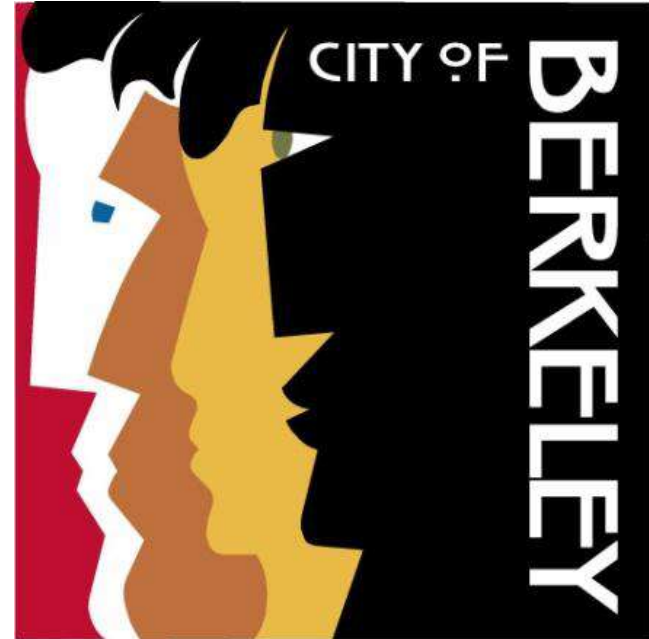


Community Survey:  
*2020 Ballot Measure  
Considerations*



# 2020 Community Survey

- Current situation
- Options to Consider
- Council Discussion

# Proposed Ballot Measures (Non-Revenue Items)

- Police Charter Amendment
- GANN Limit
- Sworn firefighter residency requirement
- Gender Neutral Language
- City Council salaries
- Term limits for Mayor and City Council

# Proposed Ballot Measures (Revenue Items)

- Tax / User Fee on ride share companies
- Increase UUT for a climate action fund
- Parcel Tax for EMS, fire suppression, priority dispatch, and to address deficits
- Residential vacancy tax

# Previous 2020 Ballot Measure Schedule

Critical Dates	Key Actions
Feb. 11	Council provides final direction about possible measures to include in first Community Survey
April 14	Survey Results from the First Survey and Direction on Second Survey
Month of April	Second Survey
May 26	Second Survey Results Presented and Direction about Next Steps
June 16	Provide Direction on Ballot Language
July 14	Review Final ballot measure language
July 28 Action Calendar	Last Council Meeting Before Recess

# Options to Consider

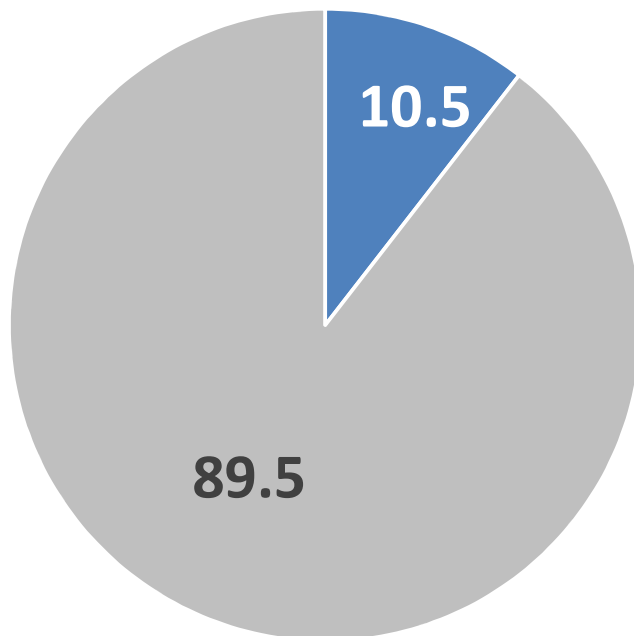
1. Two surveys
  - Implement current survey
  - Field May 4-7
  - Implement refined survey in June
  
2. One survey
  - Refine survey to narrow focus
  - Field May 12-17
  
3. No survey

# Factors to Consider

- Reliability / Predictive validity of Survey Results
  - Social, economic and psychological impacts of COVID-19 Pandemic
  - Sample
- Timeline

# 2016 and 2018 Turnout

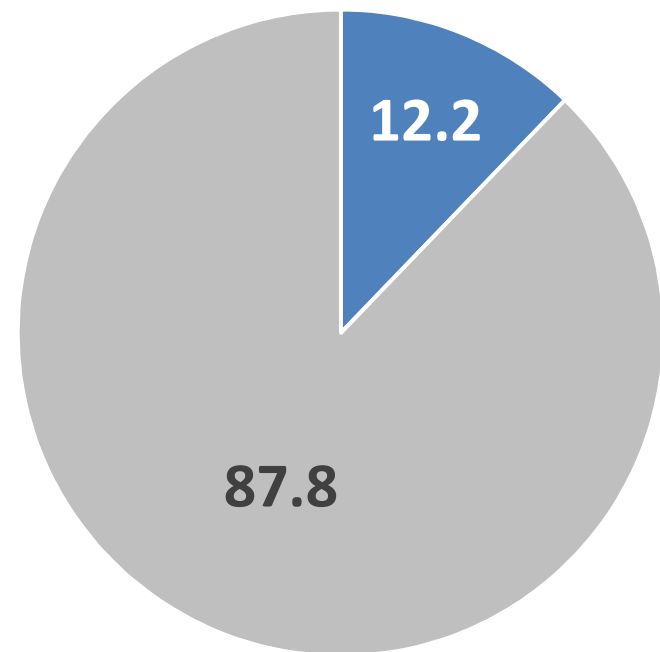
2016 Turnout



■ 18-24 year olds ■ 25 and over

**2016 vote total: 63,910**

2018 Turnout



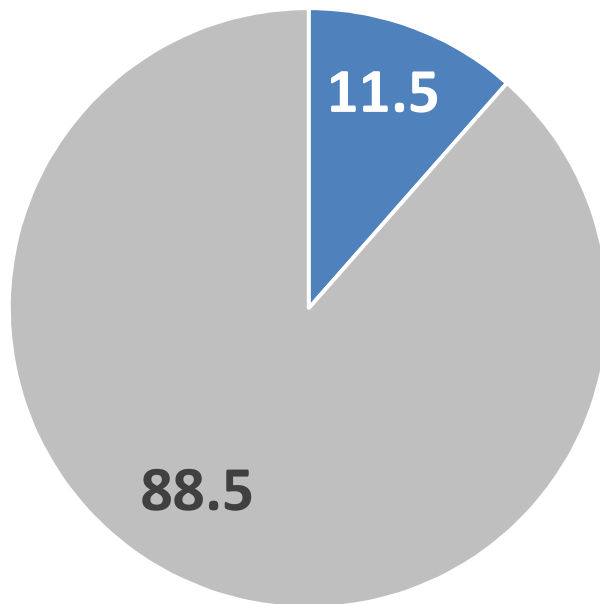
■ 18-24 year olds ■ 25 and older

**2018 vote total: 56,851**



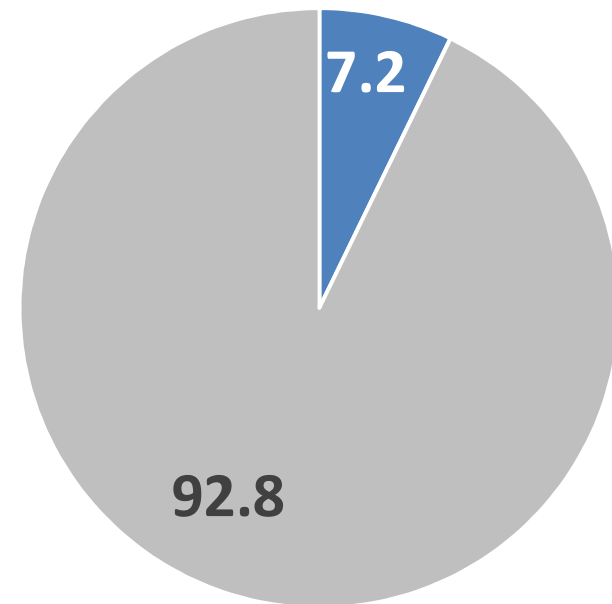
# 2020 Election Projections

2020 – Normal Projected Vote



■ 18-24 ■ 25+

2020 – Projected Vote if Cal not in session\*



■ 18-24 ■ 25+

\*assumes 18-24 year olds voting at 60% normal turnout rates

# Illustrative Timeline

Critical Dates	Option 1 (Two Surveys)	Option 2 (One Survey)
Apr. 28	<ul style="list-style-type: none"> <li>Council approves survey with <u>minimal</u> changes</li> </ul>	<ul style="list-style-type: none"> <li>Council refines and updates survey topics</li> </ul>
June 2	<ul style="list-style-type: none"> <li>Survey Results from the First Survey</li> <li>Provide direction on ballot language to inform Second Survey</li> </ul>	<ul style="list-style-type: none"> <li>Survey Results from Community Survey</li> <li>Provide direction on ballot language</li> </ul>
June 30	<ul style="list-style-type: none"> <li>Second Survey Results</li> <li>Provide direction on ballot language</li> </ul>	
July 14		<ul style="list-style-type: none"> <li>Review Final ballot language</li> </ul>
July 28 (Last City Council Meeting Before Recess)	<ul style="list-style-type: none"> <li>Review Final ballot language</li> </ul>	
Aug. 7	Last day to place a measure on the ballot	

# Council Discussion

1. How does City Council want to proceed?
  - Option 1: Two surveys
  - Option 2: One survey
  - Option 3: No survey
2. If City Council would like to implement a survey, what items would City Council wish to include in the community survey?
  - Programs and/or services
  - Revenue measures
  - Cost levels