



"A City That Works"

City Council/Financing Authority Meeting

AGENDA ITEM NO. J. 1.

DATE: 01/21/2020

TO: Honorable Mayor and City Council Members

SUBJECT: Receive and File Report on Communication and Outreach Activities concerning Local Funding Needs from TBWB Strategies (Management Services / Finance Director Garcia)

MOTION:

I move to receive and file a report on Communication and Outreach Activities concerning Local Funding Needs from TBWB Strategies.

RECOMMENDATION:

Staff recommends that the City Council receive and file a report on Communication and Outreach Activities concerning Local Funding Needs as provided by the City's public opinion and communications consultant, TBWB Strategies.

DISCUSSION:

In late 2018, the City Council approved an agreement with TBWB Strategies to ascertain the viability of a new revenue measure through developing voter survey research and a plan for public engagement and outreach. Polling was conducted in early 2019 and the results indicated significant support for a potential sales tax measure that would provide funding for general services and facilities in the City. Examples of those services and facilities were provided, including public safety services and general government infrastructure improvements.

Following the polling results, staff and TBWB worked together to develop a presentation on the specific local funding needs within the City. In the latter half of 2019 and early January 2020, the Police and Fire Chiefs provided a series of public presentations to over 20 community groups within the City. During these presentations, staff gathered feedback and answered questions from the public on various topics related to the presentation. At this point in time, TBWB Strategies is providing an overview of these activities as well as a summary of the next steps in the process of developing a potential revenue measure for the November 2020 election ballot.

SUBMITTED BY:

Danielle Garcia, Management Services / Finance Director

Attachments

TBWB Presentation
