

Working with Cities to Fund Public Transit



Board Retreat
August 30, 2023

Overview

1. Background
2. Initial feedback from city staff
3. Review of recent city revenue measures
4. Potential city measures on the ballot
5. Estimated costs
6. “What it would take” Public Education
7. Some key considerations

Background

Request: Report back on the feasibility of a ballot measure(s) in collaboration with cities to to fund transit

Goal: Cities raise revenue to help AC Transit deliver public transit to residents in their communities

Initial Feedback From City Staff

“In 2018 the City conducted some preliminary research... though the City Council has not provided any policy direction or guidance related to such a tax since that time.”

“(A TNC tax) isn’t something that our council has spent a lot of time speaking about. I haven’t heard a strong opinion on either side of the issue from any of our Councilmembers.”

“(Voters may support) as it would not disproportionately impact residents with lower incomes.”

“Not interested at this time.”

“Councilmembers can still propose measures, too.”

Recent City Revenue Measures (Partial)

2012 GENERAL ELECTION

- Richmond: Establish a \$.01/oz. tax on **sugar sweetened beverages**. – **FAIL**

2016 GENERAL ELECTION

- Oakland/Albany: Establish a \$.01/oz. tax on **sugar sweetened beverages** – **PASS**
- San Leandro/Hayward: Establish a tax of 10% and 15%, respectively, on **cannabis**. – **PASS**

2018 PRIMARY ELECTION

- Oakland: \$75/single family residential parcels and \$51.24/multiple unit residential parcels for **library services**. – **PASS**

2020 GENERAL ELECTION

- Berkeley: **Transportation Network Company** trips of \$0.50 per private trip and \$0.25 per pooled trip for 20 years, generating an estimated \$910,000 per year. – **PASS**

Potential 2024 City Ballot Measures

Oakland: Measure Z and more...

- Possible parcel tax renewal / increase for public safety
- Other measures being vetted

El Cerrito: two potential measures

- Parcel tax for new library in March
- 1% sales tax measure in 2024 general

San Leandro: TBD

Exploring a variety of revenue options (e.g., bonds, parcel tax, biz license tax).

Hayward: renew and extend Measure C

Extend existing 1/2 cent sales tax for 20 or 30 years to fund city services and facilities

Newark: exploring TOT

increase the Transit Occupancy Tax on hotel stays within the city.

Total Estimated Costs (Alameda + Contra Costa Counties)

Election	Estimated Cost to District*
November 5, 2024: General Election	\$3,000,000 – \$6,000,000

* Approximately 856,000 Registered Voters in the AC Transit District

* Final costs are calculated after election concludes

Public Education Needs

Engagement



Steering Committee/ Expenditure Plan



Stakeholder Discussions



Public Information



Outreach

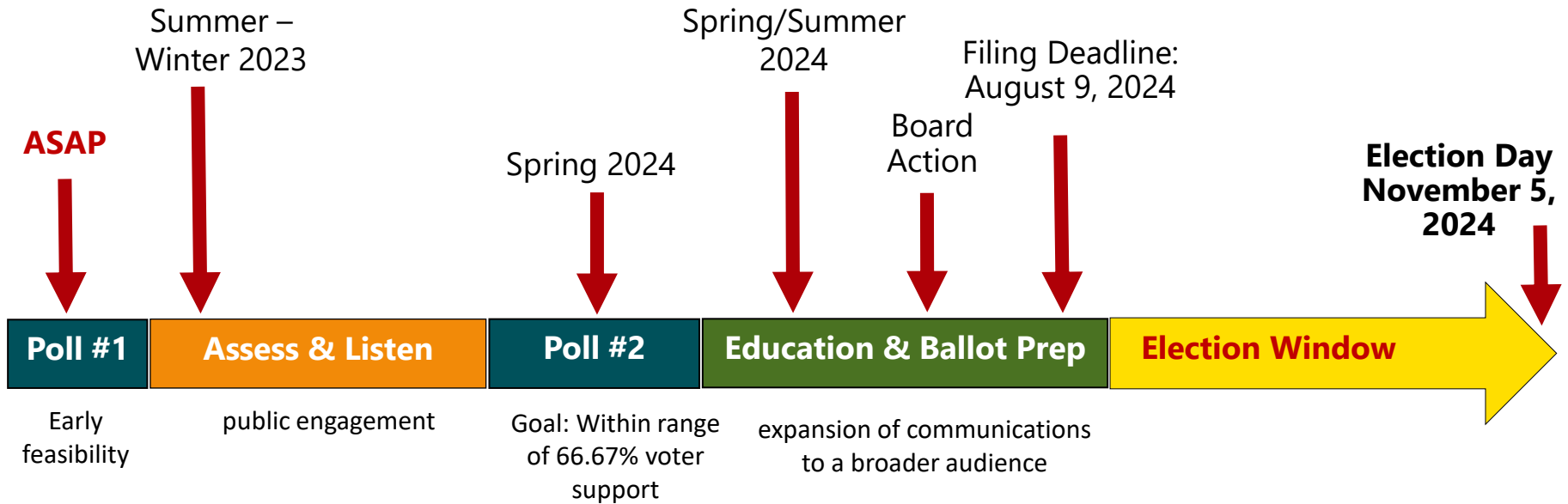


Town Halls



Sample Timeline

*Successful Ballot Measures Take Time
(time is our most valuable resource)*



Considerations

Timing

- 2024: Tight timeline and District's new ward-based elections
- 2026: Regional transportation measure likely
- 2028: Presidential election year

Realign

- Significant District resources committed to public engagement
- How to balance Realign outreach with a ballot measure

Unknowns

- Cities will have other priorities that will compete for voter attention
- How to implement if not all cities are on board?
- Councils will look different in 2024, 2026, 2028
- Other (city, county, school district) measures on the ballot
- Initiative that increases the threshold to pass a local tax from a simple majority to a two-thirds majority

Recent polling results are a guide to possible next steps

Board Discussion