

City of Hercules
Agenda Item Transmittal

Meeting Date: January 12, 2010

Agenda Item Number: IX.7

Agenda Item Wording:

Adopt A Resolution Authorizing The City Manager/Executive Director To Execute An Agreement With Strategy Research Institute For An Amount Not To Exceed \$36,000 To Continue The Effort For The Preparation And Implementation Of A Budget Stabilization Plan And Vision; Authorizing The Appropriation And Expenditure Of \$18,000 From The Unappropriated Fund Balance Of The City's General Fund And \$18,000 From The Unappropriated Fund Balance Of The Redevelopment Agency's Operating Fund To Cover The Cost Of The Contract

Submitting Department: City Manager/City Clerk

Contact Name: Nelson Oliva, City Manager/Exec. Director
Doreen Mathews, Admin. Services Director/
City Clerk

Department Recommendation: Staff recommends that the legislative body take the following actions:

Adopt A Resolution Authorizing The City Manager/Executive Director To Execute An Agreement With Strategy Research Institute For An Amount Not To Exceed \$36,000 To Continue The Effort For The Preparation And Implementation Of A Budget Stabilization Plan And Vision

Alternatives:

Do not adopt the Resolution and provide direction to staff.

Discussion:

In April 2007, the City Council authorized Strategy Research Institute to design and administer a scientific telephone survey to obtain objective input from the Hercules electorate regarding funding alternatives for city services and to monitor public opinion regarding various matters that impact the quality of life for all residents of Hercules. The survey results indicated that a significant number of the survey respondents needed more information on key issues affecting the city.

For action by:

- City Council
- RDA Board
- PFA Commission

Placement on agenda:

- Intro./Presentation
- Consent Calendar
- Public Hearing
- Communications
- Council Rpts./Reso
- C.M. Rpts./Reso.
- Intergov. Issues

The 2007 scientific survey tested the feasibility of securing the requisite vote for at least one of several funding mechanisms that could be brought forward, such as a Special Tax dedicated to Public Safety, a Library Tax and the funding mechanism to ask certain property owners in the City's five Landscape and Lighting Assessment Districts (LLAD) to authorize an increase in their annual assessment.

In November 2007, the City/Agency retained Strategy Research Institute (SRI) to create and implement an outreach program that would provide residents with the information needed to better understand and relate to the many issues challenging their local government. SRI has been working with City staff and has prepared a Position Paper that is designed to develop a context to explain/justify the need for asking local property owners to authorize an increase in their annual LLAD assessments and to identify the Strategic Plan and the steps necessary to administer the plan.

In November 2008, staff continued the retention of SRI to proceed with the next phase of the project. The scope of work for the next phase of the project provided for the following:

- finalization of the position paper which will be used to interview property owners,
- interview of Council Members and key community members
- creation and facilitate a Citizen's Advisory Committee for Fiscal Sustainability
- initiate discussion with property owners regarding increase in the City's LLAD, which will be adjusted by needs within specific Zones of Benefit.
- preparation of notice and ballot
- provision of public/community relations

As the scope of this agreement with SRI has been completed, staff desires to continue the retention in order for SRI to proceed with the next phase of the project. The scope of work for the final phase of this project provides for the following:

- Design and administer a scientific survey to determine likely support among local property owners for authorizing an increase in the City's LLADs (one Citywide LLAD and nine Zones of Benefit).
- Assist in crafting ballot language and producing informational materials for informing local property owners of the need for on-going funding to properly maintain the public lighting and landscaped areas throughout the City and within each of the City's existing LLADs.
- Design and administer a scientific survey for measuring public opinion throughout the City of Hercules in 2009 and compare the "*findings*", on specific dimensions, with four (4) prior points in time: 2007, 2003, 1999, and 1996. The justification for this exercise is to secure the "intelligence" needed for identifying useful and instructive trends and patterns, over time.

- Help develop, and implement, a strategic plan for building consensus among registered voters, property owners, special interest groups/organizations, and/or other stakeholders and stakeholder groups/organizations regarding issues of importance to the well-being of the City and its residents
- Develop message strategies for various forms of public education and outreach.
- Develop and/or capitalize upon existing communication vehicles; including, but not necessarily limited to:
 - a. Partner with City staff in creating a House Organ (e.g., monthly, quarterly,
 - b. or bi-annual newsletter)
 - c. Maximize utilization of the City's Web Site for community outreach
 - d. Build an e-mail tree comprised of influentials, stakeholders, and stakeholder
 - e. groups/organizations
 - f. Informational brochures on critical topics
 - g. Media/press relations
 - h. Other outlets inherent to employing an IMC (integrated communications) m

Prior Council/Board Actions:

On November 13, 2007 Council Resolution No. 07-171 And RDA Resolution No. 07-066 Were Adopted Authorizing The City Manager/Executive Director To Execute An Agreement With Strategy Research Institute To Provide Community Outreach Services For An Amount Not To Exceed \$36,000

On November 25, 2008, Council Resolution No. 08-158 Authorizing The City Manager To Execute An Agreement With Strategy Research Institute For An Amount Not To Exceed \$36,000 To Provide For The Preparation And Implementation Of A Budget Stabilization Plan And Vision For FY 2008-2009

Commission Review and Actions/Recommendation: None

Attachments:

1. [Resolution](#)
2. [Agreement](#)
3. [Scope of Work](#)

Financial Impact

Description: Authorizing The Appropriation And Expenditure Of \$18,000 From The Unappropriated Fund Balance Of The City's General Fund And \$18,000 From The Unappropriated Fund Balance Of The Redevelopment Agency's Operating Fund

Funding Source:

Account Number: 100-4420-611.90-00 and 601-3005-611.90-00

Budget Recap:

| | |
|---|--|
| Total Estimated cost: \$36,000 | New Revenue: \$ |
| Amount Budgeted: \$ 0 | Lost Revenue: \$ |
| New funding required: \$36,000 | New Personnel: \$ |
| Council Policy Change: Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |

Subcommittee Review and Approval:

Finance Subcommittee: