

DRAFT 5/25/11 (3 pages)

Marin Emergency Radio Authority
Strategic Plan- Funding Alternatives

Sources	Amount	Requirements	Discussion	Implementation
Grants	\$5M+	Applications, staff time, not assured in amount or timing	Supplemental financing Often project specific Continue to pursue to extent reasonably possible	
Member agency contributions	\$1M/yr additional??	Included in annual budgets of member agencies	Current annual funding \$1.5M operating plus \$2.345M bond and note repayment	Review of funding formula? Additional annual funding from all member agencies
Property taxes	\$4.0M/yr (\$50M+ bond) County AV = \$56B Estimated tax rate = \$0.072 per \$1,000 AV For home w/AV = \$500k = \$36/yr	Two-thirds voter approval of those voting	Voter approval creates a <u>new</u> revenue source to support debt service Taxes may <u>not</u> be used for any other purpose.	Requires grass-roots support. Voted county-wide as a county bond issue
Parcel charges	\$4.0M/yr (\$50M+ bond) Estimated 110,000 parcels = \$36.40 per parcel Assuming level parcel charges	Report showing the amount of charge for each parcel and intended use of revenues collected. Written notice to all parcels.	May be used to fund pay-as-you go and/or debt financing	Public protest hearing. Then parcel vote w/50% approval by parcel. OR two-thirds vote of those voting
Sales Tax 0.015	\$9.0M/yr; MC sales = \$3.6B	Prop 218 requirements	Flexible uses	two-thirds vote
Low-interest loan programs	\$5M +	Qualification requirements, Staff time	Often project specific	Requires a revenue source

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Parcel charges Property Related Fee	\$4.0M/yr (\$50M+ bond) Estimated 110,000 parcels = \$36.40 per parcel Assuming level parcel charges	Report showing the amount of charge for each parcel and intended use of revenues collected. Written notice to all parcels.	May be used to fund pay-as-you go and/or debt financing	Public protest hearing. Then parcel vote w/50% approval by parcel. OR two-thirds vote of those voting
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Strategic Plan Implementation Costs

	Year	Current	1	2	3	4	5	6	7	8	9	10	Totals
Public relations for capital program				50,000									50,000
Website development		30,000		10,000	10,000	10,000	10,000	10,000	10,000				30,000
Video/audio & airtime				20,000	10,000	10,000	10,000	10,000	10,000				60,000
Legal services					10,000								20,000
Accounting					10,000								10,000
Facilitation assistance		15,000											15,000
Survey assistance					15,000								15,000
Totals		\$45,000	\$80,000	\$35,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$0	\$0	\$0	\$200,000

Source: MERA Strategic Plan, cbg Communications, June 2010