



# Town of Windsor

# Introduction

- ▶ Purpose of Budget Outreach
- ▶ Budget Overview
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  - Fund Balances
  - Revenue - General Fund
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  - Value of Government Services
- ▶ Feedback and Discussion
  - Goals and Priorities
  - Cost Offset
  - Soliciting Feedback

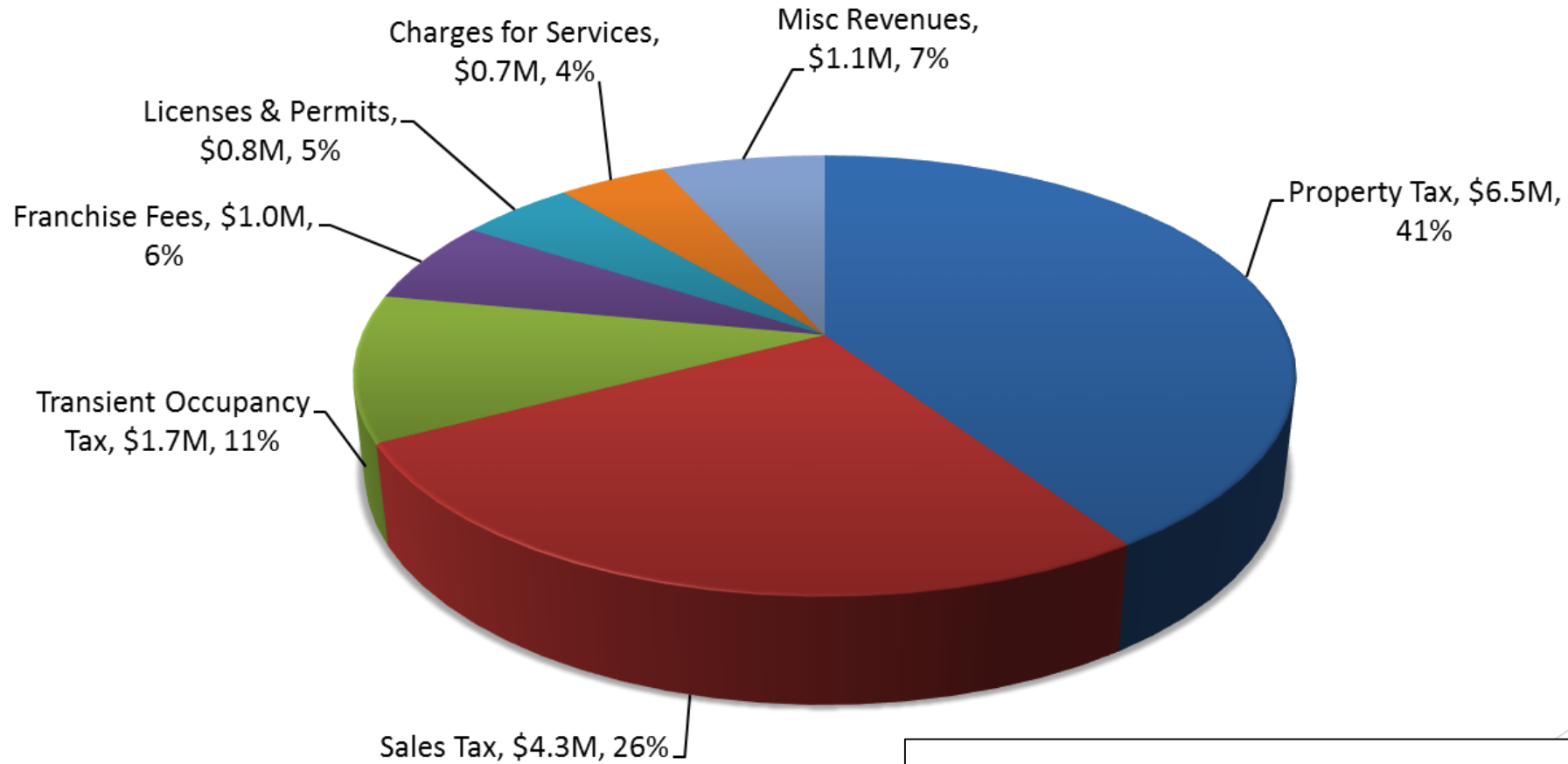
# Government Fund Overview

- ▶ What is “fund accounting”?
- ▶ Each fund has its own set of rules/restrictions:
  - ▶ Public, Education & Governmental (PEG) Fund
  - ▶ Gas Tax Fund
  - ▶ Lighting & Landscape Assessment Districts
  - ▶ Water Fund
  - ▶ Water Reclamation (Wastewater) Fund
- ▶ How many funds does Windsor have?
- ▶ How often does Windsor create its budget?

# Fund Balances

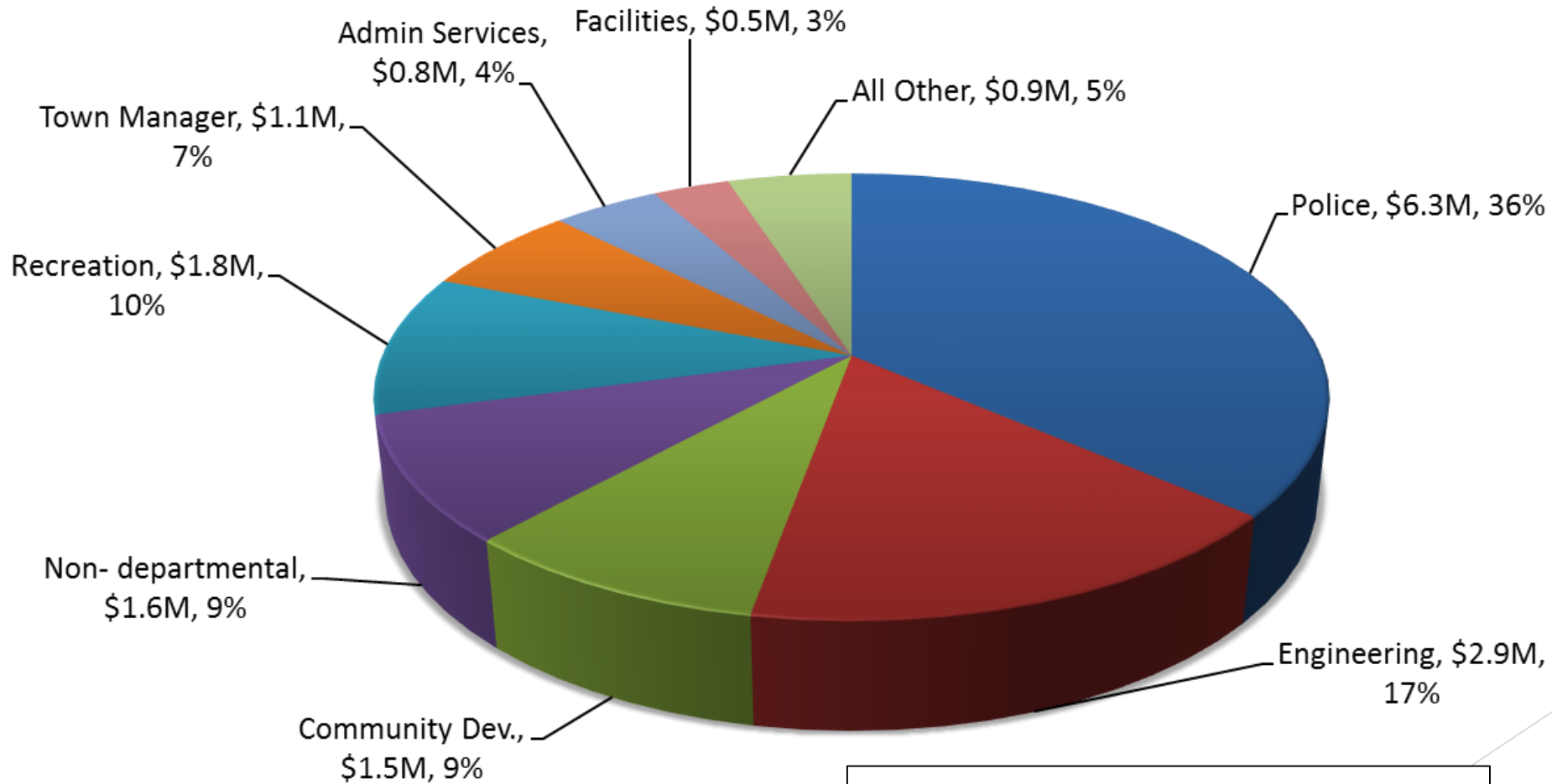
- ▶ What is a “fund balance”?
- ▶ Balancing the budget?
- ▶ What is Windsor’s fund balance?
- ▶ How do we know we have enough reserves?

# Revenues - General Fund



FY2015-16 \$16.0M

# Expenditures - General Fund



FY2015-16 \$17.4M

# The Value of Windsor's Services

**Then**



**Now**





# Average Taxes Paid to Town

Tax category:	Average taxes paid <u>monthly</u> by average Windsor household:	Some common comparators:
Property tax based on median home value of \$545,600	\$58.00	Dinner out for two with drinks or dessert
Add on if your home is in a Landscape and Lighting District	\$8.75	Two ice cream cones at Baskin Robbins (double scoop)
Sales tax on average amount of household goods purchases	\$11.00	One movie ticket
Gasoline tax based on average number of gallons per month	\$4.86	One Starbuck's skinny vanilla venti latte
<b>Total:</b>	<b>\$82.61</b>	Less than the average cable bill or a night out



## For less than \$85 per month, your household receives...

- ▶ Unlimited access to safe, clean and enjoyable parks and open spaces
- ▶ Many recreational services and events at no cost (Summer Nights Concerts, Holiday Tree lighting, Annual Art Show, many Senior Center activities)
- ▶ Safe, clean streets; well-engineered and reliable roadways, bike lanes and sidewalks
- ▶ Lowest per capital police services by a regional agency (Sonoma County Sheriff's Office) providing resources beyond that available to a typical small to medium sized city

## For less than \$85 per month, your household receives...(continued)

- ▶ Well-planned community, with development projects vetted for appropriateness and meeting community's needs and desires
- ▶ Sustainability practices throughout the community that conserve resources and reduce climate impacts
- ▶ Stable, responsive, financially conservative Town that does not jeopardize public services you have come to enjoy

# Feedback - Priorities for FY2017-19

- ▶ Town-wide
- ▶ Service-related
- ▶ Department Specific:
  - Building
  - Parks
  - Planning
  - Police
  - Public Works
  - Recreation

# Feedback - Cost Offset

- ▶ Cost savings (examples)
  - Reduce one-time improvements
  - Postpone projects
  - Service reductions - temporary or ongoing reduction
- ▶ Revenue Generating (examples)
  - New or increased Fees for services - department-specific
  - New Town-wide revenue ideas

# Future Information and Feedback

- ▶ How do you prefer to receive information about the budget?
  - Online (Excel files, summary reports)
  - Social Media (FB Live, Podcast, Twitter)
  - Meetings
  - Other?
- What else do you want to know about the budget that we have not explained or made available?

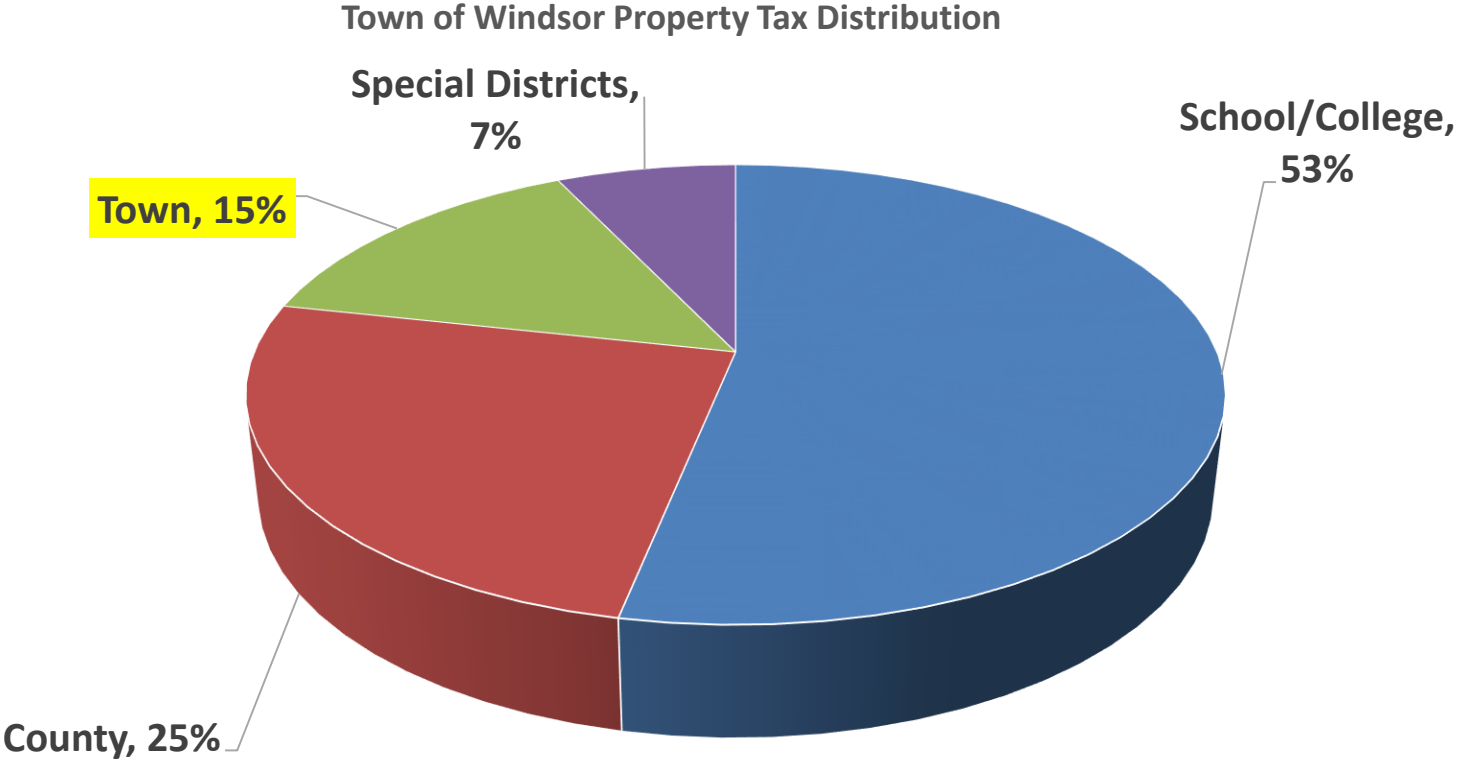
THANK YOU!

# APPENDIX





# Property tax - a tax paid by residents



Sales Tax -  
a tax paid  
by residents  
and visitors  
(shoppers)

Jurisdiction	Current Sales Tax Rate
Cotati	9.25%
Sebastopol	9.00%
Healdsburg	8.75%
Rohnert Park	8.75%
Santa Rosa	8.75%
Sonoma	8.75%
Cloverdale	8.25%
Petaluma	8.25%
<b>Windsor</b>	<b>8.25%</b>
County of Sonoma	8.25%
State rate	7.50%
Local rate cap	2.00%
Maximum rate	9.50%

# Transient Occupancy Tax - a tax paid by visitors, not residents

