



Legislation Details (With Text)

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Date	Ver.	Action By	Action	Result
10/6/2020	1	City Council		

Report to Mayor and City Council

Tuesday, August 18, 2020

Discussion

SUBJECT:

SALES TAX MEASURE UPDATE (CITY COUNCIL)

I. SUMMARY

On August 4, 2020, the City Council approved the placement on the ballot for the November 3, 2020, general municipal election a "sales tax" measure of $\frac{3}{4}$ cent (.75%) within Carson. The City Council also approved an allocation of up to \$40,000 towards educating the public on the sales tax measure through communication and outreach, including securing outside resources.

II. RECOMMENDATION

DISCUSS and PROVIDE direction to staff on the educational program to communicate and outreach to Carson residents on sales tax measure, Measure K.

III. ALTERNATIVES

TAKE another action the City Council deems appropriate.

IV. BACKGROUND

At the August 4, 2020, the City Council approved the submittal of Transaction and Use General Tax (commonly referred to as “Sales Tax”) Measure at a rate of ¾ cent (.75%) to the voters at the November 3, 2020 General Elections. If the Sales Tax Measure (Measure K) is approved by the voters, the revenues collected will be deposited in the City’s General Fund to fund City services and programs for its residents. It is estimated that approximately an additional \$12,000,000 will be generated annually by Measure K for the funding of general City service until ended by voters. The funds may be used for any City general fund purposes, including, but not limited to:

- Public safety, natural disaster/public health emergency preparedness
- 9-1-1 emergency response
- Local drinking water/environment protection
- Small business assistance/job retention
- Street/pothole repair
- Other general City services

The City Council allocated \$40,000 to be spent to educate the residents about the needs of the City while ensuring that all legal requirements prohibiting advocacy are met. Below is an itemized list of expenditures:

DESCRIPTION	COST
Contract to develop educational materials: Tripepi & Smith	\$22,400
Mail House Cost (estimated)	\$10,100
Every Door Direct Mail Cost (estimated)	\$4,000 - \$4,500 (using flyer distribution services instead of first class mail)
Digital Placement	\$1,600 - \$1,700
Printing Costs	(completed in-house)
TOTAL (estimated)	\$38,700

Staff is working with Tripepi & Smith to ensure educational material are being delivered in a timely manner.

Tripepi & Smith

Developed and posted webpage (www.carsonmeasurek.com <<http://www.carsonmeasurek.com>>) on City website for City ballot measure.

Social Media (Facebook & Instagram) Post no. 1

Social Media (Facebook & Instagram) Post no. 2

Animated video to be posted on City website

Mailers sent to Carson residents

V. FISCAL IMPACT

This report details the estimated costs associated with communication and outreach efforts not exceeding the up to \$40,000.00 allocated by the City Council.

VI. EXHIBITS

N/A

Prepared by: City Manager's Office