

May 22, 2018

Re: Hearing on Proposed Vacant Parcel Tax

- Thank you for the opportunity to comment here today.
- We are following up on our letter from April 20. In that letter we made a set of recommendations to improve this measure, including that the sponsors clarify the purpose of the ordinance, create a clear definition of what constitutes a vacant parcel and ensure that the tax is implementable. We have greatly appreciated the opportunity to sit down with Councilmember Kaplan and Councilmember Guillen and feel that the changes that have been made to date have been largely positive.
- We have also reviewed the memo from the City Administrator regarding implementation and hope that the City Council continues work productively with staff in order to make sure this tax is clear, fair and easy to implement.
- Two additional changes that we proposed in the letter that the Council may wish to consider are to limit the geography of the tax and to consider creating a reauthorization date for the tax. This would allow Council to pilot the measure in areas it would most likely be successful (such as downtown) and to make refinements before implementing the tax citywide. It is our understanding that this could be done either in the actual ballot measure or in implementing legislation once the measure passes.
- Thank you for your consideration of our comments. We are excited about the concept of this measure and hope to continue to work with you to improve it.