Explore the Feasibility of Placing a Revenue Measure on a Future Ballot for Potential Infrastructure Funding or Other Possible Revenue Measures

November 7, 2023

CITY OF
ALAMEDA

The Need

- 2020 report identified more than $200 million in deferred maintenance and $500 million in new infrastructure needs.

- An infrastructure bond was previously explored in 2018 and 2022, with strong support from residents for:
  - maintaining 911 fire and police response times,
  - repairing potholes and streets,
  - addressing climate change and preventing flooding, and
  - repairing and upgrading infrastructure.

- Potential projects include:
  - pavement maintenance,
  - enhancing the urban forest and planting trees,
  - addressing sea-level rise including flood prevention,
  - new fire and public safety facilities that maintain critical response times,
  - expanded library and park services, and traffic safety.

CITY OF **ALAMEDA**

Timing

- In May 2023, the City's credit rating was increased to 'AAA', which will allow the City to secure the lowest possible interest rate on its sale of general obligation bonds.

- If passed, ACA 1 would lower the vote threshold from 2/3 to 55% to approve local GO bonds.

- The Strategic Plan also includes a project to explore the feasibility of a vacancy tax measure.

CITY OF
ALAMEDA

Staff Recommendation

- Conduct a revenue measure feasibility study from November 2023 – February 2024.

- **Approve scope of services with CliffordMoss [Budget: $30,000]**, which includes:
  - working with City staff and FM3 to draft a sample ballot statement;
  - running additional data-driven political diagnostics to determine the existing level of voter support and feasibility of a revenue measure;
  - helping answer key questions, including if a 2024 ballot measure is feasible, how much revenues are needed, and how will the money be spent?

- **Approve scope of services with FM3 [Budget: $40,750],** which includes:
  - a baseline feasibility survey to "pressure test" potential revenue measures;
  - survey to be conducted via telephone and online interviews with a 95% confidence level;
  - telephone interviews offered in English, Spanish, and Chinese;
  - providing the topline results along with a complete analysis upon completion of the survey.

CITY OF ALAMEDA

Potential Next Steps

- **Nov 2023-Feb 2024: Feasibility Analysis and Survey**. If approved by Council, Clifford Moss will provide general strategy support to the City in assessing the feasibility of a future ballot measure and FM3 will provide community survey development, implementation, and analysis.

- **Jan 2024: Presentation of Results and Further Council Direction**. Staff will return to the City Council to share survey results and seek additional direction on whether to continue pursuing a potential ballot measure.

- **Feb-June 2024: Community Outreach and Additional Survey**. If directed by Council, staff would amend agreements with CliffordMoss and FM3 to prepare a more targeted tracking survey and conduct ballot measure development and public information, including community outreach.

- **July 2024: Presentation of Results and Council Decision.** Staff would present outreach results to the City Council, along with proposed ballot language for the measure to be submitted to the Alameda County Registrar of Voters in early August.

- **Aug 2024: Ballot Arguments**. Ballot arguments due in mid- to late-August.

CITY OF ALAMEDA

Recommendation

Provide direction to staff on exploring potential revenue measure and authorizing the City Manager to enter into contracts with CliffordMoss and FM3 consistent with the attached scopes of work.

CITY OF ALAMEDA