

Agenda Item 7.4

Adoption of Resolution 2024-48 Calling for the
Placement of a General Sales Tax on the November
2024 General Election Ballot

Alfred Knotts, Transportation Program Manager



Actions To Date

- August 8, 2023 - Staff Report authorizing Town Contract with Team CivX.
- August 16, 2023 - Transit Working Group meeting held at Town Council.
- August – Sept 2024 - Polling of 587 registered voters conducted
- October 10, 2023 - Presentation on Special Tax Polling Results
- January 23, 2024 - Staff Report authorizing Team CivX Contract Amendment to conduct additional polling
- April – May 2024 - Polling of 404 registered voters conducted
- June 11, 2024 - Review of Polling Results and Proposed Ballot Language and Direction to return to Council with final language and documents to place measure on November 2024 Ballot

Proposed Ballot Measure Overview

- General Sales Tax of ½% generating an estimated \$3.5 million annually
- Can be used for Town General Government Uses
- Community Priorities Identified, but are not limited to:
 - Maintenance of public facilities and spaces
 - Environmental improvement and protection
 - Natural Disaster and Emergency Preparedness
 - Workforce Housing
 - Transit Service Enhancements and Expansion (i.e. Elderly and Disabled services, TART Connect, event shuttles, etc.)
- Revenue locally controlled by Town with independent audits
- Requires 2/3rds Council “Super Majority” for Placement on Ballot

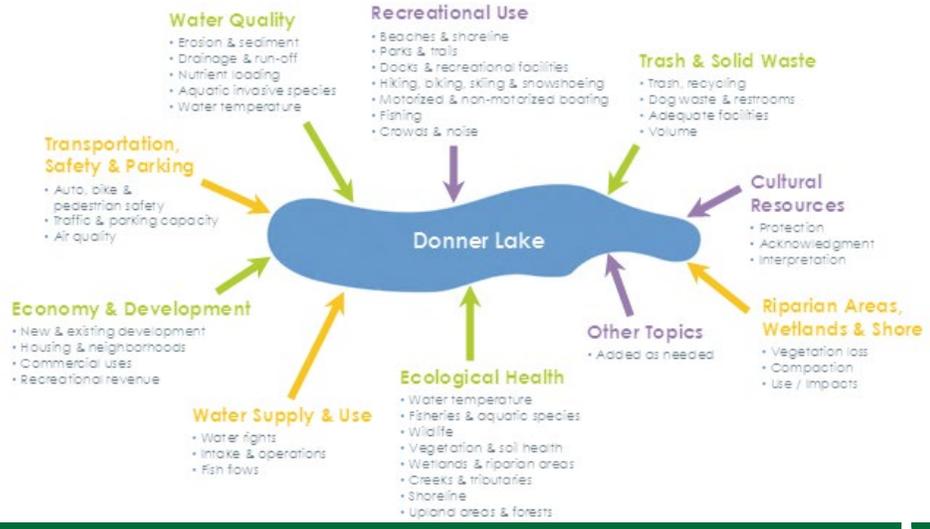
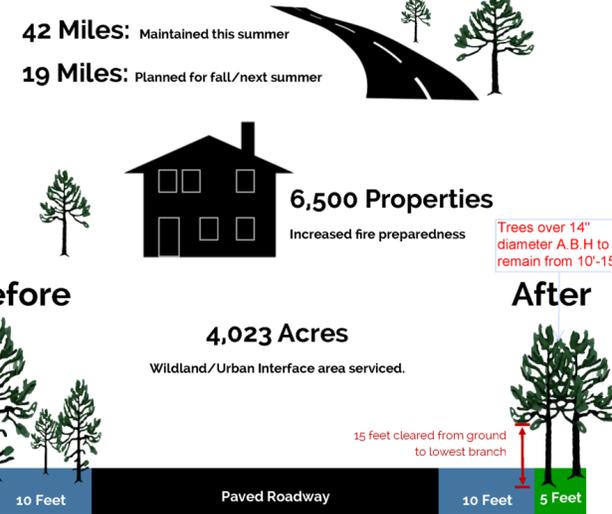
Examples of Unfunded Projects, Programs, and Services – Annual

- Maintenance of New Town Owned Public Spaces
 - Railyard Mobility Hub
 - New West River/DEWBEYÚMUWE? Park
- Transit Enhancements
 - TART Connect Continuation Beyond FY24/25
 - Event Shuttles
- 2040 General Plan Implementation and Annual Support
 - Various



Examples of Unfunded Projects, Programs, and Services – “One Time”

- **Wildfire and Natural Disaster Preparation and Mitigation**
 - Road Vegetation Remove and Management
 - Disaster Preparedness (C2515)
- **Environmental Protection:**
 - Electric Vehicle Conversion (C2509)
 - Greenhouse Gas Reduction Projects (C1910)
- **Pollution Out of Waterways and Watershed Enhancement**
 - Donner Lake Interagency Partnership Projects
 - Trout Creek Restoration (C1704)
- **Workforce Housing Programs**
 - Truckee Home Access Program (2014)
 - New Deed Restriction Program
 - “Rooted Renters” Program Beyond Pilot
- **Other Identified Needs**
 - West River Revitalization (C2408)
 - Future Downtown Streetscape Projects (i.e. Jibboom and Envision DPR)
 - Public Art Projects
 - New Truckee Library



Summary of Current Unfunded Needs

	Unfunded needs		
	One-time	Annual	Total
Parks, Recreation, Community Facilities Safe, Clean and Well-Maintained		\$100,000	\$100,000
Pollution out of our Local Creeks, Rivers, Lakes and Waterways	\$7,200,000		\$7,200,000
Prepare for Wildfires and other Natural Disasters	\$5,275,000	\$150,000	\$5,425,000
Provide Transit services	\$3,500,000	\$2,500,000	\$6,000,000
Protect the Environment	\$2,175,000		\$2,175,000
Workforce housing	\$15,100,000		\$15,100,000
Other	\$24,250,000		\$24,250,000
Total	\$57,500,000	\$2,750,000	\$60,250,000

Final Draft Proposed Ballot Language

- ***Truckee Essential Services Measure:*** To protect essential services such as keeping public areas, facilities, and parkways safe, clean and well maintained; protecting creeks and waterways from pollution; preparing for wildfires and natural disasters; expanding transit services like TART Connect; and for general government use, shall the Town of Truckee measure be adopted establishing a 1/2% sales tax, providing approximately \$3,500,000 annually until ended by voters, with independent audits and all funds locally controlled?

Recommended Action

Adopt Resolution No. 2024-48 authorizing a transactions and use tax measure, also informally described as a sales tax, to be placed on the November 5, 2024 ballot at a rate of ½% generating an estimated \$3.5 million annually

TOWN OF
TRUCKEE



Ballot Language with Time Limit

- ***Truckee Essential Services Measure:*** To protect essential services such as keeping public areas, facilities, and parkways safe, clean and well maintained; protecting creeks and waterways from pollution; preparing for wildfires and natural disasters; expanding transit services like TART Connect; and for general government use, shall the Town of Truckee measure be adopted establishing a 1/2% sales tax, providing approximately \$3,500,000 annually for __ years, with independent audits and all funds locally controlled?