



City of Emeryville

CALIFORNIA

MEMORANDUM

DATE: February 6, 2018

TO: Carolyn Lehr, City Manager

FROM: Susan Hsieh, Finance Director

SUBJECT: Resolution Of The City Council Of The City Of Emeryville Authorizing The City Manager To Enter Into A Professional Service Agreement With NBS In An Amount Not To Exceed \$170,348 For Assistance With Bond Measure Development and Rollout

RECOMMENDATION

Staff recommends that the City Council authorize the City Manager to enter into a Professional Service Agreement (PSA) with NBS in an amount not to exceed \$170,348 for assistance with bond measure development and rollout.

BACKGROUND

At the December 19, 2017 Special Study Session, a team of consultants presented the results of the revenue study, including a resident poll. Following the presentation, the City Council directed staff to place a \$50 million housing bond and a \$10 million parks bond on the June 2018 ballot and place the cannabis tax measure on the November 2018 ballot. The Council also directed staff to further explore the potential parking tax and parcel tax measures.

NBS has submitted a proposal, and has coordinated a team of professionals to assist the City with the June and November 2018 election efforts. Below is a brief description of each team and their respective roles.

TBWB, led by Charles Heath, will develop messaging and a community outreach strategy to educate and inform the public about the measures.

EMC, led by Emily Kirby Goodman, will conduct two polls that will include both phone and email to web interviewing. Based on experience in Emeryville the team expects to obtain approximately 200-300 interviews, based on the length of the survey and the response rate.

Tim Seufert, Managing Director for NBS, will provide overall coordination of the two separate revenue election efforts.

The key goal is to develop a well-organized and transparent community outreach program and provide information to the public through effective channels. This is an important step in the process toward a successful housing and parks bond measure. Also, through public opinion polls, the City will be able to determine the viability of the other three revenue measures (cannabis tax, parcel tax, and parking tax).

DISCUSSION

The consultants will provide services in the following key areas between January and November 2018.

Political/environmental analysis and feasibility assessment: Asses the political environment in which the election will occur. For example, are there other ballot measures that could compete with our measure?

Public information and outreach: Develop informational messaging and plan for getting the message out to the public. For example, inform and engage internal and external stakeholder groups such as elected leaders, committee members, business leaders, and community leaders.

Ballot measure development: Develop and refine the full text of the measure and other materials that will appear in the ballot pamphlet mailed to all voters.

Polling: Conduct a public opinion poll to determine the viability of the potential cannabis tax, parcel tax, and parking tax measures. Also conduct a poll before the November 2018 election to refine ballot language.

The consultants will also assist with election administration and attend council meetings as requested.

FISCAL IMPACT

Funds for the PSA in the amount of \$170,348 will be allocated from the General Fund Budget for fiscal years 2017-18 and 2018-19.

STAFF COMMUNICATION WITH THE PUBLIC

There has been no staff communication with the public regarding this report.

CONCLUSION

Staff recommends that the City Council adopt the attached resolution authorizing the City Manage to enter into a Professional Services Agreement with NBS. NBS has the training, expertise and knowledge to provide the required services

PREPARED BY: Susan Hsieh, Finance Director

**APPROVED AND FORWARDED TO THE
CITY COUNCIL OF THE CITY OF EMERYVILLE:**

A handwritten signature in blue ink that reads "Carolyn Lehr". The signature is written in a cursive, flowing style.

Carolyn Lehr, City Manager

ATTACHMENTS

1. Proposed Resolution
2. Professional Services Agreement