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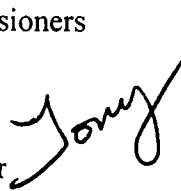
AGENDA COVER MEMO

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AGENDA DATE: December 13, 2006

TO: Board of County Commissioners

DEPARTMENT: County Administration

PRESENTED BY: Tony Bieda, IGR Manager 

AGENDA TITLE: Post-election review of Measure 20-114

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**I. AGENDA ITEM SUMMARY**

The Board has requested to review the results of the Nov. 7 election regarding County Measure 20-114, which amended the county charter and activated an income tax to fund public safety. Materials have been assembled that show voting patterns geographically, as well as the responses given by voters to a post-election survey.

**II. BACKGROUND**

Lane County voters defeated the proposed Charter Amendment to Limit Income Taxes and fund public safety (20-114) by a margin of 65,762 "No" (51.24%) to 62,572 "Yes" (48.75%), or a margin of 3,190 votes. The measure was supported in certain parts of the county more than in others. Furthermore, voters expressed a variety of reasons why they supported or opposed the measure. As initiators of the ballot proposal, the Board has an interest in gaining a greater understanding of the proposal's shortcomings and attributes, from the perspective of voters.

Voter response to 20-114 may be evaluated in terms of several considerations:

1. The charter amendment/public safety funding initiative has roots going back several years, to the Future Focus Task Force that acknowledged the structural funding challenges confronting Lane County government, and calling for a strategic plan to address those challenges. That led to the Board and the organization adopting a strategic plan and organizational goals. Due to a structural budget deficit, the Board empowered a Service Stabilization Taskforce to examine service priorities and funding mechanisms. That taskforce solicited extensive input from citizens and recommended the creation of a public safety district in 2004.

2. The public safety district idea was opposed by some of the cities, who could have objected to the proposal at the Metro Planning Commission level. The impasse on a public safety district led the Board to seek alternatives that the cities would support.

Following four months of deliberation and review by the Public Safety Task Force, a consensus was reached on a \$23 million package of restorations and enhancements to the public safety system. The content of that package was produced carefully, through an exhaustive, collaborative process that involved the cities and their elected leaders, many community stakeholders and county service providers.

3. The Board initiated an intense process to develop funding mechanisms sufficient to raise \$23 million. The process included public hearings, public testimony, meeting with community and civic leaders, and the engagement of consultants with expertise in revenue streams other than ones based exclusively on property taxes. The process resulted in the creation of an extensive county income tax code, with features designed to mitigate the impact on low income households, recognize the tax contributions of property owners, and dedicate the proceeds for well-defined public safety purposes.

4. After the Board enacted the income tax for public safety on a conditional basis, and referred the charter amendment to the ballot, the county engaged in a multi-faceted Public Information initiative to inform the public through newspapers, handouts and community outreach meetings. That initiative began in August and extended into November.

5. Shortly after the measure was referred to the ballot, a diverse community-based political action committee was formed. It went to work immediately raising sufficient private funding to plan, develop and launch a high-profile advocacy effort. The advocacy included print, radio and television advertising, signage, direct mail and door-to-door distribution of literature.

### **III. SUMMARY AND ANALYSIS**

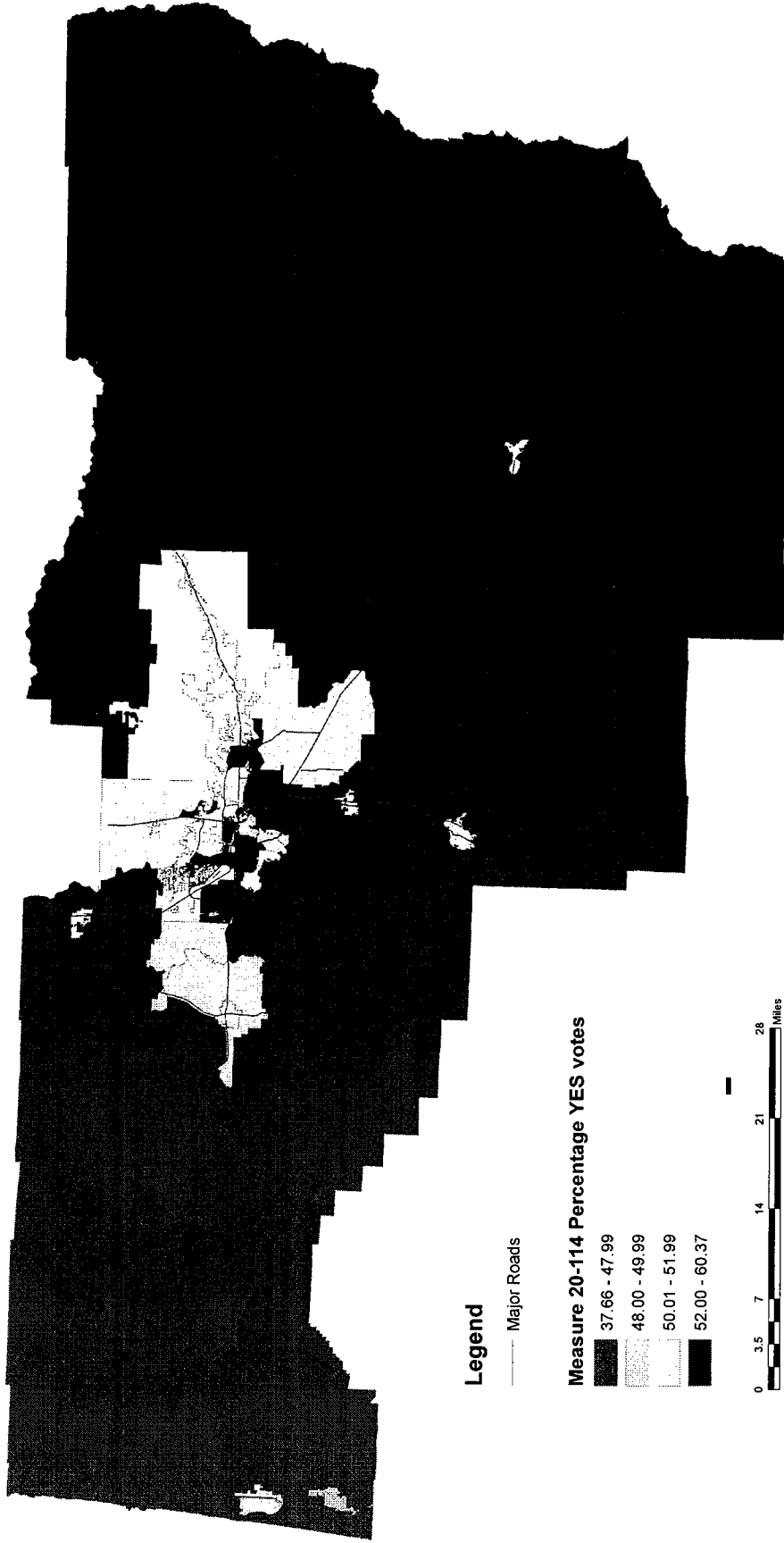
The Board has indicated an interest in evaluating voting patterns on a geographic basis. In general, the measure enjoyed strongest support in the middle of the Eugene-Springfield metro area, and mild support in the Springfield area and some of the smaller cities. It was weakest the rural areas, and had mixed support in the rest of the metro area. Color-coded maps have been developed to illustrate voting patterns for 20-114 and other local funding proposals on the November 2006 ballot, and will be presented for review.

The Board has received preliminary information about voter's perceptions from a post-election survey conducted the week after the election. In general, the recognition that public safety is an important and necessary service was the top reason given for voting "Yes" on 20-114. Those who voted "No" most frequently cited confusing ballot language, followed by concerns regarding use of current of resources and overall tax burden. The survey results have been provided to the Board.

### **IV. RECOMMENDATIONS**

The Board instruct staff to take into consideration the response from voters to 20-114 in developing any subsequent proposal to provide stable and sustainable funding for public health and safety programs and services in Lane County.

# Measure 20-114 Results



## Legend

Major Roads

## Measure 20-114 Percentage YES votes

- 37.66 - 47.99
- 48.00 - 49.99
- 50.01 - 51.99
- 52.00 - 60.37



LANE COUNTY 20-114: CHARTER AMENDMENT TO LIMIT

INCOME TAX

PRECINCTS	R V	T P	Y e s	N o	O V	U V
		U E R R N C O E U N T A G E S	AAAAA	AAAAA	AAAAA	AAAAA
83 PRECINCTS						
AAAAAAA						
0001 1 ALVADORE	1726	77.81	605	637	3	98
0002 3 ARMITAGE	993	76.54	360	329	0	71
0003 4 BAILEY	1633	77.65	510	663	1	94
0004 5 BLACHLY	1307	74.60	412	483	0	80
0005 7 BLUE RIVER	1403	76.69	472	534	0	70
0006 8 COAST FORK	1843	76.02	545	754	1	101
0007 9 CAMAS	474	78.27	141	199	1	30
0008 2 CHESHIRE	3318	76.07	1084	1252	3	185
0009 0 ELMIRA	2455	73.69	759	903	1	146
0010 2 FERNRIDGE	2159	72.81	726	745	1	100
0011 4 FOX HOLLOW	1421	81.14	459	598	0	96
0012 6 GARDEN WAY	418	60.53	109	131	1	12
0013 7 GLENADA	1251	74.02	378	471	1	76
0014 0 GOSHEN	2188	77.51	696	873	0	127
0015 1 GROVEDALE	1076	74.26	405	335	2	57
0016 5 GATEWAY	995	71.96	351	308	1	56
0017 7 LATHAM	2075	73.11	645	748	2	122
0018 0 LORANE	1412	77.97	472	560	0	69
0019 2 LOWELL	1353	74.21	424	502	0	78
0020 3 MAPLETON	941	74.39	290	355	0	55
0021 5 MARCOLA	1210	72.81	374	449	0	58
0022 7 MOSBY	3399	74.23	1070	1261	4	188
0023 1 PLEASANT HILL 1	3621	74.43	1186	1285	1	223
0024 2 PLEASANT HILL 2	527	78.94	145	240	1	30
0025 6 RIVER ROAD	4639	77.15	1549	1735	3	292
0026 9 SALMON CREEK	749	74.23	206	317	0	33

0027	1	SANTA CLARA	1	3	1460	1087	74.45	3	498	507	0	82
0028	4	SANTA CLARA	4	3	4150	3124	75.28	3	1429	1452	1	242
0029	8	SANTA CLARA	8	3	2395	1740	72.65	3	826	797	2	115
0030	0	SIUSLAW		3	2027	1663	82.04	3	719	824	1	119
0031	2	WALTERVILLE		3	2279	1772	77.75	3	819	810	2	141
0032	3	WILKINS		3	1575	1211	76.89	3	559	572	0	80
0033	5	MCKENZIE		3	3289	2610	79.36	3	1145	1271	2	192
0034	0	COBURG		3	621	459	73.91	3	211	219	2	27
0035	0	COTTAGE GROVE		3	4344	2997	68.99	3	1306	1461	6	224
0036	0	CRESWELL		3	2151	1540	71.59	3	727	683	2	128
0037	0	DUNES CITY		3	981	839	85.52	3	365	407	0	67
0038	1	FLORENCE 1		3	2359	1878	79.61	3	886	828	2	162
0039	2	FLORENCE 2		3	2515	2124	84.45	3	994	956	0	174
0040	0	JUNCTION CITY		3	2382	1652	69.35	3	790	722	1	139
0041	0	OAKRIDGE		3	1489	1052	70.65	3	482	480	0	90
0042	0	VENETA		3	1828	1244	68.05	3	574	575	1	94
0043	1	EUGENE 101		3	4040	3232	80.00	3	1300	1625	1	306
0044	3	EUGENE 103		3	3964	3211	81.00	3	1292	1581	1	337
0045	5	EUGENE 105		3	731	512	70.04	3	188	256	1	67
0046	7	EUGENE 107		3	807	598	74.10	3	198	314	0	86
0047	9	EUGENE 109		3	114	72	63.16	3	28	38	0	6
0048	7	EUGENE 117		3	1079	779	72.20	3	265	432	0	82
0049	5	EUGENE 215		3	3745	3046	81.34	3	1311	1442	2	291
0050	3	EUGENE 223		3	3167	2615	82.57	3	1139	1251	2	223
0051	5	EUGENE 235		3	2642	2166	81.98	3	901	1043	1	221
0052	7	EUGENE 237		3	2866	2414	84.23	3	1148	1073	3	190
0053	3	EUGENE 313		3	2976	1600	53.76	3	565	665	1	369
0054	5	EUGENE 315		3	3321	2361	71.09	3	935	1079	1	346
0055	7	EUGENE 317		3	3080	2470	80.19	3	1054	1113	3	300
0056	1	EUGENE 431		3	1595	984	61.69	3	456	370	1	157
0057	3	EUGENE 433		3	2208	1681	76.13	3	769	756	1	155
0058	5	EUGENE 435		3	2967	2353	79.31	3	1099	993	2	259
0059	9	EUGENE 439		3	3681	2928	79.54	3	1313	1290	1	324
0060	5	EUGENE 505		3	762	589	77.30	3	272	251	0	66
0061	7	EUGENE 507		3	2537	1801	70.99	3	900	697	0	204
0062	1	EUGENE 511		3	4463	3531	79.12	3	1545	1587	2	397
0063	3	EUGENE 523		3	3507	2830	80.70	3	1321	1208	2	299

Lane County Statement of Votes  
November 7, 2006

LANE COUNTY 20-114: CHARTER AMENDMENT TO LIMIT  
 INCOME TAX

PRECINCTS	R V	B C	A A	L S	L T	O T	S	Y e s	N o	O V O T R E S	U V N O D T E E R S
83 PRECINCTS											
AAAAAAA	AAAAA	AAAAA	AAAAA	AAAAA	AAAAA	AAAAA	AAAAA	AAAAA	AAAAA	AAAAA	AAAAA
0064 3 EUGENE 613	3479	2607	74.94	3	1250	1044	3	310			
0065 3 EUGENE 617	4025	3026	75.18	3	1440	1259	2	325			
0066 3 EUGENE 623	3431	2316	67.50	3	1083	1019	1	213			
0067 1 EUGENE 711	1105	687	62.17	3	325	308	0	54			
0068 3 EUGENE 713	2666	2179	81.73	3	954	1020	4	201			
0069 5 EUGENE 715	269	193	71.75	3	99	65	0	29			
0070 7 EUGENE 717	240	171	71.25	3	78	73	0	20			
0071 9 EUGENE 719	362	246	67.96	3	106	107	0	33			
0072 3 EUGENE 723	4737	3289	69.43	3	1261	1706	6	316			
0073 3 EUGENE 803	1986	1408	70.90	3	576	669	0	163			
0074 5 EUGENE 805	2045	1351	66.06	3	646	565	1	139			
0075 7 EUGENE 807	4520	3594	79.51	3	1679	1603	3	309			
0076 9 EUGENE 809	1317	903	68.56	3	390	441	0	72			
0077 2 SPRINGFIELD 102	3774	2531	67.06	3	1165	1083	2	281			
0078 6 SPRINGFIELD 206	4067	2821	69.36	3	1304	1239	2	276			
0079 4 SPRINGFIELD 304	4091	2739	66.95	3	1248	1188	3	300			
0080 2 SPRINGFIELD 402	4667	2989	64.05	3	1372	1318	2	297			
0081 4 SPRINGFIELD 504	4149	2735	65.92	3	1331	1137	2	265			
0082 6 SPRINGFIELD 606	3489	2504	71.77	3	1087	1104	3	310			
0083 8 SPRINGFIELD 608	1614	1110	68.77	3	476	519	0	115			
GRAND TOTALS	190716	141778	74.34	3	62572	65762	108	13336			

Lane County Statement of Votes  
 November 7, 2006