

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL

FROM: DEBORAH LAUCHNER, CHIEF FINANCIAL OFFICER
FINANCE DEPARTMENT

SUBJECT: BALLOT MEASURES FOR CONSIDERATION FOR NOVEMBER
2016 ELECTION

AGENDA ACTION: SELECT OPTION AND PROVIDE DIRECTION

RECOMMENDATION

It is recommended by the City Manager and Chief Financial Officer that the Council, by motion, select one or more ballot measure and direct staff to draft the required ordinance(s) for Council consideration and approval on July 26, 2016 in order to meet the deadlines for inclusion on the November 2016 ballot.

EXECUTIVE SUMMARY

The City Council held a Study Session on June 28, 2016 at which it received an analysis of the results from polling our community regarding a variety of possible ballot measures. Based on the information provided at the Study Session, one or more ballot measures could be added to the November 2016 ballot. Staff is looking for direction on the ballot measure(s) the Council would like to include in the election.

BACKGROUND

In November 2015, the Council directed staff to conduct 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 public opinion polling regarding a measure to amend Measure P, as well as measures addressing affordable housing, City infrastructure, and medical marijuana, along with several other needs of the City that require approval by the voting public.

At the Study Session on June 28th, the Council received information about the public sentiment on a variety of possible ballot measures.

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 possible ballot measures, including amendments to 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.

On June 28, 2016, the City Council held a Study Session to discuss the findings from the polling.

FISCAL IMPACT

The current estimated cost for placing additional measures on the November 2016 ballot is \$128,000 each. The FY 2016-17 adopted budget includes \$255,000 to cover two additional ballot measures.

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 Long Term Financial Policy Subcommittee met several times from April 2015 through October 2015 and made their recommendations to the entire Council on November 10, 2015.

The Long Term Financial Policy Subcommittee met June 20, 2016 to review and discuss the polling results.

NOTIFICATION

Not applicable.

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ATTACHMENTS

None

CONTACT

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