



Legislation Details (With Text)

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**File created:** 6/15/2022      **In control:** City Council/Public Finance and Economic Development Authority/Parking Authority

**On agenda:** 6/21/2022      **Final action:** 6/21/2022

**Title:** SUBJECT: Report on and Provide Staff Direction Regarding the Recent Independent Polling Efforts Related to a Potential Ballot Measure Being Placed on the Ballot of the November 2022 Election

**REPORT IN BRIEF**

Staff will be providing a report on and seeking direction regarding the recent independent polling efforts as directed related to a potential ballot measure being placed on the ballot of the November 2022 Election.

**RECOMMENDATION**

City Council - Adopt a motion providing Staff direction on what, if any, ballot measures should accompany the calling of and consolidation of the November 2022 Election.

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. Measure Survey Results

Date	Ver.	Action By	Action	Result
6/21/2022	1	City Council/Public Finance and Economic Development Authority/Parking Authority	approved	Pass

*Report Prepared by: Stephanie R. Dietz, City Manager*

**SUBJECT:** Report on and Provide Staff Direction Regarding the Recent Independent Polling Efforts Related to a Potential Ballot Measure Being Placed on the Ballot of the November 2022 Election

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**ALTERNATIVES**

1. Approve, as recommend by Staff; or,
2. Approve, subject to other than recommended by Staff; or,

3. Deny; or,
4. Refer to Staff for reconsideration of specific items; or,
5. Continue to a future meeting.

## **AUTHORITY**

Charter of the City of Merced, Section 200

## **CITY COUNCIL PRIORITIES**

FY 2021/22 City Council Priorities, 1.a. Public Safety, Measure C Renewal and 4 Housing and Homelessness

## **DISCUSSION**

### History & Past Actions

As part of the FY 2021/22 Council Goals & Priorities, Council established the evaluation of renewing Measure C as a priority for the November 2022 ballot. To meet this goal, a City team was established consisting of the following individuals: City Manager, Deputy City Manager, Finance Officer, Police Chief and Fire Chief. In addition, an RFP was released in September 2021 to solicit consultation services to complete this work. Proposals were due in October 2021, with interviews in November 2021. After initial interviews, a second interview option was offered to the City Council Community Relations Ad hoc Committee but was declined, in lieu of staff's recommendation.

Staff recommended the Lew Edwards Group, in partnership with Fairbank, Maslin, Maullin, Metz & Associates (FM3) for surveying services and Zephyr Collaboration to convene community workshops to educate and answer any questions related to the current use of Measure C funding, to evaluate the viability of a Measure C extension after the development of a robust public outreach effort. Each consultant entered into their own professional services agreement with the City.

- LEG - (through November 30, 2022)  
Design of public outreach strategy, mailers, and digital content
- FM3 -  
Development of survey questions and conducting polling via phone interviews in both English and Spanish
- Zephyr -  
Up to six focus groups, and online engagement support with outcomes

As listed in the FY 2021/22 Council Goals & Priorities, Council would like to explore including a focus on affordable housing and homelessness. Affordable housing has also become a large priority for Merced citizens, as evidenced in the public feedback at City Council meetings.

FM3 was retained to conduct an independent survey for an alternative ballot measure for raising additional funds to address affordable housing and homelessness. This survey will be conducted alongside the survey for researching the viability of extending Measure C.

A report will be presented to the City Council summarizing the findings of the independent polling work. Staff are seeking direction on what, if any, ballot measures should accompany the calling of and consolidation of the November 2022 Election.

## IMPACT ON CITY RESOURCES

None at this time.

## ATTACHMENTS

1. Measure Survey Results