



Meeting Date: 05/15/12

ACTION	TYPE OF ITEM
<input type="checkbox"/> Approved Recommendation	<input type="checkbox"/> Info/Consent
<input type="checkbox"/> Ord. No(s). _____	<input type="checkbox"/> Report
<input type="checkbox"/> Res. No(s). _____	<input type="checkbox"/> Public Hearing (Info/consent)
<input type="checkbox"/> Other _____	<input checked="" type="checkbox"/> Other Appointment Item

Prepared By: Martin R. Erickson, Special Assistant to the City Manager *MRE* Agenda Item No. Q-1
 Reviewed By: City Manager *ZPB* City Attorney *WNO* Finance *JWC* Other (Specify) _____

DATE: May 9, 2012

TO: City Council

FROM: Karen R. Burnham
Interim City Manager

SUBJECT: Measure "O" Half-Cent Sales Tax Review, Project Discussion, and Consideration of Additional Appropriations

RECOMMENDATION

That City Council:

1. Receive the Draft Measure O Community Report.
2. Approve Measure O funding for \$4,300,000 for projects identified in the staff report and authorize the City Manager to make the required budget appropriations.
3. Discuss and provide direction for new Measure O project funding options and authorize the City Manager to establish appropriate budgets for the approved projects and programs.

DISCUSSION

Background

On November 4, 2008, Oxnard voters approved Measure "O" for a 1/2 cent general purpose sales tax increase to be used to enhance City services. As a general purpose sales tax, Measure O only required a simple majority for passage; however, it achieved 65.1% approval from voters, nearly two-thirds support.

Approximately \$30 million in Measure O funding has been collected since April 1, 2009 funding various projects consistent with the intent of residents and the City Council's approved priorities for clean, safe, prosperous, and attractive neighborhoods. While the current economic and financial challenges present a dichotomous situation: on the one hand, reducing spending to balance the budget,

and on the other, continuing to enhance services with Measure O funds, the City Council has consistently honored its commitment to use Measure O revenues as follows:

"To protect, maintain, and **enhance vital city services** including police, fire and emergency response, increasing street paving and sidewalk/pothole repair to improve traffic flow, expanding youth recreation, after-school and anti-gang prevention programs, acquiring property for parks/open space preservation, upgrading storm water drains, improving senior services, increasing building code compliance, and other general city services".

A key provision is to protect vital City services impacted by the State's actions to reduce revenues owed to the City.

On April 12, 2011 City Council held a Study Session to discuss long-term Measure O funding and conceptually approved a funding allocation based on community input and City Council priorities. This continues to serve as the guiding funding paradigm for Measure O projects based on available funding. On May 17, 2011, City Council approved the new Fire Station 8 at College Park, the Public Safety Computer Aided Dispatch and Records Management System (CAD/RMS), and 16 police officers to enhance community policing. On November 15, 2011 City Council received a report and authorized staff to continue with a number of previously approved Measure O projects, from street repair to after-school programs. Council asked staff to return with additional projects for City Council consideration, including specific projects ranging from funding for a Senior Center study to additional funding for Del Norte Road improvements. Attachment 1 summarizes City Council approved projects and programs including Fiscal Year 2012-13 annual funding amounts.

On February 23, 2012 the Measure O Citizen Oversight Committee met and reviewed Measure O expenditures and the Measure O financial audit. The committee also reviewed and made comments on the draft "Measure O Community Report" (included for City Council's review as Attachment 2). The Community Report is intended to inform the community of Measure O activities. In conjunction with the City's website Oxnardnews.org, and on-going efforts of the Public Information Officer's team, staff continues to provide multi media outreach on Measure O activities.

Current Considerations

Use of Measure O funding to restore State takeaways is incorporated in Measure O's Ordinance, and an appropriate use of the funding. Based on direction from City Council, staff will present more detailed information on the plan to transition long-term on-going Measure O costs to the general fund.

Based on priority concerns expressed the City Council as well as community groups \$4.3 million in Measure O funding is recommended as follows:

- Enhancing facilities and programs for Oxnard seniors that would provide for a new facility or upgrading existing facilities depending on what best meets the needs of the

<p>senior community. An allocation of \$100,000 would fund the preliminary work on this effort. An additional \$100,000 is recommended various senior services acquisitions and repairs.</p>
<ul style="list-style-type: none"> • Similarly, funding of \$100,000 for preliminary work on a youth/teen center is recommended. While such a facility may be co-located with a senior center, to provide savings on land and infrastructure costs, a shared space in a single facility would not necessarily provide the best solution for meeting the needs of seniors and youth.
<ul style="list-style-type: none"> • Funding for major street repair projects. Priority projects include Del Norte and Tierra Vista Neighborhood. Funding is recommended in the amount of \$1,600,000 toward Del Norte Reconstruction to match Federal grant funds and \$2,000,000 toward Tierra Vista Resurfacing in conjunction with improvements funded from storm drain fees in that neighborhood.
<ul style="list-style-type: none"> • Funding for the Fire Department Training Academy of \$400,000.
<p>TOTAL \$4,300,000</p>

From time to time, requests for Measure O funding have been expressed individually by Councilmembers or the public. Staff is seeking direction/approval of the use of Measure O for additional projects of interest.

FINANCIAL IMPACT

Since the Measure O ½ cent sales tax became effective in April 2009, nearly \$30 million has been collected and accrued through March 2012 with an additional \$250,000 in interest earnings. A total of \$36 million has been allocated by City Council through FY 2011-12. Annual revenues are estimated to be at least \$11 million.

Attachment #1 – Council Approved Projects and Program Allocations for Prior Years and Annual Allocations beginning in FY 2012-13

Attachment #2 – Draft Measure O Community Report

**Measure "O" 1/2 Cent Sales Tax
Council Approved Projects and Programs Allocations for Prior Years and
Annual Allocations beginning in FY 2012-13**

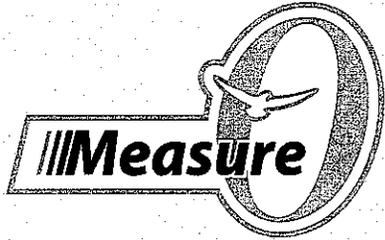
Department/Description	Prior Allocations	Annual Allocation (2012-13)
City Manager's Office		
Alliance Safety Blueprint - Youth Development	200,000	-
Development Services		
Intelligent Traffic System (ITS)*	3,500,000	100,000
Fire		
Fire Station 8 at College Park**	8,514,000	-
Fire Station Asphalt Replacement (Stn. 1, 2 & 4)	305,000	-
Police		
CAD/RMS	1,800,000	800,000
Enhanced Community Policing	2,553,390	2,034,000
Public Works		
Alley Reconstruction	1,000,000	1,000,000
Roadway Repair	1,662,000	500,000
General Services		
Campus Park Phase I	380,000	-
Campus Park Phase II	470,000	-
College Park Project - Phase IC	12,926,400	600,000
Del Sol Park Walking Track	205,000	5,000
East Village Park	20,000	-
Community Center Park West Snackbar Demolition and Reconstruction	400,000	5,000
Durley Park Snackbar Demolition and Reconstruction	100,000	-
Sports Park Project	150,000	-
TAGRS Graffiti Software System	100,000	-
Recreation		
City Corps Townkeeper Program	700,000	550,000
PAL	200,000	200,000
Preschool to You Program Enhancement	305,000	135,000
Community Based Organization Contributions	300,000	150,000
Oxnard Tennis Center Courts Resurfacing	74,900	-
South Oxnard Center Floor Replacement	62,132	-
Total	35,927,822	6,079,000

Note: highlighted projects have been completed.

* ITS design and program develop costs have been charged to EECBG grant and Traffic Impact Funds.

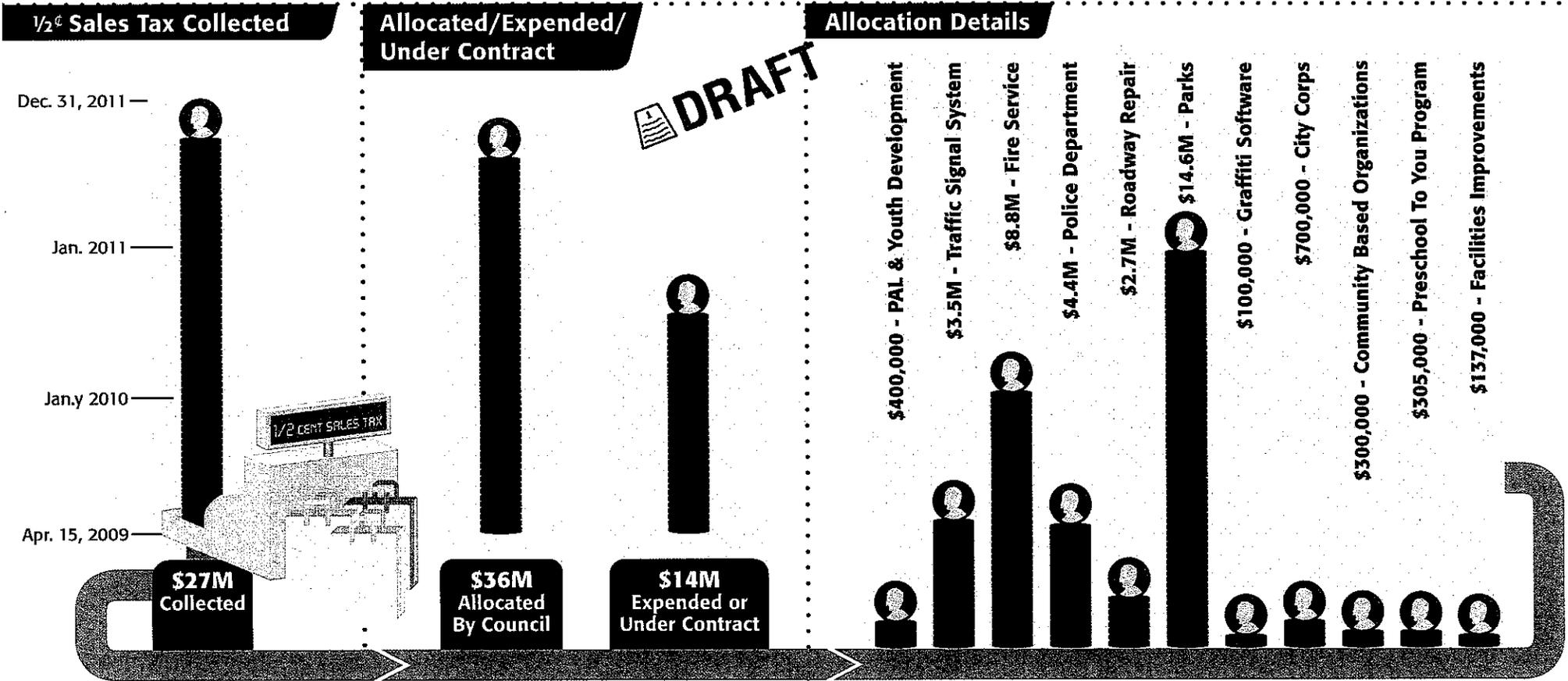
** Project anticipated to be implemented wit design-build finance resulting in future lease payments.

COMMUNITY REPORT



On November 4, 2008 Oxnard voters approved Measure "O" for a ½ cent sales tax increase to be used to enhance City services. Measure "O" revenue collection began on April 15, 2009.

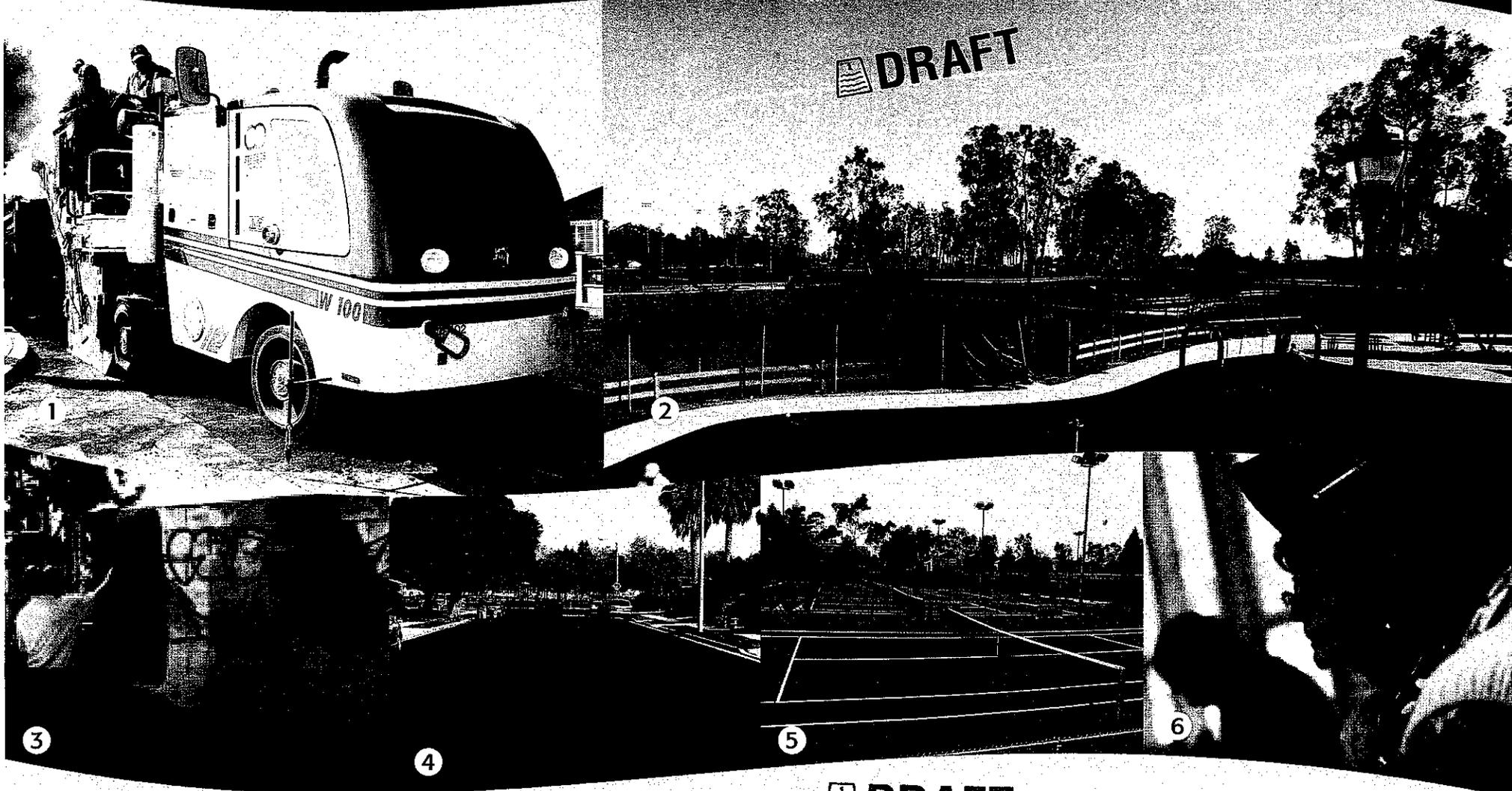
Measure O funding is allocated to programs and projects that have been reviewed and approved by the City Council. The first allocation provided funding for a variety of community enhancements, including: Roadway and alley repair, new park design, current park enhancement, upgrades to the intelligent traffic system and graffiti program, fire station enhancements, Tennis Center resurfacing, South Oxnard Center re-flooring, and various youth programs. Potential future projects include a new Senior Center and various street improvements.



DRAFT



Measure 0 Projects



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ATTACHMENT 2
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1. Street Repair with new Cold Planer
2. College Park - Phase 1C

3. City Corps - Townkeeper Program
4. Road Repair - Erica Pl.

5. Oxnard Tennis Center - Court Resurfacing
6. South Oxnard Center - Floor Replacement