



TOT Special
Tax Ballot
Measure &
General
Municipal
Election

July 17, 2018

Agenda Item:

- 2nd reading & adoption of ordinance for 1% TOT for workforce & affordable housing
- Adopt resolution for submission of ballot measure & authorize related actions
- Adopt resolution calling for 11/6/18 election
 - Election of two councilmembers
 - TOT ballot measure



Ballot Measure

- Measure F
- 1% TOT tax on visitors
- Restricted for affordable & workforce housing
 - Estimated \$2.1M per year for Napa
- Requires 2/3 voter approval in November
- If approved, tax is effective January 1, 2019
- Each jurisdiction in Napa County proceeding with similar ballot measures



How TOT Funding Could Be Used

- Flexible
 - Up to 120% of area median
 - Affordable housing
 - Workforce housing
 - Rental or ownership
 - New construction
 - Rehab
 - Conversion of existing housing
 - Mobile home assistance
- Council decides specific uses



City of Napa Measure F

- To increase, improve and preserve affordable and workforce housing in the City of Napa, shall an ordinance be adopted to levy an ongoing transient occupancy tax (hotel tax) of 1% on hotel charges to visitors of 30 days or less, increasing the maximum hotel tax rate from 12% to 13% with all revenue from the new tax (estimated: \$2,100,000 annually) to be restricted to providing programs and services for affordable & workforce housing?



1st Resolution

- Intent to submit ballot measure to voters
- Authorization of ballot arguments
 - Designated authors = Mayor Techel & Councilmember Sedgley
 - Arguments for measure due by July 31
 - No more than five signatures
- Directs City attorney to prepare impartial analysis



Argument Deadlines

- July 18-31: Clerk posts notice and accepts Ballot Arguments (For and Against) /max 300words
 - Authors must complete applicable Form of Statement provided by City Clerk
 - Argument must indicate it is opinion of authors
- If both an argument for and an argument against are filed, the Clerk sends to both authors the opposing argument after the deadline.
- Policy Resolution 32 provides further guidelines.



Rebuttal Deadlines

- If the City receives an Argument Against:
 - Mayor Techel and Councilmember Sedgley may submit rebuttal to argument against
 - Authors of argument against may submit rebuttal to argument in favor.
- August 1-10 Clerk posts notice and accepts Rebuttals /max 250 words
- Authors must again sign the Form of Statement provided by the City Clerk



Impartial Analysis

- City Clerk must transmit measure to the City Attorney to write the Impartial Analysis.
- The Impartial Analysis (limited to 500 words) is printed in the voter information pamphlet immediately preceding the arguments for and against the measure and is a true and impartial statement of purpose of the measure.



Public Examination

- City Clerk must allow public examination for a ten day period a copy of the arguments immediately following the filing deadline to submit those materials.
- Any person may request a copy of the written arguments and impartial analysis.



2nd Resolution

- Calls for General Municipal Election
 - Election of two City Council members
 - Submit proposed ballot measure
- Requests County consolidate Municipal Election with statewide election



Next Steps

- July 31: Board of Supervisors meeting
 - County take action
- July-November: City will provide impartial factual information regarding the pros and cons of the proposed TOT
- November 6: election
- If 2/3 voters approve, TOT goes into effect January 1, 2019



Three Actions Requested Today:

1. Approve 2nd reading & final passage, and adopt an ordinance amending Napa Municipal Code Title 3 by enacting a new Chapter 3.22 to establish a 1% Transient Occupancy Special Tax for Affordable & Workforce Housing.



2. Adopt a resolution ordering the submission of a Ballot Measure to the Qualified Electors of the City of Napa at the November 6, 2018 General Municipal Election regarding the proposed Ballot Measure F, amending Napa Municipal Code Title 3 by enacting a new Chapter 3.22 to establish a 1% Transient Occupancy Special Tax for Affordable & Workforce Housing; and authorizing related actions including the City Council's authorization of ballot arguments, and directing City Attorney to prepare the impartial analysis.



3. Adopt a resolution Calling & Giving Notice of a General Municipal Election to be held on Tuesday, November 6, 2018, for the purpose of electing two members of City Council; & submitting one ballot measure to the voters to consider an amendment to Napa Municipal Code Title 3 relating to the establishment of a 1% Transient Occupancy Special Tax for the purpose of providing affordable & workforce housing; requesting the Napa County Board of Supervisors to consolidate the General Municipal Election with the Statewide General Election; & requesting the Napa County Registrar of Voters render specified services to the City relating to the conduct of the General Municipal Election.

