



**Roseville Coalition Of Neighborhood Associations**  
**Maidu Neighborhood Association**  
**Roseville, California**  
**Board Meeting**

Tuesday, October 23, 2018

**Present:** Vicki Miller, President  
Ken Nitschke, Vice-President  
Geoff Kragen, Secretary  
Mary Steele, Treasurer  
Alan Bartley

Mary Hoff  
Jim Kidd  
Scott Reid  
Dave Steele

**Absent:** Shirley Brown

**Neighbor(s):** Laurie Davidson  
Mike Davidson  
Elisabeth Davis  
Lance Hibben

Rand Olson  
Roy Sterns  
Fran Webb  
Ken Webb

**Guest(s):** Dion Lauthan, Director  
Scott Alavon, City Council Member

Roseville Parks and Rec Department  
Roseville City Council

1. Meeting called to order at: 7:05 PM
2. Sign in/Welcome
3. Guest Speaker: Dion Lauthan, Measure B: He spoke to the current budget, changes that are occurring, 5 year projection, Engage Roseville and other efforts to get community involvement and spending cuts. (see attached.)
  - a. Mr. Lauthan spoke specifically to the General Fund. Dollars are approximate. \$95 million are discretionary funds with 45 million being restricted. Sources of revenue are 70% from property taxes and sales taxes. One problem is Sales Tax revenue is volatile. The current sales tax is 7.25 of which Roseville gets only .011. The balance goes to the state. 14 % of property tax goes to city. Services run about \$1,117 per citizen versus the \$1,017 collected.
  - b. Trends: Sales tax from online sales is less than if the same purchase was made in a brick mortar store. Here the city only receives .006 or .007 and purchases of some goods have gone down because of streaming services. \$3-4 million is therefore lost due to online activity. – Other factors impacting both revenues and spending are: Federal and State mandates; the Affordable Care Act, part-time staff requiring partial benefits be provided; contracts; increase in minimum wage; costs increasing for maintaining infrastructure for materials, etc.
  - c. Five year forecast: Expenditures are increasing faster than revenues. There are concerns over a potential future recession which even if only half as bad as the last would lead to a

\$26 million structural deficit. The city will lose \$3 million if Prop 6 passes. The forecast doesn't factor in Fed and State mandates or changes in sales tax.

- d. Cuts: Significant cuts have been made in personnel. In 2007 there were 778 Full Time Equivalents. Today there are 698. Roseville staff is very productive which has helped cover services. All departments have had service audits which shows high productivity. This is because about 50% are seasoned staff. This raises the question, how can productivity be maintained with many of the seasoned staff leaving in the next 5 years. The city continues to grow which increases demands for services. Additional savings have been made by: Employees have to fund 100% of their portion of the retirement. This began with new hires going back to 2014. Salary targets are now set at a median level, the number of salary steps have been doubled. Police have 6 fewer officers and other services have been cut. Fire has reduced staff and services. Traffic has reduced staffing. Park and Rec has reduced staffing while adding parks, pool, etc.
- e. Community Engagement: Engage Roseville, social networking along with other methods were used to go to get community input regarding budget cuts. Accordingly the Maidu Museum was affected by the process and hours were cut back to 9 public hours per week. The craft fair was removed because of lack of staff resources even though it was a money maker. Library spending is below the state average.
- f. Measure B – As a result of Engage Roseville and other sources it was decided that a tax increase would be presented to the voters. It will take 50% plus 1 to pass. It would take effect April 1 2019 and would remain in place until ended by the voters. This is necessary for long term planning. The .005 would come in total to the city. It would generate between \$16 & \$19 million. There would be an oversight committee to make sure the funds were used as promised. The current state average sales tax for the state is 8.54%.

4. Police Report: None

5. Minutes of Previous Meeting:

**Motion BM 10/18-1:** Motion: The minutes be approved. Alan moved, Ken seconded. Approved.

6. Treasurer's Report: The ending September balance was \$2,124.03. The October balance as of this date is \$1,841.43.

7. RCONA:

- a. October 27<sup>th</sup> is Drug Take Back Day at Maidu Park from 10 AM – 2 PM
- b. By-laws were passed which allow two members from each neighborhood association to serve on the RCONA Executive Board.
- c. The Roseville Police Community Safety Fair will be held on November 10<sup>th</sup> from 11 AM – 2 PM at Kaseberg Park 1151 Rand Way
- d. The Santa in the Park event will be held at the Roseville Sports Center in Mahany Park. It will be on December 8<sup>th</sup> from 1-4:30 PM.
- e. The Santa Through the Neighborhood will be held on December 4<sup>th</sup> and will come through our neighborhood. (see New Business)

**8. Old Business: None**

**9. New Business:**

- a. Santa In the Neighborhood: Tuesday, December 4<sup>th</sup>
  - i. Santa is expected to come through around 6:30 so volunteers will be needed sometime between 5:00 and 5:30 PM. Vicki and Geoff will not be available.
  - ii. Jim has the Luminaries. Scott will provide sand.
  - iii. Mary H. will contact some of the stores, i.e. Starbucks for Hot Chocolate, Subway for cookies, etc. Whatever Mary can't get Jim will get at Sam's Club. Mary is going to talk to Learning Express regarding Hula Hooping or other stuff for the kids.

**10. Announcements and Remarks:**

- i. Jim noted that there are six neighborhoods meeting on the 4th Tuesdays which is why we aren't seeing the police. They suggested meeting on alternative nights.
- ii. Lance suggested we put announcement signs at some major intersections of the meeting because he'd seen another NA doing so. Jim noted that these haven't increased attendance but the board is still interested in doing this. Lance will provide us with some photos to show them.

**11. Adjourn: 8:38 PM**



**Roseville Coalition Of Neighborhood Associations**  
**Maidu Neighborhood Association**  
**Roseville, California**  
**Newsletter Meeting**

1. Meeting called to order at: 8:40 PM
2. Due date: November 9<sup>th</sup>
3. Topics/Assignments: (Send to Shirley)
  - a. Santa in the Neighborhood ~ Jim
  - b. Maidu Library News/Maidu Historic Museum
  - c. Alarm Permits ~ Geoff
  - d. Coyotes ~ Alan
  - e. Usual Web and Facebook info
4. Neighborhood Ad (if any)
5. Adjourn: 8:44 PM

# MEASURE B

Protecting Roseville's Public Safety, Roads, and Essential Services Measure



**Monday  
October 15**

Riley Library

**Open House  
Information Sessions  
6-8 p.m.**

*Open to the public. Drop in anytime.*



**Tuesday  
October 16**

Maidu Community Center

## 8 FACTS ABOUT MEASURE B

1

After a year of community input, the Roseville City Council unanimously voted to place Measure B on the November ballot.

5

It **requires strict accountability**, independent **citizen oversight**, and independent **financial audits**.

2

Measure B would provide **\$16 million to \$19 million annually in needed funds to help prevent further cuts** to Roseville's essential services.

6

**60% of the City's sales tax revenue comes from visitors and businesses.**

3

Essential services protected include: **police patrols, fire protection, emergency response times, street and pothole repair, libraries, parks and recreation.**

7

A typical **household in Roseville would pay about \$5/month more in sales tax.** A \$100 purchase would cost 50 cents more.

4

All of the **revenue generated from Measure B is legally required to stay in Roseville** and can't be taken by the State.

8

The outcome of the vote on Measure B **does not change the City's legal obligation to pay pension costs.**



[Roseville.ca.us/MeasureB](http://Roseville.ca.us/MeasureB)

CITY OF  
**ROSEVILLE**  
CALIFORNIA

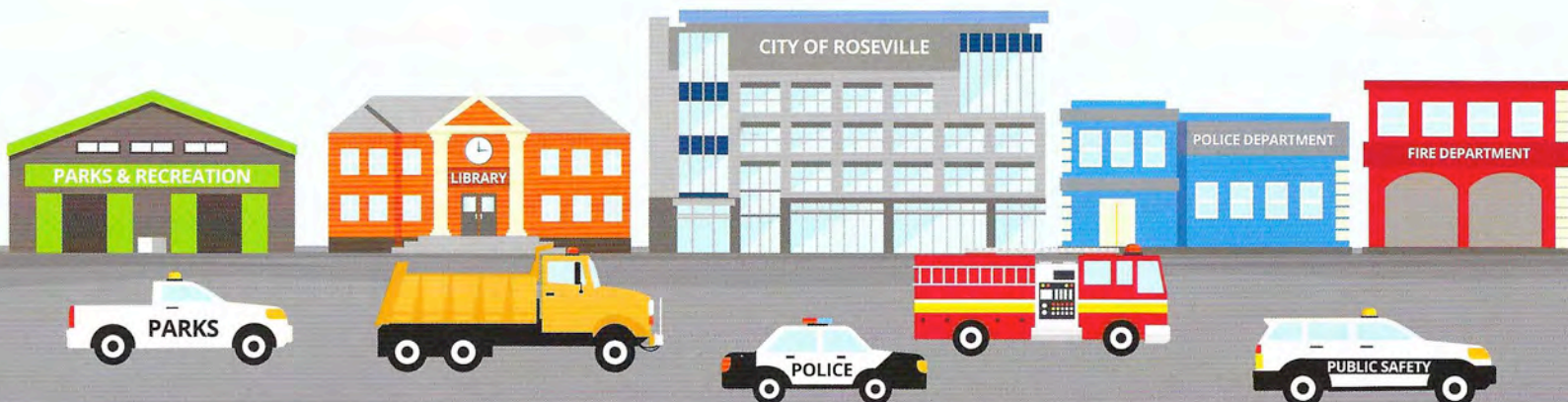


## 8 FACTS ABOUT THE CITY'S FINANCES

- 1** The City has been **making budget cuts for the past 10 years** that haven't been too noticeable to the public – new budget cuts will become increasingly noticeable.
- 2** **Absent new revenue sources, the City will be forced to reduce services** further to fit within available funding.
- 3** **Changes in consumer spending habits**, such as the growth of online shopping, are **slowing the city's sales tax revenue**.
- 4** **So is the shift to buying services** like movie streaming and lawn care (not taxed) vs. DVDs and lawn mowers (taxed).
- 5** The City's **reduced staffing by 30% per capita since 2007** and made significant cuts to salaries and benefits.
- 6** The City **reduced pension benefits for new hires** more than 5 years ago.
- 7** **Roseville receives just one cent of the 7.25 cents per dollar paid in sales tax.** The rest goes to the state and county.
- 8** **Roseville receives only 15% of the overall property tax paid by homeowners.** The rest goes to the state, county, and school districts.

**For more information about Measure B,  
the budget, and the community's priorities visit:**

**[Roseville.ca.us/MeasureB](http://Roseville.ca.us/MeasureB)**



# Budget gap persists; forecast to widen

## You may be surprised to hear that—like all California cities—the city of Roseville is facing budget challenges

Though we've done a lot to address these issues, we still face challenges. Even more change is needed. We'd like to know your thoughts.

## Strong fiscal management; high satisfaction ratings

During the recession and as the economy began to recover, our strong fiscal management didn't waver. We maintained quality-of-life services while minimizing cuts. In fact, residents gave us a 96% satisfaction rating for city services in 2014.

## Reductions in staffing, pay and benefits

Being a service organization, labor is our biggest cost. Performance audits show our staffing levels and structure are efficient and effective. While our population and demand for services grew, we reduced staffing 39% on a per capita basis in the past decade. We implemented pension reforms.

We partnered with our labor groups to slow payroll growth and to reduce salaries and benefits.

## Despite action, challenges remain

Fast forward to today. Factors contributing to our budget challenges include:

- Changes in consumer spending habits are reducing our revenue.
- After deferring maintenance of City facilities during the recession, we have a lot of catching up to do.
- Despite changes made to reduce pension benefits, we won't see the savings for many years.
- Minimum wage, health insurance and other costs are increasing.
- New legislation and regulations add significant costs to the City's operations.

## City gets small fraction of tax revenues

You may not realize that the City receives just a small fraction of the sales and property taxes collected here.

We receive 1 cent of the 7.25 cents collected in Roseville on every dollar of sales. We receive about \$750 from the average \$5,000 annual property-tax bill for a typical Roseville home. The balance goes to the State, County, schools, and special districts.

## Your awareness and input are needed

These realities have led to short- and long-term budget gaps. Ones that are projected to widen in the years ahead. As the City's expenses grow faster than our revenues, we have some tough choices.

That's where you come in. Your awareness and understanding of the situation is key.

We'd like to hear from you.

Whether you participate in person or online, your input will help our City Council determine which options to consider as we develop the Fiscal Year 2018-19 budget and beyond.

As the world changes, we must adapt to ensure a strong future for our community.

## What can I do? Tell us what matters



### Attend A Community Conversation

February 26  
5:30 – 8:30 p.m.

Registration required at  
[EngageRoseville.Eventbrite.com](http://EngageRoseville.Eventbrite.com)

### BalancingAct

Show how you'd fill the budget gap  
[rosevilleca.abalancingact.com](http://rosevilleca.abalancingact.com)  
Coming later this month



Take short online surveys  
[FlashVote.com/RSVL](http://FlashVote.com/RSVL)

### EngageRoseville.com



Podcasts



Videos



E-newsletters



Reports



Community Priorities  
Advisory Committee  
meetings

## Attend these key upcoming City Council meetings

April 4 • 7 p.m.  
EngageRoseville  
presentation

April 10 • 5 p.m.  
Service reduction  
workshop

June 4 & 5 • 4 p.m.  
Budget  
workshop

June 20 • 7 p.m.  
Budget  
adoption

Meetings are in the Roseville City Council Chambers, 311 Vernon Street

# Who pays for these city services?



Police



Fire



Parks



Libraries



Roads

# 40%

Comes from taxes paid by  
**Roseville residents**

# 60%

Comes from taxes paid by  
**visiting shoppers and businesses**

**Sales Tax  
you pay**  
(in Roseville)

City  
receives  
**14%**



Most of the sales and  
property tax you pay goes  
to the state of California

**Property Tax  
you pay**

City  
receives  
**15%**

## New consumer spending h

**Then**

**Shopping at the store**

**VS**

**Shopping online**

**Now**



City receives a penny for every  
dollar spent at the register

City receives less than a penny of every dollar  
spent online by Roseville residents

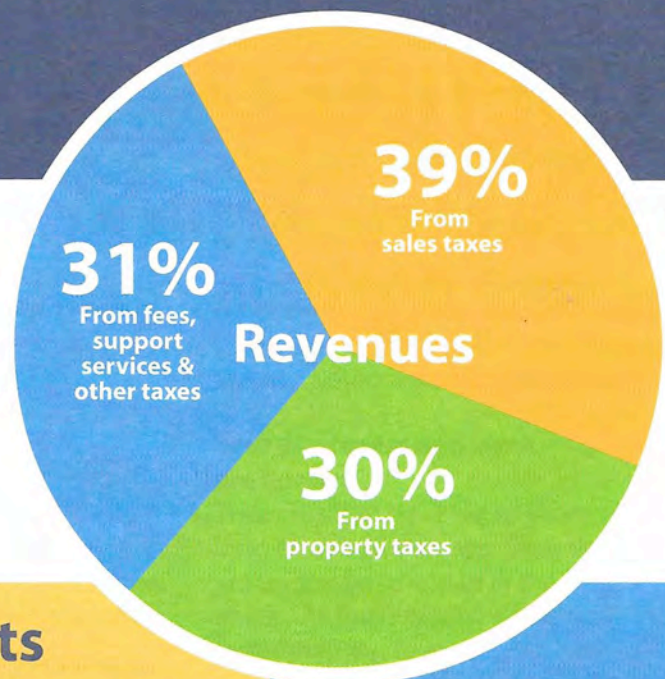


Sales tax distribution from online  
purchases results in an annual loss of  
\$3-4 million (and growing) to Roseville

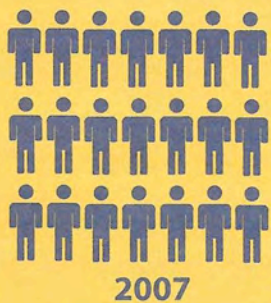
# Taxes and fees fund city services

The General Fund pays for police, fire, parks and recreation, libraries, public works, economic development, development services, and general government

Roseville's FY 2017-18 General Fund budget is **\$137 million**



## Steps to control labor costs



**Staff reduced 39% per capita**

2007: 8.5 city employees per 1,000 residents

Today: 5.2 city employees per 1,000 residents with corresponding service reductions

### Salaries & benefits reduced

- Reduced overall medical and retirement benefits
- Reduced salaries to middle of the market
- Use of contract services



### Cost pressures increase



Deferred maintenance



Cost of business



Pension costs

## Bad habits decrease city revenue

**Then**

**Buying goods**

**VS**

**Buying services**

**Now**

For example:



City receives sales tax on residents' lawn mower purchases

For example:



City receives no revenue when residents purchase lawn services

*California does not tax services*



311 Vernon St.  
Roseville, CA 95678

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EngageRoseville@roseville.ca.us (916) 774-5353

**Learn more at  
EngageRoseville.com**

The City of Roseville is not immune from slowing revenue growth and increasing expenses faced by all California cities. **We need your help to tell us what matters.**

