



ITEM: 16A

AGENDA: 10/17/12

ADDENDUM

Additional Agenda Item

CURRENT BUSINESS

- 16A. EDUCATIONAL AND INFORMATIONAL PUBLICATIONS ON UPCOMING CITY BALLOT MEASURES** - Request Council direction to staff to prepare and distribute informational materials about Proposition P (general plan) and Proposition N (charter city) ballot measures prior to the November 6, 2012 General Municipal Election and authorize expenditure of up to \$20,000.

Staff Recommendation: Approval (City Manager's Office: Joyce Masterson)

CITY COUNCIL

For City Clerk's Use:

APPROVED DENIED

Reso No. _____ File No. _____

Ord No. _____

Agenda Item No.: 16A
Date: October 17, 2012

TO: Honorable Mayor and Members of the City Council
FROM: Clay Phillips, City Manager
SUBJECT: Educational and Informational Publications on Upcoming City Ballot Measures

RECOMMENDATION:

Request Council direction to staff to prepare and distribute informational materials about Proposition P (General Plan) and Proposition N (Charter City) ballot measures prior to the November 6, 2012, General Municipal Election and adopt Resolution No. 2012-178 authorizing expenditure of up to \$20,000 (see attached Budget Adjustment).

FISCAL ANALYSIS:

The estimated cost is \$20,000 for printing and mailing.

PREVIOUS ACTION:

None

BACKGROUND:

On November 6, 2012, the voters are being asked to decide on two important ballot measures affecting the City of Escondido. These include Charter City Proposition P and General Plan Proposition N. Each of these two items has been the subject of extensive public hearings in the past year, as well as appearing numerous times on City Council agendas, town meetings, and other public forums. Each item is required by law to be on the ballot—Proposition N by virtue of an earlier ballot measure enacted by the voters of the City, and Proposition P by virtue of state law which provides a process for developing and submitting a proposed charter to the voters.

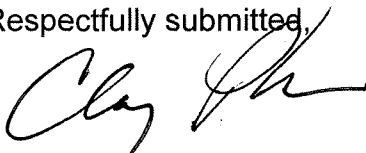
Because of the nature of each of these measures, the City has taken extensive steps to assure a well-educated and informed public on each of the subject matters. In addition to the lengthy and public process identified above, both measures have been on the City's website, and both measures were the subject of an abbreviated educational utility bill insert approximately two months ago.

Additional public educational efforts may also be both desirable and appropriate. Such educational efforts would focus primarily on direct mail material to all households in the City, and be modeled on

the material provided as utility bill inserts. Direct mail to City residents would also overcome the shortcoming that all City residents do not necessarily receive utility bills because of their location in other utility districts.

It should be noted that in 2004 the City Council authorized the expenditure of over \$100,000 for public education efforts for the General Bond Measure which provided \$84.3 million for the construction of the new Police and Fire Headquarters and 4 new fire stations. Those public education efforts included 4 separate mailings to Escondido residents.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Clay Phillips", written in a cursive style.

Clay Phillips
City Manager

RESOLUTION NO. 2012-178

A RESOLUTION OF THE CITY COUNCIL OF
THE CITY OF ESCONDIDO, CALIFORNIA,
MODIFYING THE CITY OF ESCONDIDO
FUND BALANCE POLICY GENERAL FUND
RESERVE FOR THE PURPOSE OF
DEVELOPING AND DISTRIBUTING
INFORMATIONAL PUBLICATIONS ON
UPCOMING CITY BALLOT MEASURES

WHEREAS, the Governmental Accounting Standards Board ("GASB") has issued its Statement No. 54, Fund Balance Reporting and Governmental Fund Type Definitions with the intent of improving financial reporting by providing fund balance categories that will be more easily understood; and

WHEREAS, the City Council of the City of Escondido has adopted Resolution No. 2012-133, the Fund Balance Policy; and

WHEREAS, the Fund Balance Policy provides that the City Council may commit funds for specific purposes by taking formal action and these committed amounts cannot be used for any other purpose unless the City Council removes or changes the specific use through the same formal action to establish the commitment; and

WHEREAS, the City Council has determined that the General Fund Reserve balance be equal to the remaining fund balance in the General Fund at June 30, 2012, for Fiscal Year 2011-12; and

WHEREAS, the City Council desires at this time and deems it to be in the best public interest to prepare and distribute informational materials about Proposition P (General Plan) and Proposition N (Charter City) ballot measures prior to the

November 6, 2012, General Municipal Election and authorize expenditure of up to \$20,000 for this purpose.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Escondido, California, as follows:

1. That the above recitations are true.
2. That the City Council hereby approves use of \$20,000 from the General Fund Reserve Balance to fund the preparation and distribution of informational materials about Proposition P and Proposition N ballot measures.