EMS SERVICES:

PROPOSED LOCAL TRANSACTION AND USE (SALES) TAX MEASURE FOR FS#70

CITY OF SAN PABLO
City of New Directions

CONTRA COSTA COUNTY FIRE

Public Outreach

June 2014 Ballot

CITY OF SAN PABLO
City of New Directions

CONTRA COSTA COUNTY FIRE

Discussion Points

(1) Understanding the current County Fire System Crisis and recent Countywide closure of five (5) ConFire Stations.

CITY OF SAN PABLO
City of New Directions

Discussion Points

(1) Understanding the current County Fire System Crisis and recent Countywide closure of five (5) ConFire Stations.

(2) Overview of Fire & EMS Services provided by ConFire Station #70, located in San Pablo, which provides 100% of EMS services for San Pablo residents.

CITY OF SAN PABLO
City of New Directions

Discussion Points

(1) Understanding the current County Fire System Crisis and recent Countywide closure of five (5) ConFire Stations.

(2) Overview of Fire & EMS Services provided by ConFire Station #70, located in San Pablo, which provides 100% of EMS services for San Pablo residents.

(3) Realities facing San Pablo residents.

CITY OF SAN PABLO
City of New Directions

Discussion Points

(1) Understanding the current County Fire System Crisis and recent Countywide closure of five (5) ConFire Stations.

(2) Overview of Fire & EMS Services provided by ConFire Station #70, located in San Pablo, which provides 100% of EMS services for San Pablo residents.

(3) Realities facing San Pablo residents.

(4) Proposed solution to pending crisis approved by City Council on 10/15/2013, fund an EMS Squad.

CITY OF SAN PABLO
City of New Directions

Discussion Points

(1) Understanding the current County Fire System Crisis and recent Countywide closure of five (5) ConFire Stations.

(2) Overview of Fire & EMS Services provided by ConFire Station #70, located in San Pablo, which provides 100% of EMS services for San Pablo residents.

(3) Realities facing San Pablo residents.

(4) Proposed solution to pending crisis approved by City Council on 10/15/2013, fund an EMS Squad.

(5) Need for placing funding Measure on the June 3rd ballot asking San Pablo voters to authorize a quarter-cent increase in local sales tax.

CITY OF SAN PABLO
City of New Directions

Why is there a Crisis?

- Since 2008, ConFire has seen a $32M decline in property tax revenues
- ConFire is facing insolvency after FY 2016-17 ($10M Structural Deficit in FY 2014-15)
- November 2012: A County-wide $75.00 per residential parcel tax measure (Measure Q) FAILED
- In January 2013, the County BOS decided to CLOSE five (5) County fire stations before year-end; and did!

CITY OF SAN PABLO
City of New Directions

CONTRA COSTA COUNTY FIRE

Overview of Fire & EMS Services

provided thru Station 70

CITY OF SAN PABLO

City of New Directions

Overview of Fire & EMS Services

provided thru Station 70

- Fire Station #70 is owned and operated by Contra Costa County…NOT the City.
- Provides 100% of Fire and EMS services for San Pablo residents
- **83% of service calls are for Emergency Medical Services**

CITY OF SAN PABLO
City of New Directions

Realities facing San Pablo

CITY OF SAN PABLO

City of New Directions

Realities facing San Pablo

- Due to the cost of operating fire station #70, critical services may soon be cut back, severely. In fact, the fire station could be closed.

CITY OF SAN PABLO
City of New Directions

Realities facing San Pablo

- Due to the cost of operating fire station #70, these critical services may soon be cut back, severely. In fact, the fire station could be closed.
- Doctors Medical Center is slated to close its doors in July 2014, if a property tax measure fails to secure 2/3rds voter support on May 6th.
  - $168 to $280 per parcel, with NO Sunset.

CITY OF SAN PABLO
City of New Directions

CONTRA COSTA COUNTY FIRE

Realities facing San Pablo

- Due to the cost of operating fire station #70, these critical services may soon be cut back, severely. In fact, the fire station could be closed.
- Doctors Medical Center is slated to close its doors in July 2014, if a property tax measure fails to secure 2/3rds voter support on May 6th.
  - $168 to $280 per parcel, with NO Sunset
- San Pablo has a huge senior population AND low income families who depend upon EMERGENCY MEDICAL SERVICES; loss of Fire Station 70 and Doctors Medical Center will place these citizens in serious jeopardy.

CITY OF SAN PABLO
City of New Directions

CONTRA COSTA COUNTY FIRE

Proactive solution…
City to Fund 24/7 EMS Squad

CITY OF SAN PABLO
City of New Directions

CONTRA COSTA COUNTY FIRE

Proactive solution…
City to Fund 24/7 EMS Squad

- Other options considered were cost-prohibitive

CITY OF SAN PABLO
City of New Directions

Proactive solution…
City to Fund 24/7 EMS Squad

- Other options considered were cost-prohibitive
- Idea is to help the County REDUCE operating costs for ConFire Station 70; minimizing the likelihood that County officials will be forced to cut back EMERGENCY MEDICAL SERVICES to San Pablo residents OR close FS#70.

CITY OF SAN PABLO
City of New Directions

Proactive solution…
City to Fund 24/7 EMS Squad

- Other options considered were cost-prohibitive
- Idea is to help the County REDUCE operating costs for ConFire Station 70; minimizing the likelihood that County officials will be forced to cut back EMERGENCY MEDICAL SERVICES to San Pablo residents OR close FS#70.
- However, should either occur, the City's plan GUARANTEES continued EMS services 24/7, INDEFINITELY

CITY OF SAN PABLO
City of New Directions

Proactive solution…
City to Fund 24/7 EMS Squad

- Measure will generate approx. $600,000 annually.

CITY OF SAN PABLO
City of New Directions

Proactive solution…
City to Fund 24/7 EMS Squad

- Measure will generate approx. $600,000 annually.
- 100% of the money will remain in San Pablo…

CITY OF SAN PABLO
City of New Directions

Proactive solution…
City to Fund 24/7 EMS Squad

- Measure will generate approx. $600,000 annually.
- 100% of the money will remain in San Pablo…
- Funds will be dedicated to, and controlled by, the City of San Pablo…rather than by the County.

CITY OF SAN PABLO
City of New Directions

Proactive solution…
City to Fund 24/7 EMS Squad

- Measure will generate approx. $600,000 annually.
- 100% of the money will remain in San Pablo…
- Funds will be dedicated to, and controlled by, the City of San Pablo…rather than by the County.
- The total cost of the EMS Squad is estimated to be $1 mm annually; the City will augment the funding by $400,000 each year.

CITY OF SAN PABLO
City of New Directions

Funding Mechanism…
Increase Sales Tax ¼-cent

- Measure K, if authorized by 2/3rds of local voters in the June 3rd election, will increase local sales tax by ¼-cent; from 9% to 9.25%.
- It will NOT be charged on food nor medicines.
- This will NOT increase property taxes; further, non-residents who shop in San Pablo will be helping San Pablo residents maintain adequate Emergency Medical Services.
- It will NOT 'sunset'; the problem is on-going; thus, the solution MUST be a permanent solution.

CITY OF SAN PABLO
City of New Directions

Impact on local residents…

of Increased Sales Tax by ¼-*cent*

From 9% to 9.25%

Amount Purchased:	Add Current Sales Tax: (9.00%)	Current Amount Spent: (plus tax)	Net Increase of ¼ Cent: (+ 0.25%)	New Amount Spent: (with new tax)
$1.00	+ $0.09	$1.09	+ $0.00 cents	$1.09
$50.00	+ $4.50	$54.50	+ $0.13 cents	$54.63
$100.00	+ $9.00	$109.00	+ $0.25 cents	$109.25

IT'S JUST A MATTER OF CENTS!

CITY OF SAN PABLO
City of New Directions

CONTRA COSTA COUNTY FIRE

City officials queried San Pablo Voters

- Here's the *findings* from a recent scientific survey of San Pablo voters.

- Presentation:

  Strategy Research Institute, Inc.
  Dr. G. Gary Manross, PhD.
  Chairman/CEO

CITY OF SAN PABLO
City of New Directions

Benchmark Survey

Protecting Fire Services

throughout the City of San Pablo

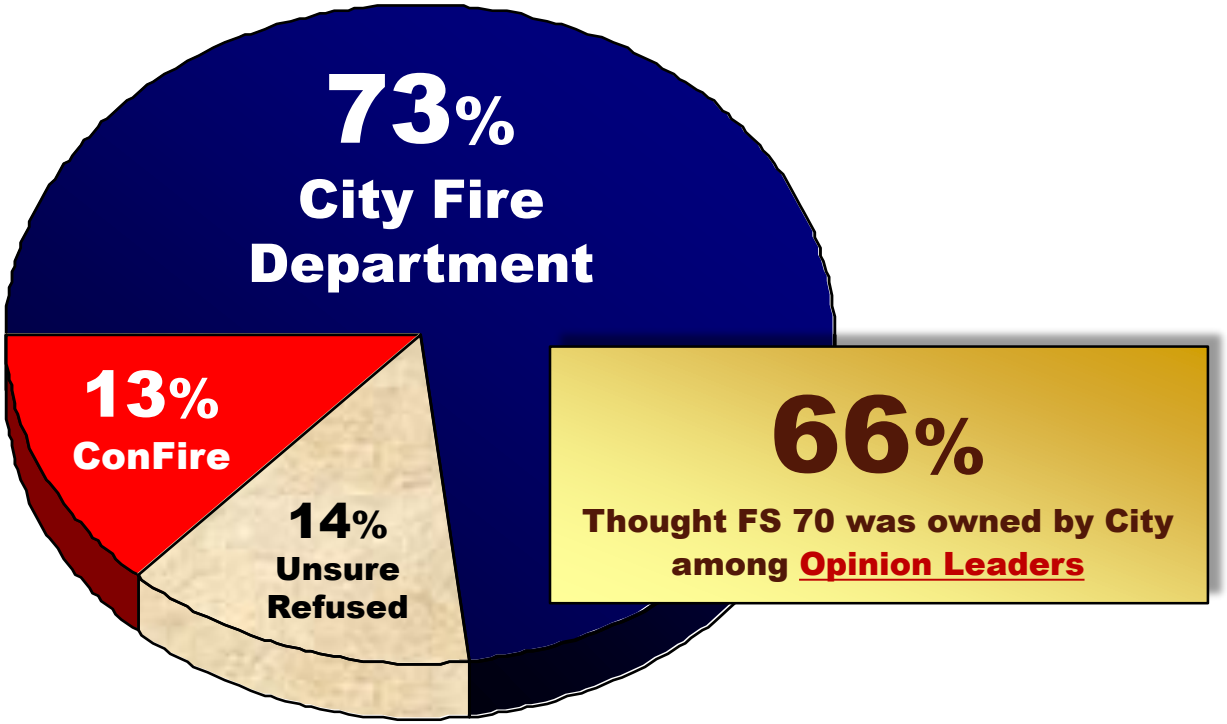
Prepared Expressly for…

August 2013

Strategy Research Institute
An Institute for Consensus Building
www.sri-consulting.org

Thought Fire Station in downtown San Pablo was Owned by the City vs. ConFire?

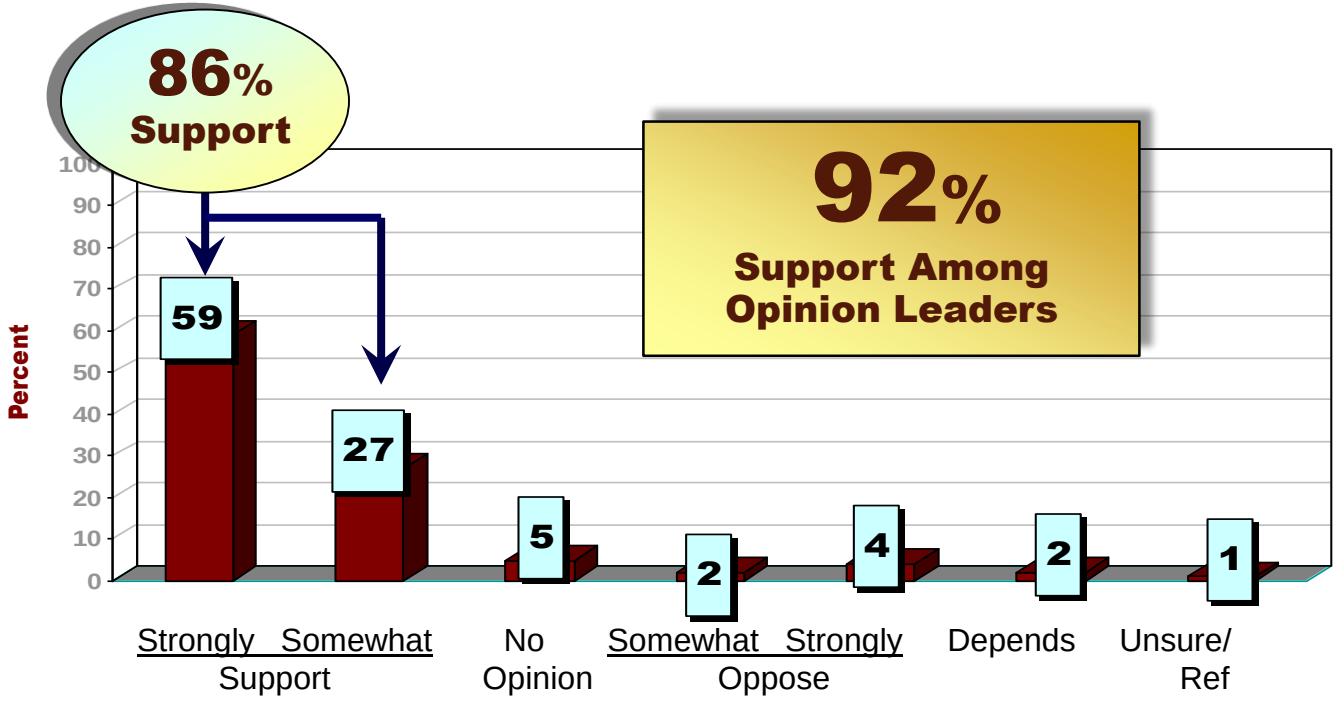
Question 3.0 **It is cost prohibitive for the City of San Pablo to maintain a City Fire Department; as a result, it contracts with Contra Costa Fire Protection District (called 'ConFire') for these services. Before the present interview, were you aware that the fire station in downtown San Pablo is owned and operated by ConFire, in effect, Contra Costa County; or, did you assume it was owned and operated by the City of San Pablo?**



Provide Fire & EMC Services to San Pablo Residents by…

Creating Hybrid EMS Model

Question 5.0: **Another option for cutting costs for services provided through Fire Station 70 is for the City of San Pablo create an EMS Hybrid model, wherein the City pays for Emergency Medical Technicians and/or Paramedics to handle the medical emergency calls; especially during peak hours of emergencies. Further, this would be done by sending out smaller EMS vehicles (ambulances), rather than having to use huge, multi-million dollar fire trucks. Conceptually, is this an idea that you would support or oppose?**

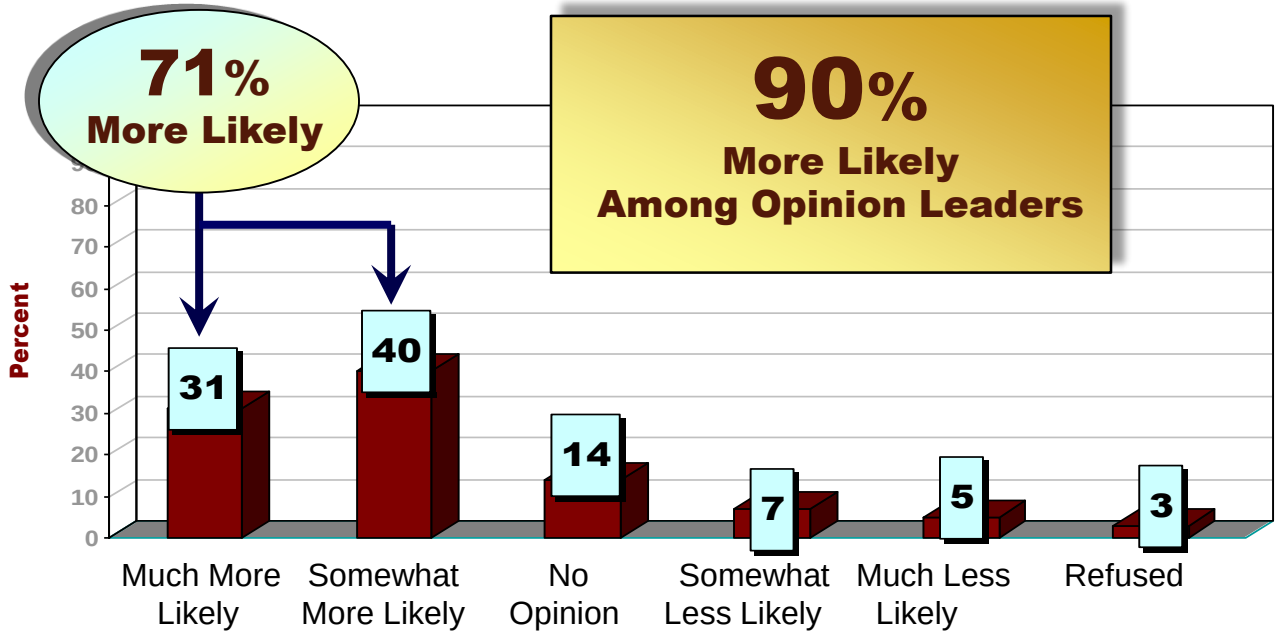


Provide Fire & EMC Services to San Pablo Residents by…

More Likely to Support EMS Hybrid Model
If a PILOT Project for Three Years

Question 5.2: **If you knew the Hybrid EMT Model would be introduced as a PILOT project for a period of three years BEFORE a definite decision was made to adopt it on a permanent basis, would this make you more or less likely to support the idea?**

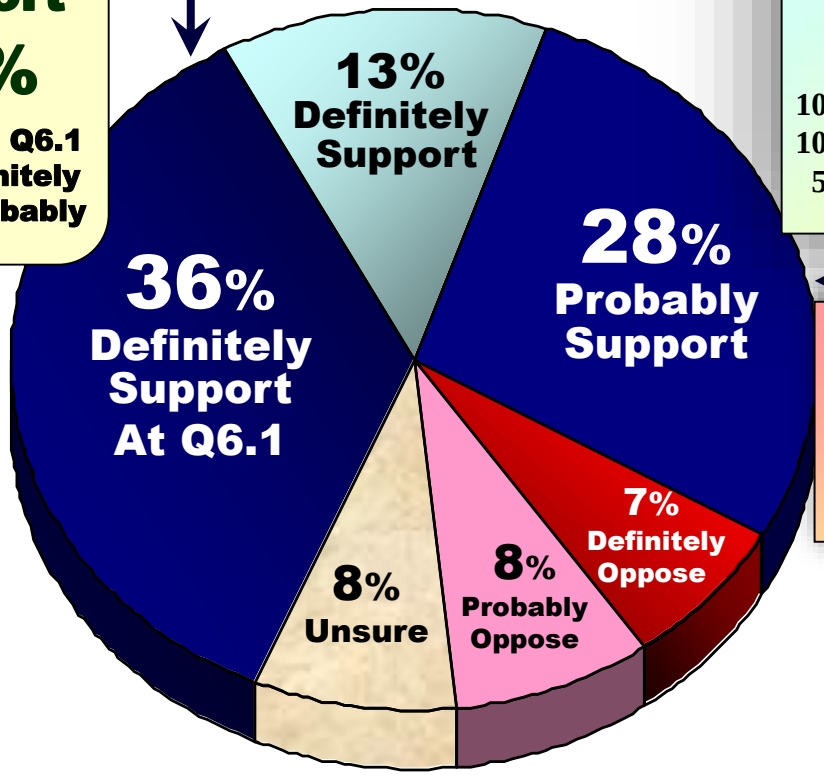
Not Asked of those who said they 'strongly support' Hybrid EMS Model in Q5.0.



Support for to fund Hybrid EMS Model with ¼-cent Increase in Sales Tax

from 9% to 9 1/4%

Potential Support
77%
100% from Q6.1
100% Definitely
+100% Probably



Likely Support
63%
SRI's Go, No-Go
100% Definitely at 6.1 +
100% Definitely at 6.2 +
50% Probably at 6.2

Opinion Leaders
66%
Likely Support
SRI's Go, No-Go

Other Critical Factors…

- City officials have completed due-diligence; e.g., considered every feasible solution; surveyed San Pablo voters, and more.
- Met with INFLUENTIALS, twice.
- Met with Firefighters' Union Local 1230; assured them that the EMS Squad will be provided to San Pablo residents, 24/7.
- Contra Costa County Board of Supervisors embraced the solution (October 22, 2013).

CITY OF SAN PABLO
City of New Directions

Ballot language…

- To ensure continued and adequate Emergency Medical Services for San Pablo residents, given the recent threat that County Fire Station #70, which is located in San Pablo, may be downsized or closed and given that Station 70 presently provides 100% of the EMS services for all San Pablo residents, shall San Pablo increase its sales tax by one-quarter percent to fund the creation of an Emergency Medical Services Squad, with mandatory audits, community oversight, and annual reporting?

CITY OF SAN PABLO
City of New Directions

For Answers to Questions and/or for Additional Information

Call or e-mail…

Matt Rodriguez

City Manager

(510) 215-3001

MattR@sanpabloca.gov

CITY of SAN PABLO

City of New Directions