TO: Honorable Mayor and Members of the City Council
FROM: Tori Hannah, Administrative Services Director
MEETING DATE: January 17, 2018
SUBJECT: Contract for Public Opinion Polling to Assess Feasibility of a Revenue Measure
CEQA: Does not constitute a “Project” under California Environmental Quality Act (CEQA) Guidelines.

RECOMMENDATION
Direct the City Manager to enter into a contract with EMC Research in an amount not to exceed $36,000 to assess public opinion and feasibility of a potential revenue measure.

DISCUSSION
Over the last fiscal year, the idea of a potential revenue measure has surfaced. To assist with planning, staff presented sample timelines associated with placing a revenue measure on the ballot at the December 6, 2017 Council Meeting. A copy of the key steps and decision points reviewed at that meeting are included in Attachment 1. The City will need to provide a recommendation by July to place a revenue measure on the November 2018 ballot. This leaves approximately six months to potentially assess, prepare, and implement a plan.

One of the first steps to proceed with a revenue measure is to retain public opinion polling services. These services have been instrumental in assisting cities with gauging voter sentiment. While the City retained a consultant in 2016 to assist with evaluating a prior revenue measure, updated information could be beneficial in gauging community support for any potential bifurcated measures, and assessing any emerging community needs. The Council approved issuing a request for proposal (RFP) for public opinion polling services at the December 6, 2017 Council Meeting. The issuance of the RFP does not obligate the City to enter into a contract; however it assists in preserving the City’s ability to effectively prepare for a possible revenue ballot measure.

Copies of the RFP were distributed to eleven firms. The City received proposals from six highly qualified consulting firms. A panel of staff from the City’s Finance Department, the City Clerk, and the former Interim Administrative Services Director assisted in the evaluation, interview, and reference check process. Staff is recommending entering into a contract with EMC Research, Inc. in an amount not to exceed $36,000 to conduct the voter survey and outreach. This amount includes $25,000 for polling services, $6,500 for outreach services and $4,500 as a contingency should the City need additional services. EMC Research has provided survey consulting services for over 28 years and has experience in working with multiple governmental entities, including local organizations within Monterey County (a list of clients is included as Attachment 2). The firm partners with CliffordMoss, an outreach consultant. Should the City Council decide that outreach is not necessary, the EMC contract total would be reduced by a minimum of $6,500.
It should be noted that directing the City Manager to enter into a contract does not obligate the City to move forward with the revenue measure; however, it provides the Council with additional information that could prove to be very helpful in assessing whether the City should advance to the next step within the process. A detailed draft calendar is provided in Attachment 3.

**FISCAL IMPACT**
There is no fiscal impact. Sufficient funds are available in the Fiscal Year 17/18 Finance Department budget.

**GOAL ALIGNMENT**
Financial Sustainability

**ATTACHMENTS**
1. Sample Revenue Measure Milestones
2. EMC Research, Additional Client Listing
3. Draft Detailed Calendar

RESPECTFULLY SUBMITTED: REVIEWED BY:

Tori Hannah
Administrative Services Director

Ben Harvey
City Manager
Sample Revenue Measure Milestones

- **December**
  - Begin RFP Process
  - Circulate and review responses
    - 30 days

- **January**
  - Financial Discussion
    - ~
    - **Decision Point**
    - Award RFP or Discontinue Process

- **February**
  - If approved
    - Public opinion research and feasibility report
    - 30 days

- **March**
  - Present Information to Council
    - ~
    - **Decision Point**
    - Issue RFP for public outreach or discontinue process

- **April - June**
  - If approved
    - Implement outreach efforts and conduct abbreviated poll

- **July**
  - Receive Information
    - ~
    - **Decision Point**
    - Proceed with measure or discontinue process
EMC Research Public Agency Clients

- AC Transit
- Alameda Unified School District
- Antelope Valley Community College District
- Cabrillo Unified School District
- California Department of Transportation (Caltrans)
- Castro Valley Sanitary District
- Central Ohio Transit Authority (COTA)
- Chico Area Recreation and Park District
- City of Austin
- City of Bellevue
- City of Citrus Heights
- City of Emeryville
- City of Forest Grove
- City of Foster City
- City of Kenmore, WA
- City of Kirkland
- City of Mercer Island
- City of Mill Valley
- City of North Bend
- City of Oakland
- City of Palo Alto
- City of Redmond
- City of Redwood City
- City of Rialto
- City of Salinas
- City of San Jose Environmental Services Department
- City of Santa Clara, CA
- City of Seattle Office of Intergovernmental Relations
- City of Shoreline
- City of Snoqualmie
- City of Tigard, OR
- City of Upland
- City of Woodinville
- Contra Costa Transportation Authority
- Cordova Recreation and Park District
- Council of San Benito County Governments
- Davis Joint Unified School District
- East Bay Municipal Utility District
- Franklin County Department of Job and Family Services
- Fremont Union High School District
- Golden Gate Bridge Highway and Transportation District
• John Swett Unified School District
• King County Metro
• King County Metro; King County Department of Transportation Transit Division
• King County Wastewater Treatment Division
• L.A. Care Health Plan
• LA County MTA
• Lake Tahoe Visitors Authority
• Los Altos School District
• Los Angeles Metropolitan Transportation Authority
• Los Gatos Union School District
• Los Gatos-Saratoga Joint Union High School District
• Madera County (CA)
• Marina Coast Water District
• Mendocino Coast Healthcare District
• Menlo Park City School District
• Metropolitan Transportation Commission
• Metropolitan Water District of Southern California
• Mill Valley School District
• Milpitas Unified School District
• Mountain View-Los Altos High School District
• MTC
• Oakland Public Library
• Ohio Department of Development
• Orcutt Union School District
• Palmdale School District
• Peninsula Metropolitan Park District
• Peralta Community College District
• Pleasanton Unified School District
• Reno-Sparks Convention & Visitors Authority
• Rincon Valley Union School District
• Sacramento Transportation Authority
• Salinas Valley Solid Waste Authority
• SamTrans; Caltrain
• SamTrans
• San Benito High School District
• San Francisco Department of the Environment
• San Francisco Municipal Transportation Agency
• San Francisco Unified School District
• San Jose Unified School District
• Santa Clara Co Office of County Executive
• Santa Clara County
• Santa Clara County Parks and Recreation
• Santa Clara County Public Health
- Santa Clara Valley Health & Hospital System/Valley Medical Center
- Santa Clara Valley Health and Hospital System
- Santa Clara Valley Water District
- Santa Cruz County
- Seattle City Light Department
- Seattle Department of Transportation
- Seattle Parks & Recreation
- Solid Waste Authority of Central Ohio
- Sonoma County
- Sonoma County Department of Health Services
- Sound Transit
- St. Paul Regional Water Services
- Swinomish Tribal Community
- Transportation Agency of Monterey County
- Union School District

**Clifford Moss Public Agency Clients**

- City of Oakland
- City of Lodi
- City of Elk Grove
- City of Alameda
- City of Colton
- City of Hayward
- City of Oakland
<table>
<thead>
<tr>
<th>Tasks</th>
<th>Date</th>
<th>Council Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seek Council approval to issue public opinion polling to assess feasibility of a revenue measure RFP</td>
<td>December 6, 2017</td>
<td>X</td>
</tr>
<tr>
<td>- Does not commit to the contract; however provides the lead time to support potentially moving forward. A discussion as to whether to move forward would occur in January</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RFP for polling/feasibility assessment circulated</td>
<td>December 15, 2017</td>
<td></td>
</tr>
<tr>
<td>Evaluate City finances</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Review multi-year projections and reserve levels</td>
<td>January 17, 2018</td>
<td>X</td>
</tr>
<tr>
<td>- Discussion of unmet needs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Potentially receive approval to move forward with contract</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(CM should be able to approve, typically under $35,000)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Award contract for polling/feasibility assessment, if approved</td>
<td>February 7, 2018</td>
<td></td>
</tr>
<tr>
<td>Results due to Council</td>
<td>March 21, 2018</td>
<td>X</td>
</tr>
<tr>
<td>Council makes a &quot;go or no-go decision&quot; on outreach efforts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evaluate whether to issue an RFP for outreach efforts or award to partner consultant</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Issue RFP for Community Outreach Efforts, if approved</td>
<td>March 22, 2018</td>
<td></td>
</tr>
<tr>
<td>Award contract for Community Outreach Efforts, if approved</td>
<td>April 18, 2018</td>
<td>X</td>
</tr>
<tr>
<td>Implement Community Outreach Efforts</td>
<td>April - July, 2018</td>
<td></td>
</tr>
<tr>
<td>Conduct abbreviated poll to determine the effectiveness of outreach efforts</td>
<td>June 2018</td>
<td></td>
</tr>
<tr>
<td>Resolution to Council for Measure</td>
<td>July 15, 2018</td>
<td>X</td>
</tr>
<tr>
<td>- Council makes a &quot;go or no-go decision&quot; on measure</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Actual due date to registrar is August 10, 2018</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Allows for one additional Council Meeting of August 1, 2018, if additional deliberations are needed)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(1) Calendar may be modified to reflect new information