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CITY OF SACRAMENTO -- COUNTY OF SACRAMENTO

April 30, 1991

Sacramento County Board of Supervisors
and Sacramento City Council
Sacramento, California

APPROVED
BY THE CITY COUNCIL

APR 30 1991

OFFICE OF THE
CITY CLERK

Honorable Members in Session:

SUBJECT: QUALITY OF LIFE INITIATIVE - FUNDING FOR PUBLIC OPINION
POLL

SUMMARY

The Quality of Life Executive Committee has requested that the County and the City jointly fund an initial public opinion poll for the Quality of Life Ballot Initiative. The poll is to guide the initial planning and project selection effort in determining the public's attitude towards the Quality of Life project areas and the public's attitude towards paying additional taxes for these projects.

BACKGROUND INFORMATION

The ballot initiative could provide the County, the City, the other cities, the park districts, and the community with the needed public facilities through alternative funding sources. County funding would come from current appropriations for professional services in the budgets for the County Library and the Parks and Recreation Department. City funding will come from the General Fund Administrative Contingency. The work plan for the Quality of Life Ballot Initiative does not call for further expenditures of County and City funds.

RECOMMENDATION


It is recommended that the County Board of Supervisors and the City Council adopt the attached resolution in support of the Quality of Life Executive Steering Committee and approve joint funding of a public opinion poll specifically:

1. That the County and City jointly fund the public opinion poll not to exceed \$25,000 in costs as requested by the Quality of Life Executive Committee;


Sacramento County Board of Supervisors
and Sacramento City Council
QUALITY OF LIFE INITIATIVE - FUNDING FOR PUBLIC OPINION POLL
April 30, 1991
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2. That the County's share of funding, amounting to \$12,500, come from currently appropriated funds from the County Library (\$6,250) and from the Parks and Recreation Department (\$6,250); and
3. That the City's share of funding, amounting to \$12,500, come from the General Fund Administrative Contingency.

Respectfully submitted,




Gary Cassady, Administrator
Administration & Finance Agency




Jack Crist
Deputy City Manager

RECOMMENDATION APPROVED:



Bob Smith
County Executive



~~For~~ Walter J. Slipe
City Manager

Contact Person(s):
Gary Cassady, Administrator
440-5878

April 30, 1991
All Districts

Jack Crist, Deputy City Manager
449-5704

AMENDED

RESOLUTION NO. 91-295

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

**RESOLUTION APPROVING THE CONTINUING CITY STAFF
SUPPORT OF THE QUALITY OF LIFE EXECUTIVE
STEERING COMMITTEE AND APPROVING JOINT
FUNDING OF A PUBLIC OPINION POLL**

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SACRAMENTO:

1. Approval of the continuing City staff support of the Quality of Life Executive Steering Committee and its subcommittees;
2. Approval of joint funding at \$12,500 each for the City and County for a public opinion poll regarding the Quality of Life Ballot Initiative; and
3. Approval to support this item is contingent on the County Board of Supervisors also approving this opinion poll funding request.

MAYOR

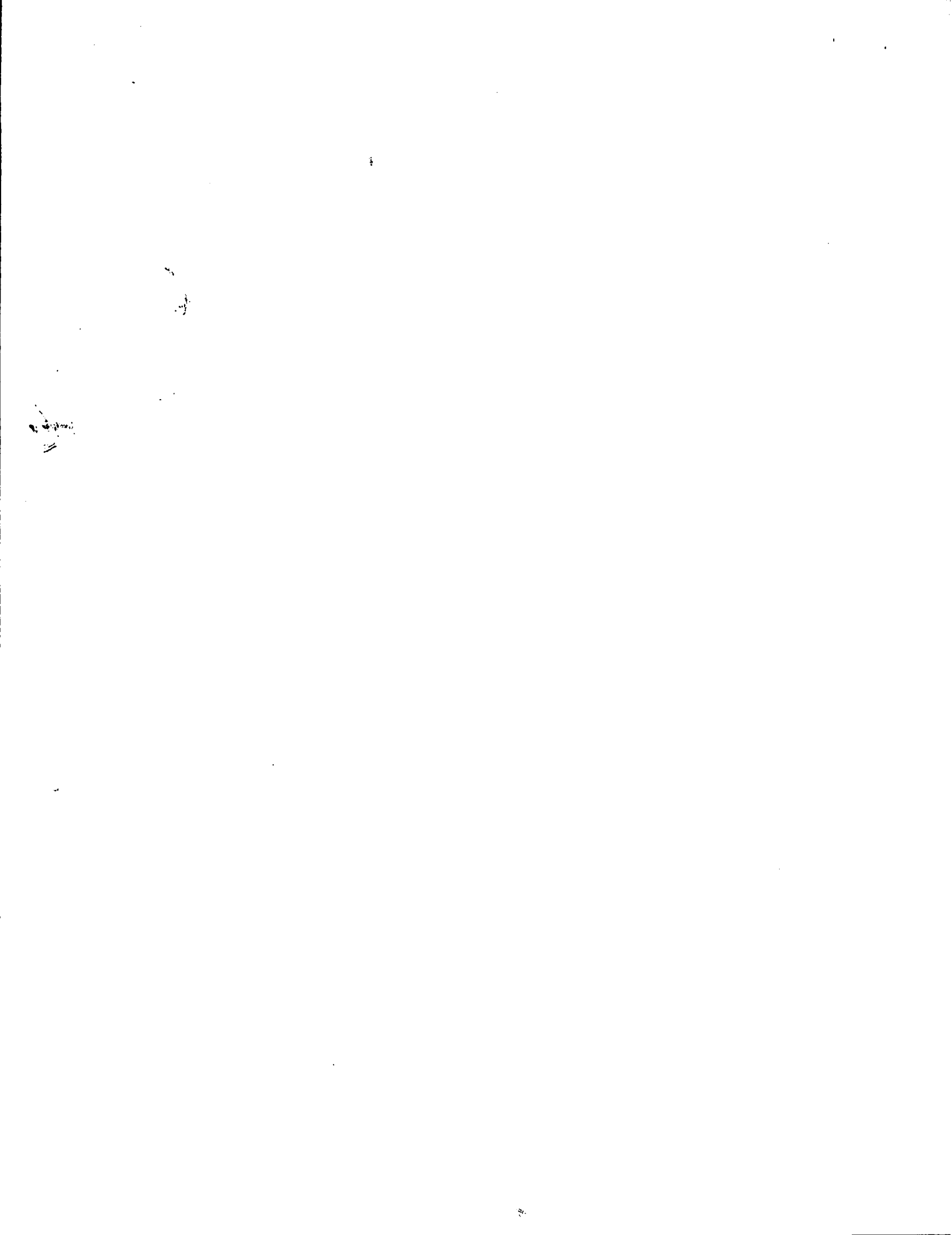
ATTEST:

CITY CLERK

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____



RESOLUTION NO. 91-295

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

APPROVED
BY THE CITY COUNCIL
APR 30 1991
OFFICE OF THE
CITY CLERK

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MAYOR

ATTEST:

CITY CLERK

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____

April 30, 1991

Sacramento County Board of Supervisors
700 H Street, Room 2450
Sacramento, CA 95814

Sacramento City Council
915 I Street, Room 205
Sacramento, California 95814

Honorable Members in Session:

SUBJECT: Status Report - Quality of Life Ballot Measure Steering Committee

SUMMARY

In July and August of 1990, the City Council and Board of Supervisors received and filed a report on the establishment of a Quality of Life Ballot Measure Steering Committee by private citizens. Per the request of both policy boards, this letter provides an update on the Steering Committee's work. This letter also requests that the Board of Supervisors and City Council: (1) approve the continuing county and city staff support of the Quality of Life Executive Steering Committee and its subcommittees, and (2) approve the joint funding at \$12,500 each for a total not to exceed \$25,000 for a public opinion poll regarding the Quality of Life Ballot Initiative.

The Quality of Life Ballot Measure Steering Committee objective is to evaluate the feasibility of having the voters of Sacramento County support a ballot measure to develop quality of life facilities. As Committee Chair, I provided testimony to the City Council and Board of Supervisors July 24, 1990 and August 28, 1990 on this subject. At these meetings, Mayor Anne Rudin and Chairperson Grantland Johnson were appointed to serve on the Quality of Life Steering Committee. The City Council and the Board of Supervisors also requested staff to provide regular updates on the Steering Committee's work.

Since the establishment of the Executive Steering Committee, the major work of the Committee has been to: (1) establish an organization that represents the broad interests of residents of the County, (2) evaluate other governmental jurisdictions in California that have presented quality of life ballot measures to the voters and evaluate local support for a similar measure, and (3) develop a work plan. Following is an overview of each of these areas:

Organization

Attached for your review as Exhibit A is the organization chart of the Quality of Life Ballot Measure Committee. In addition to Mayor Rudin and Chairperson Collin, the Executive Committee is made up of individuals that represent the broad quality of life interests of the County. The Executive Committee has been meeting on a monthly basis since July 1990, developing the organizational structure and work plan.

Four working subcommittees have been established as part of the organization: Regional Cultural; Regional Park, Waterways & Library; Open Space, and Urban Parks. At this time, the Open Space Subcommittee included in the organizational chart has no chairperson nor representatives. However, an interim Open Space Commission has presented recommendations to the Board of Supervisors. The Executive Committee will continue to work with this interim group to explore a combined effort and establish a coordinated approach in obtaining public support of quality of life projects.

Each subcommittee chair is responsible for working with subcommittee members in establishing recommendations on project priorities for the Executive Committee's consideration. The subcommittee chairs also serve as ex-officio members of the Executive Committee. To encourage increased participation and input to the subcommittees, a letter has been sent to a mailing list of thirty organizations informing them of the Committee's work and inviting the organizations to participate.

A business advisory committee is also being established as part of the organization. The business advisory committee will assist the Executive Committee in fund raising and providing advice on the project list.

An additional mailing will take place to several hundred community groups in the greater Sacramento area either inviting their participation on subcommittees or including them on the mailing of the newsletter that will be sent out providing information on the progress of this undertaking.

Evaluation of Other Ballot Measures

While California voters may have reflected difficult economic times in their reluctance this last fall to approve new local taxes, of those measures that did pass many had a quality of life aspect to them. Of the nine general obligation bonds that passed in the state, three of them are directly related to parks, recreation, and open space. Of the six per parcel tax measures that were successful, one is for library needs. Many of the failed measures that related to quality of life issues obtained more than 50% of the vote but did not get the required two-thirds vote needed for passage.

The Executive Committee is commissioning an opinion poll of Sacramento area residents to begin developing parameters of the Quality of Life Ballot Initiative. The opinion poll will evaluate projects to be considered in the ballot measure as well as size of the financing and measure community support of these options. The Executive Committee strongly believes in the need for the opinion poll. The poll is vital in establishing parameters for the Quality of Life ballot measure and in providing information on urban park development, cultural facility development, open space needs, and the willingness of the population to support a major ballot initiative.

Moore Methods has been selected as the polling firm by the Executive Committee. Appropriate timing of this poll will be determined with the expert assistance of Moore Methods.

Work Plan

Attached as Exhibit B is a draft of the work plan of the Quality of Life Steering Committee. The work plan establishes September 1991 as the target date to submit the City Council and Board of Supervisors language for a specific ballot measure to be placed before the voters in June 1992.

RECOMMENDATION

I appreciate the opportunity to present you with this letter and to request that the Board of Supervisors and City Council: (1) approve the continuing county and city staff support of the Quality of Life Executive Steering Committee and its subcommittees, and (2) approve the joint funding at \$12,500 each for a total not to exceed \$25,000 for a public opinion poll regarding the Quality of Life Ballot Initiative.

The Quality of Life Ballot Initiative is an opportunity for the City, the County, other cities within the County, other public agencies and the community to provide needed public facilities through an alternative funding source.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "RBell". The letters are stylized and connected.

Robert Bell
Committee Chair,
Quality of Life Steering Committee

QUALITY OF LIFE STEERING COMMITTEE

March 1991

Organization

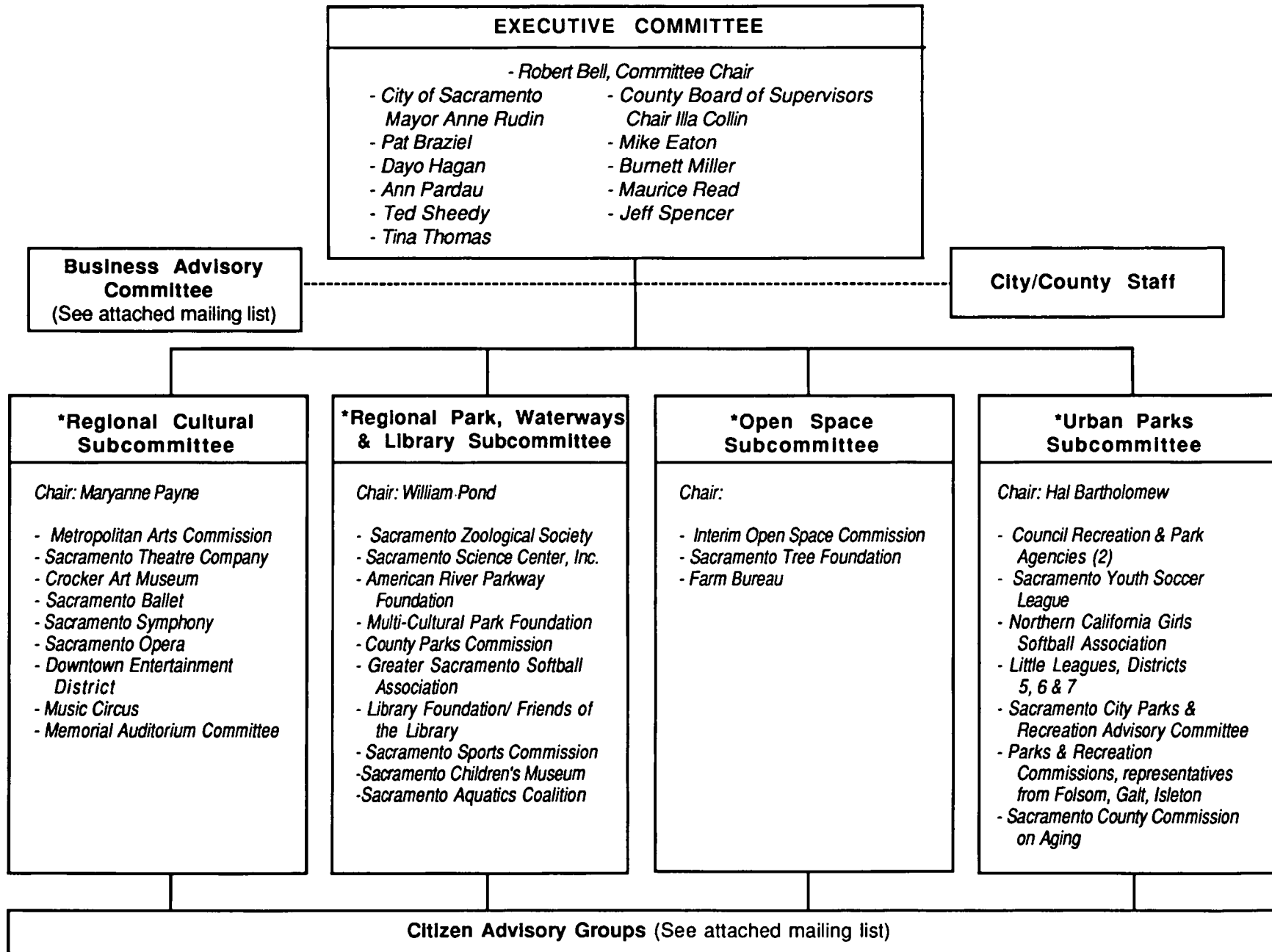


EXHIBIT A

*This is a tentative list of subcommittee participants. A final list will be determined at a later date.

**QUALITY OF LIFE
BALLOT MEASURE
WORK PLAN**

Executive Committee
(8:30 a.m.-10:00 a.m.)

February 14

- o Update opinion poll
 - Date execution
 - Questions
- o Status - nonprofit support organization
- o Results - status report to City Council and Board of Supervisors
- o Results - Open Space Commission report
- o Adoption of work plan

March 14

- o Results of opinion poll
- o Approve instructions for subcommittees
- o Identify specific legislation for ballot measure
- o Report from subcommittee chairs; first meeting of subcommittees to start in April
- o Other

April 14

- o Input from subcommittees
- o Additional review, opinion poll
- o Appoint Legislative Subcommittee
 - Evaluate legislative calendar
 - Legislative work
- o Status of nonprofit support group

Staff Committee
(10:00 a.m.-11:45 a.m.)

February 28

- o Update opinion poll
- o Finalize instructions - subcommittee
- o Review response from letters of invitation to subcommittee participants
- o Review legislative requirements for ballot measure
- o Review financing mechanisms

March 28

- o Results of opinion poll
- o Staffing subcommittees
- o Update mailing lists
- o Financing mechanisms
- o Follow-up - Executive Committee

April 25

- o Staff report, subcommittee
- o Final financing mechanism
- o Follow-up - Executive Committee

-
-
-

Executive Committee

(8:30 a.m.-10:00 a.m.)

April 14 (Cont'd)

- o Financing plan - second opinion poll
- o Financing mechanism

May 9

- o Input from subcommittees
- o Direction - second opinion poll
- o Financing second opinion poll
- o Approve status report, City Council and Board of Supervisors

June 13

- o Input from subcommittees
 - Preliminary project list
 - Issues
- o Legislation, regional ballot measure
- o Second opinion poll
 - Execution date
 - Funding
 - Questions
- o Results, status report to City Council and Board of Supervisors

July 11

- o Input, subcommittees

Staff Committee

(10:00 a.m.-11:45 a.m.)

April 25 (Cont'd)

- o Draft status report - City Council and Board of Supervisors

May 23

- o Work on second opinion poll
- o Status of subcommittee
- o Follow-up, Executive Committee

-
-
-

- o Legislation required for ballot measure

June 27

- o Follow-up, Executive Committee

-
-
-

July 25

- o *Draft status report to City Council and Board of Supervisors

*See page three, September 12 Executive Committee

Executive Committee

(8:30 a.m.-10:00 a.m.)

July 11 (Cont'd)

- o Results, second opinion poll

- o Preparation of public hearing, August
 - Date
 - Agenda
 - Format

August 8

- o Input, subcommittees - final project list

- o Approve status report to City Council and Board of Supervisors

August

- o Evening meeting/public hearing

September 12

- o *Final report to City Council and Board of Supervisors
 - Project list
 - Financing mechanism
 - Date of ballot
 - Structure of administration funds
 - Disband Executive Committee

October

City Council/Board of Supervisors hearing of ballot measure

Staff Committee

(10:00 a.m.-11:45 a.m.)

July 25 (Cont'd)

- o Follow-up, Executive Committee

August 22

- o Follow-up, Executive Committee

11/20