

Proposed Revenue Generation and Cost Recovery Tracking Document Supports Strategic Priority 1A									
#	Revenue Opportunity	Description	Feasibility (Yes, No, or Not at this time-low priority)	Short (6 months or less) Medium ( 7 months-1.5 years) Long (+1.5 year) Implementation Time Frame	Estimated Revenue Generation	Status	Next Steps	Accomplishments	Lead Staff Member and Department* (City Attorney's office will advise all departments on legal requirements of various items)
<b>FEE</b>									
1	I Heart Richmond Campaign/Solid Waste Collection Franchise Fee - General Fund Revenue	Description from 12/17/19 City Council Item: (Waste Collection Franchise Fee). The City Council approved this on July 23, 2019, following a consultant report and recommendation, but it has not yet been implemented. The potential revenue is approximately \$100,000 per month.	Yes	Medium	Approximately 1.5 million annually	COMPLETED	Implementation	Litter Fee Nexus Study Completed. 7/23/19- City Council Status Update Presentation 12/17/19- City Council Presentation and Approval 3/10/20- Received signed documents from Republic Services 3/10/20- receiving new payment amount from RS 5/5/2020 City Council approved I heart Richmond budget and appropriation	- Shasa Curl/Samantha Carr- CMO, Economic Development, Environmental and Health Initiatives Division - James Atencio- City Attorney's Office
2	PG&E Franchise Fee - General Fund	The City has had franchise agreements with PG&E since 1958 that have renew on 20 year terms. Per the terms of the franchise agreement, one year before the 20-year renewal date in May of 2018, the City submitted a formal request to PG&E to adjust franchise fee to levels commensurate with other cities served by PG&E (Electricity from .5% to 2%, Gas from 1% to 2%).  PG&E ultimately did not agree with the City's request, and submitted two responses. Per the terms of the franchise agreement, both parties have the right to request to enter arbitration to settle proposed changes in the franchise fee payments. To that end, PG&E has recommended that the parties utilize JAMS arbitration services.	Yes	Long	Projected ~\$1M to \$2M million per annually	In-progress	It's important to note that PG&E staff have advised the City in confidence that we should continue with our request as the undergrounding of electric lines has allowed cities to successfully adjust franchise fees.	Working with PG&E staff for 12 months to seek resolution to the City's franchise fee request and filed notice of claims (complaint) starting the arbitration process.	- Shasa Curl/Samantha Carr- CMO, Economic Development, Environmental and Health Initiatives Division - Carlos Privat- City Attorney's Office
3	Stormwater Fee - Stormwater Fund	Description from 12/17/19 City Council Item: Last year, our stormwater account ran a \$513,765 deficit. In 2017, SB 231 was signed by the governor, verifying that a stormwater fee is not subject to a Proposition 218 vote. However, SB 231 will likely be challenged as unconstitutional so cities are wary of relying on it until the threatened litigation is resolved.	Not at this time- Low priority	Long	Annual generation estimation unknown at this time	Finance will provide support to Department as needed	Conduct a study to determine what revenue is required to operate the storm water system and recommend a fee structure to pay for it, similar to the fee study recently completed for wastewater. Thereafter, the fee must be placed on ballot for the public to vote in order to adopt the fee increase.	Fee Study is necessary to determine the rate of increase that would fully fund the Stormwater program	- Joanne Lee/Yader Bermudez - Public Works, Water Resource Recovery Division - Belinda Brown/LaShonda White- Internal Services, Finance Division - Everett Jenkins- City Attorney's Office - James Atencio - City Attorney's Office
4	Maintenance Districts - Special District Fund	Description from 12/17/19 City Council Item: Both Marina bay and Hilltop have very successful landscape maintenance districts, and as a result, have street and park landscaping that is a significant improvement over that in the rest of Richmond. We could divide the rest of Richmond into landscape districts that would provide sufficient revenue to actually maintain that infrastructure.	Not at this time- Low priority	Long	Annual generation estimation unknown at this time	Finance will provide support to Department as needed	Retain a consultant to prepare a plan for location and operating costs of maintenance districts. Once approved by the City Council, follow the procedure to assess fees and conduct a protest vote.	One possibility is a city-wide district that includes everything but Hilltop and Marina Bay	- Greg Hardesty/Yader Bermudez - Public Works, Parks Division - Belinda Brown/LaShonda White- Internal Services, Finance Division - James Atencio - City Attorney's Office
<b>ADMINISTRATIVE PRACTICE</b>									
5	Cost Recovery for Public Safety Responses Ordinance - General Fund	Work with the City Attorney's Office to establish an ordinance allowing public safety to recoup expenses related to response services for non-Richmond tax paying customers (e.g., vehicle accidents). Also, the ordinance shall allow for fee to be charged for Richmond tax paying residents engaged in illegal activity (e.g., DUI accidents, grow houses).	Yes	Short	Annual revenue generation for illegal marijuana grows: \$100,000 per year  Additional revenue generation unknown at this time	In-progress	Work with the City Attorney's Office  Staff are compiling information from other police departments on how they conduct cost recovery and what they charge. Estimated revenue generated for DUI's will be provided once the fees are understood.	The City Attorney's Office is reviewing several example ordinances and will have a draft ordinance to share before May 22, 2020.	- Chief Adrian Sheppard, RFD - Chief Bisa French, RPD - Kim Greer- City Manager's Office, Internal Services, Risk Management Division - Bruce Soublet- City Attorney's Office
6	Code Enforcement Fees - General Fund	Description from 12/17/19 City Council Item: Code enforcement is supposed to be self-supporting, but it is not. We just allocated over \$2 million from the FY 2018-19 year end surplus to backfill a Code Enforcement negative balance. Restructuring Code Enforcement fiscal management and fee structure could result in eliminating the negative balances.	Yes	Short	~\$1-2Million annually	In-progress	Explore potential fee increases for services to ensure a greater percentage of cost recovery. Fee study to be completed between May 2020 and March 2021.		- Eva Mann/Lina Velasco - Community Development, Code Enforcement Division - Shannon Moore- City Attorney's Office
7	Business License Enforcement - General Fund	Description from 12/17/19 City Council Item: It is also widely agreed that a large number of businesses are operating without a business license (actually a tax). Enforcement is lax. This is especially problematic because entering a business license into the city's database (etrakit) is the gateway to putting the business and building on the city's radar for other fees, such as fire inspections, grease trap inspections and rent control fees. We need to find a way to bring these businesses and buildings into the system for fees and taxes.  Description from 12/17/19 City Council Item: It is well known that a large number of cannabis-related businesses are operating without a license, are unregulated, and are not paying taxes and fees. We need to find a way to bring these businesses and buildings into the system for fees and taxes. (cannabis tax included in sales tax)	Yes	Short	~\$250,000 additional annually		The Business License Division has been significantly understaffed for several years. It is expected that we will finally have two full time positions staffing the cashier window and processing business license. With renewed continuity, staff will be able follow up more quickly on any issues and follow up more diligently on delinquent accounts.  Recent inquiries by me revealed that several addresses without business licenses appeared to be vacant, but the City is not enforcing RMC 6.38. The excuse is that staffing is insufficient, but RMC 6.38 allows a fee to pay for staffing.	Vacant building survey round 1 completed - additional buildings identified to register. Round 2 visits will occur 30 days after. Code Enforcement will be assisting with Cannabis Business Permit oversight, Rental Inspection Program enforcement of non-responsive and non-compliant landlords.	- Antonio Banuelos/Belinda Brown - Internal Services, Finance Division - Eva Mann/Lina Velasco - Community Development, Code Enforcement Division - Shannon Moore- City Attorney's Office
8	Point of Sales Transactions - General Fund	Some businesses are NOT identifying the City of Richmond as the Point of Sale (POS) for their transactions and instead are using the address for their main office/headquarters.  Larger businesses often have different offices in different cities. The sales tax generated by their sales department gets allocated to the city where the sales department is located.	Yes	Medium	Unknown at this time	On-going	Identify business in Richmond that are not listing their Richmond location as the point-of -sales location. Once a list has been created, staff will have a better understanding of the revenue that could be generated. If their sales office is in Richmond, work with them to have that corrected with the State. If their sales office is not in Richmond, convince them to move their sales office to Richmond.		-Antonio Banuelos/Belinda Brown - Internal Services, Finance Division - Eva Mann/Lina Velasco - Community Development, Code Enforcement Division - Shannon Moore- City Attorney's Office
9	Collection of outstanding funding from CCTA for R-transit, Paratransit Program - General Fund	Description from February 4, 2020 City Council Meeting: Transit complete checklist item from CCTA to collect funding for Paratransit funding  Staff Update: CCTA has paid the City all past due amounts through FY 2019/20. Paratransit no longer has to rely on the General Fund to subsidize services. The ECIA Committee recently approved \$1m from ECIA Transportation funds to support senior and disabled transportation services under the paratransit program. There will also be Measure J reimbursements from CCTA for FY 2020/21 and all future years.	Yes	Short	~Over \$1 million annually	Completed for FY 2019-20 Completed for FY 2018-19	- Follow up has been completed and reimbursements have been paid to date for FY 2019/20. - Staff will continue to and apply for state and regional agency funding to support services.	- Reimbursement funding totaling \$526,304 was received on 5/11/20, from CCTA for FY 2019/20. This amount satisfies all payments due to date. - To support the longevity of the service the ECIA Transportation Committee has approved \$1million every year over the next 5 years to support resources received from Measure J for the program	- Lori Reese-Brown/Sal Vaca- Library and Community Services, Transportation Division

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10	Analyze potential revenues and expenditures for Kids First. Include research on ballot measure that caps expenditure obligations and expanding Real Estate transfer tax percentage and applicable sale amount - General Fund	<p>Description from December 17, 2019 City Council item: \$25,000 approved by City council to analyze potential revenues and expenditures for Kids First</p> <p>Description from 12/17/19 City Council Item: Ballot Measure - Kids First is projected to start running a multi-million dollar deficit in FY 2022-2023, if not sooner. A ballot measure to cap expenditures based on revenue could insure there would be no deficit.</p> <p>Description from 12/17/19 City Council Item: Ballot Measure for Real Estate Transfer Tax Revision - The Kids First measure applied to sales only over a million dollars, and it is generating less than anticipated. The tax could be both increased and applied to sales under \$1 million.</p>	Yes	Medium	Currently being researched	Richmond Department of Children and Youth staff, in collaboration with Finance, developed a draft RFP for a consultant to help us analyze potential expenditures and revenue options. RDCY will work with other departments, as needed, to move this project forward. Staff is also working with Finance to cost out various revenue options that could go to the ballot in November 2021. The FY 2020-21 RDCY budget does not include an allocation from the general fund. The 1% allocation begins in FY 21-22.	<p>Prepare draft RFP for future release.</p> <p>Continue to analyze ballot measure options: Consider drafting a measure that caps expenditure obligation on Kids First to the amount raised by transfer tax revenue increases, increase the tax amount, and/or apply increased tax amounts to sales under \$1 million, etc.</p> <p>Work with appropriate staff to convene meetings with stakeholders to discuss various options and changes to Measures E &amp; K.</p> <p>See <a href="http://www.californiacityfinance.com/PropTransTaxRates.pdf">http://www.californiacityfinance.com/PropTransTaxRates.pdf</a> for transfer taxes in other cities. Many Bay Area cities charge far more than Richmond, including El Cerrito, Alameda, Albany, Emeryville, Hayward and Oakland. Determine, at a minimum, what would be required to meet Kids First obligations, but look at further increases along the lines of other Bay Area cities.</p>		<p>- David Padilla/LaShonda White - Internal Services, Children and Youth Division</p> <p>- Antonio Banuelos/Markisha Guillory/Belinda Brown/LaShonda White - Internal Services, Finance Division</p> <p>- Patrick Seals/James Atencio- City Attorney's Office</p>
11	Creation of Community Facilities District (CFD) - Special District Fund	A CFD may provide for the purchase, construction, expansion, or rehabilitation of any real or other tangible property with an estimated useful life of at least five years. A CFD may also finance the costs of planning, design, engineering, and consultants involved in the construction of improvements or formation of the CFD. Formation of a CFD authorizes a public agency to levy a special tax on all taxable property within the CFD in the manner prescribed in the formation documents.	Yes	Long	Annual generation estimation unknown at this time	Exploratory	<p>Obtain training for staff. (May/June 2020)</p> <p>Evaluate CFD formation for Point Molate and Zeneca sites, which have significant infrastructure needs.</p> <p>-Point Molate evaluation (Fall 2020)</p> <p>-Zeneca site will be done in conjunction with Development Agreement and Project entitlements (Anticipated to occur between Spring 2020 and Spring 2021)</p>		<p>- Yader Bermudez- Public Works</p> <p>- Lina Velasco - Community Development</p> <p>- James Atencio - City Attorney's Office</p>
12	Creation of Enhanced Infrastructure Finance District (EIFD) - Special District Fund	<p>EIFDs are a new governmental entity; created by a city, county, special district (or a combination of the three) that funds the construction, improvement, or rehabilitation of a defined area. A unique feature of EIFDs is that the defined areas of an EIFD do not have to be contiguous; meaning cities, counties, and special districts that are separated geographically but share a common infrastructure goal (say a major arterial highway) can still form an EIFD together. EIFDs can also fund the on-going maintenance associated with the newly formed district.</p> <p>May defer tax increment from general fund</p>	Yes	Medium	Annual generation estimation unknown at this time	Exploratory	<p>Obtain training for staff. (May/June 2020)</p> <p>Following training, staff will study if deferment of resources (through tax increment) from General Fund to determine if it would generate new revenues or not. (Fall 2020)</p>		<p>- Yader Bermudez- Public Works</p> <p>- Lina Velasco - Community Development</p> <p>- James Atencio/Rachel Sommovilla- City Attorney's Office</p>
13	Building Permits - Cost Recovery Planning & Building Fund	<p>Description from 12/17/19 City Council Item: It is widely agreed that a lot of construction happens in Richmond without a permit. Enforcement is lax. The penalty described in 6.02.180 (D) 2 is only double the permit fee, which has not proven to be a strong motivation for people building projects to apply for and secure a permit.</p> <p>"Fee. An investigation fee, in addition to the permit fee, shall be collected whether or not a permit is then or subsequently issued. The investigation fee shall be equal to the amount of the permit fee required by this chapter. The minimum investigation fee shall be the same as the minimum fee set forth in the City's adopted fee schedule."</p> <p>This is not enough to discourage cheating. The California Building Code allows a fee for constructing without a permit, "subject to a fee established by the building official" (109.5). It was suggested that the penalty should be a minimum of \$1,000 and could be as much as five times the normal building permit fee. We also need to greatly improve the detection and follow-up on non-permitted construction.</p>	Yes	Short	Investigation fee revenue: \$518,242.23/year Any additional annual generation estimation unknown at this time	In-progress	<p>Amend the RMC to make the "investigation fee" a minimum of two times the permit fee or the actual costs at adopted hourly rates, whichever is more.</p> <p>Find a way to be more proactive in finding projects without permits.</p> <p>Using the City website, make it easy for someone to report an unpermitted project.</p>	<p>Ordinance No. 06-20 N.S. formally adopted the 2019 Edition of the California Building Standards Codes with our local amendments. Ordinance No. 06-20 N.S. was adopted by Council on 3/3/20. It was subsequently filed with and just recently accepted by the CA Building Standards Commission (CBSC). Only the proposed Energy Code Amendments are awaiting approval by the CA Energy Commission.</p> <p>One of our local amendments establishes an investigation fee for work without a permit. Below is an excerpt of the related code language:</p> <p><b>"...Investigation fee for work without permit. Whenever any work for which a permit is required has been commenced without first obtaining said permit, an investigation shall be made before a permit may be issued for such work. An investigation fee, in addition to the permit fee, shall be collected whether or not a permit is then or subsequently issued. The investigation fee shall be equal to three times the permit fee as set forth in the City's adopted fee schedule..."</b></p> <p>Since we just recently received CBSC approval of our filing, our next step is to formally establish this fee within the City Master Fee Schedule.</p>	<p>- Lina Velasco/Chris Castanchoa - Community Development, Building Division</p> <p>- Rachel Sommovilla- City Attorney's Office</p>
14	Cannabis Business License Enforcement - General Fund and Cost Recovery Planning & Building Fund	Description from 12/17/19 City Council Item: It is well known that a large number of cannabis-related businesses are operating without a license, are unregulated, and are not paying taxes and fees. We need to find a way to bring these businesses and buildings into the system for fees and taxes. (cannabis tax included in sales tax)	Yes	Short	~\$100,000 to \$1,000,000 annually	RFP and hire auditor for Marijuana Business Audits to review records from marijuana businesses to determine if they have paid the correct amounts	More effective enforcement. Consider developing a RFP for audit services.		<p>-Eva Mann/Chris Castanchoa/Lina Velasco- Community Development, Code Enforcement Building Division</p> <p>-Chief Bisa French, RPD</p> <p>-Chief Adrian Sheppard, RFD</p>
15	Port to be 100% Occupied - Port Fund	Strategic Priority 1A: Port properties are 95% occupied. Increase occupancy to 100% to generate additional revenue.	Yes	Medium	~\$500,000 - \$600,000 annually	<p>- Terminal 3 Lease settlement complete.</p> <p>- Lease with new tenant at Terminal 3 expected to be completed in June or July 2020.</p> <p>- General Warehouse long-term lease is completed.</p> <p>- In negotiations with potential tenant for the Cafeteria Building.</p>	<p>-Settle Terminal 3 mediation</p> <p>-Bring new tenant to Terminal 3 and sign a new lease</p> <p>-Enter into lease agreement to renovate Port's General Warehouse</p> <p>-Release RFP for Port Cafeteria</p>	<p>Terminal 3 mediation complete. Lease with new Terminal 3 tenant should be completed by 1st quarter of FY20/21. General Warehouse lease is finalized. Have one interested party for the rehabilitation and lease of the Cafeteria Building. The negotiations are delayed due to Covid issues. Expect to revisit in the months to come.</p>	<p>- Jim Matzorkis- Richmond Port</p>

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16	Late Fees - Various Funds	Description from 12/17/19 City Council Item: Employees are concerned that some departments are not collecting late fees. We need to review this and fix it if that is true.	Yes	Short	Total: \$170,000 Permit Trak - \$55,000 ProjectTrak - \$100,000 Munis Invoices - \$15,000 Note: Ideally this would not be a revenue generator but rather a deterrent and customers would pay their invoices on time.	Currently late fees are collected for Rent Control, Fire Department, and Code Enforcement. Currently not collecting for Business License, but that will start up once we get past the COVID-19 situation. Need to see if feasible for Planning, Building and Engineering. In the past, we have not charged late fees for those departments because the items were paid at time of issuance. Additionally, we can look into implementing interest charges for unpaid invoices.	More effective enforcement and need to determine which departments/division have late fees.		- Chief French- Richmond Police Department, - Lina Velasco- Community Development, and - Belinda Brown/LaShonda White - Internal Services, Finance Division
17	Review/Streamline process for payments and scheduling appointments - Various Funds	Streamline entire payment process for business fees, permit, and fines to be payable online or on phone. Walk through entire process from how to find link to making the payment to ensure process is clear.	Yes	Short	N/A	Exploratory	Make online payment options more user friendly.		- ALL CITY DEPARTMENTS
18	Contract to conduct comprehensive review and study of all city impact and development fees - Various Funds	Strategic Priority 1A: Contract to conduct comprehensive review and study of all city impact and development fees to update and/or adopt Master Fee Schedule, & Business License Fees	Yes	Short	TBD	In-progress proposed completion May 2020.	Finance will provide next steps based on consultant recommendations.	RFP released in April 2019 for studies. Contract awarded in June 2019	- Antonio Banuelos/Belinda Brown/LaShonda White - Internal Services, Finance Division - Everett Jenkins- City Attorney's Office - ALL CITY DEPARTMENTS
19	Richmond Economic Development Strategy: Develop and Implement	Short, Medium, Long term economic development strategies for Richmond	Yes	Medium	Unknown at this time and cannot be estimated	In-progress	Obtain input from the City Manager.	Draft RFP to solicit a consultant- completed	- Shasa Curl- CMO Economic Development, Economic Development Division - Everett Jenkins- City Attorney's Office
20	Asset Management Advisor	Description from February 4, 2020 City Council Meeting: \$19 million in LIF (Local Investment Fund) fund at approximately under 2%. How can the city get a higher rate of return? The city has a very low risk tolerance and needs to be extremely careful and act within the Council-adopted policies. There are multiple examples of minor changes (for instance changing the mix of funds in certain treasuries or bonds compared to simply letting everything sit in a LAIF account) make significant differences in returns on investment, especially over time.	Yes	Short	TBD	In-progress	Evaluate RFP responses and return to City Council with a recommendation by June 2nd.	RFP prepared and issued.	- Markisha Guillory/Belinda Brown/LaShonda White - Internal Services, Finance Division
21	Send survey to City staff requesting their revenue generation ideas and input	Send 1-3 questions max online survey to all city staff requesting their revenue generation ideas. Staff have option to submit recommendations anonymously.	Yes	Short	N/A	In-progress	Create 1-3 question survey: Please provide any revenue generation and/or cost recovery idea that you have.		- Shasa Curl - CMO Economic Development, Economic Development Division - Sue Hartman- Information Technology
22	Bond Financing: Civic Center, Wastewater, and Port Potrero	Strategic Priority 1C and mentioned at 5/7/19 City Council Meeting: Refinance Wastewater bonds to hopefully remove the Swap and obtain additional funds for projects. Refinance Civic Center Bond and Port Potrero.1) Lower the risk of the Wastewater bond portfolio by refunding 2008A bonds and associated swap termination. 2) Refund Lease Revenue Civic Center and Point Potrero Project bonds.	Yes	Short	~\$200,000	1st round completed 2nd round exploratory	Finance will provide update Analyze additional refinancing options as appropriate based on market conditions.	Completed first round of refinancing options.	- Belinda Brown/LaShonda White - Internal Services, Finance Division, - Everett Jenkins- City Attorney's Office
23	City Asset Repositioning Plan <b>One-time funding</b>	Develop plan and inventory to reposition City of Richmond surplus property and market opportunity sites.	Yes	Medium	<b>Annual and one-time estimation unknown at this time</b>	In progress	- Collect All information for city properties including parcel maps, leases, deeds and any other documentation for the property - Finalize list of "Surplus Land" and "Exempt Surplus Land" - City Council approval and adoption of Surplus Lands designation of city properties - Creation of web page for "Surplus Lands" to include parcel information for each property, inclusion in an online map of surplus properties - Send a "Notice of Availability" for a 60-day period to interested local entities and affordable housing developers who are on HCD site of all surplus properties at one time. Consider retaining a broker(s) to assist with marketing properties.	Created map and excel spreadsheet of all City properties including current use, designated "surplus land" or "exempt surplus land" Surplus Property: Legal review has begun to be in compliance with AB 1486 guidelines.	- Shasa Curl- CMO Economic Development, Real Estate Division - Antonio Banuelos - Internal Services, Finance Division - Shannon Moore/Carlos Privat- City Attorney's Office
24	Collection of Public Art Fees <b>One-time funding</b>	Confirm constructions projects from 2017 until present complied with public art ordinance requirements.	Yes	Short	<b>\$198,000 One-time</b>	In-progress	Mail letters to request outstanding fee payment from 2017 to 2019. If required, consider developing RFP for collection services.	Tracking document created.	- Shasa Curl/Arts and Culture Manager- CMO Economic Development, Arts and Culture Division - Chris Castanchoa, Community Development, Building Division
25	COVID-19 Cost Recovery and Grant Exploration <b>One-time funding</b>	The Federal Government approved the CARES Act. How can the city apply for grants/programs and recover costs?	Yes	Medium	<b>One-time revenue generation unknown at this time</b>	In-progress	Consider releasing professional services RFP and/or State lobbyist services RFP.	Documentation for services provided during COVID-19 are being tracked and monitored.	Finance Recovery Unit (Antonio Banuelos, Desiree Johnson, Ritu Prabhakar)
<b>POTENTIAL BALLOT MEASURE</b>									
26	Sales Tax - General Fund Revenue	Current Sales Tax rate is 9.25%. El Cerrito and various Alameda County cities are at 9.75%	Yes	Medium	Depending on local economy between \$7M and \$9M per year annually	Exploratory	Work with Unions to do polling for ballot measure. No extensions for filing Resolutions, last day will always be 88 days before the election based on Election Code. The deadlines for submitting a resolution requesting a measure for the November 3, 2020, ballot is August 7, 2020  NO EXCEPTIONS. The City Council's last meeting prior to recess is July 28, 2020.	5/5/2020- City Council approved of expenditures related to hiring qualified consultants, political strategists, community organizing or civic engagement management firms, for the polling and engagement needed to inform the public concerning revenue generating ballot measures as early as the November 2020 election. Contract not to exceed \$50,000.	-Unions & Councilmembers? - Antonio Banuelos/Belinda Brown/LaShonda White - Internal Services, - Pam Christian- City Clerk's Office - James Atencio- City Attorney's Office

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27	Business License Tax - Gross Receipts and/or per unit basis for rental properties and gross receipts General Fund Revenue	Change the basis of the business license tax to gross receipts tax, and/or per unit for rental properties. Currently, in most cases, City charges Business License Tax based on number of employees on a per location basis. For rental properties with no employees, the property owner pays the same rate of \$234.10 per location. It doesn't matter if it is an in-law unit or 1,000 unit apartment complex. A new proposed structure would charge on a per unit tiered rate. The more units, the higher the tax. For all other businesses, tax amount due would be based on amount of gross receipts by the business. Nearby cities with gross receipts include Oakland, Berkeley and Walnut Creek.  City of Walnut Creek charges the tax using ranges (example, if gross receipts is between \$90,001 and \$100,000, the tax amount due is \$115. City of Berkeley charges based on type of business. In Berkeley, a contractor pays \$4.50 per every \$1,000 while an entertainment or recreation business pays \$4.50 per \$1,000. Oakland gross receipts tax structure is similar to Berkeley, different rates for different types of businesses and then charged a rate if over specific thresholds.	Yes	Medium	Current Business license revenue is about \$3.5 M per year. Revenue generated with gross receipts is estimated between \$5M (@ 0.2%) and \$7.5M (@ 0.3%). The business license tax amount generated will depend on the rates charged for gross receipts. The estimate assumes \$100,000 in sales per employee. Additionally, most cities have a certain threshold where if a business has less than three employees or have less than \$500k in sales, the business only pays the base rate. Additionally, this back of the envelope calculation will vary significantly based on industry.  For the rental properties, if not using gross receipts but rather on a per per unit basis, at \$100 per unit rate, new revenue generated would be \$1.3M per year. At \$75 per unit, new revenue would be \$500k per year. At \$50 per unit, it would be revenue neutral.	Exploratory	Work with Unions to do polling for ballot measure.	5/5/2020- City Council approved of expenditures related to hiring qualified consultants, political strategists, community organizing or civic engagement management firms, for the polling and engagement needed to inform the public concerning revenue generating ballot measures as early as the November 2020 election. Contract not to exceed \$50,000.	-Unions & Councilmembers? - Antonio Banuelos/Belinda Brown/LaShonda White - Internal Services, Finance Division, - Pam Christian- City Clerk's Office - James Atencio- City Attorney's Office
28	Transient Occupancy Tax (TOT) - General Fund Revenue	Cities may improve the transient occupancy tax (TOT) on persons staying 30 days or less in a hotel, inn, motel, tourist home, non-membership campground or other lodging facility. City may also levy a tax on the privilege of renting a mobile home located outside a mobile home park, unless such occupancy is for more than 30 days or unless the tenant is an employee of the owner (The California Municipal Revenue Sources Handbook pg 50 )  Currently, 17 Contra Costa cities collect Transient Occupancy Tax (TOT). Of those cities charging TOT 12, including Richmond, are at 10%. The only city with a higher TOT rate is San Pablo at 12%. The rest charge less than 10%.	Yes	Long	An increase in TOT from 10% to 12% would bring in an additional \$400,000 in a normal year.	Exploratory	Work with Unions to do polling for ballot measure. No extensions for filing Resolutions, last day will always be 88 days before the election based on Election Code. The deadlines for submitting a resolution requesting a measure for the November 3, 2020, ballot is August 7, 2020 - NO EXCEPTIONS. The City Council's last meeting prior to recess is July 28, 2020.	5/5/2020- City Council approved of expenditures related to hiring qualified consultants, political strategists, community organizing or civic engagement management firms, for the polling and engagement needed to inform the public concerning revenue generating ballot measures as early as the November 2020 election. Contract not to exceed \$50,000.	- Antonio Banuelos/Belinda Brown/LaShonda White - Internal Services, Finance Division, - Pamela Christian- City Clerks Office - James Atencio- City Attorney's Office
29	Schools and Communities First Initiative - General Fund	A champion of this initiative is the unions. They are trying to get signatures to qualify the measure for the November 2020 ballot. It is stated that the measure would close the corporate property tax loophole (prop 13?) and bring \$12 billion dollars to CA Public Services. It is estimated Richmond would receive \$22 million per fiscal year.	Yes	Medium	Estimated \$22 million for Richmond per year	In progress- Unions pursuing	Continue Polling and outreach for ballot measure. No extensions for filing Resolutions, last day will always be 88 days before the election based on Election Code. The deadlines for submitting a resolution requesting a measure for the November 3, 2020, ballot is August 7, 2020  NO EXCEPTIONS. The City Council's last meeting prior to recess is July 28, 2020.	Polling well. Not sure how will be affected by COVID-19	- Local Unions - Mayor and Councilmembers?
30	Parcel Tax for Code Enforcement and Homeless Services (Measure T from 2018)	Description from 12/17/19 City Council Item: This got over 62% of the vote in 2018 and probably would have passed with the required 2/3 if there had been a credible campaign. Oakland passed a similar measure. It could raise several million dollars annually.  Measure T- Vacant Property Special Parcel Tax. <a href="https://ca-richmond3.civicplus.com/3527/November-6-2018-Election">https://ca-richmond3.civicplus.com/3527/November-6-2018-Election</a> The tax imposed by this chapter shall be at the rate of \$3,000 annually per vacant developed parcel; \$6,000 annually per vacant undeveloped parcel; \$3,000 annually per vacant residential unit for condominiums, duplexes, or townhouse units under separate ownership; and \$3,000 annually per parcel for parcels with ground floor commercial activity allowed but vacant.	Yes	Long	There approximately 160 vacant parcels in Richmond based on Use Code 20 and 30 and \$0 in improvements. At the \$6,000 per parcel rate would yield \$1M.  More information needed for developed properties.	Exploratory	Work with Unions to do polling for ballot measure.  Look at Oakland' measure and talk to Oakland staff about what changes they would make if they drafted the measure now. 2/3 vote required.  No extensions for filing Resolutions, last day will always be 88 days before the election based on Election Code. The deadlines for submitting a resolution requesting a measure for the November 3, 2020, ballot is August 7, 2020  NO EXCEPTIONS. The City Council's last meeting prior to recess is July 28, 2020.	5/5/2020- City Council approved of expenditures related to hiring qualified consultants, political strategists, community organizing or civic engagement management firms, for the polling and engagement needed to inform the public concerning revenue generating ballot measures as early as the November 2020 election. Contract not to exceed \$50,000.	-Unions & Richmond City Council? - Lina Velasco- Community Development - Belinda Brown/LaShonda White - Internal Services, Finance Division; - Pamela Christian- City Clerk's Office - James Atencio- City Attorney's Office
<b>INFEASIBLE</b>									
1	Litter Fee Study	There is a noticeable amount of litter in streets and on sidewalks. How can revenue or fee be collected to mitigate or collect litter?	No	Medium		Completed		Study completed.	