

RESOLUTION NO. 21-115

Resolution Of The City Council Of The City Of Emeryville Authorizing The City Manager To Execute A Contract With Clifford Moss In An Amount Not To Exceed \$63,250 To Assess Possible Revenue Measure Opportunities For 2022

WHEREAS, the City has seen General Fund revenue shift and decrease over time due to changes in the economy, and more recently because of the economic slowdown associated with the global pandemic; and

WHEREAS, the City's primary revenue sources, Transient Occupancy Tax (TOT), Sales Tax and Business License tax, are all uniquely vulnerable to economic fluctuations; and

WHEREAS, the Budget and Governance Committee requested that staff analyze options for the City to increase revenue, including possible revenue measures to be placed on the ballot in the 2022 election cycle; and

WHEREAS, following a Request for Proposal process conducted in June 2021, the City selected Fieldman Rolapp Associates (FRA) for the initial tax measure feasibility analysis, with Clifford Moss providing management and guidance for the project as part of that contract; and

WHEREAS, on October 14, 2021, FRA presented the results of their analysis of revenue measures to the Budget and Governance Committee who then recommended the City enter into a contract with Clifford Moss for overall project management, including a subcontract with FM3 Research to conduct the public opinion surveys; now, therefore, be it

RESOLVED, by the City Council of the City of Emeryville that the City Manager is authorized to execute a contract with Clifford Moss to assist the City in assessing and developing possible revenue measures for the 2022 election cycle in an amount not to exceed \$63,250 and any necessary amendments thereto other than those increasing contract cost.

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ADOPTED, by the City Council of the City of Emeryville at a regular meeting held Tuesday, November 2, 2021, by the following vote:


AYES:	<u>4</u>	Mayor Martinez, Vice Mayor Donahue, and Council Members Bauters and Medina
NOES:	<u>0</u>	_____
ABSTAIN:	<u>0</u>	_____
ABSENT:	<u>0</u>	_____

DocuSigned by:

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 MAYOR

ATTEST:

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 CITY CLERK

APPROVED AS TO FORM:

DocuSigned by:

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 INTERIM CITY ATTORNEY

ATTACHMENTS

- Exhibit A – Contract