



Legislation Details (With Text)

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Title:	CONSIDER WHAT ACTIVITIES STAFF SHOULD UNDERTAKE, INCLUDING SECURING OUTSIDE RESOURCES TO EDUCATE CITY OF CARSON RESIDENTS ON THE SALES TAX MEASURE (CITY COUNCIL)				
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Report to Mayor and City Council

Tuesday, August 18, 2020

Discussion

SUBJECT:

CONSIDER WHAT ACTIVITIES STAFF SHOULD UNDERTAKE, INCLUDING SECURING OUTSIDE RESOURCES TO EDUCATE CITY OF CARSON RESIDENTS ON THE SALES TAX MEASURE (CITY COUNCIL)

I. SUMMARY

On August 4, 2020, the City of Carson Council approved the submittal of a “sales tax” measure of .75% (or $\frac{3}{4}$ cent) within Carson. Staff is seeking input from the City Council on the educational campaign that it will undertake, including possibly securing outside resources, to provide communication and outreach efforts to Carson residents on the sales tax measure.

II. RECOMMENDATION

DISCUSS and PROVIDE direction to staff on what it would like to see included in an educational campaign to communicate and outreach to Carson residents on the Sales Tax measure, including considering an allocation of up to \$40,000 for an outside consultant to assist in educating voters, within all legal constraints, on the City’s financial condition, service needs and infrastructure needs.

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 0.75% to the voters at the November 3, 2020 General Elections. If the Sales Tax is approved by the voters, the revenues collected from this Sales Tax will be deposited in the City’s General Fund to fund City services and programs for its residents.

It is estimated that the Sales Tax will generate approximately \$12,000,000 annually for general services, including, but not limited to:

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

City staff is seeking input from the City Council on what activities it would like to see included in an education campaign, including the potential of utilizing a public education firm to assist the City in developing a public education and outreach program. Because of the shortness of time, this means of outreach would assist to educate the community about the City’s funding and infrastructure needs. It should be noted that public resources may be used to educate the public, but cannot be used to advocate for a ballot measure (Gov. Code Section 54964).

Accordingly, the selected firm will also ensure that all legal requirements are met and no advocacy through any media or other efforts is conducted. The goal is to educate the residents about the needs of the City and let them ultimately decide. Thus, the purpose of securing an outside consultant is to assist in educating voters on the City’s financial condition, service needs and infrastructure needs while being compliant with all legal requirements. Staff anticipates the costs of these services would not exceed \$40,000.

V. FISCAL IMPACT

If the City Council is interested in utilizing an outside consultant, staff anticipates the cost of these services would not exceed \$40,000. If requested, staff will bring back a report detailing the estimate of costs associated with communication and outreach efforts.

VI. EXHIBITS

N/A

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