



## Legislation Text

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**File #:** 19-1770, **Version:** 1

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Department of Transportation recommending the Board:

- 1) Allocate \$40,000 Economic Development - Transient Occupancy Tax Funds towards an educational campaign for Measure M, snow removal equipment acquisition, that has been placed on the March 3, 2020 Presidential Primary Election; and
- 2) Approve and authorize the Chair to sign the related Budget Transfer. (4/5 vote required) (Est. Time: 15 Min.)

**FUNDING:** Economic Development - Transient Occupancy Tax.

### **DISCUSSION / BACKGROUND**

On May 14, 2019, the Department of Transportation (Transportation) presented a report of department findings, and requested direction on funding possibilities and possible revenue generating options (Legistar File 19-0660, Item 41).

On July 16, 2019, the Chief Administrative Office requested direction from your Board regarding several potential ballot measures contemplated by different departments for presenting to the electorate for consideration, including a measure to increase funding for the County Service Area (CSA) 3 South Shore Snow Removal Zone. The Board directed the Department to conduct public outreach, and determine the potential for a positive outcome before bringing a request to the Board to set a measure for election (Legistar File 19-1047, Item 31).

On September 24, 2019, the Board received a presentation from FM3 Research of key findings from the CSA 3 survey that was conducted to gauge public sentiment about the level of services and the level of support for an increase to their annual assessment and directed staff to initiate proceedings for a measure to be placed on the March 3, 2020 ballot (Legistar File 19-1389, Item 22).

On November 7, 2019, the Board approved Resolution 169-2019 setting for election Measure M to consider a special tax for snow removal equipment acquisition (Legistar File 19-1396, Item 31).

Transportation is requesting funding to educate the voters within the CSA #3 South Shore Snow Removal Zone on the facts of Measure M prior to the election. Here are some options that Transportation could utilize the funds for:

- ~Mailers to all residents within the CSA #3 South Shore Snow Removal Zone
- ~Door Hangers
- ~Educational Flyers for Townhall Meetings
- ~Newspaper Publications
- ~Social Media and Internet Advertising

### **ALTERNATIVES**

The Board could choose to allocate funding from General Fund or choose to not allocate any funding towards an educational campaign for Measure M.

### **PRIOR BOARD ACTION**

See Discussion / Background Section above.

### **OTHER DEPARTMENT / AGENCY INVOLVEMENT**

N/A

### **CAO RECOMMENDATION / COMMENTS**

It is recommended that the Board approve this item.

### **FINANCIAL IMPACT**

The recommended budget amendment will use existing TOT appropriations in the approved Planning and Building Economic Development budget. If the Board appropriates funding towards Measure M, the FY 2019/20 Budget will need to be adjusted as follows to allow funding to be spent by DOT:

Budgeted appropriations in the Planning and Building Economic Development budget need to be increased in Interfund Expenditures by \$40,000 to transfer the funds to Transportation. This is offset by a decrease to Professional Services in the amount of \$40,000 in the Economic Development budget. Budgeted appropriations in the Transportation General Department budget need to be increased in Special Projects in the amount of \$40,000, offset by an increase in Interfund Revenues in the amount of \$40,000.

### **CLERK OF THE BOARD FOLLOW UP ACTIONS**

- 1) The Clerk of the Board will obtain the Chair's signature on the budget transfer documents.
- 2) The Clerk of the Board will forward the budget transfer to the Auditor/Controller for processing.
- 3) The Clerk of the Board will return one (1) copy of the budget transfer to Transportation for further processing.

### **STRATEGIC PLAN COMPONENT**

Infrastructure, Good Governance

### **CONTACT**

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Department of Transportation