



CITY OF SACRAMENTO
CALIFORNIA

OFFICE OF THE
CITY MANAGER

April 20, 1981

CITY HALL
915 I STREET - 95814
(916) 449-5704

City Council
Sacramento, California

Honorable Members in Session:

By the City
Office of the City Manager
*referred to
Bnd/Fin Comm*
APR 28 1981

SUBJECT: Publicizing of Utility Users Tax Rebate Program

SUMMARY

Councilman Connelly has asked for a report back on a letter from a constituent, Mary Murphy, suggesting that City staff make arrangements with the State Department of Health Services to insert mailers, announcing the annual rebate program, with Medi-Cal cards.

BACKGROUND

The City's utility users tax rebate program, for senior citizens and the 100% disabled, has grown in scope each year. As Pages I-23, 24 of the Preliminary Budget for Fiscal Year 1981-82 (attached) indicate, the program's costs have increased from \$132,512 in 1979-80 to an anticipated \$218,000 for this fiscal year. From 1978 to 1979, the number of applicants to this program nearly doubled.

This year, staff launched a full-fledged media campaign to announce the program. New releases, public service announcements and flyers were sent out to all local news media and over fifty senior citizen and disabled citizen centers throughout the community. This was in addition to our mailing rebate forms and information to nearly 100,000 billing accounts in the city. Some of our materials are attached to this report and were furnished to Councilmembers throughout the publicity campaign.

On April 16, I spoke with Dave Markell of the Department of Health Services Eligibility Branch. He pointed out that there are costs involved in publicizing programs through Medi-Cal card stuffers--somewhere around \$1,000 for a one-page stuffer, unless a special provision is made by the State. This would require a formal request from the City Council.

RECOMMENDATION

Since it is staff's opinion that the present method for notifying eligible residents of the annual rebate program is effective in terms of costs and responsiveness, evidenced by the program's annual growth, it is recommended that the City Council

retain its current in-house system for notifying residents and continue to keep costs for administering this worthwhile program to a minimum.

Respectfully submitted,



Ed Goldman
Public Information Officer

Recommendation Approved:



Walter J. Slipe, City Manager

April 28, 1981

**CITY OF SACRAMENTO
ANNUAL BUDGET**

Department	Division		Activity	
NON-DEPARTMENTAL	UTILITY USERS' TAX REBATE		UTILITY USERS' TAX REBATE	
CLASSIFICATION	1979-80 Actual Expenditures	1980-81 Budget	Fiscal Year 1981-82	
			Preliminary	Final
EMPLOYEE SERVICES	\$ -0-	\$ -0-	\$ -0-	
OTHER SERVICES AND SUPPLIES	132,512	218,000	200,000	
EQUIPMENT	-0-	-0-	-0-	
OPERATING TOTAL	\$132,512	\$218,000	\$200,000	

SOURCE OF FUNDS

General Fund	\$132,512	\$218,000	\$200,000
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PROGRAM INFORMATION

The Utility Users' Tax Rebate was begun in FY 1977-78 with Ordinance No. 4011, 4th Series, and provided that certain Senior Citizens could receive a rebate of up to 50% or \$6.00, whichever was less, for City Utility Users' Taxes paid on natural gas, electricity, and telephone services.

The program for rebate of 1978 taxes carried out in FY 1978-79 included a change from 50% or \$6.00, whichever was less, to 50% or \$12.00, whichever was less. Three changes to the 1979 program year occurred in FY 1979-80 which were: 1) the inclusion of 100% disabled citizens as eligibles, 2) the increase of the maximum rebate to cover 100% of the utility Users' Tax up to a maximum of \$30 per calendar year, and 3) the increase of the maximum gross income requirement from \$6,500 to \$9,600.

In FY 1980-81, the 1980 program was further changed to provide a minimum of \$30 rebate and a maximum of \$36 rebate provided that amount was supported with copies of receipts as recommended in the FY 1980-81 Annual Budget.

APPROPRIATION HIGHLIGHTS

Fiscal Year 1980-81 provides \$218,000 for calendar year 1980 rebates that will be made in June of 1981. At this point in time the actual cost of the 1980 Rebate Program is unknown. However, based on past experience and even anticipating an increase in participation due to a more active and enhanced effort to reach more Senior Citizens and disabled persons, \$200,000 should be adequate funding for the 1981 Program.

CITY OF SACRAMENTO
ANNUAL BUDGET

Department NON-DEPARTMENTAL	Division UTILITY USERS' TAX REBATE	Activity UTILITY USERS' TAX REBATE
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Statistical information and Program Users' Tax Rebate history are shown below:

	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>
Income Qualifications				
Senior Citizens (less than)	\$ 6,500	\$ 6,500	\$ 9,600	\$ 9,600
100% Disabled (none)	-	-	1st year included	none
Amount of Rebate	50% or \$6.00 whichever is less	50% or \$12.00 whichever is less	100% or \$30.00 whichever is less	\$30.00 to \$36.00 (supported)
Period Covered	6 months	12 months	12 months	12 months

	<u>1977</u>	<u>1978</u>	<u>1979</u>
Declaration forms mailed	100,000	91,600	92,500
Declaration forms received	3,040	2,507	4,729
Denials made	791	386	233
Refunds granted-Sr. Citizens	2,249	2,121	4,036
Refunds granted-Disabled	-	-	460
Total cost of refund	\$13,302	\$24,917	\$114,683
Additional program costs	\$ 5,340	\$ 2,561	\$ 5,736
Average refund	\$ 5.91	\$ 11.75	\$ 25.51

NOTE: 1977 Program provided for maximum rebate of \$6.00. 1978 Program provided for maximum rebate of \$12. 1979 Program provided for maximum rebate of \$30.

POLICY CONSIDERATIONS

We seem to have reached a point in the administration of this program where we are providing a fair and equitable rebate to those qualified citizens based on the understood intent of the City Council. At this time it is recommended that the program requirements remain the same.

SUMMARY OF PRELIMINARY BUDGET

Total Appropriation	-\$18,000	-8.3%
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CITY OF SACRAMENTO

DEPARTMENT OF FINANCE
DIVISION OF UTILITY SERVICES

915 "I" STREET
ROOM 112

SACRAMENTO, CA 95814
TELEPHONE (916) 449-5454

LINDA TRETHEWAY
UTILITY BILLING SUPERVISOR

March 16, 1981

MEMORANDUM

TO: Ed Goldman, Public Information Officer

FROM: Linda Tretheway, Utility Billing Supervisor

SUBJECT: FLYER DISTRIBUTION : UTILITY USERS' TAX REBATE

Beginning today and throughout the week, Field Inspectors from Utility Billing will be delivering 10 copies of the flyer and 25 blank application forms to the places listed below:

Arthritis Foundation-North Eastern California Chapter
Asian Community Center
Asian Legal Services
California Commission on Aging
California Department on Aging
California Department of Consumer Affairs
Camellia City Center
City of Hope, Chapter 13
Elderly Nutrition Program - Meals on Wheels
Family Service Agency of the Greater Sacramento Area
Federal Information Center
George Sims Center
Golden Agers Club
Golden Years Senior Citizens Club
Hagginwood Center
Kaiser/Permanente Medical Center
La Casita Concilio
Legal Center for the Elderly and Disabled
LULAC Elderly Services Agency
Main Office Elderly Nutrition Program
Congressman Matsui - 3rd District
New Helvetia
Northgate Center
Oak Park Center
PASA - Programs for Active Senior Adults
President James Monroe Manor

Ralph's Dance Orchestra
Red Cross
Sacramento Alcoholism Center
Sacramento Community Commission for Women
Sacramento County Consumers Protection Bureau
Sacramento Indian Center, Inc.
St. Joseph Senior Citizen Club
St. Paul's Center
Salvation Army
Senior Health Day Care Center
Senior Union for Social Justice
Shepard Garden and Art Center
Stanford Settlement Senior Center
Sutter Memorial Hospital
27th & J Street Center
United Christian Centers of the Greater Sacramento Area, Inc.
Women's Civic Improvement Community Center
YMCA - Pasatiempo Club and Workshop

In addition to the list you provided, the Inspectors will also leave flyers and blank forms at trailer parks and other Senior Centers and Churches where they know a large group of Senior Citizens and Disabled persons live and or attend various programs. A list of these places will be added to the above for next year's program.

Linda

Linda Tretheway
Utility Billing Supervisor

LT:smg

cc: Jack Crist, Director of Finance
Lloyd Connelly, Councilman District 6
Walter Slipe, City Manager

IMPORTANT:

QUALIFICATION CONDITIONS

SENIOR CITIZENS:

1. THE CLAIMANT MUST BE THE "HEAD OF HOUSEHOLD". THIS MEANS THE PERSON FILING OR WHO WOULD FILE A FEDERAL INCOME TAX RETURN AS HEAD OF HOUSEHOLD, OR SINGLE INDIVIDUAL, OR THE HUSBAND OR WIFE IF A JOINT RETURN IS FILED.
2. THE CLAIMANT MUST REACH AGE 65 DURING THE YEAR OF CLAIM.
3. THE COMBINED ANNUAL "GROSS INCOME" OF THE HOUSEHOLD MUST BE LESS THAN \$9,600 FOR THE PRECEDING CALENDAR YEAR — 1980.
4. THE UTILITY SERVICE FOR WHICH YOU PAID TAX MUST HAVE BEEN DELIVERED TO THIS RESIDENCE.
5. NO OTHER APPLICATION FOR A REFUND CAN HAVE BEEN MADE FOR THE SAME CALENDAR YEAR.

"GROSS INCOME":

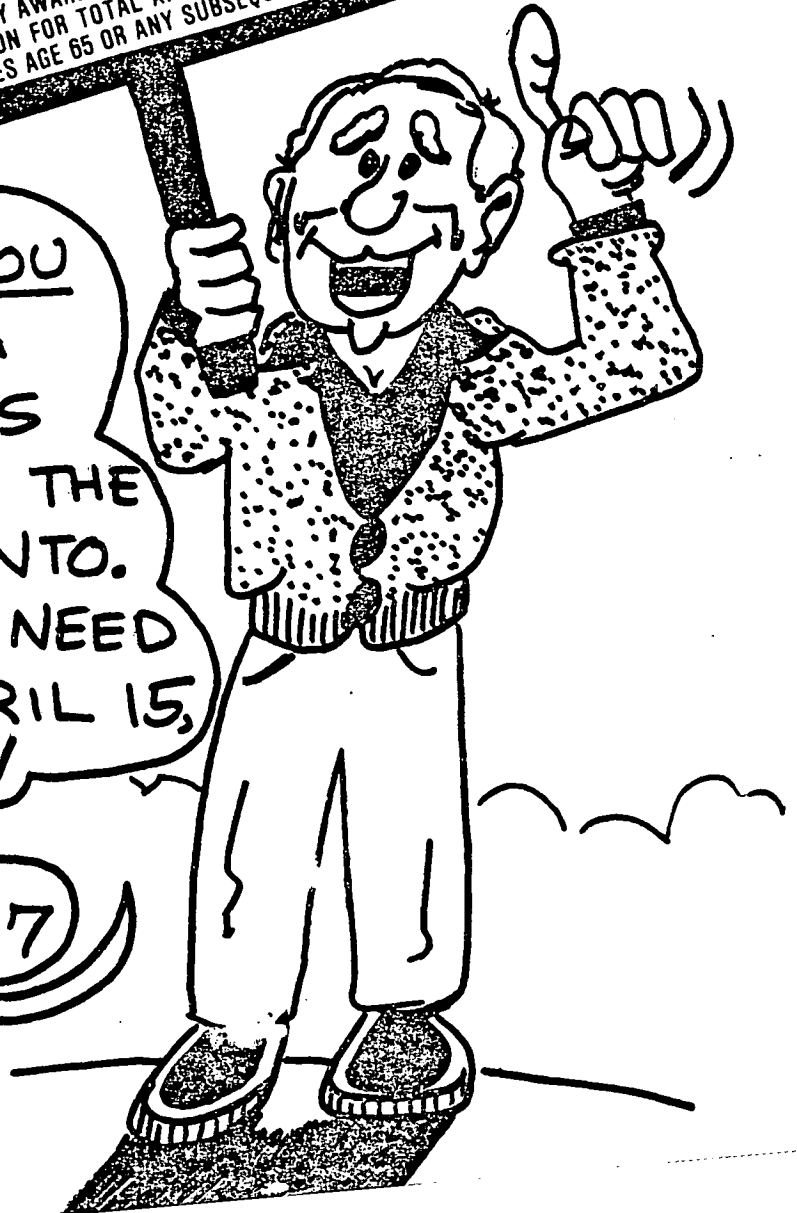
INCLUDES ALL COMPENSATION FOR WAGES, SALARIES, TIPS, INTEREST INCOME, DIVIDENDS, RENTAL INCOME (AFTER EXPENSES) ROYALTIES, PENSIONS, ANNUITIES, SOCIAL SECURITY, AND ALIMONY.

100% DISABLED:

TOTAL AND PERMANENT DISABILITY MEANS THAT THE INDIVIDUAL IS UNABLE TO ENGAGE IN ANY SUBSTANTIAL GAINFUL ACTIVITY BY REASON OF A MEDICALLY DETERMINABLE PHYSICAL OR MENTAL IMPAIRMENT WHICH (A) CAN BE EXPECTED TO LAST FOR A CONTINUOUS PERIOD OF 12 MONTHS OR MORE OR (B) CAN BE EXPECTED TO RESULT IN DEATH. A CERTIFICATE FROM A QUALIFIED PHYSICIAN OR A COPY OF: (1) VETERANS ADMINISTRATION LETTER OF DISABILITY AWARD OR (2) SOCIAL SECURITY ADMINISTRATION LETTER OF DISABILITY AWARD MUST ACCOMPANY THIS DECLARATION. A DISABLED PERSON IS NOT PERMITTED THE EXCLUSION FOR TOTAL AND PERMANENT DISABILITY FOR THE TAXABLE YEAR DURING WHICH HE OR SHE REACHES AGE 65 OR ANY SUBSEQUENT YEAR.

HEY! DO YOU QUALIFY FOR A REBATE? READ THIS INFORMATION FROM THE CITY OF SACRAMENTO. IF YOU APPLY, YOU NEED TO DO SO BY APRIL 15, 1981 AT 5 P.M.!

CALL 449-5177 FOR FORMS OR DETAILS!





CITY OF SACRAMENTO

OFFICE OF THE CITY CLERK

915 I STREET

CITY HALL ROOM 203

SACRAMENTO, CALIFORNIA 95814

TELEPHONE (916) 449-5426

LORRAINE MAGANA
CITY CLERK

April 23, 1981

Mary Murphy
1521 "U" Street, #D
Sacramento, CA 95818

Dear Ms. Murphy:

Per your suggestion to Councilman Lloyd G. Connelly that City staff make arrangements with the State Department of Health Services to insert mailers announcing the annual rebate program with the Medi-Cal cards, the City Manager's Office has prepared a report to submit before the Sacramento City Council.

Attached is a copy of the report to be submitted. This item will be discussed at the regular City Council meeting on Tuesday, April 28, 1981. The meetings are held in the Council Chamber, City Hall Second Floor, 915 "I" Street, Sacramento, and begin at 7:30 p.m. You are welcome to come to the meeting and address the Council on this matter.

Sincerely,


Lorraine Magana
City Clerk

MM/LM/mm
Attachment

cc: Councilman Connelly





RECEIVED
CITY CLERK'S OFFICE
CITY OF SACRAMENTO

City of Sacramento

CALIFORNIA

APR 21 3 59 PM '81

LLOYD G. CONNELLY
COUNCILMAN, DISTRICT 6
CITY HALL
915 I STREET
SACRAMENTO, CALIFORNIA 95814
(916) 449-5409

RESIDENCE
6150 11TH AVENUE
SACRAMENTO, CALIFORNIA 95820
(916) 455-8950

April 16, 1981


Lorraine Magana
City Clerk

Lorraine:

Would you insure that Mary Murphy of 1521 U Street #D, Sacramento, California 95818 is notified when the City Manager reports back regarding the notification procedure for the Senior Citizen's/Disabled Rebates via Medi-Cal.

Thank you for your assistance.

Cordially,


Lloyd G. Connelly
City Councilman
District 6

cc: Walter Slipe
Mary Murphy

LGC/td

*Send copy of
item to her
& date & time
of meeting
4/28/81*



CITY OF SACRAMENTO

OFFICE OF THE CITY CLERK
915 I STREET SACRAMENTO, CALIFORNIA 95814
CITY HALL ROOM 203 TELEPHONE (916) 449-5426

LORRAINE MAGANA
CITY CLERK

MEMORANDUM

TO: BUDGET AND FINANCE COMMITTEE CHAIRMAN
FROM: LORRAINE MAGANA, CITY CLERK *LM*
SUBJECT: REFERRAL TO ITEM NO. 35, AGENDA OF APRIL 28, 1981
DATE: APRIL 28, 1981

Pursuant to Council action, the following subject matter is referred to your committee for hearing, report and recommendation:

Report re Publicizing of Utility Users Tax Rebate Program

LM:sj

cc: Councilperson Hoerber
" Pope
" Thompson
Utility Billing