



City Council Memorandum

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MEMORANDUM: July 22, 2015

AGENDA DATE: July 28, 2015

TO: Mayor and City Council

FROM: Susan A. Stanton, ICMA-CM,
City Manager

TITLE: **PROPOSED BALLOT MEASURE TO EXTEND MEASURE X
TRANSACTIONS AND USE TAX**

BACKGROUND:

On July 14, 2015, the City Council discussed seeking voter approval to extend the effective time of the Measure X Transactions and Use Tax, which is due to sunset September 30, 2017. Since the approval of Measure X in 2012, the City has struggled with the effects of violence due to gang activities and various other criminal conduct in the community. In an effort to become more proactive in addressing this public safety concern, the City Council approved allocating 100% of all Measure X funding to restore police staffing and services in the Police Department for the 2015-16 and 2016-17 biennial budget. This action allocated \$1,090,600, the entire projected Measure X Transactions and Use Tax projection (less \$25,000 for the Downtown Art Center in 2015-16), to continue funding six officers approved prior to 2014-15 and an additional three officers in 2015-16. Any additional increase in future Measure X General Transaction and Use Tax revenues will be needed to continue funding two existing School Resource Officers, after two-year grants from the Department of Justice have expired.

State law precludes the City from spending any public money advocating a ballot measure. Nonetheless, it will be important that individual members of the City Council, Administration and personnel in the Police Department communicate to Greenfield voters the importance of Measure X in funding salaries for our police officers. The language of proposed Resolution 2015-48, with the proposed ballot question and attached ordinance, sets forth the justification for extending the Measure X Transactions and Use Tax.

There are a number of actions that will need take place, in order to place this measure on the November 3, 2015 ballot:

- City Council must hold a public hearing, letting the public know that the City wishes to place the measure on the ballot (July 28, 2015 meeting).

- City Council must approve a resolution calling for an election, asking the County to consolidate the election, and providing the exact ballot wording (attached, Resolution 2015-48).
- City Council must approve the primary argument in favor of the measure (attached, Resolution 2015-49). The last day for submission of primary arguments to the County is August 14, 2015. The last day for submission of rebuttal arguments (if any) is August 24, 2015.
- City Council must direct the City Manager to enter into a Service Agreement with the Monterey County Registrar of Voters, for the purpose of conducting the election on behalf of the City.

CONSEQUENT ACTION:

If the City Council approves the attached resolutions, the resolution calling for an election must be transmitted, along with the Service Agreement, to the County Elections Department no later than August 7, 2015. On November 3, 2015, the voters of Greenfield will vote on the measure. If it passes by a simple majority, the ordinance enacting the measure will be brought before the City Council for a second reading and adoption, along with certification of the election. At that point, the ordinance and certification will be sent to the Board of Equalization, to provide notification that this Transactions and Use Tax will no longer expire in 2017.

The City is also going to obtain the professional services of Michelle Slade (C4 Consulting who functioned as a staff resources to the 4C4P process) to assist with the collection of data and serve as a strategist in communicating this information to the community.

POTENTIAL MOTIONS:

I MOVE TO APPROVE/DENY RESOLUTION #2015-48, A RESOLUTION OF THE CITY OF GREENFIELD CALLING AND GIVING NOTICE OF THE HOLDING OF A MUNICIPAL ELECTION TO ASK THE VOTERS OF THE CITY OF GREENFIELD TO APPROVE AN EXTENSION OF THE TRANSACTIONS AND USE TAX OF ONE PERCENT; FINDING AND DECLARING THAT AN EMERGENCY EXISTS THAT REQUIRES ASKING THE VOTERS TO APPROVE A TRANSACTIONS AND USE TAX BEFORE THE NEXT REGULAR ELECTION; REQUESTING THAT THE BOARD OF SUPERVISORS OF THE COUNTY OF MONTEREY CONSOLIDATE THE ELECTION WITH THE ESTABLISHED ELECTION TO BE HELD ON TUESDAY, NOVEMBER 3, 2015 AND REQUESTING THAT THE COUNTY OF MONTEREY CONDUCT SUCH AN ELECTION ON THE CITY'S BEHALF

and

I MOVE TO APPROVE/DENY RESOLUTION #2015-49, A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF GREENFIELD ADOPTING WRITTEN ARGUMENTS IN FAVOR OF THE GREENFIELD CONTINUATION OF ESSENTIAL CITY SERVICES FUNDING MEASURE, AN EXTENSION OF THE TRANSACTIONS AND USE TAX OF ONE PERCENT

ATTACHMENTS:

- Resolution 2015-48
- Resolution 2015-49