



CITY OF PACIFIC GROVE
300 Forest Avenue, Pacific Grove, California 93950

AGENDA REPORT

TO: Honorable Mayor and Members of City Council
FROM: Patty Maitland, Finance Director
MEETING DATE: February 3, 2016
SUBJECT: Polling and Outreach Services Report
CEQA: Does not Constitute a "Project" per California Environmental Quality Act (CEQA) Guidelines

RECOMMENDATION

- a. Receive a report from the Lew Edwards Group on Polling and Outreach Services for a General Tax Revenue Ballot Measure
- b. Provide feedback and direction to Staff on whether to place a General Tax Revenue Measure on the June and/or November 2016 ballot(s)

DISCUSSION

On October 7, 2015, the Council awarded an agreement to the Lew Edwards Group in conjunction with Fairbank, Maslin, Maullin, Metz & Associates (FM3) to provide polling and outreach services regarding potential revenue measures. The professional service agreement required LEG & FM3 to appear before the Council and provide a report on its polling and outreach efforts.

The presentation to be provided by the Lew Edwards Group will provide the Council with information and findings regarding the placement of a general tax revenue measure on the June and/or November ballot(s).

FISCAL IMPACT

Receipt of this report by the Council does not have an impact on the General Fund.

RESPECTFULLY SUBMITTED,

Patty Maitland

Patty Maitland
Finance Director