

Measure A Blue Ribbon Task Force Meeting

Thursday, August 01, 2013

4:00 pm - 6:00 pm

Alameda County Training and Education Center
125 – 12th St, Suite 400 Hayward/Union City Room
Oakland, CA 94607

Dial-In Number: (605) 475-4000 Access Code: 718275

Members present: Chair: Supervisor Nate Miley, Vice Chair: Supervisor Wilma Chan Wright Lassiter III, Terry Sandoval, Lucinda Bazile, Michael Lighty, Ralph Silber, Louis Chicoine, Bertram Lubin, Gail Steele, Sue Compton, Mike Mahoney, Donald Waters, Patricia Danielson, Dr. Zettie Page III, Mary Louise Zernicke, Chris Iglesias, Marlene Petersen, Rebecca Rozen, Fran Jefferson, Charlie Plummer, Barbara Price

MEETING MINUTES

I. Welcome and Introductions (4-4:15pm)

Supervisor Nate Miley, District 4, welcomed members of the Task Force and guests to the first meeting of the Measure A Blue Ribbon Task Force. Everyone present introduced themselves.

II. Purpose (4:15-4:20 pm) – [Measure A Overview](#)

Supervisor Miley provided an overview of the reasons for convening the Measure A Blue Ribbon Task Force.

The Task Force, which consists of stakeholders from community healthcare services, will provide advisory input on the reauthorization of 2004's Measure A, an essential health care services tax ordinance. The Board of Supervisors will determine if Measure A should be placed on the ballot for reauthorization.

Measure A Options for renewal include

- straight renewal of Measure A with no changes
- a renewal with changes to the wording
- determine if Measure A should be on the 2014 ballot or another election
- whether to modify the funding formula

III. Background; Measure A 101 (4:20 pm -4:45 pm) [attachment](#)

Presenters:

Rebecca Gebhart, Finance Director of the Alameda County Health Care Services Agency
James Nguyen, Measure A Coordinator
Andrea Weddle, Assistant County Counsel

The presentation included the following information about Measure A:

Background

- Measure A first passed in 2004 with 71% of the vote, imposing a one-half percent retail transaction and use tax. The measure expires in 2019.

- \$960 million has been raised since the passage of the measure with \$109.8 million in revenues this year.

Uses of Funds and Allocation

- Measure A provides additional funding for emergency services, hospital inpatient/outpatient services, public health, mental health, and substance abuse services for the poor, low-income, and uninsured.
- A Citizen Oversight Committee reviews grantee reports, ensuring accountability for the use of Measure A funds.
- Seventy-five (75%) percent of Measure A funds are used for the Alameda Health System while the remaining twenty-five (25%) percent is allocated at the discretion of the Board of Supervisors to community-based healthcare organizations.

Election Results (Measure A and B-1)

- To assess the likelihood of reauthorizing Measure A, statistics on 2012's failed reauthorization of Measure B-1 were provided. The transportation measure failed by a slim margin with a smaller percentage of voters voting in favor of the bill, compared to the results for Measure A in 2004.

IV. Measure A Discussion (4:45-5:45pm)

Supervisor Nate Miley facilitated a discussion on what the Task Force would like to see in a reauthorized Measure A.

Discussion focused on the ways that Measure A has already benefited healthcare patients in the county. The Task Force also raised questions on timing, outreach, and whether to make changes to the measure.

It was suggested to create a campaign committee to raise funds and also that the time line of the Task Force may be too short to get the measure on the June 2014 ballot.

Wright Lassiter commented that the Task Force's discussion should be about ensuring that Measure A passes again, rather than about disagreements over funding.

During the discussion, the Task Force concluded:

- A clearly-worded ballot that is easy for the public to understand is essential to re-authorizing the measure.
- More discussion is needed on the timing of launching the Measure A reauthorization campaign, in light of the uncertainty of healthcare reform under the Affordable Care Act (ACA). In addition, the timing of other revenue measures on the ballot may impact the public's willingness to support Measure A.
- Outreach will demonstrate to the public the ways that Measure A has helped ensure critical medical services for the county. Ralph Silber and Wright Lassiter recommended the formation of a subcommittee on Communications Strategy.
- Further discussion is needed about the equitable distribution of Measure A funds. The Task Force should look into if it is necessary to change the funding formula and if changes are needed to the original wording of Measure A.
- The Task Force needs to determine whether to pursue a measure that lasts for perpetuity or that has a set end date. It should also consider how this might affect the likelihood of reauthorization in the current polarized political environment.

- Demographic changes and needs of the population should be considered in the Task Force's deliberations, especially when there are impending changes to healthcare services under the ACA.

V. Next Steps (5:45-5:50pm)

Ruth Bernstein from EMC Research discussed the polling process which will gather the public's current opinion on Measure A.

EMC Research will have a rough draft of a questionnaire ready in four (4) weeks. Polls will be conducted in September and October to assess the following:

- The public's understanding of Measure A
- If the public is aware that their tax dollars fund valuable medical services
- If the public has concerns about healthcare reform and if they see Measure A as a related topic

Some poll results will be available at the next meeting of the Measure A Blue Ribbon Task Force in mid-September.

In addition, Ralph Silber and Wright Lassiter will head a subcommittee on Communications Strategy, to begin a discussion about outreach. The subcommittee plans to meet before September's Task Force meeting and will include representatives from hospitals, clinics, and the Healthcare Services Agency.

VI. Wrap Up and Meeting Schedule (5:50-6pm)

Supervisor Miley thanked members of the Task Force for their input. In addition, the Supervisor stated that while the Task Force has not finalized its decision on when to launch the ballot campaign, it would prove beneficial to get the word out about the benefits of Measure A.

The Measure A Blue Ribbon Task Force will meet monthly between August 2013 and March 2013.

All future meetings will be held from 4-6:00pm at Castro Valley Library, 3600 Norbridge Ave, Castro Valley, CA 94546.

The future meeting schedule of the Task Force is as follows:

1. Wed, September 18th, 2013
2. Wed, October 23rd, 2013
3. Wed, December 11th, 2013
4. Wed, January 29th, 2014
5. Wed, February 26th, 2014
6. Wed, March 12th, 2014 (Location to be announced)

Adjourn

The meeting was adjourned at 6:00 pm. The next meeting will be on Wednesday, September 18, 2013.