



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: August 12, 2008
TO: Mayor and Councilmembers
FROM: Administration Division, Finance Department
SUBJECT: Measure G Public Information And Election Costs

RECOMMENDATION:

That Council allocate funds from the Fiscal Year 2009 General Fund Appropriated Reserve in the amount of \$50,000 for Measure G public information efforts and \$40,000 for Measure G election costs.

DISCUSSION:

Public Information Costs - On July 1, 2008, the City Council unanimously adopted a resolution placing the Telecommunication and Video Users Tax Reduction and Modernization Ordinance on the November 4, 2008 ballot. The County has assigned the title of Measure G to the City's UUT ballot measure. In addition to placing the measure on the November ballot, the City Council resolution directed staff to prepare and present a public report and other public informational items on the City's need for a modernized telecommunications and video users utility tax ordinance in order to replace the City's outdated 1970s era telephone and cable TV utility users taxing ordinance. This report and other public information would focus, in particular, on the potential loss of City utility tax revenues which are currently generated on the use of telecommunications and video services and the impact such a loss could have on the City's General Fund departments and streets maintenance fund. This report and other public informational materials will be prepared, used, and distributed in a manner consistent with State Government Code Section 54964 and State Elections Code Section 9212.

The City will develop fair and balanced public informational materials to improve the public's understanding of the measure. Informational fact sheets and flyers will be printed and distributed to City residents and made available at public meetings. Informational materials will be translated to Spanish to help the Spanish-speaking community learn about Measure G. Public information development support may also be needed to develop print materials and coordinate mailing services. Staff estimates that \$50,000 is needed for the production and distribution of these public information materials. The following is a summary of the cost estimates developed by staff.

Printing, Postage, and Mailing Services	\$ 30,000
Spanish Translation Services	\$ 5,000
Public Information Development Support	<u>\$ 15,000</u>
Total Public Information Costs	<u>\$ 50,000</u>

Election Costs - The County estimates the cost to place a measure on the November ballot at between \$20,000 and \$40,000. A more precise estimate of the cost will not be available until later in the fall when the County is able to finalize their cost estimates. Staff is recommending that Council allocate \$40,000 to cover the election costs. If the actual cost is less than the \$40,000 estimate, the unused funds will be returned to reserves.

SUBMITTED BY: Robert D. Peirson, Finance Director

APPROVED BY: City Administrator's Office