



Legislation Details (With Text)

File #:	18-337	Version:	1	Name:	
Type:	Consent Item	Status:		Agenda Ready	
File created:	6/25/2018	In control:		City Council/Public Finance and Economic Development Authority/Parking Authority	
On agenda:	7/2/2018	Final action:			
Title:	SUBJECT: Update on Public Facilities Bond Measure Survey Results				
	REPORT IN BRIEF				
	City Staff will provide an update to the City Council on the results of a recent survey conducted to test the viability of a Public Facilities Bond Measure on the November 2018 ballot.				
	RECOMMENDATION				
	Provide staff direction on next steps for pursuing Public Facilities financing options.				

Sponsors:

Indexes:

Code sections:

Attachments:

Date	Ver.	Action By	Action	Result
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Report Prepared by: Stephanie Dietz, Assistant City Manager

SUBJECT: Update on Public Facilities Bond Measure Survey Results

REPORT IN BRIEF

City Staff will provide an update to the City Council on the results of a recent survey conducted to test the viability of a Public Facilities Bond Measure on the November 2018 ballot.

RECOMMENDATION

Provide staff direction on next steps for pursuing Public Facilities financing options.

ALTERNATIVES

None

AUTHORITY

City of Merced Charter, Section 200

CITY COUNCIL PRIORITIES

FY 2018/19 City Council Priorities

DISCUSSION

On August 7, 2017, the City Council approved the Purchase and Sale Agreement and Lease between

McClatchy Newspapers, Inc. and the City of Merced for the Property at 3033 North "G" Street. During the consideration of this agreement, the Council requested that staff provide an update on the status of all public facilities within the City.

On August 21, 2017, staff provided the Council with an update on the current condition of all City-owned facilities and presented options for construction financing. During this meeting, direction was provided to staff to take the initial step of conducting an opinion survey to determine if the community would support a ballot initiative that would directly fund the construction of a new Police Headquarters Station, two new Fire Stations, an expansion of the Corporation Yard, and the remodeling of ten existing bathrooms within City of Merced parks.

At the Council's direction, staff worked quickly to secure professional services to develop and conduct a public opinion survey. The survey was conducted between October 24th and October 29th and the results were posted on the City's website on December 7, 2017. Based on the findings of the survey, it was recommended to continue education and outreach efforts with a goal of performing a second survey in the Spring 2018.

On January 2, 2018, the Council approved an amendment to the Professional Services Agreement with the Lew Edwards Group to develop ballot language and put together an aggressive outreach strategy to educate the community about the need for enhanced public facilities within the City of Merced. As part of the education strategy, priority surveys were conducted, staff attended meetings and shared information with service clubs and neighborhood watch groups, and educational material was mailed to residents.

At the conclusion of the education efforts, a second survey was conducted between the dates of June 14th through June 18th. Staff is prepared to share the results of the survey with the City Council during the report of this item and is seeking direction on the potential next steps.

IMPACT ON CITY RESOURCES

No appropriation of funds is needed.

ATTACHMENTS

None