs; and

WHEREAS, the City is committed to making neighborhoods safer; and

WHEREAS, in an emergency seconds count and approximately 75% of calls to the local Fire Department are for medical emergencies; and

WHEREAS, the City is committed to ensuring that Elk Grove has the needed emergency first responders and life-saving equipment to improve response times and save lives; and

WHEREAS, since last year, violent and property crimes are on the rise in Elk Grove, with more than 325 robberies and burglaries and close to 200 car thefts; and

WHEREAS, our community has over 100 parks serving more than 178,000 people but does not have the funding needed to continue to keep them clean and safe; and

WHEREAS, approval of this measure will provide funding that could be used to help maintain and repair public bathrooms; maintain landscaping and sports fields; and upgrade security lighting and children’s playgrounds, among other general community purposes, so that children have safe places to play; and

WHEREAS, many local streets are in need of repair and maintenance to keep them safe and reduce traffic congestion; and

WHEREAS, it is fiscally responsible to maintain our streets, roads and fix potholes now, so they do not deteriorate further and become more costly to fix in the future; and

WHEREAS, Elk Grove incorporated on July 1, 2000, to ensure local control of the City's future and essential quality of life services upon which residents rely; and

WHEREAS, approval of this measure will provide locally controlled funding, which could be used to maintain financial stability and continue providing essential public safety, and parks and street repair, that are more important than ever, among other general community purposes; and

WHEREAS, by law, all funds from this measure must stay in Elk Grove and no funds can be taken by the State; and

WHEREAS, safe neighborhoods, well maintained streets, safe and clean public spaces and a variety of activities for all are vitally important to maintaining and enhancing Elk Grove's quality of life, community and property values; and

WHEREAS, the proposed measure requires mandatory financial audits, an independent Citizen's Oversight Committee, and public disclosure of spending to help ensure that all funds are responsibly and locally spent; and

WHEREAS, the tax to be submitted to the voters, if approved, would increase the City's transactions and use ("sales") tax by one cent and the funds would be used to support neighborhood police patrols, fire protection, and rapid police, medical, and emergency disaster response, reduce crime, attract and retain local businesses and jobs, reduce traffic congestion, address homelessness, maintain local streets, parks, and youth programs, keep public areas safe and clean, and other general community purposes, and require an independent Citizen's Oversight Committee, annual audits, and all funds to be locally controlled; and

WHEREAS, California Constitution Article XIII C, Section 2 provides that no local government may impose, extend or increase any general tax unless and until that tax is submitted to the electorate and approved by a majority vote and that such vote must be consolidated with a City's general municipal election for members of the City Council; and

WHEREAS, November 8, 2022, is the date of the City's regular municipal election and a general election has been called on that date by Resolution No. 2022-124 approved on May 25, 2022; and

WHEREAS, the City Council is authorized by California Elections Code Section 9222 to place measures before the voters at the November 8, 2022, Nationwide General Election that would increase the tax by one cent per dollar; and

WHEREAS, the City Council desires that the proposed measure be consolidated with the November 8, 2022, Nationwide General Election, to be held on the same date, and within the City, the polling places and election officers of the two elections be the same, and that the Sacramento County Voter Registration and Elections Department canvass the returns of the general election be held in all respects as if there were only one election.

NOW, THEREFORE, BE IT RESOLVED as follows:

1. **Placement of Measure on the Ballot.** Pursuant to California Elections Code Section 9222 and Revenue and Taxation Code Section 7285.9, the City Council hereby calls and orders to be held in the City of Elk Grove, California, on Tuesday, November 8, 2022, an election at which a measure shall be submitted to the voters of the City for approval an ordinance to enact a local transactions and use tax. The question shall appear and be printed on the ballot as follows:

Elk Grove Safety/Quality of Life Measure. To support essential services such as crime reduction; rapid 9-1-1, fire, police, medical emergency/disaster response; keeping public areas safe/clean; addressing homelessness; pothole repair/street/park maintenance; youth crime/gang prevention programs; and other general community purposes; shall the measure establishing a 1¢ sales tax providing approximately \$21,300,000 annually until ended by voters; requiring audits, citizen oversight, public spending disclosures, and all funds locally controlled, be adopted?	
Yes	No

2. **Approval of Ordinance.** By at least a two-thirds (2/3) vote of all members of the City Council, the City Council hereby approves the proposed ordinance to be submitted to the voters, attached hereto as Exhibit A. The proposed ordinance and measure shall not take effect unless and until approved by a vote of at least a simple majority of affirmative votes of the voters voting on the question at the election. The ordinance specifies that the rate of the transactions tax shall be one percent (1.0%) of the gross receipts of any retailer from the sale of all tangible personal property sold at retail in the City; it specifies that the rate of the use tax shall be one percent (1.0%) of the sales price of tangible personal property stored, used or otherwise consumed in the City. The tax shall be in effect until it is repealed. The California Department of Tax and Fee Administration shall collect the tax from retailers subject to the tax and remit the funds to the City.
3. **Ordinance copies.** In lieu of printing the full text of the proposed measure on the ballot, or the voter information portion of the sample ballot, the following legend shall be printed immediately below the impartial analysis of the measure (and may be amended as required by the Sacramento County Voter Registration and Elections):

“The above statement is an impartial analysis of City of Elk Grove Ordinance No. ___-2022, adding Elk Grove Municipal Code Chapter 3.06 relating to the Elk Grove Transactions and Use Tax. If you desire a copy of the ordinance, please access the City of Elk Grove website at: [http://www.elkgrovecity.org/city_hall/city_government/city_clerk/election information/](http://www.elkgrovecity.org/city_hall/city_government/city_clerk/election_information/), or call the Office of the City Clerk, City of Elk Grove, at (916) 478-3635 and a copy will be sent electronically or mailed at no cost to you.”

4. **Publication of Measure.** The City Clerk is hereby directed to cause notice of the measure to be published once in the official newspaper of the City of Elk Grove, in accordance with Section 12111 of the Elections Code and Section 6061 of the Government Code.
5. **Request to Consolidate and Conduct Election and Canvass Returns.**
 - A. Pursuant to the requirements of Section 10403 of the Elections Code, the Board of Supervisors of the County of Sacramento is hereby requested to consent and agree to the consolidation of a general municipal election with the nationwide election on Tuesday, November 8, 2022, for the purpose of placing the measure set forth in Section 1 on the ballot. The City Council acknowledges that the consolidated election will be conducted in the manner prescribed in Elections Code section 10418.
 - B. The Sacramento County Voter Registration and Elections Department is authorized to canvass the returns of the regularly scheduled general municipal election. The election shall be held in all respects as if there were only one election, and only one form of ballot shall be used.
 - C. The Board of Supervisors is requested to issue instructions to the Sacramento County Voter Registration and Elections Department to take any and all steps necessary for the holding of the consolidated election.
 - D. The City of Elk Grove recognizes that additional costs will be incurred by the County of Sacramento by reason of this consolidation, and agrees to reimburse the County for any additional costs above and beyond those reimbursed by the State.
6. **Submission of Ballot Arguments and Impartial Analysis**
 - A. The last date for submission of direct arguments for or against the measure shall be 5:00 p.m. on August 16, 2022.
 - B. The last date for submission of rebuttal arguments for or against the measure shall be 5:00 p.m. on August 19, 2022.

- C. Direct arguments shall not exceed three hundred (300) words and shall be signed by not more than five (5) persons.
 - D. Rebuttal arguments shall not exceed two hundred fifty (250) words and shall be signed by not more than five (5) persons; those persons may be different persons than the persons who signed the direct arguments.
 - E. The City Attorney shall prepare an impartial analysis of the measure by August 17, 2022.
 - F. Pursuant to Elections Code section 9282, the City Council, or a member or members of the City Council authorized by the City Council, or an individual voter who is eligible to vote on the measure, or a bona fide association of citizens, or a combination of voters and associations, may file a written argument for or against the measure not to exceed 300 words. Pursuant to Elections Code section 9285, the author or a majority of the authors of an argument for or against the measure may prepare and submit a rebuttal argument or may authorize in writing another person or persons to prepare, submit, or sign a rebuttal argument, not to exceed 250 words. Submissions by email or facsimile are allowed for direct arguments and rebuttal arguments that are signed and otherwise meet the above requirements and the California Elections Code, provided that original copy thereof is delivered to the City Clerk within seventy-two (72) hours of submission of the electronic version.
 - G. Pursuant to California Elections Code Section 9285, when the City Clerk has selected the arguments for and against the measure, which will be printed and distributed to the voters, the City Clerk shall send copies of the argument in favor of the measure to the authors of the argument against, and copies of the argument against to the authors of the argument in favor. Rebuttal arguments shall be printed in the same manner as the direct arguments. Each rebuttal argument shall immediately follow the direct argument that it seeks to rebut.
7. **Effective Date.** This Resolution shall become effective immediately upon its passage and adoption, and the City Clerk is directed to send certified copies of this Resolution to the Sacramento Board of Supervisors, to the County Clerk-Recorder, and the Sacramento County Voter Registration and Elections Department.
8. **Passage of Resolution.** This Resolution must be approved by a two-thirds (2/3) vote of all members of the City Council.
9. **CEQA.** The approval of this Resolution is exempt from the California Environmental Quality Act (Public Resources Code §§ 21000 et Seq., "CEQA," and 14 Cal. Code Reg. §§ 15000 et seq. "CEQA Guidelines"). The transactions and use tax to be submitted to the voters is a general tax that can be used for any

legitimate governmental purpose; it is not a commitment to any particular action. As such, under CEQA Guidelines section 15378(b)(4), the tax is not a project within the meaning of CEQA because it creates a government funding mechanism that does not involve any commitment to any specific project that may result in a potentially significant physical impact on the environment. If revenue from the tax were used for a purpose that would have either such effect, the city would undertake the required CEQA review for that particular project. Therefore, under CEQ Guidelines section 15060 review under CEQA is not required.

PASSED AND ADOPTED by the City Council of the City of Elk Grove this 27th day of July 2022 by a vote of at least two-thirds of all members of the City Council

BOBBIE SINGH-ALLEN, MAYOR of the
CITY OF ELK GROVE

ATTEST:

APPROVED AS TO FORM:

JASON LINDGREN, CITY CLERK

JONATHAN P. HOBBS,
CITY ATTORNEY

EXHIBIT A

AN ORDINANCE OF THE PEOPLE OF THE CITY OF ELK GROVE ADDING CHAPTER 3.06 TO THE MUNICIPAL CODE TO IMPOSE A ONE CENT PER DOLLAR TRANSACTIONS AND USE TAX TO BE ADMINISTERED BY THE CALIFORNIA DEPARTMENT OF TAX AND FEE ADMINISTRATION

WHEREAS, Elk Grove residents continue to enjoy a high quality of life and the City is known as a great place to live, work, and raise a family; and

WHEREAS, recently commissioned independent opinion research in the City shows residents feel that the City is moving in the right direction and the City wishes to continue doing so; and

WHEREAS, many in the community believe that additional local funding is needed to address community priorities and essential quality of life services; and

WHEREAS, the community's top priorities include reducing crime, rapid 911, fire, police, medical emergency and disaster response, keeping public spaces safe and clean, addressing homelessness, pothole repair, street and parks maintenance, attracting and retaining local jobs and businesses, and youth crime and gang prevention programs; and

WHEREAS, the City is committed to making neighborhoods safer; and

WHEREAS, in an emergency seconds count and approximately 75% of calls to the local Fire Department are for medical emergencies; and

WHEREAS, the City is committed to ensuring that Elk Grove has the needed emergency first responders and life-saving equipment to improve response times and save lives; and

WHEREAS, since last year, violent and property crimes are on the rise in Elk Grove, with more than 325 robberies and burglaries and close to 200 car thefts; and

WHEREAS, our community has over 100 parks serving more than 178,000 people but does not have the funding needed to continue to keep them clean and safe; and

WHEREAS, approval of this measure will provide funding that could be used to help maintain and repair public bathrooms; maintain landscaping and sports fields; and upgrade security lighting and children's playgrounds, among other general community purposes, so that children have safe places to play; and

WHEREAS, many local streets are in need of repair and maintenance to keep them safe and reduce traffic congestion; and

WHEREAS, it is fiscally responsible to maintain our streets, roads and fix potholes now, so they do not deteriorate further and become more costly to fix in the future; and

WHEREAS, Elk Grove incorporated on July 1, 2000, to ensure local control of the City's future and essential quality of life services upon which residents rely; and

WHEREAS, approval of this measure will provide locally controlled funding, which could be used to maintain financial stability and continue providing essential public safety, and parks and street repair, that are more important than ever, among other general community purposes; and

WHEREAS, by law, all funds from this measure must stay in Elk Grove and no funds can be taken by the State; and

WHEREAS, safe neighborhoods, well maintained streets, safe and clean public spaces and a variety of activities for all are vitally important to maintaining and enhancing Elk Grove's quality of life, community and property values; and

WHEREAS, the proposed measure requires mandatory financial audits, an independent Citizen's Oversight Committee, and public disclosure of spending to help ensure that all funds are responsibly and locally spent; and

WHEREAS, the tax to be submitted to the voters, if approved, would increase the City's transactions and use ("sales") tax by one cent and the funds would be used to support neighborhood police patrols, fire protection, and rapid police, medical, and emergency disaster response, reduce crime, attract and retain local businesses and jobs, reduce traffic congestion, address homelessness, maintain local streets, parks, and youth programs, keep public areas safe and clean, and other general community purposes, and require an independent Citizen's Oversight Committee, annual audits, and all funds to be locally controlled; and

WHEREAS, California Constitution Article XIII C, Section 2 provides that no local government may impose, extend or increase any general tax unless and until that tax is submitted to the electorate and approved by a majority vote and that such vote must be consolidated with a City's general municipal election for members of the City Council; and

WHEREAS, November 8, 2022, is the date of the City's regular municipal election and a general election has been called on that date by Resolution 2022-124 approved on May 25, 2022; and

WHEREAS, the City Council is authorized by California Elections Code Section 9222 to place measures before the voters at the November 8, 2022, Nationwide General Election that would increase the tax by one cent per dollar; and

WHEREAS, the City Council desires that the proposed measure be consolidated with the November 8, 2022, Nationwide General Election, to be held on the same date, and within the City, the polling places and election officers of the two elections be the same, and that the Sacramento County Voter Registration and Elections Department canvass the returns of the general election be held in all respects as if there were only one election.

NOW, THEREFORE, the People of the City of Elk Grove do ordain as follows:

Section 1: Incorporation of Recitals.

The People of Elk Grove find that all Recitals are true and correct and are incorporated herein by reference.

Section 2. Amendment of Municipal Code.

The Elk Grove Municipal Code is hereby amended to add Chapter 3.06 as follows:

Chapter 3.06
ELK GROVE TRANSACTIONS AND USE TAX

Sections:

- 3.06.010 Title**
- 3.06.020 Operative Date**
- 3.06.030 Purpose**
- 3.06.040 Contract With State**
- 3.06.050 Transactions Tax Rate**
- 3.06.060 Place of Sale**
- 3.06.070 Use Tax Rate**
- 3.06.080 Adoption of Provisions of State Law**
- 3.06.090 Limitations on Adoption of State Law and Collection of Use Taxes**
- 3.06.100 Additional Permit Not Required**
- 3.06.110 Exemptions and Exclusions**
- 3.06.120 Amendments**
- 3.06.130 Enjoining Collection Forbidden**
- 3.06.140 Independent Citizen's Oversight Committee**
- 3.06.150 Annual Audit**
- 3.06.160 Amendments by City Council**
- 3.06.170 Termination Date**

3.06.010 Title

This Chapter shall be known as the Elk Grove Transactions and Use Tax. The City of Elk Grove hereinafter shall be called "City." This Chapter shall be applicable in the incorporated territory of the City.

3.06.020 Operative Date

"Operative Date" means the first day of the first calendar quarter commencing more than 110 days after the adoption of this Chapter, the date of such adoption being as set forth below.

3.06.030 Purpose

This Chapter is adopted to achieve the following, among other purposes, and directs that the provisions hereof be interpreted in order to accomplish those purposes:

- A. To impose a retail transactions and use tax in accordance with the provisions of Part 1.6 (commencing with Section 7251) of Division 2 of the Revenue and Taxation Code and Section 7285.9 of Part 1.7 of Division 2 which authorizes the City to adopt this tax ordinance, which shall be operative if a majority of the electors voting on the measure vote to approve the imposition of the tax at an election called for that purpose.
- B. To adopt a retail transactions and use tax ordinance that incorporates provisions identical to those of the Sales and Use Tax Law of the State of California insofar as those provisions are not inconsistent with the requirements and limitations contained in Part 1.6 of Division 2 of the Revenue and Taxation Code.

- C. To adopt a retail transactions and use tax ordinance that imposes a tax and provides a measure therefore that can be administered and collected by the California Department of Tax and Fee Administration in a manner that adapts itself as fully as practicable to, and requires the least possible deviation from, the existing statutory and administrative procedures followed by the California Department of Tax and Fee Administration in administering and collecting the California State Sales and Use Taxes.
- D. To adopt a retail transactions and use tax ordinance that can be administered in a manner that will be, to the greatest degree possible, consistent with the provisions of Part 1.6 of Division 2 of the Revenue and Taxation Code, minimize the cost of collecting the transactions and use taxes, and at the same time, minimize the burden of record keeping upon persons subject to taxation under the provisions of this Ordinance.

3.06.040 Contract With State

Prior to the Operative Date, the City shall contract with the California Department of Tax and Fee Administration to perform all functions incident to the administration and operation of this transactions and use tax ordinance; provided, that if the City shall not have contracted with the California Department of Tax and Fee Administration prior to the Operative date, it shall nevertheless so contract and in such a case the Operative Date shall be the first day of the first calendar quarter following the execution of such a contract.

3.06.050 Transactions Tax Rate

For the privilege of selling tangible personal property at retail, a tax is hereby imposed upon all retailers in the incorporated territory of the City at the rate of one percent (1.0%) on the sale of all tangible personal property sold at retail in said territory on and after the Operative Date of this Chapter.

3.06.060 Place of Sale

For the purposes of this Chapter, all retail sales are consummated at the place of business of the retailer unless the tangible personal property sold is delivered by the retailer or their agent to an out-of-state destination or to a common carrier for delivery to an out-of-state destination. The gross receipts from such sales shall include delivery charges, when such charges are subject to the state sales and use tax, regardless of the place to which delivery is made. In the event a retailer has no permanent place of business in the State or has more than one place of business, the place or places at which the retail sales are consummated shall be determined under rules and regulations to be prescribed and adopted by the California Department of Tax and Fee Administration.

3.06.070 Use Tax Rate

An excise tax is hereby imposed on the storage, use, or other consumption in the City of tangible personal property purchased from any retailer on and after the Operative Date of this Chapter for storage, use, or other consumption in said territory at the rate of one percent (1.0%) of the sales price of the property. The sales price shall include delivery charges when such charges are subject to State sales or use tax regardless of the place to which delivery is made.

3.06.080 Adoption of Provisions of State Law

Except as otherwise provided in this Chapter and except insofar as they are inconsistent with the provisions of Part 1.6 of Division 2 of the Revenue and Taxation Code, all of the provisions of Part 1 (commencing with Section 6001) of Division 2 of the Revenue and Taxation Code are hereby adopted and made a part of this Chapter as though fully set forth herein.

3.06.090 Limitations on Adoption of State Law and Collection of Use Taxes

In adopting the provisions of Part 1 of Division 2 of the Revenue and Taxation Code:

- A. Wherever the State of California is named or referred to as the taxing agency, the name of this City shall be substituted therefor. However, the substitution shall not be made when:
 - 1. The word "State" is used as a part of the title of the State Controller, State Treasurer, State Board of Control, State of California Department of Tax and Fee Administration, State Treasury, or the Constitution of the State of California;
 - 2. The result of that substitution would require action to be taken by or against this City or any agency, officer, or employee thereof rather than by or against the State of California Department of Tax and Fee Administration, in performing the functions incident to the administration or operation of this Ordinance;
 - 3. In those sections, including, but not necessarily limited to sections referring to the exterior boundaries of the State of California, where the result of the substitution would be to:
 - a. Provide an exemption from this tax with respect to certain sales, storage, use or other consumption of tangible personal property which would not otherwise be exempt from this tax while such sales, storage, use or other consumption remain subject to tax by the State under the provisions of Part 1 of Division 2 of the Revenue and Taxation Code, or;
 - b. Impose this tax with respect to certain sales, storage, use or other consumption of tangible personal property which would not be subject to tax by the State under the said provision of that code.
- B. In Sections 6701, 6702 (except in the last sentence thereof), 6711, 6715, 6737, 6797 or 6828 of the Revenue and Taxation Code. The word "City" shall be substituted for the word "State" in the phrase "retailer engaged in business in this State" in Section 6203 and in the definition of that phrase in Section 6203. "A retailer engaged in business in this City" shall also include any retailer that, in the preceding calendar year or the current calendar year, has total combined sales of tangible personal property in this state or for delivery in the State by the retailer and all persons related to the retailer that exceeds five hundred thousand dollars (\$500,000). For purposes of this section, a person is related to another person if both persons are related to each other pursuant to Section 267(b) of Title 26 of the United States Code and the regulations thereunder

3.06.100 Additional Permit Not Required

If a seller's permit has been issued to a retailer under Section 6067 of the Revenue and Taxation Code, an additional transactor's permit shall not be required by this Chapter.

3.06.110 Exemptions and Exclusions

- A. There shall be excluded from the measure of the transactions tax and the use tax the amount of any sales tax or use tax imposed by the State of California or by any city, city and county, or county pursuant to the Bradley-Burns Uniform Local Sales and Use Tax Law or the amount of any State-administered transactions or use tax.
- B. There are exempted from the computation of the amount of transactions tax the gross receipts from:
 1. Sales of tangible personal property, other than fuel or petroleum products, to operators of aircraft to be used or consumed principally outside the county in which the sale is made and directly and exclusively in the use of such aircraft as common carriers of persons or property under the authority of the laws of this State, the United States, or any foreign government.
 2. Sales of property to be used outside the City, which is shipped to a point outside the City, pursuant to the contract of sale, by delivery to such point by the retailer or their agent, or by delivery by the retailer to a carrier for shipment to a consignee at such point. For the purposes of this paragraph, delivery to a point outside the City shall be satisfied:
 - a. With respect to vehicles (other than commercial vehicles) subject to registration pursuant to Chapter 1 (commencing with Section 4000) of Division 3 of the Vehicle Code, aircraft licensed in compliance with Section 21411 of the Public Utilities Code, and undocumented vessels registered under Division 3.5 (commencing with Section 9840) of the Vehicle Code by registration to an out-of-City address and by a declaration under penalty of perjury, signed by the buyer, stating that such address is, in fact, their principal place of residence; and
 - b. With respect to commercial vehicles, by registration to a place of business out-of-City and declaration under penalty of perjury, signed by the buyer, that the vehicle will be operated from that address.
 3. The sale of tangible personal property if the seller is obligated to furnish the property for a fixed price pursuant to a contract entered into prior to the Operative Date of this Chapter.
 4. A lease of tangible personal property which is a continuing sale of such property, for any period of time for which the lessor is obligated to lease the property for an amount fixed by the lease prior to the Operative Date of this Chapter.
 5. For the purposes of subparagraphs (3) and (4) of this section, the sale or lease of tangible personal property shall be deemed not to be obligated

pursuant to a contract or lease for any period of time for which any party to the contract or lease has the unconditional right to terminate the contract or lease upon notice, whether or not such right is exercised.

C. There are exempted from the use tax imposed by this Chapter, the storage, use or other consumption in this City of tangible personal property:

1. The gross receipts from the sale of which have been subject to a transactions tax under any State-administered transactions and use tax ordinance.
2. Other than fuel or petroleum products purchased by operators of aircraft and used or consumed by such operators directly and exclusively in the use of such aircraft as common carriers of persons or property for hire or compensation under a certificate of public convenience and necessity issued pursuant to the laws of this State, the United States, or any foreign government. This exemption is in addition to the exemptions provided in Sections 6366 and 6366.1 of the Revenue and Taxation Code of the State of California.
3. If the purchaser is obligated to purchase the property for a fixed price pursuant to a contract entered into prior to the Operative Date of this Chapter.
4. If the possession of, or the exercise of any right or power over, the tangible personal property arises under a lease which is a continuing purchase of such property for any period of time for which the lessee is obligated to lease the property for an amount fixed by a lease prior to the Operative Date of this Chapter.
5. For the purposes of subparagraphs (3) and (4) of this section, storage, use, or other consumption, or possession of, or exercise of any right or power over, tangible personal property shall be deemed not to be obligated pursuant to a contract or lease for any period of time for which any party to the contract or lease has the unconditional right to terminate the contract or lease upon notice, whether or not such right is exercised.
6. Except as provided in subparagraph (7), a retailer engaged in business in the City shall not be required to collect use tax from the purchaser of tangible personal property, unless the retailer ships or delivers the property into the City or participates within the City in making the sale of the property, including, but not limited to, soliciting or receiving the order, either directly or indirectly, at a place of business of the retailer in the City or through any representative, agent, canvasser, solicitor, subsidiary, or person in the City under the authority of the retailer.
7. "A retailer engaged in business in the City" shall also include any retailer of any of the following: vehicles subject to registration pursuant to Chapter 1 (commencing with Section 4000) of Division 3 of the Vehicle Code, aircraft licensed in compliance with Section 21411 of the Public Utilities Code, or

undocumented vessels registered under Division 3.5 (commencing with Section 9840) of the Vehicle Code. That retailer shall be required to collect use tax from any purchaser who registers or licenses the vehicle, vessel, or aircraft at an address in the City.

- D. Any person subject to use tax under this Chapter may credit against that tax any transactions tax or reimbursement for transactions tax paid to a district imposing, or retailer liable for a transactions tax pursuant to Part 1.6 of Division 2 of the Revenue and Taxation Code with respect to the sale to the person of the property the storage, use or other consumption of which is subject to the use tax.

3.06.120 Amendments

All amendments subsequent to the effective date of this Ordinance to Part 1 of Division 2 of the Revenue and Taxation Code relating to sales and use taxes and which are not inconsistent with Part 1.6 and Part 1.7 of Division 2 of the Revenue and Taxation Code, and all amendments to Part 1.6 and Part 1.7 of Division 2 of the Revenue and Taxation Code, shall automatically become a part of this Ordinance, provided however, that no such amendment shall operate so as to affect the rate of tax imposed by this Ordinance.

3.06.130 Enjoining Collection Forbidden

No injunction or writ of mandate or other legal or equitable process shall issue in any suit, action or proceeding in any court against the State or the City, or against any officer of the State or the City, to prevent or enjoin the collection under this Ordinance, or Part 1.6 of Division 2 of the Revenue and Taxation Code, of any tax or any amount of tax required to be collected.

3.06.140 Independent Citizen's Oversight Committee

Although not otherwise required by law, the City Council shall, by resolution adopted before the Operative Date of this Chapter, establish a Citizens' Oversight Committee, as an advisory body, to review the revenue and expenditure of funds from the tax adopted by this Chapter. The members' terms and qualifications and the duties and scope of the Committee shall be as established by the resolution.

3.06.150 Annual Audit

Annually the City Council retains an independent auditor to conduct an audit of and provide audited financial statements for all of the City's financial activities. The auditor shall include an accounting of the revenue received from the tax collected pursuant to this Chapter in the audited financial statements. The auditor's report shall be presented to the Council and made available to the public.

3.06.160 Amendments by City Council

The following amendments to this Chapter must be approved by the voters of the City: increasing the tax rate or revising the methodology for calculating the tax such that a tax increase would result; or imposing the tax on transactions and uses not previously subject to the tax (unless such amendment occurs automatically by operation of Section 3.06.120), or extending the tax. The City Council may otherwise amend this Chapter without submitting the amendment to the voters for approval.

3.06.170 Termination Date

The authority to levy the tax imposed by this Chapter shall continue indefinitely until this Chapter is repealed by a majority vote of the voters of the City, or until it is repealed, suspended, or reduced by a majority vote of the City Council. In the event that the City Council suspends or reduces the tax, the City Council may thereafter resume collection of the tax without voter approval as long as the transactions tax rate and use tax rate are not higher than the rates set forth in Sections 3.06.050 and 3.06.070, respectively.

Section 3. Adjustment of Appropriations Limit.

Pursuant to Article XIII B of the Constitution of the State of California and applicable laws, the appropriations limit for the City is hereby increased by the aggregate sum authorized to be levied by this tax for fiscal year 2022-23 and each year thereafter.

Section 4. Compliance with the California Environmental Quality Act.

The approval of this Ordinance is exempt from the California Environmental Quality Act (Public Resources Code §§ 21000 et seq., "CEQA," and 14 Cal. Code Reg. §§ 15000 et seq., "CEQA Guidelines"). This Ordinance imposes a general tax that can be used for any legitimate governmental purpose; it is not a commitment to any particular action. As such, under CEQA Guidelines section 15378(b)(4), the Ordinance is not a project within the meaning of CEQA because it creates a government funding mechanism that does not involve any commitment to any specific project that may result in a potentially significant physical impact on the environment. If revenue from the tax were used for a purpose that would have either such effect, the City would undertake the required CEQA review for that particular project. Therefore, pursuant to CEQA Guidelines section 15060, CEQA analysis is not required.

Section 5: No Mandatory Duty of Care.

This Ordinance is not intended to and shall not be construed or given effect in a manner that imposes upon the City or any officer or employee thereof a mandatory duty of care towards persons and property within or without the City, so as to provide a basis of civil liability for damages, except as otherwise imposed by law.

Section 6: Severability.

If any provision of this Ordinance or the application thereof to any person or circumstances is held invalid, such invalidity shall not affect other provisions or applications of the Ordinance which can be given effect without the invalid provision or application, and to this end the provisions of this Ordinance are severable.

Section 7: Savings Clause

The provisions of this Ordinance shall not affect or impair an act done or right vested or approved or any proceeding, suit or prosecution had or commenced in any cause before such repeal shall take effect; but every such act done, or right vested or accrued, or proceeding, suit or prosecution shall remain in full force and effect to all intents and

purposes as if such Ordinance or part thereof so repealed had remained in force. No offense committed and no liability, penalty or forfeiture, either civilly or criminally incurred prior to the time when any such Ordinance or part thereof shall be repealed or altered by said Code shall be discharged or affected by such repeal or alteration; but prosecutions and suits for such offenses, liabilities, penalties or forfeitures shall be instituted and proceeded with in all respects as if such prior Ordinance or part thereof had not been repealed or altered.

Section 8: Effectiveness: Submission to the Voters

This Ordinance relates to the levying and collecting of the City transactions and use taxes shall not take effect unless and until the Ordinance is submitted to the electorate of the City of Elk Grove and approved by a majority vote of the qualified votes cast on the Ordinance at the election.

ADOPTED:
EFFECTIVE:

BOBBIE SINGH-ALLEN, MAYOR of the
CITY OF ELK GROVE

ATTEST:

APPROVED AS TO FORM:

JASON LINDGREN, CITY CLERK

JONATHAN P. HOBBS,
CITY ATTORNEY

Date signed: _____



TO Interested Parties

FROM Dr. Richard Bernard, Curtis Below and Miranda Everitt
FM3 Research

RE: Key Findings of a Survey of Elk Grove and Cosumnes Community Services District Priorities

DATE July 19, 2022

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey of 771 respondents within the City of Elk Grove to assess their views on key issues facing the community, including their priorities for local services and perceptions of need for additional local revenue.ⁱ **The study found that respondents prioritize addressing crime, homelessness, public safety and streets, and nearly two-thirds see "great" or "some need" for additional local funding to provide community services.** Key findings include:

- Respondents ranked rapid emergency and 911 response; safe and clean public areas; crime reduction and addressing homelessness as among the most important priorities to fund. The table below shows the priorities valued by at least seven in ten (see Figure 1).

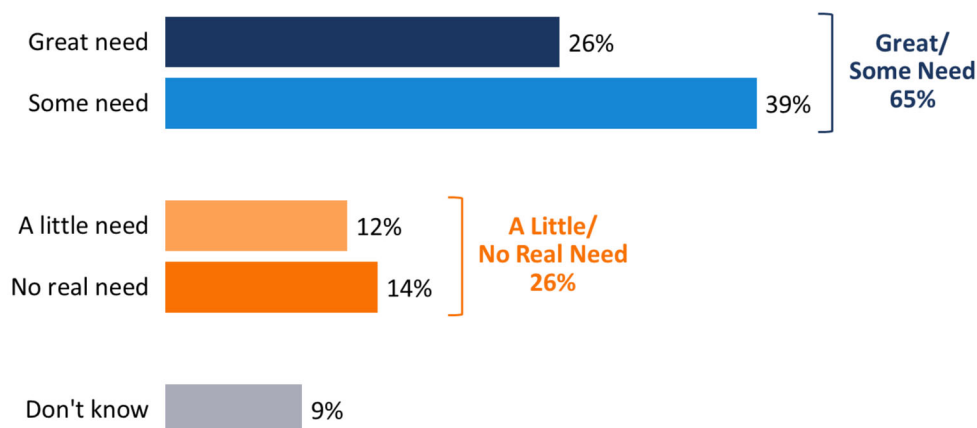
Figure 1: Top Priorities for Funding
Ranked by % Extremely or Very Important

Priority Area	% Ext/Very Important
Rapid 911, fire, police, medical emergency and disaster response	87%
Keeping public areas safe and clean	87%
Crime reduction	81%
Addressing homelessness	77%
Maintaining streets	77%
Maintaining parks	76%
Youth crime and gang prevention programs	73%
Attracting and retaining local businesses and jobs	73%

- Nearly two-thirds perceive there is a great or some need for additional funds to provide community services. As shown in **Figure 2** below, 26% said there is a “great need” for additional funding for services that residents need and want.

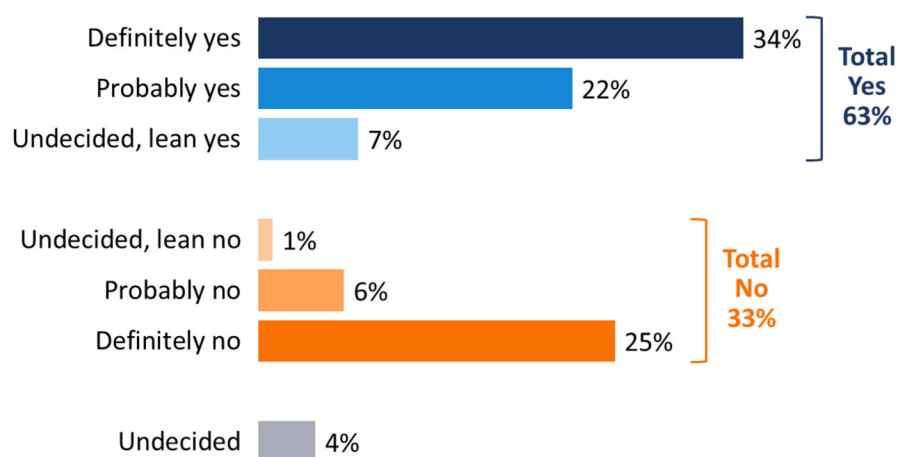
Figure 2: Perceived Need for Funding

In your personal opinion, do you think there is a great need, some need, a little need, or no real need for additional funds to provide the level of local community services that Elk Grove residents need and want?



- Initially, overall more than three in five respondents support a simple majority local measure. Thirty-four percent indicate they would definitely vote “yes” given hypothetical 75-word ballot label. This measure would require a simple majority (50.1% “yes”) vote for passage.

Figure 3: Support for a Hypothetical Simple-Majority Local Funding Measure



In sum, respondents see a variety of urgent needs for their community, particularly addressing public safety, keeping public areas safe and clean, and reducing crime. Broad majorities see a need for additional funding, and a general-purpose simple majority measure providing funding for local community services has support from 63%.

ⁱ **Methodology:** From July 5-14, 2022, FM3 completed a random sample of 771 interviews online and via landline and cell phones with likely November 2022 voters in Elk Grove. The margin of sampling error for the study is +/-4.9% at the 95% confidence level. Due to rounding, not all totals will sum to 100%.

The Community Conversation survey was conducted with residents of Elk Grove starting in March 2022. The survey is ongoing. The results shown are from all responses received as of July 14, 2022 at 9am. A total of 583 responses were received by this time. The survey includes a mix of an ad hoc and random sample survey.

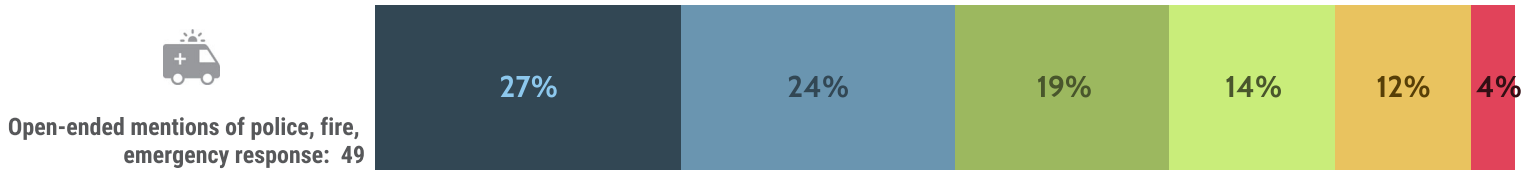
Priorities ⁽¹⁾



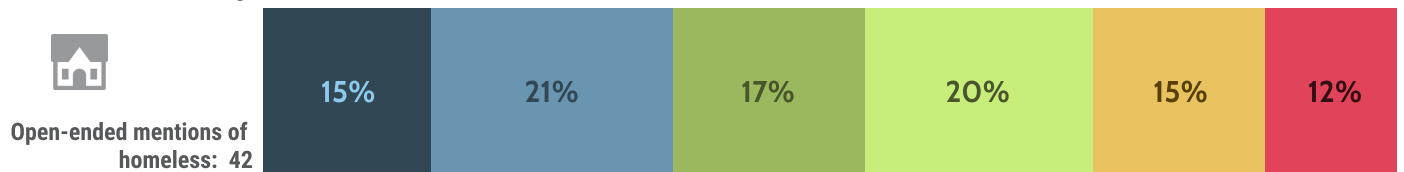
Reducing Crime



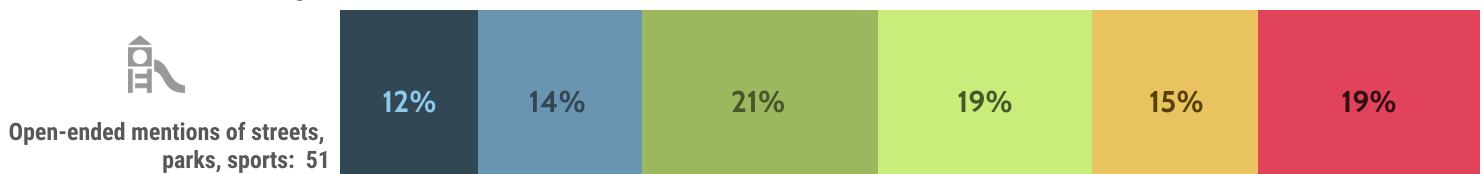
Maintaining 911, Police, Fire, and Emergency Disaster Response



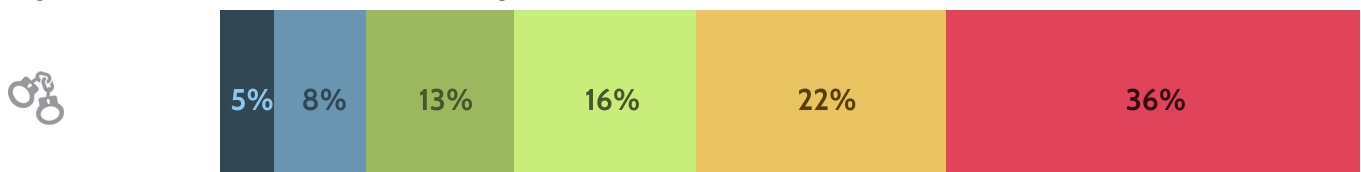
Addressing Homelessness



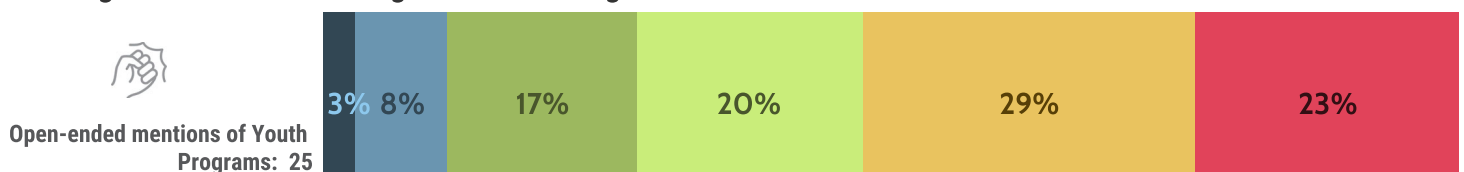
Maintaining Streets and Parks



Helping Prevent Human and Sex Trafficking



Enhancing Youth Crime and Gang Prevention Programs



Community Conversation

Two open-ended questions were asked as part of the survey. There were 345 non-zero responses provided to question 2 (suggestions for additional priorities), and 253 non-zero responses provided to question 3 (general comment/feedback). A non-zero response included any response that was not a null (e.g., N/A, None, No, See answers above, [blank]).

Open-Ended Questions: Suggestions for additional priorities & General comments/Feedback

Respondents did not distinguish between the two questions when responding, and therefore many responded similarly to both questions. For this reason, the responses were combined for review and categorization. The verbatim responses were categorized by topic area. Some responses covered more than a single topic area, and were therefore counted in multiple places. The percent represents the number of all respondents who mentioned that category in one or both answers.



Traffic/ Traffic Safety

25.0%

"Traffic enforcement to reduce speeders and hit and run"

"Traffic congestion has increased significantly in the past 5-7 years"

Traffic congestion. Preventing fatal accidents with pedestrians. Too many speeders. Slowing neighborhood traffic and speeding around schools. Red light/stop sign runners.



Arts/Entertainment/ Recreation

12.4%

"Build more recreation areas"

"Need more things to do, more entertainment"

Recreation activities. Provide fun venues for adults and youth. More community programs. More events. Indoor community center. Community events and festivals. More cultural programs to celebrate diversity.



Planning/Infrastructure

11.6%

"Continuing to create a sense of community"

"Providing information and plans for future growth"

Stop building. Limit residential growth. Stop urban spread. Infill rather than building in agricultural areas. Better zoning between residential and commercial. Balance community growth. Infrastructure to support growth. EV Charging. Improve basic infrastructure - more grocery stores, schools, etc. Better library services.



Active Transportation/ Transit

10.8%

"Expanding trail system so all residents can access a trail safely via biking or walking"

"better public transportation. Light rail into EG is needed"

More and safer bicycle paths, Pedestrian/bike crossings over freeways/intersections. Protected bike lanes. Safe bike/walk routes. More bike friendly. More walkable infrastructure. More bike trails. Improve bus service. Expand public transit.



Economic Development/ Jobs

9.5%

"Supporting small businesses"

"More variety of stores in Old Elk Grove instead of just spas/salons"

Job creation. More shops, businesses. Better support for small businesses. Upscale retail development. More independent stores. Retail. Enhance trade skills opportunities.



Environment

8.9%

"Environmental sustainability - increase water conservation and recycling"

"Planting and maintaining trees"

Reduce carbon emissions. Drought tolerant landscaping & native greenery. Reduce pollution. Plant more native trees. Conserve native oaks. Provide funding to convert lawns to drought resistant plants. Net zero emissions.



Schools/Youth Programs

8.9%

"after school services for kids that are affordable"

"Involve the youth in keeping the city clean may alleviate destruction and tagging"

Safe youth gathering/socializing centers. School safety. Youth focused events. Youth enrichment programs. Reduce school violence. Childcare options. After school programs. Drug prevention in schools. Increase teacher pay.



Blight/ Litter/ Code Enforcement

8.4%

"keep Elk Grove clean"

"Proactive code enforcement division"

Trash, debris clean up. Beautification effort. Improve location for trash receptacles. Reduce blight. Aggressive code enforcement. Accept plastic bags for recycling.



Governance/ Taxes

6.6%

"Have staff that can help in different languages"

"Work within your current budget to continue to provide services"

Reduce property taxes. Financial transparency. Be good stewards of taxpayer money. Decrease pension liabilities. Focus on core govt services.



Affordable Housing/ Housing

4.7%

"Provide more affordable senior housing"

"Helping with housing and rent control"

Reducing home prices. Affordable housing. High-density sustainable housing options. Low income senior housing options.



Health/ Mental Health

3.2%

"Healthy communities are happy and productive"

"Mental health services"

Mental health counseling. Access to free mental health services. Increase youth mental health services. Positive mental health services. Bring a hospital to EG.



Other

24.7%

"More inclusive activities for the differently abled community"

"Noise reduction with mufflers and fireworks."

More community/food gardens. Increase animal control budget. Free spay/neutering for pets. Enforce noise ordinances. More free senior classes. Better senior transportation. Increase solar benefits from SMUD. Better and more active services for differently-abled community. LGBTQ+ youth programs. Help for families with special needs kids.

Tell Us YOUR Priorities



A COMMUNITY CONVERSATION



How Can We Better Serve You?



We Want To Hear From You

elkgrovelife.com





Dear Neighbor,

The Cosumnes Community Services District and the City of Elk Grove are working hard to continue protecting your public safety, local control and critical quality of life services.



Safe neighborhoods, fast emergency response times, well-maintained streets, and a wide variety of activities for youth, seniors and families are necessary to maintain our overall safety and quality of life. Community feedback is critical to better serve you – by prioritizing your needs in an uncertain economic environment.



This is why we want to hear from you. Please visit elkgrovelife.com to learn more about budget impacts on essential services and tell us YOUR priorities for keeping our community a great place to live, work and play.

Sincerely,

JOSHUA GREEN,
General Manager
Cosumnes Community Services District

JASON BEHRMANN,
City Manager
City of Elk Grove



elkgrovelife.com

Scan the QR code  to provide your input on local services ahead of our budget process

City of Elk Grove
8401 Laguna Palms Way
Elk Grove, CA 95758

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PAID
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Local Safety and Quality of Life Priorities



REPORT BACK TO OUR COMMUNITY



Dear Neighbor,

Over the past several months, the City of Elk Grove and the Cosumnes Community Services District have been engaging the community to hear your priorities for keeping Elk Grove a great place to live, work and play.

Thank you to the nearly 1,000 residents that have provided their feedback! Community feedback is critical to better serve you – by prioritizing your needs in an uncertain economic environment. To date, your neighbors have identified the following public safety and quality of life services among their highest priorities:

- ✓ Reducing crime
- ✓ Addressing homelessness
- ✓ Maintaining 911, police, fire and emergency disaster response
- ✓ Maintaining streets and parks
- ✓ Enhancing programs to prevent youth crime and gangs

If you have not already, please join the conversation today at elkgrovelife.com or by scanning the QR code.



Sincerely,

JASON BEHRMANN,
City Manager
City of Elk Grove



JOSHUA GREEN,
General Manager
Cosumnes Community Services District



Local Safety & Quality of Life Community Questions & Answers

Q: Why is the Local Safety & Quality of Life Community Conversation important?

A: Safe neighborhoods, fast emergency response times, well-maintained streets, and a wide variety of activities for youth, seniors and families are necessary to maintain not only our overall safety and quality of life, but are a big part of maintaining local property values as well.



Q: Has public safety & emergency response been affected?

A: Yes. We all know when there is an emergency, seconds count. With about 75% of Fire Department calls being for medical emergencies, response times are up to 7.5 minutes locally – over the recommended standard of 5 minutes. We must ensure Elk Grove has the needed firefighter paramedics and lifesaving equipment to improve its response times and save lives.

And unfortunately, we have seen an increase in property crime and violent crime, with domestic violence being the number one cause of violent crime. We need to enhance victims' services, improve neighborhood police patrols, and focus on crime and gang prevention programs.

Q: What about our local parks safety?

A: Our community has 100 parks serving over 178,000 residents. Keeping them clean and safe is always a top priority. Sustainable funding is critical to maintain and repair public bathrooms, landscaping, and sports fields, and to address deteriorating playgrounds and equipment to ensure children have safe places to play.



Join the conversation at elkgrovelife.com
or by scanning the QR code.

