

Dear Mayor and Council Members:

On behalf of City Manager Ed Shikada, please find below the staff responses to questions made by Councilmember DuBois regarding the [Monday, August 1 Council Meeting](#) consent agenda items:

- Item 1, Appreciation for Assembly Member Marc Berman**
- Item 2, Study Session on Status of National and Regional Airplane Noise Initiatives**
- Item 11, Sales Tax Digest Summary Calendar 2022 Q1**

Staff responses are below:

**Item 1 Appreciation for Assembly Member Marc Berman; and Item 2 Study Session on Status of National and Regional Airplane Noise Initiatives**

- 1. Where are the reports/text for Items #1 and #2?**  
**Answer:** There are no written staff reports for Items 1 and 2. Item 1 is an informal discussion with Assemblymember Berman to express appreciation for securing \$5.4 million in State funding for Fire Station 4 at Middlefield/Meadow. Item 2 will have a short presentation made available before the Council meeting.

**Item 11 Sales Tax Digest Summary Calendar 2022 Q1**

- 1. Page 144 - titles "non confidential sales tax segments" - what does this mean? What segments are confidential? This is a high-level summary and I'd like to understand what is excluded?**  
**Answer:** Data that contains individual taxpayer names is confidential. If a segment is so narrow that listing it would allow a reader to determine the specific taxpayer, the information would also be considered confidential. This is a standard report from the City's sales tax consultant, Palo Alto does not have any segments excluded due to confidentiality guidelines in this table.
- 2. Packet page 148 - it looks like all areas and categories in the city are doing quite well except for California Ave retail. Any ideas why it declined further?**  
**Answer:** For California Avenue, retail business segment is very small, such that this variation should not be construed as a trend relative to other areas (each of which are several times larger).

Thank you,  
Joanna



CITY OF  
**PALO  
ALTO**

**Joanna Tran**

Executive Assistant to the City Manager  
Office of the City Manager

(650) 329-2105 | [joanna.tran@cityofpaloalto.org](mailto:joanna.tran@cityofpaloalto.org)

[www.cityofpaloalto.org](http://www.cityofpaloalto.org)

