



# City of Emeryville

CALIFORNIA

## MEMORANDUM

**DATE:** May 21, 2019

**TO:** Christine Daniel, City Manager

**FROM:** Susan Hsieh, Finance Director

**SUBJECT:** **Consideration Of Potential Revenue Measures For 2020**

### RECOMMENDATION

Staff requests that the City Council receive the staff report and provide direction on whether to pursue one or more revenue measures during the upcoming elections in 2020 and if so, what next steps the Council would like staff to undertake in furtherance of that process.

### BACKGROUND

The Budget & Governance Committee requested information about the process and timeline for placing revenue measures on a ballot in 2020, including the budget implications for that process. This report was presented to the Committee at its May 3, 2019 special meeting and the Committee requested that the item be scheduled for discussion at the regular City Council meeting on May 21, 2019.

The City of Emeryville's most recent revenue generating ballot measures were Measure C, the affordable housing bond, on the June 2018 primary election ballot; and Measure S, the cannabis business license tax on the November 2018 general election. In advance of placing those measures on the ballot, the City conducted a community survey (poll), the results of which were provided to the City Council in December 2017. The survey assessed voter support for four different revenue measures: housing bond, cannabis tax, parking tax and parcel tax supporting services such as police, fire, rapid 9-1-1 response and afterschool programs for children. The City Council ultimately placed the housing bond on the ballot in June 2018 and the cannabis tax measure on the ballot in November 2018. Both measures were approved by the voters.

This report provides the Committee with an overview regarding the March and November 2020 election timelines and the estimated costs associated with those elections.

## DISCUSSION

There are legislative deadlines to place measures on the March or November 2020 ballots. The following charts include deadlines for the two elections. The next section of the report will address timelines for developing information in advance of the legislative process.

### Timeline for March 2020 Primary Election

Date	Task
• <b>December 3, 2019</b>	<b>Last</b> City Council meeting to call election: Action to approve a Resolution calling the March election; requesting consolidation with the County Statewide Primary Election; authorizing the City to request from and reimburse the Registrar for election services; and submitting the ballot question(s)
• <b>December 6, 2019</b>	Deadline to file Resolution described above with Alameda County
• <b>December 13, 2019</b>	Deadline to file Arguments In Favor/Against the Measure
• <b>December 20, 2019</b>	Deadline to file Rebuttals to Arguments In Favor/Against the Measure
• <b>January 23, 2020</b>	First day to mail sample ballots
• <b>February 3, 2020</b>	Early Voting begins
• <b>February 17, 2020</b>	Close of Voter Registration Period
• <b>February 25, 2020</b>	Last day to request a Vote By Mail Ballot
* <b>March 3, 2020</b>	Election Day

### Timeline for November 2020 General Election

Date	Task
• <b>July 21, 2020</b>	City Council meeting to call election: Action to approve a Resolution calling the November election; requesting consolidation with the County Statewide General Election; authorizing the City to request from and reimburse the Registrar for election services; and submitting the ballot question(s)
• <b>August 7, 2020</b>	Deadline to file Resolution described above with Alameda County
• <b>August 14, 2020</b>	Deadline to file Arguments In Favor/Against the Measure

• <b>August 21, 2020</b>	Deadline to file Rebuttals to Arguments In Favor/Against the Measure
• <b>September 24, 2020</b>	First day to mail sample ballots
• <b>October 5, 2020</b>	Early Voting begins
• <b>October 19, 2020</b>	Close of Voter Registration Period
• <b>October 27, 2020</b>	Last day to request a Vote By Mail Ballot
* <b>November 3, 2020</b>	Election Day

## Ballot Measure Development

If the City Council wishes to pursue ballot measures for 2020, staff would work with consultants to develop the measures and qualify them for the ballot. The key tasks are outlined below.

- Identify areas of focus for the measure(s), including financial analyses, and conduct one or more community surveys
- Develop tax rate statements and structure for the measure(s), e.g. parcel tax, sales tax, bond, including taxpayer accountability provisions and reporting processes.
- Prepare the full text of the measure(s) and other materials that will appear in the ballot pamphlet mailed to all voters.
- Present documents to City Council for formal approval and submission to the Registrar of Voters.

The schedule below reflects a possible approach leading up to the March 2020 primary:

- June 2019: Issue RFP for community engagement consultant
- July 23, 2019: City Council meeting to (1) award consultant contract to conduct community survey and prepare educational materials; and (2) identify areas of focus for community survey
- August 2019: Staff and consultant develop survey
- September 2019: Consultant conducts survey
- October 1, 2019: City Council study session to consider survey results
- October 15, 2019: City Council meeting to determine ballot measure topic(s)
- November 19, 2019: City Council meeting to consider Resolution calling March 3, 2020 election and approving ballot language
- *December 3, 2019: Last Council meeting to adopt Resolution calling the March 3, 2020 election and approving ballot language*

A similar timeline would attach to the November 3, 2020 general election, with the RFP for a community engagement consultant likely being issued in November of 2019, following at least one City Council study session in October 2019 to identify focus areas for the community survey and possible ballot measures.

### Estimated Costs

The table below summarizes the costs for placing the housing bond measure on the ballot in June 2018. The proposed FY 2019-2020 budget will include \$80,000 in non-departmental expenditures that can be used for consulting services for ballot measures.

Consultant Scope of Services	Cost
Public information and outreach, political/environmental analysis and feasibility assessment, and polling.	\$ 83,764
Tax rate impact analysis, bond authorization structuring options, and long-term financing plan.	\$ 30,464
Bond counsel and legal counsel	\$ -
County Registrar election services and publishing cost	\$ 36,538

### Public Information and Community Engagement

If the Council decides to move forward with a ballot measure or measures, staff will work with consultants to develop educational materials and conduct community outreach, as time allows, for any measure. The engagement would offer the community information about the purpose of the measure(s). Below are the key tasks for such an effort.

- Develop informational messaging and plan for communicating with the public.
- Engage internal and external stakeholder groups such as elected leaders, committee members, business leaders, and community leaders.
- Provide information to the public through tools such as City website, social media, videos, newsletters, emails, direct mail, and community meetings.

The Government Code prohibits the use of public resources by a local agency to advocate approval or rejection of a ballot measure. However, a public agency may expend public funds to provide factual, neutral and balanced educational information about a measure.

## **FISCAL IMPACT**

Please refer to the discussion above. For consultant contracts that are over \$45,000, staff will submit them to the Council for approval. The City Manager is authorized to approve contracts that are under \$45,000.

**PREPARED BY:** Susan Hsieh, Finance Director

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



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Christine Daniel, City Manager