TO: HONORABLE CITY COUNCIL

FROM: CITY MANAGER DEPARTMENT: CITY MANAGER’S OFFICE

DATE: JULY 22, 2002 CMR:315:02

SUBJECT: BALLOT MEASURE AND LEGISLATIVE ADVOCACY PROCESS

RECOMMENDATION

The Policy and Services Committee recommends that Council approve a ballot measure and legislative advocacy process and adopt the following guidelines as the basis for the City’s legislative advocacy program.

BACKGROUND

On February 22, 2000, Council referred the discussion of a process for having Council take positions on ballot propositions to the Policy and Services Committee. Staff developed a proposed ballot measure process and forwarded it to the Policy and Services Committee for review. On June 18, 2002, the Committee reviewed the proposed process and made a number of changes, which staff has incorporated into this report. In addition, the Committee directed staff to include guidelines to allow Council to address specific legislative proposals and to allow the Mayor to continue to sign legislative letters based on the City’s legislative advocacy guidelines.

DISCUSSION

This proposal will establish a process by which the City Council can take positions on State ballot measures, and respond to legislative issues at both the state and federal level. The process includes legislative objectives that will be used to guide the City’s legislative efforts. This will afford the needed flexibility in the legislative program to allow the City to respond to legislative matters in a timely manner, while providing solid guidelines and principles to assist Council and staff in identifying issues that are important to the City.

The ballot measure and legislative advocacy process is as follows:
1. Two Council Members draft a Council Colleagues Memorandum to refer a ballot measure or legislative issue to the Policy and Services Committee for review.

2. Staff generates an informational report for the Policy and Services Committee summarizing the ballot measure or legislative issue. This report will include an analysis of City policy as it relates to the item, if applicable. It will also indicate if the League of California Cities has taken a position on the issue.

3. The item is agendized for the Policy and Services Committee meeting.

4. The Policy and Services Committee reviews and discusses the ballot measure or legislative issue at the meeting.

5. When evaluating ballot measures or legislative issues, Council Members should determine if the issues are consistent with the following guidelines, including, but not limited to:
   - Protects local revenues (e.g. taxes, fees, etc. designated for use by local governments)
   - Protects/increases local government discretion
   - Protects/increases funding for specific programs or services (e.g. park bonds, etc.)
   - Supports key programmatic goals (e.g. expansion of recyclable materials, etc.)
   - Prevents unfunded mandates
   - Is consistent with existing City policy
   - Has a direct impact upon the City

6. Policy and Services Committee members vote on the propositions and/or legislative issues that the Committee determines are consistent with the City’s interests.

7. If the vote is unanimous, the matter is forwarded to the Council as a consent calendar item.

8. If a timeliness issue exists, the item will be referred without minutes, and a one page executive summary will be provided. If no timeliness issue exists, the item will be referred with minutes in the usual manner.

As in previous years, the Mayor is empowered to take legislative action and sign legislative advocacy letters that have been analyzed by the City Manager’s staff and found to be consistent with the guidelines in bullet point number 5 above.

**POLICY IMPLICATIONS**

This report does not represent any change to existing City policies.

**ENVIRONMENTAL REVIEW**

This staff report does not represent a project under the California Environmental Quality Act (CEQA).