



# Professional Services Agreement with Terris Barnes Walters Boigon Heath Lester, Inc for Public Safety Special Tax Outreach

City Council Meeting  
March 29, 2022

Alan Alton  
Chief Financial Officer, Finance

# CURRENT

- The City's public safety special tax, known as Measure O, was passed by the voters in November 2004, and will expire on March 31, 2025
- The revenue from this non-General Fund special tax fund enhanced Police, Fire, and Violence Prevention Programs for the community
- An opinion survey conducted in October 2021 showed support for renewing the tax, but the support was less than the two-thirds support needed

# PROPOSED

- The City seeks to engage the services of the firm Terris Barnes Walters Boigon Heath Lester, Inc. (TBWBHL) to assist with education and outreach
- The purpose of this outreach will highlight the work done by the Measure O programs in the community
- The outreach will include informational brochures, social media posts, web FAQs
- Funding exists in existing appropriations to pay for the contract

# BENEFIT

- Measure O programs have provided vital community services for almost twenty years
- Should the tax not be renewed, the programs would not have a funding source, and would end
- Educating the community about the benefits the Measure O programs and the impacts should we lose them are an important part of the renewal effort
- TBWBHL will provide the expertise the City needs to provide critical educational outreach

# RECOMMENDATION

It is recommended by the Finance Department that the City Council, by resolution, approve a professional services agreement with Terris Barnes Walters Boigon Heath Lester, Inc., San Francisco, CA, to provide informational outreach relative to developing a November 2022 ballot measure to renew the City's Public Safety Special Tax (known as Measure O), in an amount not to exceed \$200,000.

QUESTIONS?