

DATE: July 5, 2016

TO: Mayor Stokes and City Councilmembers

FROM: Brad Miyake, City Manager  
Toni Rezab, Interim Finance Director  
Dave Berg, Transportation Director  
Ron Kessack, Assistant Transportation Director  
Mark Risen, Fire Chief

SUBJECT: Public Engagement on the Long Range Financial Plan

The City Council has been in a sustained review of Capital Investment Program long range financial planning. The focus of this work narrowed in on identified gaps between citizen and Council priorities, and available funding in three specific areas (described more fully in materials presented on May 16, 23, and June 6):

- Options to address the need for significant mobility projects supporting growth in the City's BelRed and Downtown areas, including pursuit of a loan through the federal government's TIFIA (Transportation Infrastructure Finance and Innovation) program;
- Funding for projects identified in the 2014 Fire Facilities Plan, including seismic upgrades at existing stations to ensure the ability to provide emergency response after an earthquake, replace aging infrastructure, and build a new fire station to serve the population centers of Downtown and BelRed; and
- Options to accelerate progress to complete a variety of smaller-scale transportation projects that improve neighborhood safety and connectivity for all users of the transportation system (pedestrian, bicycle and vehicles). While existing programs allow the City to fund a small number of safety and connectivity oriented projects annually, the backlog of demands is growing.

In addressing both the fire facilities and the acceleration of neighborhood safety and connectivity, the Council directed staff to pursue community feedback about a potential new voter-approved revenue. The table below provides an updated Community Outreach Plan, with the July 5, 11, 18, and 25 Council Study Sessions draft agendas noted. This draft plan will be updated as Council gives further direction.

Tonight, staff returns to provide you with a summary of the public engagement process and feedback received. As of this printing, staff is compiling the feedback and it will be provided in detail in your desk packet on Tuesday. Specifically, staff will provide:

- A summary and feedback received from the public open houses held on June 28, 29 and 30; and
- Interim results from an online survey, which went live on June 10.

The Transportation Commission met on May 26 and June 9 to discuss the potential Transportation ballot measure, and their feedback is attached for consideration (Attachment A). The Transportation Committee Chair and Vice-Chair will be in attendance to provide feedback and respond to questions if necessary.

No direction is being sought this evening. Staff will return on July 11 for direction on whether to continue to move forward with a voter approved ballot measure for the November election. More specifically, staff will be requesting answers to the following questions: (1) should the City proceed with both a fire facilities and a transportation neighborhood safety ballot measure? (2) if the City moves forward with both possible measures, should they be separated on the ballot or a combined measure?; (3) what is the rate and composition for each of the possible ballot measures?

The Council will decide as early as July 25 whether to place one or both of the possible ballot measures on the November ballot. The latest Council can take action in order to meet deadlines for inclusion on the November General Election is August 1. In order to move each of the possible ballot measures forward, the Council must take two actions: (1) adopt an ordinance explaining the measure and setting out the ballot language as it will appear on the November ballot; and (2) appoint pro and con committees that will prepare statements in favor of and in opposition to that ballot measure. The pro/con statements will be published in the voter's pamphlet. Each committee is comprised of no more than three people from the public, although an unlimited number of people can assist each committee if necessary.

In anticipation of Council's potential action on July 25, staff will ask members of the public to volunteer for potential pro and con committees. This call for volunteers will be done with the understanding that if no action is taken, the committees will be disbanded. Staff intends to make the call for volunteers through a press release, the use of the City's website and social media.

#### **Community Outreach Plan – Updated as of June 30, 2016**

Date/Time	Who	What	Status
May 16	Council Study Session	Update on the Long Range Financial Plan – Information and Discussion.	Done
May 23	Council Study Session	Direction received to: 1. Continue research around the priorities, and 2. To implement plan for stakeholder engagement around needs, potential projects and voted revenue options.	Done
		Brief on the Fire Long Range Facility Plan	Done
May 26	Transportation Commission	Brief on the priority of Neighborhood Safety and Connectivity, feedback and input.	Done
June 6	Council Study Session	Overall Status Update; Provided additional information regarding revenues including Councilmanic property tax, property tax history, and how has staff looked at the economic growth in the financial models.	Done
		Continued briefing and discussion on the Fire Long Range Facilities Plan.	Done
June 9	Transportation Commission	Continued feedback and input regarding Neighborhood Safety and Connectivity.	Done
Week of June 13	On Line Survey	Community wide online survey was opened on June 10. The survey will be open to everyone online through the end of July and will gather broad community input on the need, potential projects, and revenue options. Staff asked for interim responses as of July 1 to provide to Council on July 5.	Done

Week of June 27	Public Open Houses	Held three public open houses to obtain community input on the need, potential projects, and revenue options. The open houses were on June 28, 29 and 30 at three geographically different locations. The public was invited and the meetings were advertised by using tools such as the City's social media sites, List-Serves, Neighborhood Leadership connections, <i>It's Your City</i> , and a directed public mailer.	Done
July 5	Council Study Session	Return to Council with a summary of all community input.	Tonight
July 11	Council Study Session	Staff confirms direction, and addresses Council questions. Seeks direction to bring back draft ballot language and ordinance on July 18.  Specifically, staff will be requesting answers to the following questions: (1) should the City proceed with both a fire facilities and a transportation neighborhood safety ballot measure? (2) if the City moves forward with both possible measures, should they be separated on the ballot or a combined measure?; (3) what is the rate and composition for each of the possible ballot measures?	
July 18	Council Study Session	Staff provides draft ballot language and responds to Council questions.	
July 25	Council Study Sessions	Earliest anticipated Council action. Potential action includes adoption of an ordinance authorizing ballot measure for the November election. If Council authorizes a ballot measure, it also requires a resolution to appoint pro and con committee to prepare statement for the voter's pamphlet.	

### **ATTACHMENT**

June 27, 2016 Transportation Commission Letter to Council