



City of Sierra Madre Agenda Report

John Capoccia, Mayor
Gene Goss, Mayor Pro Tem
Rachelle Arizmendi, Council Member
Denise Delmar, Council Member
John Harabedian, Council Member

Nancy Shollenberger, City Clerk
Richard Mays, City Treasurer

TO: Honorable Mayor Capoccia and Members of the City Council

FROM: Elaine I. Aguilar, City Manager *EA*

INITIATED BY: Elisa C. Cox, Assistant City Manager *EC*

DATE: January 26, 2016

SUBJECT: UUT Educational Information

SUMMARY

On Wednesday, January 13, 2016 staff met with the UUT Oversight Committee to receive feedback and recommendations for disseminating educational UUT information. The Committee reviewed first drafts of different styles of print information and concluded that all the information was factual and non-biased and recommended the information be disseminated in a variety of fashions before the April 12, 2016 election.

ANALYSIS

No City official, whether an employee or an elected or appointed City official, may use City funds or other resources to advocate for or against a ballot measure or candidate. This includes using City office equipment such as copiers, computers, telephones, and email to encourage a "yes" or "no" vote for any measure or candidate. City officials may not direct City employees to advocate for or against a candidate for City office or a ballot measure.

However, this rule does not affect the City's authority to provide factual information about measures on the local ballot and election procedures. The legislative process contemplates assistance from the local government in explaining the potential benefits or detriments of proposed legislation. The City may create and compile informational materials regarding a ballot measure, such as its fiscal impact on City services. However, the creation of such information using City resources must stop short of expressly advocating for or against the measure. Accordingly, informational materials created with City resources cannot include any direction to "vote for" or "against" or "defeat" a candidate or a ballot measure.

The UUT Oversight Committee recommended that the City send out a one-page double-sided flyer in the February and March water bills, mail a four-page booklet-style information sheet to all households in early March, along with two postcards, one in late March and one in early April. The Committee also agreed that the City should have a Town Hall Meeting in March, comprehensive "go to" page(s) on the City's website, and to send out information in the City's eBlast and on the City's Facebook page.

Schedule of Information Dissemination:

- February 1, 2016: Initial Information Available on City Website
- February & March Water Bills: Double Sided Flyer
- Second eBlast in February through first eBlast in April: Information on UUT
- First week of March: Four-page Mailer to all households
- Each week in March and first two weeks of April: Facebook post
- Saturday, March 5, 2016: UUT Town Hall Meeting 10am-12noon, Fire Station
- Week of March 14: Postcard Mailer
- ~~Week of March 28: Postcard Mailer~~

In order to reduce costs by \$2,500, staff is recommending to mail just the first postcard and to include the information from the second postcard on the City's website, Facebook, and eBlast.

FINANCIAL REVIEW

Staff is creating all the public information pieces in-house, which requires some staff time, in addition to keeping the UUT information on the website updated, and to sending out information via social media and eBlast.

Initial costs for the printing and mailing is estimated to be \$7,500; \$4,000 for printing and \$3,500 for postage. If the City Council wishes to send out the second postcard the total cost increases to \$10,000. As of the writing of this report, staff was awaiting two additional quotes for the printing and mailing, which may reduce these costs.

PUBLIC NOTICE PROCESS

This item has been noticed through the regular agenda notification process. Copies of the report are available via the City's website at www.cityofsierramadre.com, at the City Hall public counter, and the Sierra Madre Public Library.

ALTERNATIVES

1. The City Council can approve the schedule of information dissemination and authorize \$7,500 in printing and mailing expenses.
2. The City Council can approve the schedule of information dissemination with the addition of the second postcard and authorize \$10,000 in printing and mailing expenses.

3. The City Council can provided staff additional direction.

STAFF RECOMMENDATION

Staff recommends the City Council approve the schedule of information dissemination and authorize \$7,500 in printing and mailing expenses.