



Briefing: Planning for Ballot Measure Submittal

Long Term Financial Policy and Audit Committee

13 May 2021

Planning for Ballot Measure

- ✓ Understand legal deadlines for calling an election
- ✓ Initial polling to narrow in on type of tax
- ✓ Informal education process
- ✓ Final polling to confirm support

- ❑ Public Safety Special Tax (old Measure O) sunsets on March 31, 2025
- ❑ Revenue measures considered in the past:
 - ❑ Modernize UUT to include cellular devices
 - ❑ Increase Transient Occupancy Tax
 - ❑ General Obligation bonds
- ❑ Approximately one month to develop survey questions,
- ❑ Recall election in November 2021 could impact polling
- ❑ Advice from polling firms is to do initial surveys this summer (mid-July to early August 2021); begin informal education at the beginning of 2022; final round of polling June 2022
- ❑ August 9, 2022, last regular Council meeting prior to deadline to call election