

# Local Revenue Measures March-June 2009

Voters considered 45 local measures during several different elections in March through June 2009. Among these were 36 concerning local taxes. Fourteen of nineteen school parcel tax measures succeeded.

## School Parcel Taxes (2/3 voter approval)

Date	Agency Name	County	Measure Na	Rate	Sun	YES%	NO%	
3/3/2009	Bolinas-Stinson Union School District	Marin County	Measure A	\$250/parcel 5yrs		75.2%	24.8%	PASS
5/5/2009	Woodside Elementary School District	San Mateo County	Measure C	\$242/parcel 8yrs		74.8%	25.2%	PASS
6/30/2009	La Canada Unified School District	Los Angeles County	Measure LC	\$150/parcel 4yrs		74.4%	25.6%	PASS
3/3/2009	Bolinas-Stinson Union School District	Marin County	Measure A	\$250/parcel 5yrs		73.0%	27.0%	PASS
5/5/2009	San Ramon Valley Unified School District	Contra Costa County	Measure C	\$144/parcel 7yrs		72.6%	27.4%	PASS
5/5/2009	San Carlos School District	San Mateo County	Measure B	\$78/parcel 6yrs		71.2%	28.8%	PASS
5/5/2009	San Marino Unified School District	Los Angeles County	Measure E	\$795/parcel 6yrs		71.2%	28.8%	PASS
3/3/2009	Orinda Union School District	Contra Costa County	Measure B	\$124/parcel 0		70.8%	29.3%	PASS
3/3/2009	Orinda Union School District	Contra Costa County	Measure B	\$124/parcel 0		70.5%	29.5%	PASS
5/5/2009	Cupertino Union School District	Santa Clara County	Measure B	\$125/parcel 6yrs		70.0%	30.0%	PASS
5/5/2009	Moreland School District	Santa Clara County	Measure A	\$95/parcel 8yrs		69.1%	30.9%	PASS
6/23/2009	Palos Verdes Peninsula USD	Los Angeles County	Measure V	\$165/parcel 0		68.9%	31.1%	PASS
6/2/2009	Novato Unified School District	Marin County	Measure A	\$251/parcel 6yrs		67.7%	32.3%	PASS
6/16/2009	South Pasadena USD	Los Angeles County	Measure S	\$288/parcel 4yrs		67.6%	32.4%	PASS
6/2/2009	Redwood City School District	San Mateo County	Measure E	\$91/parcel 5yrs		62.1%	37.9%	FAIL
3/3/2009	Gravenstein Union School District	Sonoma County	Measure A	\$36/parcel 0		61.0%	39.0%	FAIL
5/19/2009	Mount Diablo Unified School District	Contra Costa County	Measure D	\$99/parcel 0		58.6%	41.4%	FAIL
5/5/2009	Jefferson Elementary School District	San Mateo County	Measure A	\$85/parcel 7yrs		57.9%	42.1%	FAIL
6/30/2009	Rowland Unified School District	Orange County & L	Measure E	\$120/parcel 5yrs		52.3%	47.7%	FAIL

Among the non-school local revenue measures were eight Utility User Tax measures. UUTs are generally less likely to succeed than most other types of local tax measures. However, despite the severe economic downturn, all three measures this year to increase UUTs passed.

## Utility User Tax Measures

	Agency Name	County	Measure	Rate	Purpose	YES%	NO%	
3/3/2009	City of Carson	Los Angeles County	Measure C	New 2%	general	50.0%	69.0%	31.0% PASS increase
5/19/2009	City of Hayward	Alameda County	Measure A	5.5% gas, electr, video, telecom	general	50.0%	53.0%	47.0% PASS new
5/19/2009	City of Desert Hot Springs	Riverside County	Measure A	from 5% to 7%	public safety	66.7%	74.6%	25.4% PASS increase
3/3/2009	City of Gardena	Los Angeles County	Measure A	Maintain 4%	general	50.0%	83.5%	16.5% PASS expand
3/3/2009	City of Bellflower	Los Angeles County	Measure A	Maintain 5%	general	50.0%	81.6%	18.4% PASS expand
3/3/2009	City of Redondo Beach	Los Angeles County	Measure A	Maintain 4.75%	general	50.0%	74.8%	25.2% PASS expand
4/7/2009	City of Glendale	Los Angeles County	Measure U	from 7% to 6.5%	general	50.0%	67.2%	32.8% PASS expand&
5/19/2009	City of Rancho Cordova	Sacramento County	Measure B	same 2.5% rate	general	66.7%	55.1%	44.9% FAIL expand

There were also five measures to modernize existing UUTs on telecommunications services to include modern technologies and billing practices. Only the City of Rancho Cordova measure failed, due to unusual circumstances. That measure was placed on a ballot in which no council members were running. Unable to

garner the unanimous vote of the city council needed for a general tax measure under Proposition 218, a majority of the city council placed the measure on the ballot as a two-thirds vote special tax. Consequently, despite the approval of 55% of voters, the measure failed.

On the other hand, proposals to increase local sales taxes – usually more successful than UUTs – were resoundingly rejected. On February 20, the state Legislature and Governor Schwarzenegger approved a 1% increase in the state sales tax rate, effective April 1. This quite likely had a substantial negative impact on the success of these local measures in March and May, an election which also saw the statewide rejection of a number of other proposals by the legislature.

**Transactions & Use Tax Measures**

<u>Agency T</u>	<u>Agency Name</u>	<u>County</u>		<u>Rate</u>	<u>%Need€</u>	<u>YES%</u>	<u>NO%</u>	
5/19/2009	City of Pacifica	San Mateo County	Measure D	1cent	50.0%	38.3%	61.7%	<b>FAIL</b>
5/5/2009	City of Chula Vista	San Diego County	Prop A	1cent	50.0%	32.5%	67.5%	<b>FAIL</b>
3/3/2009	City of Clovis	Fresno County	Measure A	1% for 10 years, then drop to 0.75%	50.0%	32.0%	68.0%	<b>FAIL</b>
5/19/2009	City of Calexico	Imperial County	Measure E	1/2cent	66.7%	46.9%	53.1%	<b>FAIL</b>

There were varying results on other measures. One non-school parcel tax and two hotel tax increases passed. A business license tax revision in Beverly Hills and a hotel tax increase in Madera County failed.

**Non-School Parcel Taxes (2/3 vote)**

	<u>Agency Name</u>	<u>County</u>	<u>Measure Na</u>	<u>Rate</u>	<u>YES%</u>	<u>NO%</u>	
3/10/2009	Wild Wings Service Area	Yolo County	Measure O	\$900yr1, then\$1700	75.9%	24.1%	<b>PASS</b>

**Business License Tax Measures**

	<u>Agency Name</u>	<u>%Needed</u>	<u>YES%</u>	<u>NO%</u>	
3/3/2009	City of Beverly Hills	Measure P	50.0%	21.0%	79.0% <b>FAIL</b>

**Transient Occupancy Tax Tax Measures**

	<u>Agency Name</u>	<u>County</u>		<u>Rate</u>	<u>YES%</u>	<u>NO%</u>	
5/19/2009	City of Palmdale	Los Angeles County	Measure A	from 7% to 10%	63.8%	36.3%	<b>PASS</b>
3/3/2009	City of La Mirada	Los Angeles County	Measure A	7% to 9% @1/1/10 to 10%	63.6%	36.4%	<b>PASS</b>
5/19/2009	Madera County	Madera County	Measure D	from 9% to 11%	23.6%	76.4%	<b>FAIL</b>

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Source: County elections offices.

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