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Others questioned the poll's cost and asked for clarification regarding the amount of revenue that might be generated.

As one of two residents in support, former Orinda Mayor Bill Judge described road repair as "unfinished business."

Council Member Severson asked Metz to clarify FM3's margin of sample error (plus or minus 4.9 percent), and was told this is "just the random chance effect" – different individuals might vote, support for the measure might change.

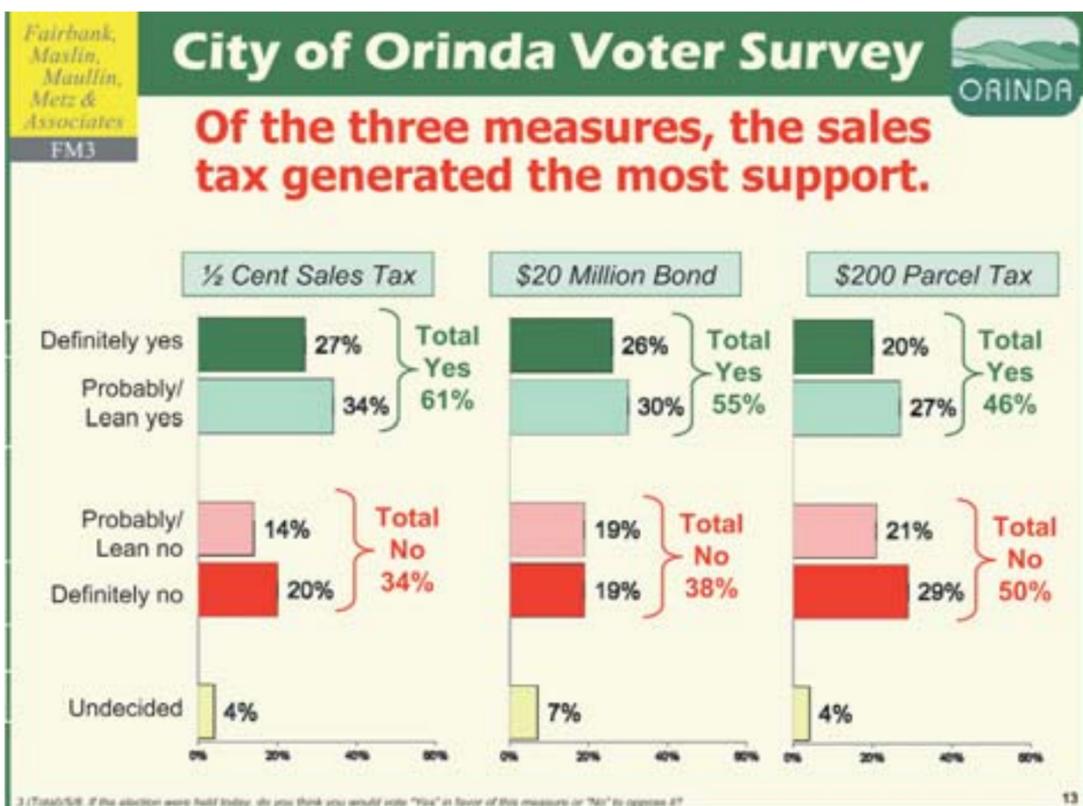
City Manager Janet Keeter advised the Council that if it wishes to raise Orinda's sales tax, it would need to bring the issue before voters in November rather than June 2012 because, by law, the City may only place general use sales tax measures on ballots of regularly scheduled general elections – unless it can show that it has a genuine financial emergency.

In response to the Council's concerns about having both a City and State sales tax measure on the same ballot, Metz advised that, in FM3's experience, when local and state tax measures are scheduled during the same election, local measures generally still pass.

If approved, Orinda's sales tax would take effect January 1, 2013; however, said staff, the mechanism for the State to begin collecting new taxes would likely not be in place until April 1 with revenues not reaching City coffers until September.

Council Member Victoria Smith observed that it will be important for the Council to clearly explain its decision to residents: "Here's the plan. We're spending the money on roads."

The Council will continue its deliberations on February 21.



<http://orinda.waterware.com/docshare/dsweb/Get/Document-4383/2012%20Poll%20Results%20Council%20Presentation.pdf>
 Lamorinda Weekly also reported in our last issue about sales tax revenue, go to:
<http://www.lamorindaweekly.com/archive/issue0524/Local-Sales-Tax.html>

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