



# Next Steps in Exploring Potential Revenue Measures

City Council meeting  
February 17, 2026



# PREVIOUS COUNCIL DIRECTION

February 1, 2025

- At the Special Meeting and Annual Council Planning Session, the Council directed staff to explore potential revenue measures for the November 2026 ballot.

June 2025 (FY 2026-27 Budget Adoption Process)

- Staff proposed a General Fund allocation of \$500K to further explore viability.
  - Council did not include the funding in the adopted budget.
  - Council directed staff to return once year-end fund balance estimates were available.

December 1, 2025

- Council considered survey work; motion to proceed did not pass.

December 15, 2025

- Council directed staff to explore potential Nov. 2026 revenue measures, including community outreach and a feasibility survey.

# COMMUNITY POLLING

Based on 12/15/25 Council direction, staff engaged a pollster to conduct a scientific survey of the community

## Methodology

- 20 to 25-minute internet and telephone interviews
- 600 (n=600) total San Leandro registered voters likely to vote in the November 2026 election
- Develop topline report of aggregate findings
- Time allows for only two potential measures to be scientifically surveyed



# TAX TYPES TO CONSIDER POLLING

1. Business License Tax Modernization
2. Parcel Tax
3. Utility Users Tax Rate (UUT) Modification
4. District Sales Tax
5. Vacant Property Tax



# BUSINESS LICENSE TAX

- The current Business License Tax is calculated using a flat rate based on business type and number of employees.
- FY 24-25 total revenues received: ~\$6.9M
- Analysis of potential tax assumes:
  - A rate \$1.25 /\$1,000 of gross receipts in lieu of current employee-based structure
  - Consolidates business types and reduces the tax for small businesses
  - Projected additional revenue of \$3.8 - \$4.3 million annually
  - Gross receipts model business license taxes can be more volatile
- Requires 50%+1 for approval
- Staff could not identify any past polling data regarding a potential change to this tax



# PARCEL TAX

- The City does not currently assess specific parcel taxes
- Analysis of potential tax assumes:
  - Potential structure models
    - per parcel or
    - square footage
  - Projected revenues of \$5-\$7 million annually
- Requires 66.7% “yes vote” for approval
- In 2024 a potential parcel tax polled at an approval rate of 57.9% by informed likely November 2024 voters

2020-2021  
For Fiscal Year Beginning July 1, 2020 and Ending June 30, 2021

**ALAMEDA COUNTY**  
**SECURED PROPERTY TAX STATEMENT**  
Henry C. Levy, Treasurer and Tax Collector  
1221 Oak Street, Room 131  
Oakland, California 94612

Parcel Number	Tracer Number	Tax-Rate Area	Special Handling
11-223-21	48123400	11-001	

100 MAIN ST, OAKLAND  
Assessed to on January 1, 2020  
JOHN Q TAXPAYER

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# UTILITY USER TAX MODIFICATION

- The current Utility User Tax rates are between approx. 5.5%-6%.
  - Current rates are similar to other neighboring jurisdictions
- FY 24-25 total revenues received: ~\$14.1M
- Analysis of potential tax assumes:
  - An increase of 3.4%
  - Potential *additional* revenue of approx. \$6-7M annually
  - Would create a rate higher than most in the area
- Requires 50%+1 for approval
- Polled at approval rate of 46.5% by informed likely Nov. 2024 voters

# DISTRICT SALES TAX

- Current total sales tax rate of 10.75%, at or above neighboring jurisdictions
- Analysis of potential tax assumes:
  - A one-half cent increase would generate an increase of approx. \$11-\$14M annually
  - Any further increases to sales tax would require an exemption from the State Legislature
  - The City rate is currently at the State-imposed cap of 2% for City (0.5%) & County (1.5%) District tax limit
- Requires 50%+1 for approval
- No recent polling data on potential sales tax increase

# VACANCY TAX

- Oakland is the only U.S. municipality staff could identify with such a tax fully implemented
- Administration of the tax is complex; requires appeals process + additional staff
- Revenue estimates not presently available
- Requires 50%+1 for approval
- 2020 informal polling suggested approx. 61.1% support



# PREVIOUS & UPDATED TIMELINE

<b><i>Updated Timeline for Revenue Measure on November 2026 Ballot</i></b>		
<b>PROJECT NAMES + TASK TITLES</b>	<b>Updated Estimated Timeline as of December 2025 as communicated to Council</b>	<b>Updated Estimated Timeline as of January 2026</b>
Project Launch	December 2025	January 2026
Public communications/polling survey	January 2026	3/2/26-3/12/26
Survey results presentation to Council, Council decision whether to advance measure	March 2026	April 6, 2026
Conduct tracking poll	<del>May 2026</del>	<del>May 2026</del>
Council vote to place question on ballot	June 2026	June, 15 2026
Prepare and mail ballots	October 2026	October 5, 2026
Election Day	November 2026	November 3, 2026

# STAFF RECOMMENDS

Council direct staff to work with consultant to conduct a poll surveying:

1. Business License Tax Modernization;
2. Parcel Tax; and
3. Questions to test viability of vacancy tax



# QUESTIONS & FEEDBACK