

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL

FROM: DEBORAH LAUCHNER, CHIEF FINANCIAL OFFICER  
FINANCE DEPARTMENT

SUBJECT: STUDY SESSION OUTLINING POLLING RESULTS

AGENDA ACTION: NONE

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RECOMMENDATION

It is recommended by the City Manager Office and Finance Department that the Council hold a Study Session discussing the results from polling the community. This item is for information only and no action will be taken.

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EXECUTIVE SUMMARY

The purpose of this study session is to provide information regarding community sentiments on City services and issues that could come before the voting public. This item relates to Council Goal 2B Financial Sustainability; Council Priority 1.3, Create a plan to address infrastructure and deferred maintenance throughout the community.

BACKGROUND

In November 2015, the Council directed staff to do research and analysis, commonly referred to as polling, of the public sentiment regarding the Long Term Financial Policy Subcommittee (LTFP) recommendation regarding amending Measure O baseline calculations along with other possible ballot initiatives. In addition, the Council directed the City Manager to hire consultants to conduct polling regarding Measure P, affordable housing, City infrastructure and medical marijuana along with several other needs of the City that require approval by the voting public. This polling is necessary in order for the City to develop a three to five year strategy addressing these needs. This study session provides a discussion regarding the results from polling our community.

PRIOR CITY COUNCIL REVIEW

On November 10, 2015, the City Council directed staff to do research and analysis, commonly referred to as polling, of the public sentiment regarding the LTFP recommended amendment to the Measure O baseline calculation, along with other

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possible ballot measures such as Measure P, affordable housing, infrastructure and medical marijuana along with other needs of the City requiring approval by the voting public. The Council appropriated funds and authorized hiring consultants to assist staff with the work associated with this project.

FISCAL IMPACT

There is no fiscal impact from holding a study session.

ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guideline section 15378.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

The LTFP subcommittee met several times from April 2015 through October 2015 and made their recommendations to the entire Council on November 10, 2015.

NOTIFICATION

Not applicable.

CONTACT

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