



CITY OF HEALDSBURG CITY COUNCIL SPECIAL MEETING AGENDA

City Hall Council Chamber
401 Grove Street
Healdsburg, CA 95448
(707) 431-3317

Meeting Date: February 18, 2020
Time: 4:00 PM
Date Posted: February 13, 2020

1. CALL TO ORDER

A. Approval of Agenda

2. PUBLIC PORTION

Members of the public will have an opportunity to address the City Council concerning any items listed on this Special Meeting Agenda at the time that the item is considered. No other items may be discussed at this Special Meeting. (Government Code Section 54954.3)

3. NEW BUSINESS

A. Measure V Survey Results

(1) Receive report on FY 2019-20 Measure V revenues, projects and expenditures to date; (2) Receive results of survey and consider input on how Measure V funds should be allocated for FY 2020-21 within the funding priorities; and (3) Provide direction to staff for budget allocation.

4. ADJOURNMENT

SB 343 - DOCUMENTS RELATED TO OPEN SESSION AGENDAS: *Any writings or documents provided to a majority of the City Council/Redevelopment Successor Agency Board regarding any item on this agenda after the posting of this agenda and not otherwise exempt from disclosure, will be made available for public review in the City Clerk's Office located at City Hall, 401 Grove Street, Healdsburg, during normal business hours. If supplemental materials are made available to the members of the City Council/Redevelopment Successor Agency Board at the meeting, a copy will be available for public review at the City Hall Council Chambers, 401 Grove Street, Healdsburg, CA 95448.*

These writings will be made available in appropriate alternative formats upon request by a person with a disability, as required by the Americans with Disabilities Act.

DISABLED ACCOMMODATIONS: *The City of Healdsburg will make reasonable accommodations for persons having special needs due to disabilities. Please contact Raina Allan, City Clerk, at Healdsburg City Hall, 401 Grove Street, Healdsburg, California, 431-3317, at least 72 hours prior to the meeting, to ensure the necessary accommodations are made.*



**CITY OF HEALDSBURG
CITY COUNCIL AGENDA STAFF REPORT**

MEETING DATE: February 18, 2020

SUBJECT: Measure V Survey Results

PREPARED BY: Heather Ippoliti, Administrative Services Director

STRATEGIC INITIATIVE(S):

Fiscal Responsibility

RECOMMENDED ACTION(S):

(1) Receive report on FY 2019-20 Measure V revenues, projects and expenditures to date; (2) Receive results of survey and consider input on how Measure V funds should be allocated for FY 2020-21 within the funding priorities; and (3) Provide direction to staff for budget allocation.

BACKGROUND:

On July 16, 2012, the Council adopted a resolution setting the date for an election on a proposed measure seeking voter approval to enact a one-half cent transaction and use tax. For the previous three years the City Council had adopted General Fund operating budgets that relied on the use of reserves to cover expenses. An unprecedented combination of circumstances, including the loss of redevelopment and declining revenues, had resulted in anticipated deficits beyond the City's capacity to absorb while maintaining core services. Ongoing budget reductions had broadly impacted services throughout the City and were undermining the public health, safety and welfare of Healdsburg residents. The City Council determined that without a new, guaranteed source of general fund revenue, the City would be forced to drastically cut core services.

On November 6, 2012, the voters approved Measure V by a vote of 2800 to 2235. The tax was effective April 1, 2013 and automatically terminates ten years after it became operative unless extended by the voters.

Approval of the ballot measure adopted an Ordinance imposing the sales and use tax and certain other administrative provisions and information relating to imposition of the tax, exemptions and exclusions (in accordance with state law). The Ordinance requires the City to complete an annual report reviewing the collection and expenditure of revenue from the tax. The annual report is a matter of public record.

Information provided to the public as part of the Measure V ballot focused on four areas of funding; Public Safety, Street Maintenance and Repair, Economic Development and Maintenance of City Facilities.

Since inception, the Measure V allocation process has started in January, with the approval of the Measure V survey. This year the Council was provided the proposed Measure V survey on January 6. In February, the City Council is presented the survey results and expenditures spent to date, as required per the adopted Ordinance, as well as funding options. It is important to note the surveys themselves were directly mailed to all residential utility customers in English and Spanish. An on-line component is also provided where anyone can respond. The surveys themselves are collected in a non-scientific manner, nor statistically valid. The intent of the surveys is to provide a tool to help Council members make their determination as to how these funds should be distributed.

DISCUSSION/ANALYSIS:

The information provided to the public as part of the Measure V ballot measure focused on funding for:

- Public Safety
- Street Maintenance and Repair
- Economic Development
- Maintenance of City Facilities

The City received 989 surveys from the City residents, 873 surveys by mail and 116 surveys online, with the following results:

- Public Safety – 23%
- Streets Maintenance – 38%
- Economic Development – 9%
- City Facilities – 10%
- Increase General Fund Reserves – 3%
- Balance General Fund Budget – 3%
- Community Grant Program – 3%
- Other – 11%

The total estimated Measure V revenue for fiscal year 2020-21 is \$2,127,130.

Staff will be presenting proposed projects and recommended funding options at the meeting. The survey results are intended to assist the Council in establishing the approved allocation. Another tool to assist Council is staff's view of need. The focus in the past for funding has included the four priority areas: Public Safety, Street Maintenance and Repair, Economic Development and Maintenance of City Facilities, with 50% going to Street Maintenance and Repair.

ALTERNATIVES:

Staff is asking Council to receive a report and provide direction as to the allocation of funding. No alternatives are proposed.

FISCAL IMPACT:

There is no fiscal impact resulting from this proposed action. Upon allocation approval, staff will return at a future meeting to present Council with a budget appropriation approval.

ENVIRONMENTAL ANALYSIS:

Pursuant to California Environmental Quality Act (“CEQA”) and Title 14, the California Code of Regulations, Section 15378 (b)(2), administrative actions do not qualify as a Project. Therefore, no further CEQA or environmental review is required.