

A photograph of a fire truck with a red, white, and blue American flag design. The truck is parked on a street. In the background, there is a sign for the City of Napa Fire Station No. 1, located at 930 Seminary Street. The sign is dark green with gold lettering. The truck has a ladder on its back and a 'PA' sign on the side. The text 'CITY OF NAPA' and 'FIRE STATION' are visible on the truck's side. The text 'CITY OF NAPA' and 'FIRE DEPARTMENT' are visible on the truck's front. The text 'CITY OF NAPA' and 'FIRE DEPARTMENT' are visible on the truck's front. The text 'CITY OF NAPA' and 'FIRE DEPARTMENT' are visible on the truck's front.

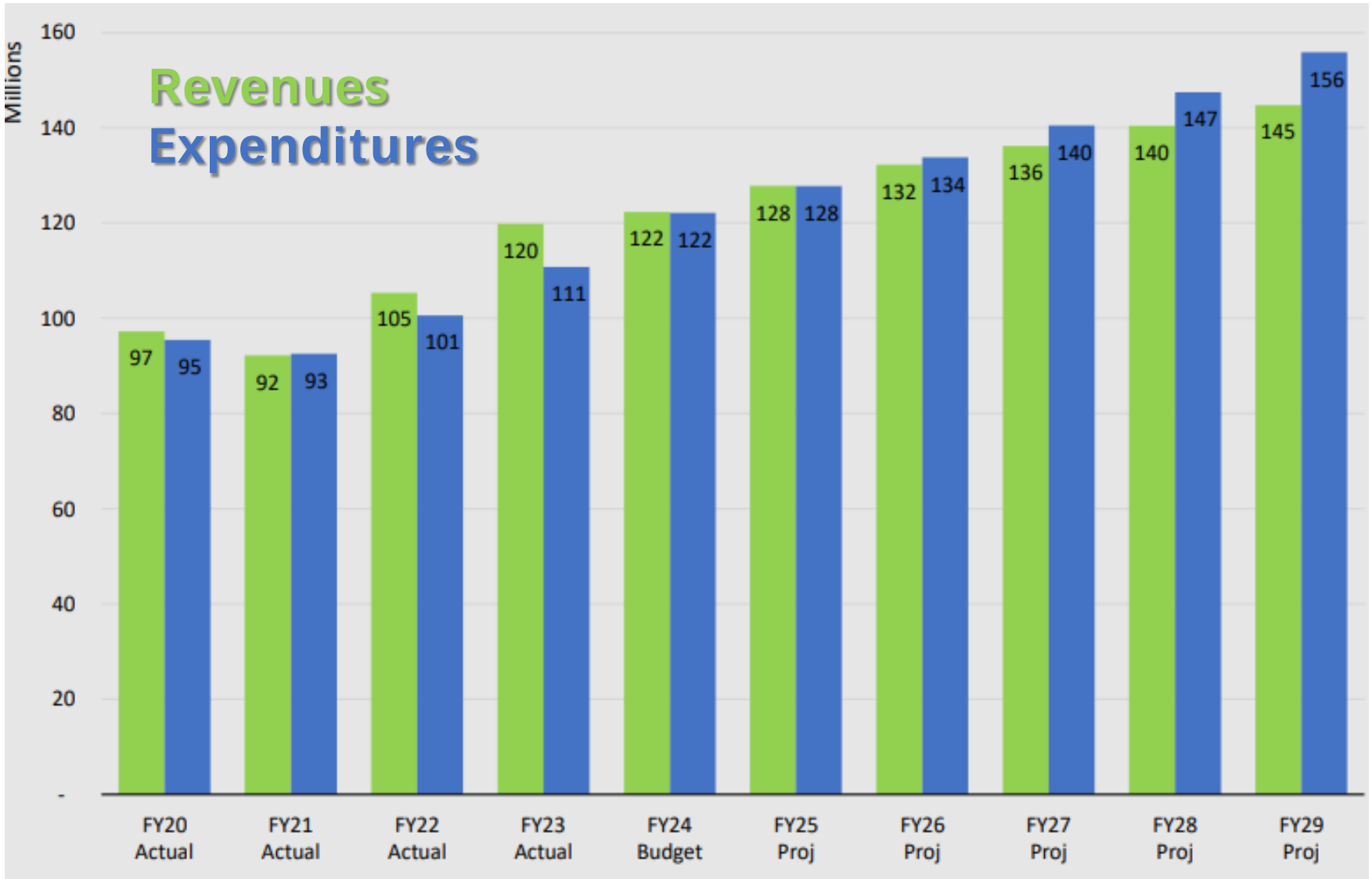
2025 Fire Chiefs Leadership Seminar

How Napa passed a sales tax measure.

Napa's Why

- Structural budget deficit worsening
 - Five straight years of one-time funding to balance budget
 - Rising costs for services, supplies, & labor
 - Slow growing revenue sources & significant reliance on volatile hotel tax revenue
- Growing financial threats
 - Potential loss of VLF Funding (unique issue to Napa plus three other counties)
 - No significant effort to pay down PERS UAL
 - Rising insurance costs
- Community demands for improved facilities and services

\$11 M Annual Structural Deficit by FY 28/29 - options to increase revenue or cut costs.



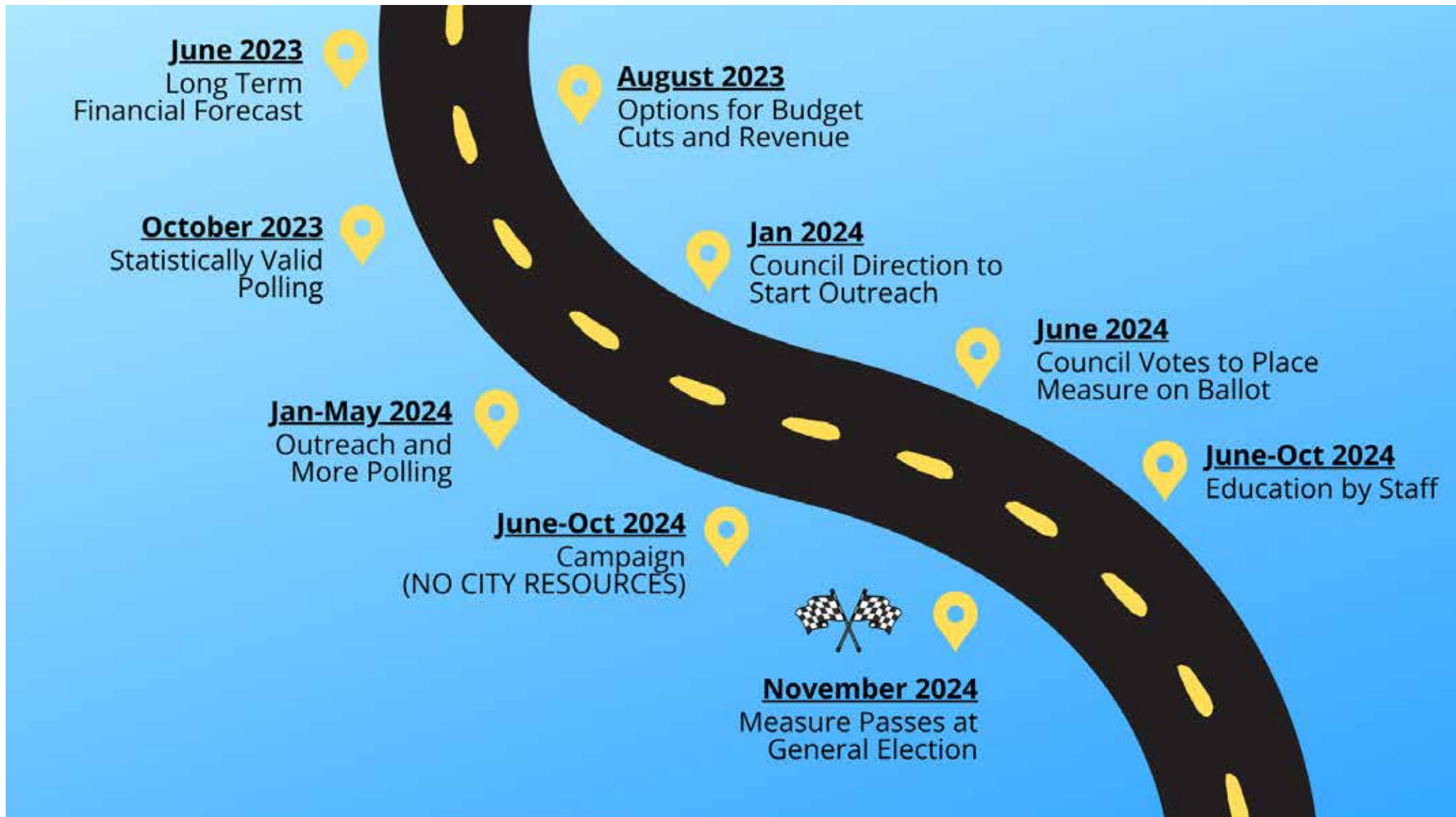
Significant backlog of needed repairs, maintenance.



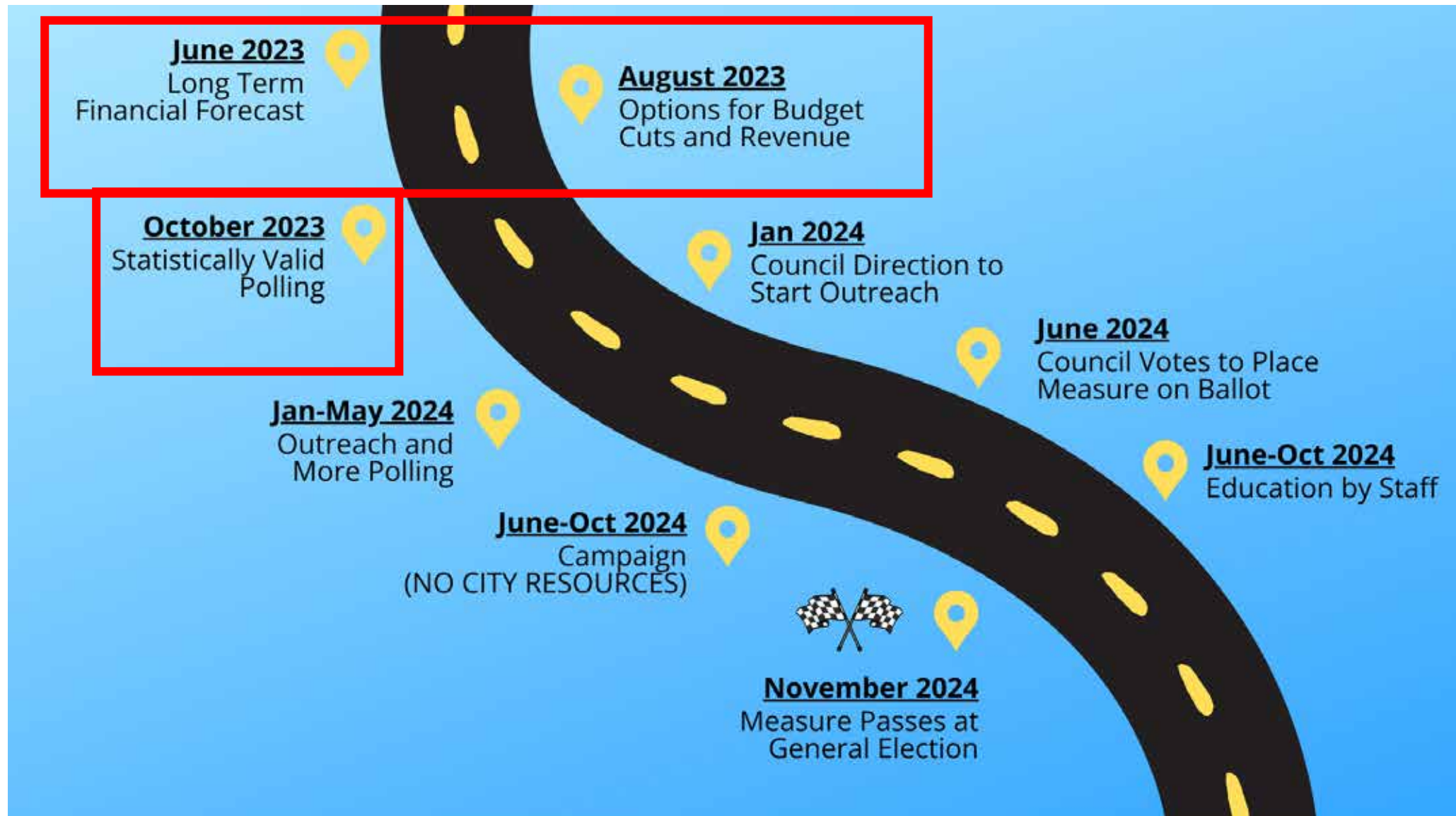
While community desires increased services.



Napa's long road.



First Stop – forecast & options



Revenue options: alternative analysis & recommendation.

Transient Occupancy Tax (TOT)—each 1% in Napa is approx. \$2.5M, paid by visitors, existing rate is high compared to other communities (15%)

Finding: would not generate sufficient funding, would be impactful for local business & not likely to gain support (requires 50% +1 voter approval)

Parcel Tax—paid on property tax bills, analysis reviewed uniform rate per parcel and uniform rate per square foot

Finding: the tax increase to reach even the minimum revenue targets is too high to be practical (requires 67% voter approval)

Community Facilities District (CFD)—paid on property tax bills, reviewed rates for single and multi-family residential and commercial/ industrial

Finding: the tax increase to reach even the minimum revenue targets is too high to be practical (requires 67% voter approval)

General Sales Tax—1% increase in Napa yields approx. \$21M, existing rate of 7.75% among lowest in region, visitors contribute

Finding: funding level would support community and safety services, infrastructure and building projects (requires 50% +1 voter approval)

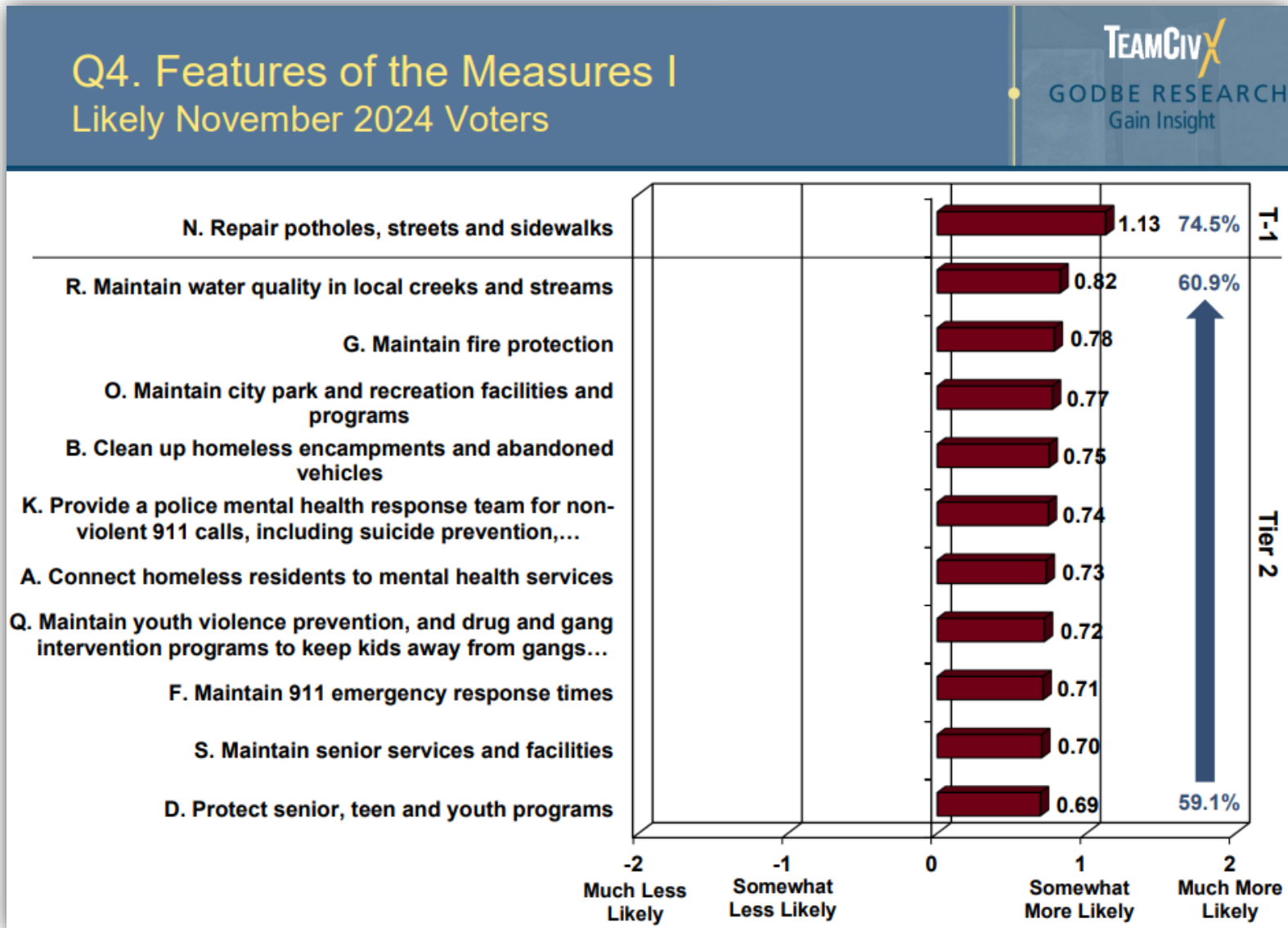
Statistically valid polling; art and science.

Purpose:

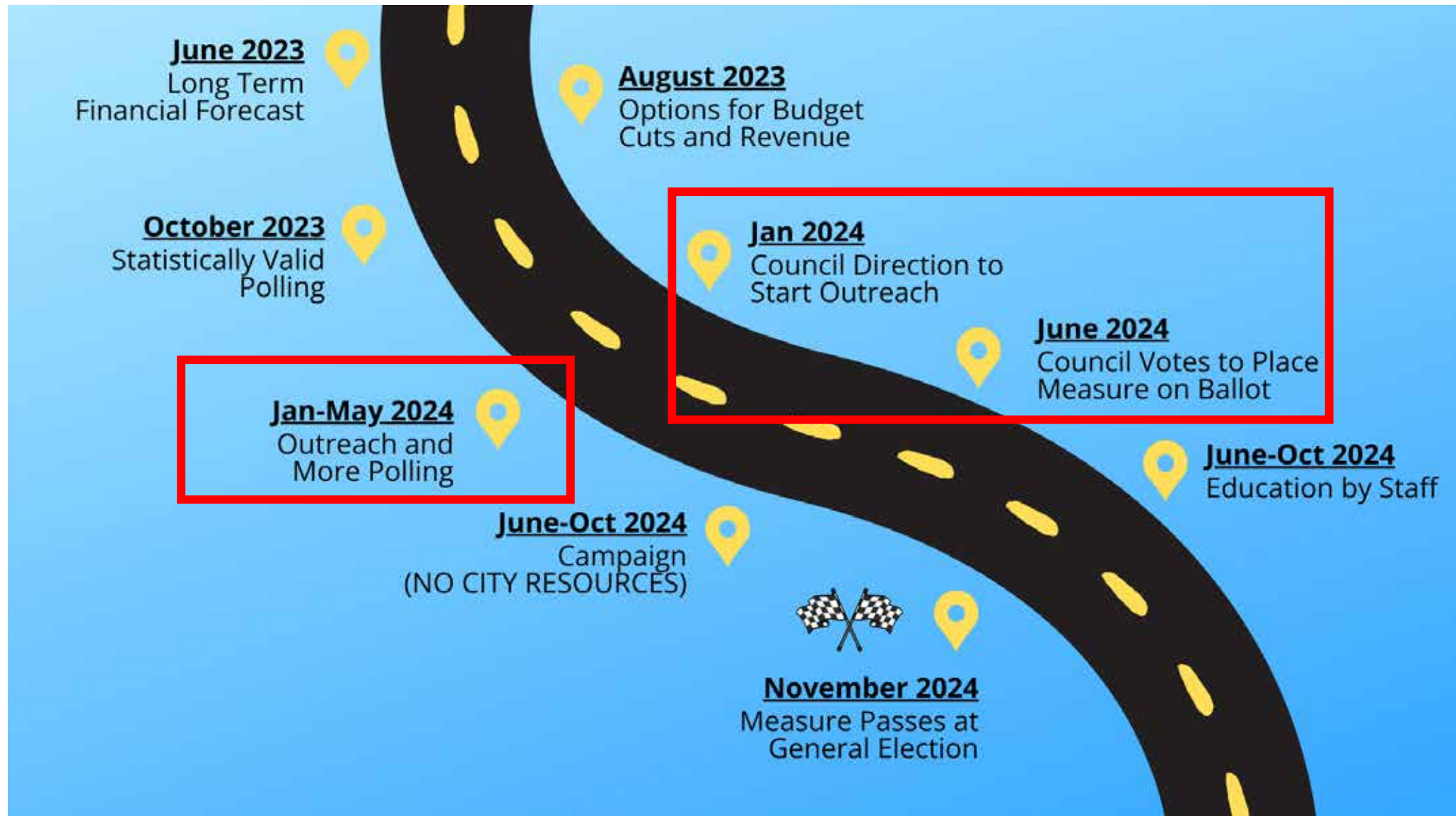
- Determine level of support for new sales tax

Process:

- Prepared questionnaires for likely voters conducted by text, email, and phone
- 25 minutes to measure support and identify programs most supported
- Statistically valid response data
- Results set ballot language



Out into the community.



Community Outreach ahead of Council Decision



Community Groups



Business Organizations



Elected Officials



Individual Briefings



Advocacy Groups



Press



Community Open House, Public Meetings, Mailers



Labor Unit Briefings



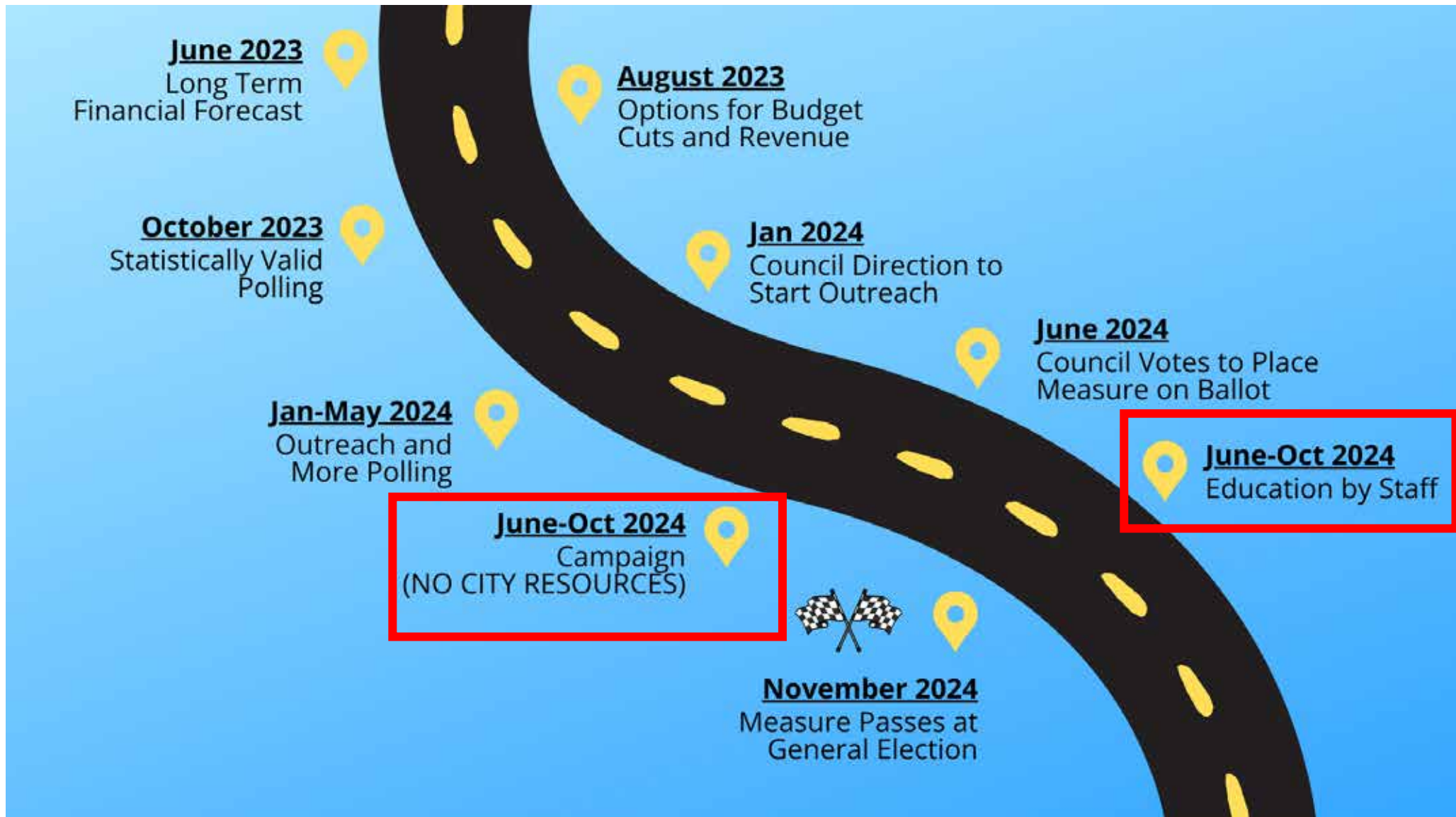
Crowded Ballot, Tax Rate, Sunset Date & Oversight

- Polling to understand voter sentiment going into summer
- Three local measures, City of Napa's third on ballot
- City's measure and Transportation Authority both included road improvements
- 1/2% vs. 3/4% vs. 1%
- 12-year duration vs. until ended by voters
- Greater support with oversight requirement

Measure G—final language.

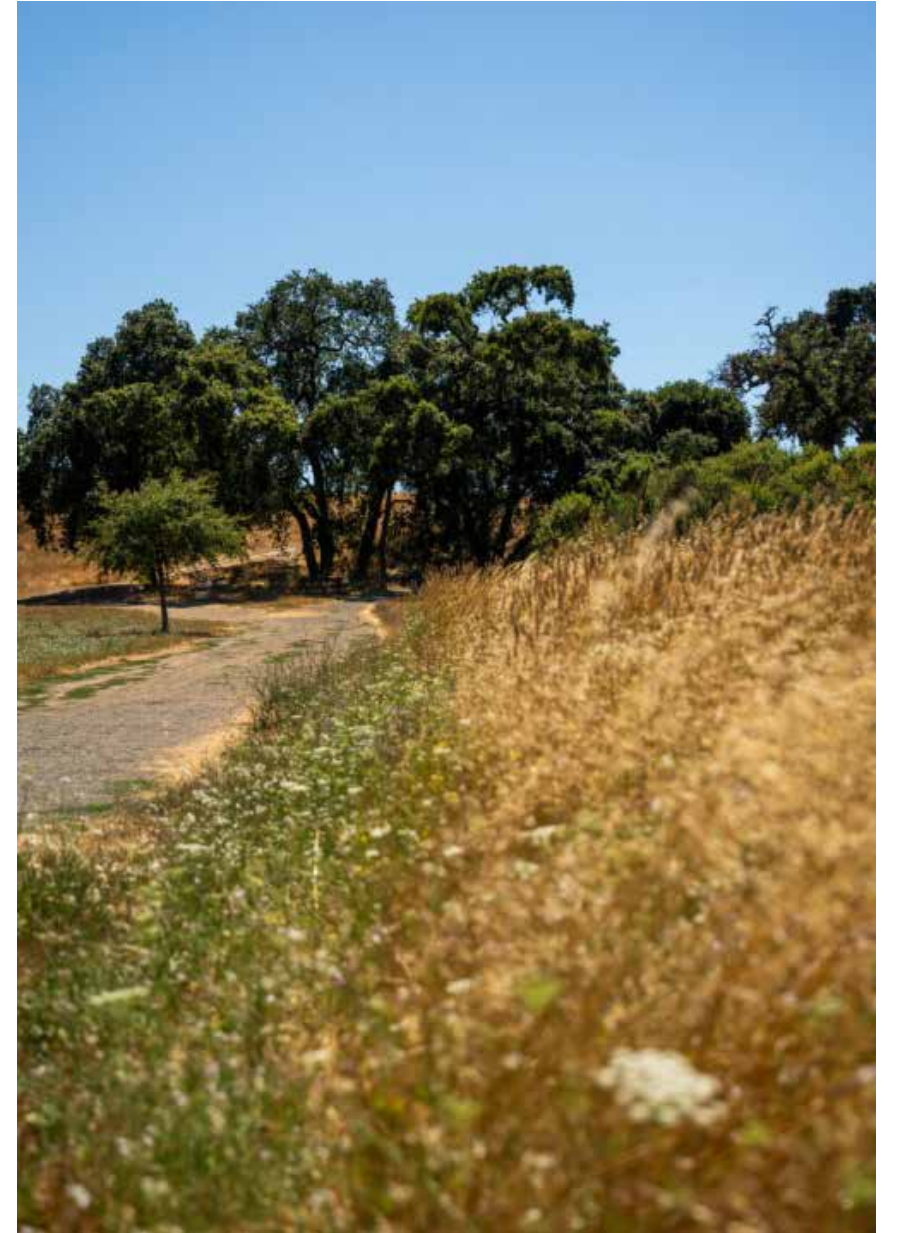
To protect/ maintain funding (that The State of California cannot take) for City of Napa services including: repairing potholes/ streets; maintaining parks, recreation, senior/ youth programs; protecting water quality; supporting police with mental health response team for nonviolent calls; upgrading fire stations with lifesaving equipment; homeless encampment cleanups; constructing essential facilities; enhancing fire protection; general government use; shall the City of Napa measure be adopted levying a 1¢ sales tax, raising \$22,000,000 annually, until ended by voters, including independent audits/ citizen oversight?	YES
	NO

On to the campaign/education season.



City led education.

- Focus turns to education NOT advocacy
 - Formal campaign led by former Mayor and current Councilmembers
- City focus on communicating overview of City Services
- Provide factual budget/financial information
- Answer specific questions from community groups/press



nextdoor.com



No on G

13% Tax Increase - No Dedicated Funding
- No Independent Oversight - No End Date

**Peter Mott**
Original Alta Heights • 1d • 

\$0. - That is the money from measure G dedicated to roads. Don't be fooled by their rhetoric.



Napa Chamber – No on Measure G

The Press Democrat

Opinion | PD Editorial: No on G: Napa tax measure asks...

OPINION

PD Editorial: No on G: Napa tax measure asks for too much

By **EDITORIAL BOARD**
PUBLISHED: October 6, 2024 at 12:14 AM PDT



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When it comes to taxes, Napa is something of an outlier.

While the sales tax rate is approaching double digits in dozens of Bay Area cities and even exceeds 10% in parts of Alameda and Solano counties, Napa's levy on taxable sales is 7.75%.

That's just a half-cent higher than California's basic sales tax rate.

And the extra half-cent is a county tax for transportation improvements.

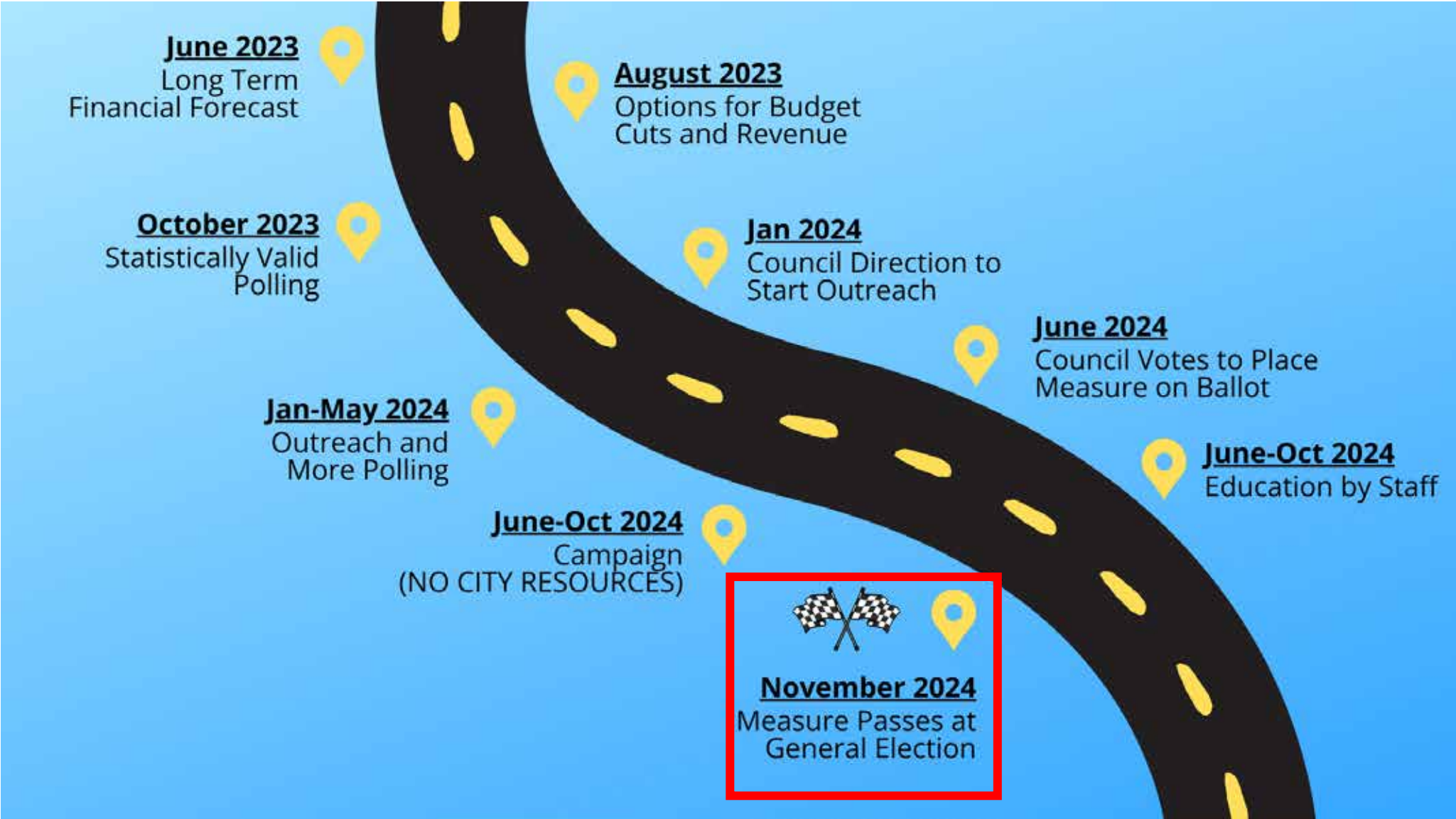
**Bill Dodd**
@BillDoddCA

Read my letter in The Press Democrat urging a no vote on Napa's Measure G.



pressdemocrat.com
Letters to the Editor, Saturday Oct. 26
Democracy is on the lineEDITOR: I'm a proud citizen of the United States, and I strongly believe in our Constitution a...

Measure Passes & Future Opportunities



Measure passes.

- Measure G passes with 57.5% in favor
 - Yes, we were surprised.
- Despite organized "NO" campaign community overwhelmingly supports the new tax measure
 - Expectations are high!
- Staff Leadership/Council commitment to meeting the promises made
 - Focus on one-time funding – infrastructure needs!
 - Streets & Parks
 - Immediate Impact Projects
 - Address Budget deficit, but limit new ongoing operational costs
 - Be RELENTLESS in pursuing our commitment to the community

Accomplishments.



SUBSCRIBER ONLY

Measure G keeps reshaping Napa: Millions slated for new parks, roads and splash pad designs



BY STEVE POTTER
Napa City Manager

GUEST COMMENTARY

Measure G at work

And earlier this spring, the Council endorsed the city pursuing a new recreational complex that will serve residents of all ages and abilities for decades to come. The recommended budget includes Measure G funding to support this effort. These funds also allow us to continue investing in our public safety services. Planned renovations to four of our fire stations over the next two years will ensure the facilities they

The Press Democrat

News | Measure G dollars at work: Napa begins upgrades...

NEWS

Measure G dollars at work: Napa begins upgrades to streets, parks and public buildings



RECOMMENDED FOR YOU

- 1 Here's why everyone's talking about a 'K-shaped' economy
- 2 Award-winning pop star to perform national anthem at Super Bowl
- 3 Top 6 most expensive homes in Sebastopol, reported last year
- 4 A smartphone before age 12 could carry health risks, study says

Measure G money is here. Napa's budget sets off \$45.5 million wave of investment — and tough choices

From road repairs to park upgrades, Napa's latest budget begins to chart the impact of its new sales tax.





Accomplishments.



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