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# Measure J-20

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HOME BUILDERS ASSOCIATION OF THE CENTRAL COAST



October 14, 2020

# Structural Deficit

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Demands for Services and Costs of Those Services, Rising Faster than Revenues

No/low Property Tax City

Housing Penalties

Small City Penalties

Unfunded Mandates

CalPERS

Internet Sales—Pooled

Disconnect between Revenues and Expenditures




# 4 Surveys and Polls in 5 Years

## Resident priorities

- Repairing streets
- Maintaining fire protection
- 911 response times

## Key Findings

- 60+% believe City has “great” or “some” need for additional funding
- Majority support a potential sales tax measure
- Concerns about taxes lead the statements against the measure



**Methodology**

- 629 completed survey interviews
- Paso Robles residents likely to vote in November 2020
- Conducted November 7-18, 2019
- Interviews conducted online and by telephone (cell phones and landlines)
- Overall Margin of Error: ±4.0%
- Some questions tracked to survey conducted June 2018

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**RESEARCH** CONSULTING SOLUTIONS GROUP, NOT FOR PUBLICATION, 635 GOLF COURSE ROAD



# Fire Needs

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Two 3-person engines + 2-person paramedic squad

**700+ times** in 12 months, both engines fully engaged

Average response times **over six minutes**

Response time metrics achieved only 56% of the time



# Police Needs

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State early release policies

Drugs, mental illness, dysfunctional families

40% increase in calls for service in five years;  
officers remain below 2007 levels

Homelessness

4,200 times in 12 months, all officers fully engaged

Average response times over 14 minutes



# Streets Needs

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350 lane miles of roads

Current PCI = 52

\$10 M annually to just maintain

Current Supplemental Sales Tax, expiring in 2024,  
provides \$5 M



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General tax

1¢ sales tax

Expiring in 12 years unless ended earlier by voters

Annual audits, independent citizen oversight, public spending disclosures

All funds for only Paso Robles



# Measure J-20 Text

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To maintain essential/general services, such as fire protection/paramedic services; wildfire/natural disaster emergency preparedness; 911 emergency response times; public safety; equipping first responders; fixing streets/potholes; school protective services, shall the City of Paso Robles adopt a measure establishing a 1¢ sales tax providing approximately \$10,000,000 annually, expiring in 12 years unless ended earlier by voters, requiring annual audits, independent citizen oversight, public spending disclosure, and all funds only for Paso Robles?





# Council Resolution No. 20-117

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## Priority Uses

- Fire
- Police
- Streets

## Oversight Committee

Adjustments, as Needed, by Future Councils



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# Questions

