



City of Carson Report to Mayor and City Council

September 7, 2010
New Business Consent

SUBJECT: CONSIDERATION OF A PROPOSED VOTER EDUCATION STRATEGY AND APPROPRIATION FOR AN IMPARTIAL EDUCATIONAL OUTREACH ON THE ONE-CENT SALES TAX BALLOT MEASURE

Submitted by William W. Wynder
City Attorney

Approved by Jerome G. Groomes
City Manager

I. SUMMARY

On August 3, 2010, the City Council adopted Resolution No. 10-086 approving submittal to Carson voters a proposed ordinance to establish a one-cent sales tax in the city of Carson on the November 2, 2010 special municipal election ballot (Exhibit No. 1). The purpose of this report is to provide the City Council with a proposed voter outreach program and to request for funds in support thereof.

II. RECOMMENDATION

TAKE the following actions:

1. AUTHORIZE staff to engage in a non-advocacy informational effort consistent with the requirements of State law, to educate the voters on the sales tax ballot measure.
2. AUTHORIZE staff to develop and execute various public information and community outreach tools, including the dissemination of mailers, public service announcements (PSA), use of the city's website, to provide voters with neutral, unbiased and relevant facts on the ballot measure.
3. APPROPRIATE \$20,710.00 from the unreserved, undesignated general fund balance to cover the costs of the educational program.

III. ALTERNATIVES

TAKE another action the City Council deems appropriate.

IV. BACKGROUND

At the City Council meeting held on August 3, 2010, the City Council approved putting a proposed one-cent additional sales tax measure on the November 2, 2010 special municipal election ballot. The resolution is a result of a finding of a fiscal emergency in the city of Carson, which has experienced and continues to face a dramatic and critical decline in revenues, and has reached a point where cutting expenses will not allow the city to ease the structural deficit without further cutting essential City services. The City projects a budget deficit in

17.