



Office of the City Manager

03

CONSENT CALENDAR

June 24, 2025

To: Honorable Mayor and Members of the City Council
From: Paul Buddenhagen, City Manager
Submitted by: Peter Radu, Assistant to the City Manager
Subject: Recommendations for County Measure W Funding

RECOMMENDATION

Send a letter to the Alameda County Board of Supervisors outlining the City Council's priorities for initial rounds of funding from Measure W, a half-cent sales tax increase passed by Alameda County voters in November 2020.

FISCAL IMPACTS OF RECOMMENDATION

There are no costs associated with adopting this recommendation. However, the letter outlines a specified array of Berkeley homelessness and supportive housing programs that will require millions of dollars in County general fund (Measure W funding).

CURRENT SITUATION AND ITS EFFECTS

This report responds in part to the City Council's referral from May 20, 2025, directing the City Manager as follows:

1. Direct the City Manager to identify any additional funding opportunities available through 2024 Measure W and affirm the City Council's position that local jurisdictions such as Berkeley that are heavily impacted by the housing and mental health crisis should be considered for an equitable share and speedy receipt of 2024 Proposition 1 funding from Alameda County.
2. Further, direct the City Manager to affirm that the City Council's position is that, to the extent possible, Measure W and any other locally sourced funds should be used to support Berkeley-specific homelessness services needs.

Staff are currently compiling recommendations for programs and opportunities to include in a letter to be submitted to the Alameda County Board of Supervisors. Because City staff only recently became aware that the Alameda County Board of Supervisors will be discussing Measure W resource allocations at its meeting scheduled for July 8, 2025, a proposed letter for the Board of Supervisors is still being developed. The letter will be made available to the City Council as a supplemental item leading up to the June 24, 2025 City Council meeting. Once adopted by the City Council, the letter

will be promptly submitted to the County and serve as a framework to advocate for Measure W resources that are needed to address homelessness in our community.

BACKGROUND

In November 2020, Alameda County voters approved Measure W, a half-cent general fund sales tax increase. The Measure was tied up in litigation for several years but in April, 2025 this litigation was resolved. In anticipation of this resolution, on December 12, 2024, the Alameda County Board of Supervisors approved a plan to spend an initial \$390 million in Measure W funds on a variety of efforts to support homelessness.

On May 20, 2025, the City Council approved a referral to the City Manager as follows:

1. Direct the City Manager to identify any additional funding opportunities available through 2024 Measure W and affirm the City Council's position that local jurisdictions such as Berkeley that are heavily impacted by the housing and mental health crisis should be considered for an equitable share and speedy receipt of 2024 Proposition 1 funding from Alameda County.
2. Further, direct the City Manager to affirm that the City Council's position is that, to the extent possible, Measure W and any other locally sourced funds should be used to support Berkeley-specific homelessness services needs.

ENVIRONMENTAL SUSTAINABILITY AND CLIMATE IMPACTS

There are no environmental impacts associated with this report or recommendation.

RATIONALE FOR RECOMMENDATION

The items recommended for funding in this report are largely based on recommendations from the formal gaps and needs analysis performed by city staff and presented to the City Council on July 9, 2024.¹ This report provided recommendations to guide future funding opportunities, specifically that the City should prioritize:

- Accelerating the transition to non-congregate shelter
- Funding permanent supportive housing
- Investing in targeted homelessness prevention

ALTERNATIVE ACTIONS CONSIDERED

None.

¹ See: <https://berkeleyca.gov/sites/default/files/documents/2024-07-09%20Item%2016%20Referral%20Response%20%20Gap%20Analysis%20of%20Berkeley%E2%80%99s%20Homelessness.pdf> and <https://berkeleyca.gov/sites/default/files/documents/Revised%20Agenda%20Material%20-%20Item%2016.pdf>

Recommendations for County Measure W funding

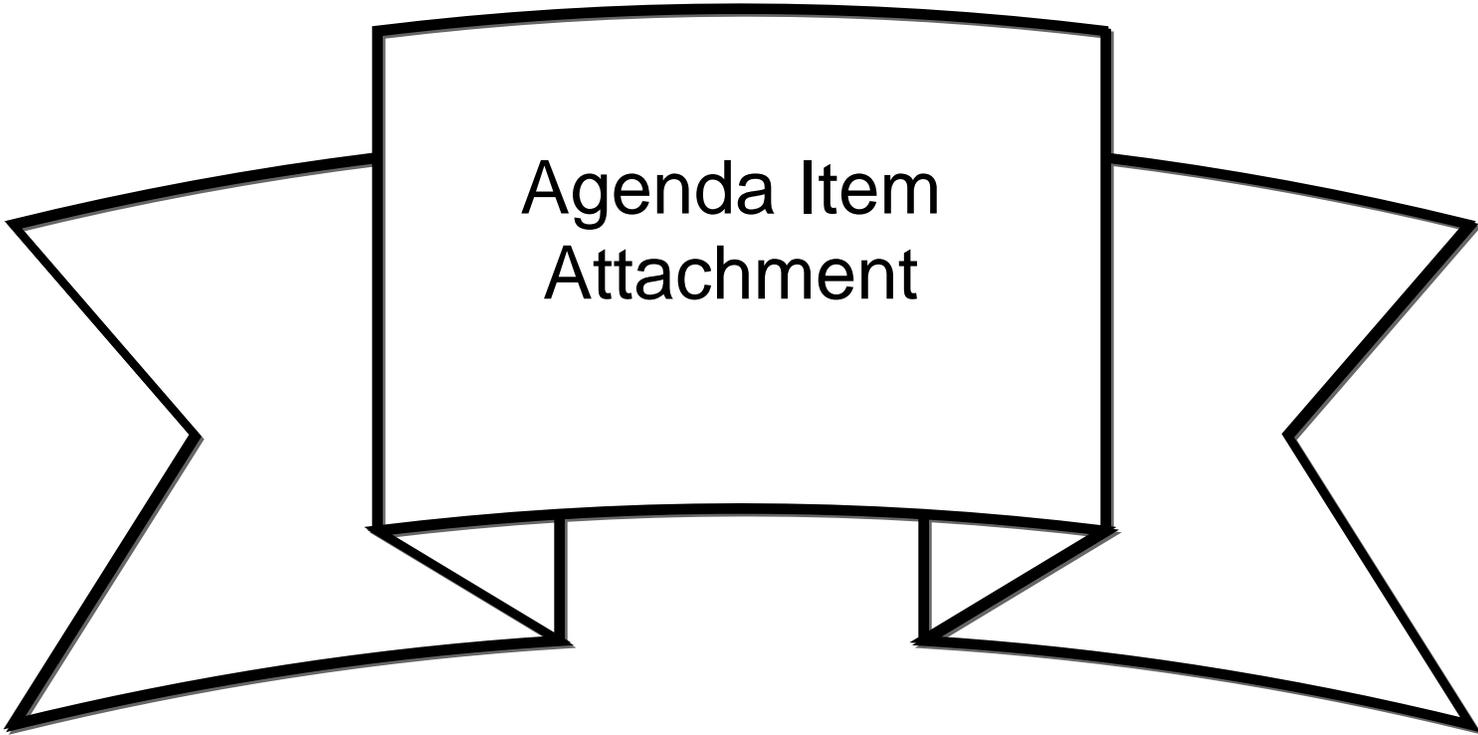
CONSENT CALENDAR
June 24, 2025

CONTACT PERSON

Peter Radu, Assistant to the City Manager, 510 981-7045

Attachments:

1: Letter to Alameda County Board of Supervisors



Agenda Item Attachment

This attachment will be provided to the City Council and the public prior to the meeting (including posting to the city website) in accordance with the requirements for revised and supplemental materials in the Open Government Ordinance.

City Clerk Department
2180 Milvia Street
Berkeley, CA 94704
(510) 981-6900

The City of Berkeley, City Council's Web site:
<http://berkeleyca.gov>