



ALAMEDA COUNTY FLOOD CONTROL & WATER CONSERVATION DISTRICT

Revenue Enhancement: Investing in Community Resilience

Zones 2, 4, and 9

Presentation to Alameda County Unincorporated Services Committee

September 25, 2024

Agenda for This Evening

- Flood Control District's mission and funding
- Need for revenue enhancement
- Proposed increase in benefit assessment
- Key findings from recent poll
- Overview of planned educational and outreach activities



Alameda County Flood Control & Water Conservation District (District)

Recognizing the need for flood control and water conservation improvements throughout the county, the Board of Supervisors took steps to establish the Alameda County Flood Control and Water Conservation District which was created by an act of the State Legislature in 1949.

It was created for the purpose of providing for the control and conservation of flood and storm waters.

Flooding in 1955 led to the construction of San Lorenzo Creek Federal Project (Zone 2, Line B).

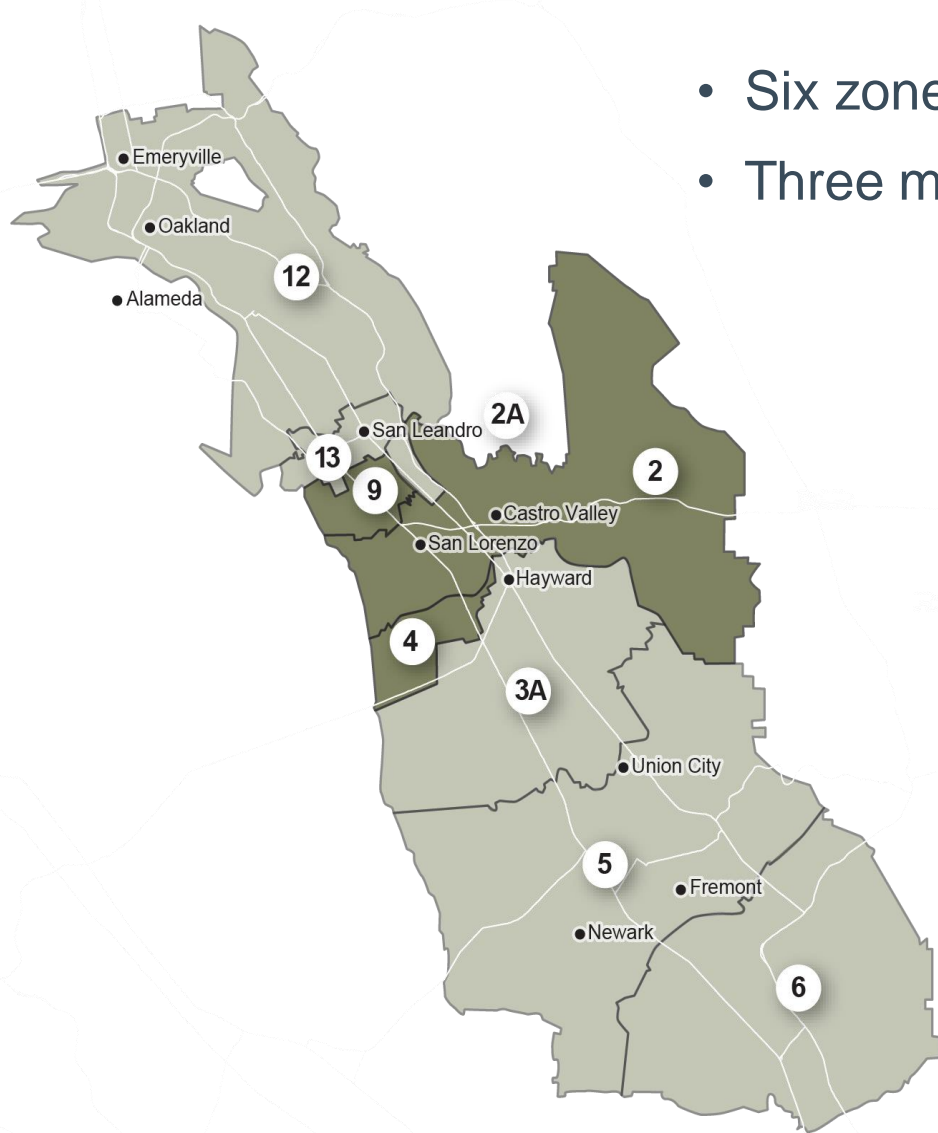


1955, December – San Lorenzo Creek near Center Street, Hayward



2002, November - Farnsworth Street in the vicinity of Estudillo Canal (Zone 2, Line A)

District's Zones in Western Alameda County



- Six zones were formed by 1960 (2, 3A, 4, 5, 6 and 9)
- Three more zones were formed soon after 1960 (2A, 12 and 13)

Revenue enhancement will be focused in:

Zone 2: 52,534 parcels on 40,390 acres

Serves Castro Valley, San Lorenzo, portions of Hayward and San Leandro, Ashland, Cherryland, Fairview

Zone 4: 2,538 parcels on 2,960 acres

Serves portion of the City of Hayward and Russel City

Zone 9: 6,308 parcels on 2,482 acres

Serves portion of the City of San Leandro

District's Activities on District Properties and Easements

Maintenance & Operations:

- *Pump Station Operation*
- *Pump Station Maintenance*
- *Minor Desilting and Silt Basin Cleaning*
- *Debris and Vegetation Removal*
- *Tree Trimming and Removal*
- *Facility Inspection*
- *Illicit discharge/hazmat cleanup*
- *Remove illegally dumped debris*
- *Tide gate maintenance*
- *Fence maintenance*

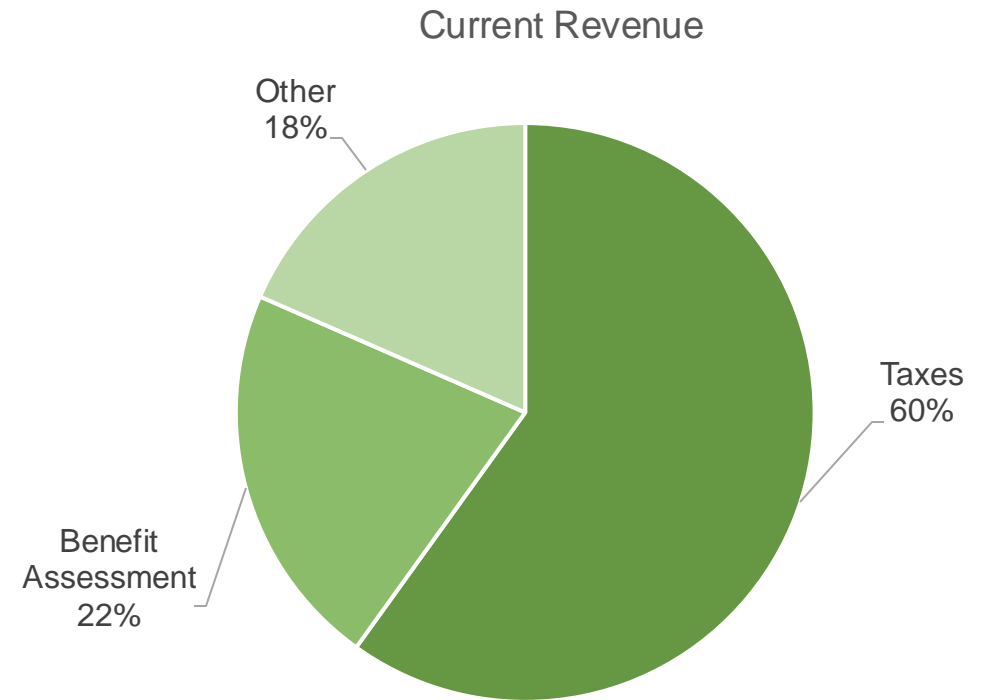
Engineering & Construction:

- *Watershed Studies*
- *Capital Improvement Projects*
- *Planning and Design*
- *Construction*
- *Environmental Mitigation*
- *Hydrological Data Monitoring and Analysis*
- *Review of FEMA Flood Insurance Studies*
- *Administer the Community Rating System of the FEMA National Flood Insurance Program*
- *Implementation of Stormwater Quality Management Plan*
- *Geographic Information System (GIS) Administration*

District's Current Funding

Zones 2, 4, and 9 Combined (2023)

	Dollars	Percent
Taxes	\$6.1 million	60%
Benefit assessment*	\$2.2 million	22%
Other	\$1.9 million	18%
Annual total	<u>\$10.2 million</u>	



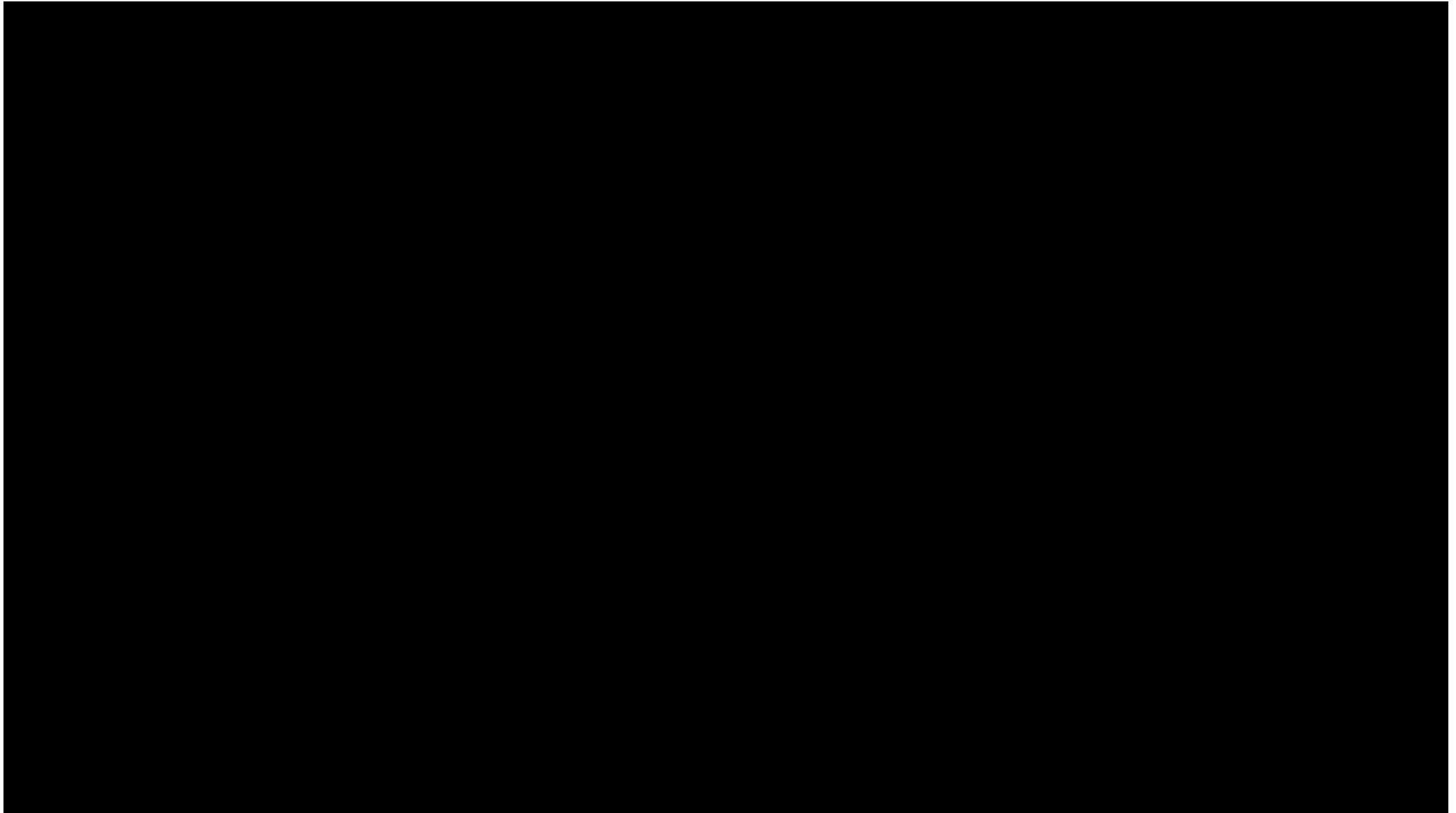
****Benefit assessment has not increased since 1993***

“Perfect storm” of resource needs

- Extreme storms more likely
- Sea level rise impacts to low-lying communities
- Aging infrastructure (50-70 years old)
- Costs of maintenance and operations continue to rise
- Costs of delivering projects continue to rise
- About \$700M in unmet capital project needs

Current revenue cannot ever catch up

December 31, 2022 Winter Storm Damage



Why a Benefit Assessment Increase is Necessary:

Climate change and extreme storms

San Lorenzo Creek:

Retaining wall completed in late 2022



Creek bank washed out in early 2023



Why a Benefit Assessment Increase is Necessary

Aging infrastructure

Estudillo Canal: Channel wall failures from winter 2023 storms



Suggested Funding Level:

Increase in Benefit Assessment

Total assessment: \$373 million over 20 years

Strategic decision:

- Leveraging available tax money
- District's ability to deliver
- Covers critical projects
- Palatable increase for public

What Property Owners Might Pay

Zone	Current annual assessment*	New benefit assessment (est.)*	% increase
2 (single family)	\$26.60	\$ 54.39	104%
4 (single family)	\$20.60	\$ 42.28	105%
9 (single family)	\$17.80	\$ 88.44	397%
2 (commercial)	\$212.80	\$ 906.42	326%
4 (commercial)	\$189.16	\$ 704.54	272%
9 (commercial)	\$163.45	\$ 1,473.96	802%

**To be adjusted annually by CPI*

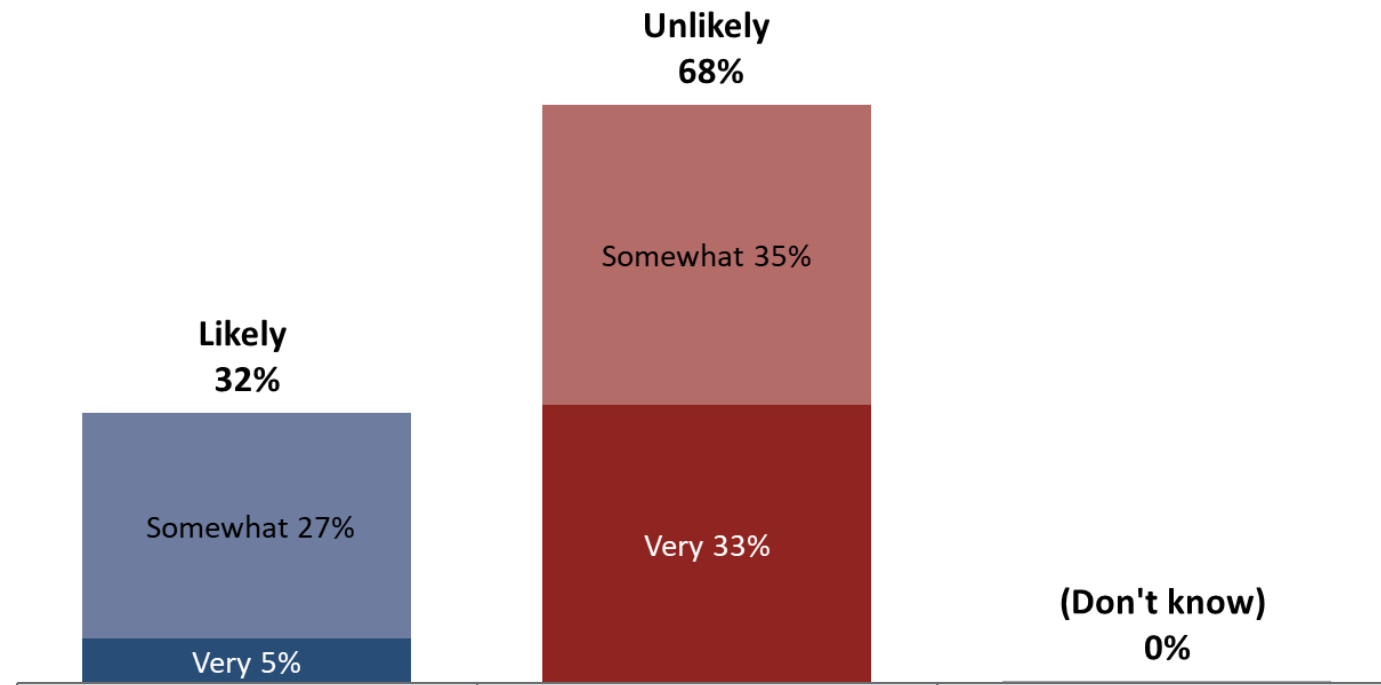
Residential Property Owner Poll

- 605 surveys of residential property owners were conducted via phone call or online (sent link in text and email).
- Residential properties represent roughly 73% of the total vote.
- Poll results are weighted to reflect the representation of each property in the actual vote.

Perception: Likelihood of Flood Damage

Only one-in-three think that flooding is likely to cause significant damage in their area in the next few years.

As far as you know, how likely is flooding to cause significant damage to this area in the next few years?

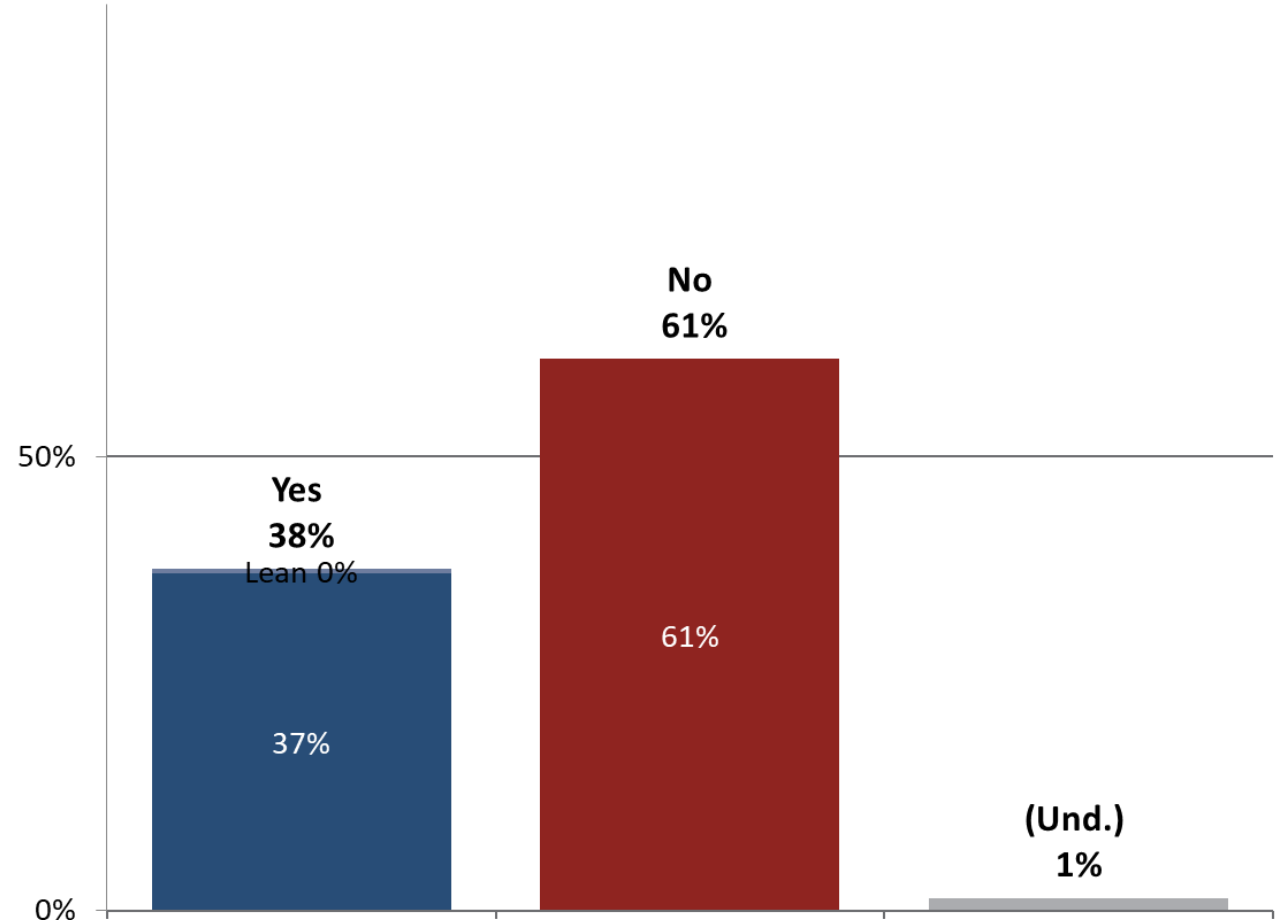


Initial Vote on the Benefit Assessment

Currently, support for the assessment is at 38% of the weighted residential available vote.

There may be an assessment ballot mailed to property owners in Flood Control Zone [Zone] to raise (IF Zone=2 \$22,000,000; IF Zone=4 \$1,500,000; IF Zone=9 \$1,300,000) in annual revenues to support critical flood protection in the area of [Mailing City of Property], where your property is located. The revenues will fund infrastructure maintenance and improvements for publicly maintained local creeks, channels, reservoirs, and stormwater infrastructure, as well as protecting local wetlands and preparing for the impacts of climate change and sea level rise. This assessment would replace an existing one to continue to offer these critical services.

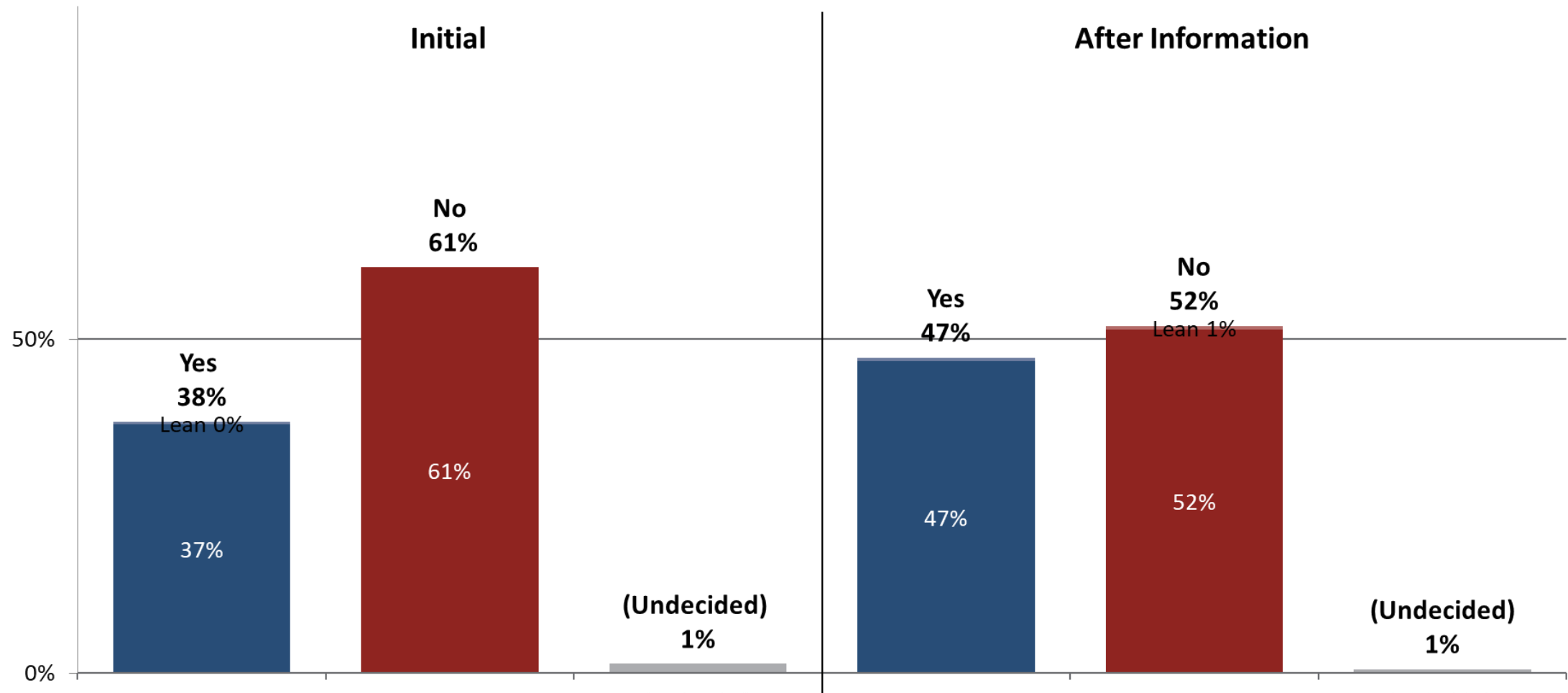
The annual assessment for your property would be approximately \$[Rate] per year, with annual CPI adjustments, lasting 20 years, with all money staying in the local community.



Q18. If the balloting were held today, would you vote yes to approve or no to reject this assessment?

Vote After Information Provided

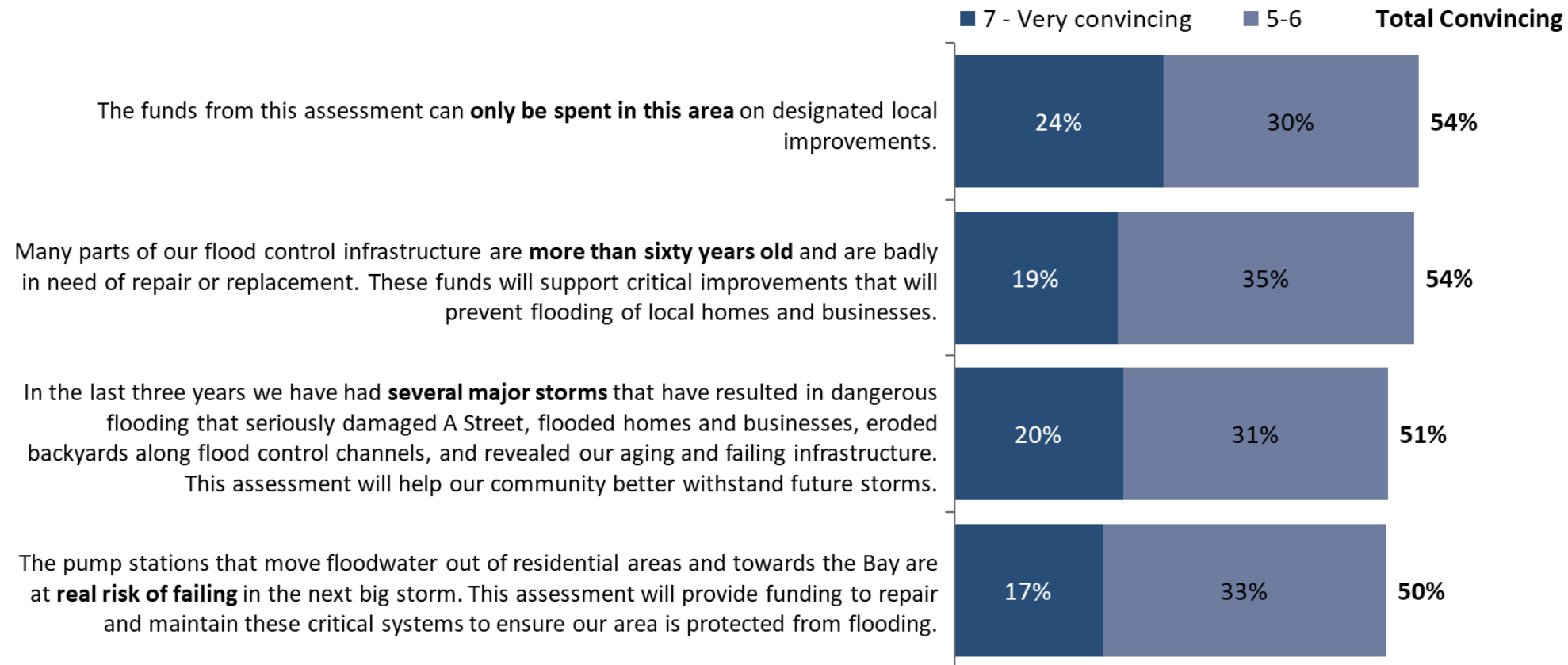
Support for the benefit assessment increases by almost 10 points after hearing more information.



Q18/Q39. After having heard more information, if the election were held today, would you vote yes to approve or no to reject this assessment?

Most Successful Messages

Information about assessment that highlights that funds will stay local, underscores the condition of the local infrastructure, and reminds property owners of the damage flooding has previously caused in the area resonate with property owners representing at least half of the weighted vote.



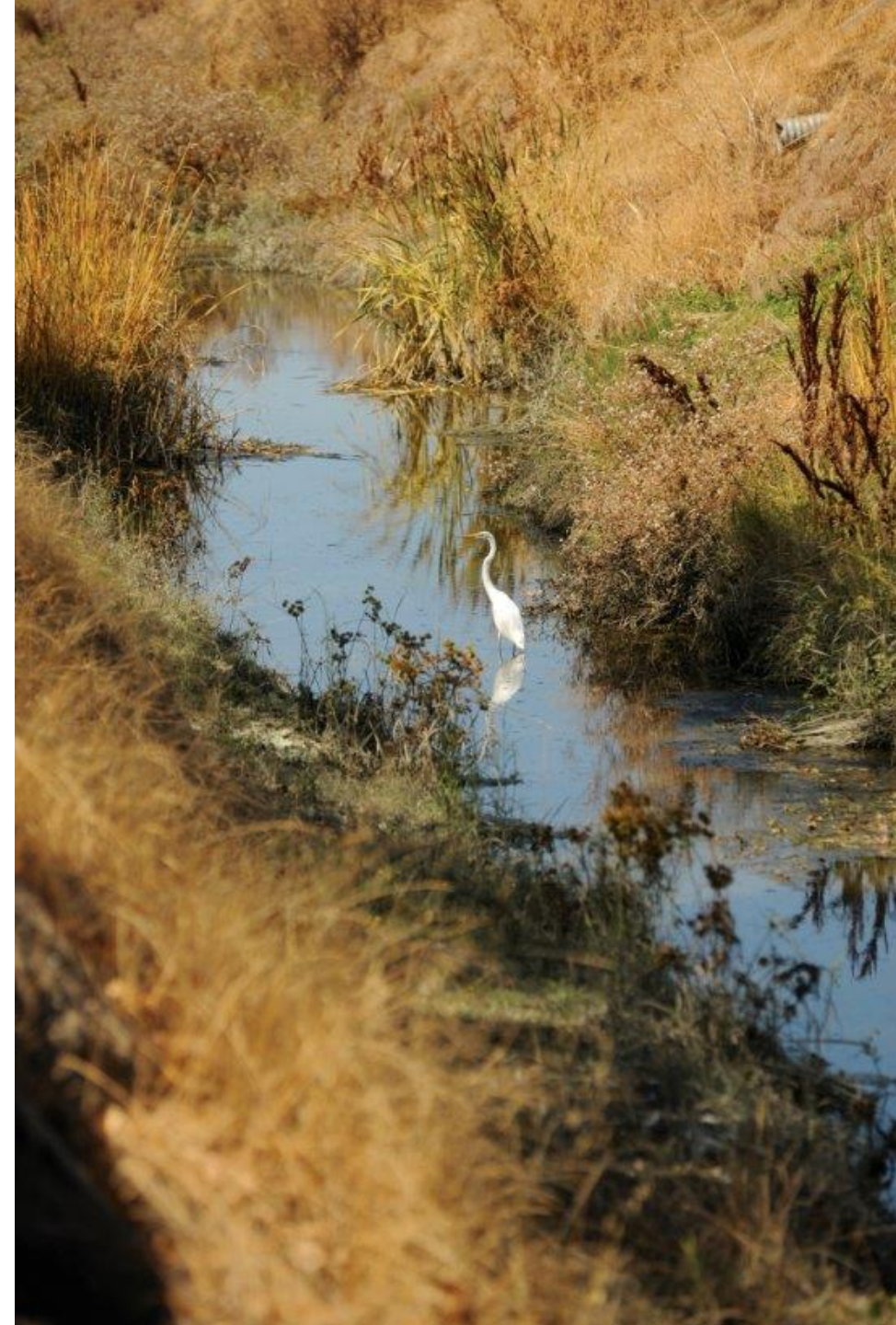
Q29-Q38. Next, I'd like to read you statements about this potential assessment. After you hear each statement, please tell me how convincing it is as a reason to support the assessment.

Focus of Proposed Outreach and Education

- Education on flood risks in Alameda County
- Impacts of stormwater, storm damage, and sea level rise here and now
- Projects the additional revenue would be used for

Note:

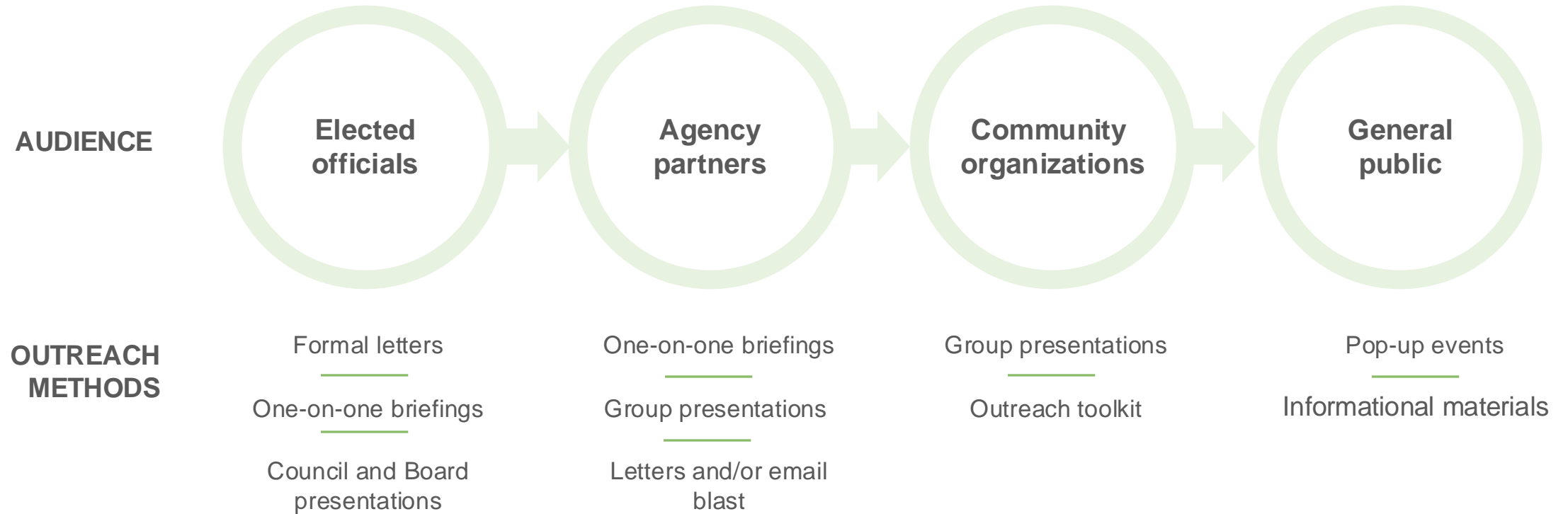
- District's involvement is purely educational



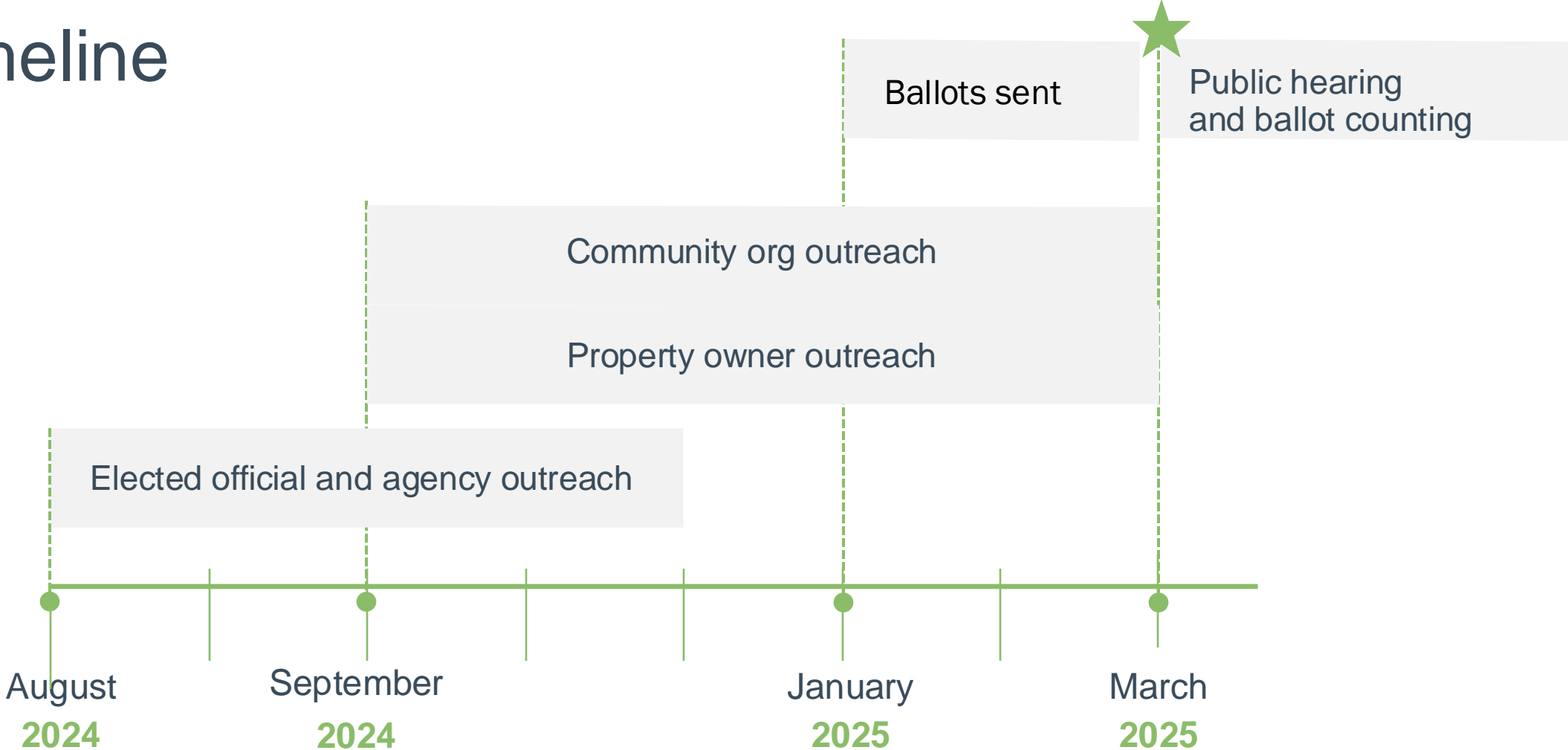
Audiences and Outreach Sequence



Audiences and Outreach Sequence



Timeline



Next Steps: Benefit Assessment Increase

1. Refining and optimizing project list and cost details
2. Robust stakeholder engagement and public education, including community survey
3. Board formal approval of Engineer's Report **Target: November 2024**
4. Protest notice and ***ballot mailed to property owners***, indicate whether they are in favor of, or in opposition to, the proposed assessments. **Target: February 2025**
5. Board ***public hearing*** with weighted ballots **Target: March 2025**
6. If there is no majority protest, the Board may then approve the assessments.

Questions and Discussion



Estudillo Canal in San Leandro after early January 2023
storms