



# City of San Leandro

Meeting Date: May 21, 2018

## Staff Report

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**File Number:** 18-237

**Agenda Section:** ACTION ITEMS

**Agenda Number:** 10.A.

**TO:** City Council

**FROM:** Jeff Kay  
Interim City Manager

**BY:** City Council

**FINANCE REVIEW:** Not Applicable

**TITLE:** Staff Report for Resolution to of the San Leandro City Council to Appropriate \$95,000 from the General Fund for Consulting Services Assistance Associated with Exploring a Potential Public Safety Parcel Tax

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### SUMMARY AND RECOMMENDATIONS

At the May 7, 2018 City Council meeting, the City Council directed staff to proceed with polling and related tasks related to a potential public safety parcel tax for the November 2018 ballot, contingent upon commitments from the Local 55 Chapter of the Alameda County Firefighters and San Leandro Police Officers Association to share in the cost of a public opinion survey.

Per the City Council's direction, staff is now moving forward with efforts associated with exploring the viability of a potential public safety parcel tax as part of the November 2018 election. As highlighted at that meeting, implementation requires the assistance of multiple consultants, with technical expertise in public affairs, financial analysis, and polling.

Based on feedback subsequent to the May 7 Council meeting, the approximate costs of assistance and related efforts are as estimated as follows:

Public opinion survey:	\$40,000
Financial Consulting Assistance:	\$10,000
Public Affairs Consulting Assistance:	\$35,000
Factual Information mailer and postage:	\$10,000
Total:	\$95,000

Staff will return to the City Council with additional updates once the public opinion survey has been completed and the results have been tallied. Staff tentatively expects survey work to commence the second or third week of June, following the June primary election. If at any time during the process, the City Council elects not to move forward with this measure, staff will cease

these tasks to limit any unnecessary expenditures. With that said, having the funding appropriation in place will enable staff to move forward as quickly as possible, given the extremely tight timeframe available to complete all required tasks in order to qualify for the November election.

Per the direction of the City Council, staff has also met with representatives from the Local 55 Chapter of the Alameda County Firefighters and San Leandro Police Officers Association and requested confirmation as to whether they would be willing to provide a voluntary financial contribution that would equitably share in the cost of the public opinion survey. To date of writing of this staff report, staff has not received written confirmation from these organizations in response to this request. However, staff will report to the City Council with relevant updates as new information becomes available.

**Fiscal Impacts**

The cost of anticipated consulting services agreements and related outreach efforts will require the appropriation of \$95,000 in one-time costs from the General Fund Economic Uncertainty Reserves to account 010-12-020-5120. In the event the public safety parcel tax ultimately moves forward and is authorized by two-thirds of the electorate, it is estimated that it could generate in the order of several million dollars per year in new revenue for public safety services before sunseting.

**PREPARED BY:** Eric Engelbart, Deputy City Manager, City Manager's Office



# City of San Leandro

Meeting Date: May 21, 2018

## Resolution - Council

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**File Number:** 18-231

**Agenda Section:** ACTION ITEMS

**Agenda Number:**

**TO:** City Council

**FROM:** Jeff Kay  
Interim City Manager

**BY:** City Council

**FINANCE REVIEW:** Not Applicable

**TITLE:** RESOLUTION of the San Leandro City Council to Appropriate \$95,000 from the General Fund for Consulting Services Assistance Associated with Exploring a Potential Public Safety Parcel Tax

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**WHEREAS**, at the May 7, 2018 City Council meeting (the "City Council meeting") the City Council directed City staff to begin exploring the viability of a potential future public safety parcel tax; and

**WHEREAS**, at the City Council meeting, City staff outlined the corresponding needs for consulting services assistance and related outreach efforts that would arise from exploring the viability of a potential future public safety parcel tax, including the hiring of a financial consultant, public affairs consultant and public opinion survey consultant; and

**WHEREAS**, given the limited amount of time available to complete these tasks in advance of upcoming ballot placement deadlines mandated by the Alameda County Registrar of Voters, it will be necessary to hire these consultants in an expeditious manner; and

**WHEREAS**, it is estimated that the initial costs for such consulting services assistance are in the order of approximately \$95,000.

**NOW, THEREFORE IT IS RESOLVED THAT:** The forgoing recitals are true and correct and made part of this resolution.

**BE IT FURTHER RESOLVED THAT:** The City Council does hereby authorize the City Manager to execute the steps necessary for the City Council to explore the viability of a potential public safety parcel tax, and the City Council also hereby authorizes the appropriation of \$95,000 from the General Fund economic uncertainty reserve to Account 010-12-020-5120 for these same purposes.