

**CITY OF ALBANY  
CITY COUNCIL AGENDA  
STAFF REPORT**

Agenda Date: 04/04/05

Reviewed by: \_\_\_\_\_

**SUBJECT:** Unfunded Capital and Operations Needs

**REPORT BY:** Judy Lieberman, Assistant City Administrator

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**RECOMMENDATION**

1. Authorize the City Administrator to enter into an Agreement not to exceed \$16,700, with Godbe Research to conduct a public opinion survey regarding citizen support for tax measures to support unfunded needs.
2. Provide any additional information regarding the types of issues that should be part of the survey.

**BACKGROUND**

On March 7, 2005, City Council conducted a work session to review a list of unfunded operational needs, capital projects and potential funding sources. The staff report and accompanying background report are attached. At that time, Council requested that staff gather further information and report back to Council. An accompanying memorandum following up on the issues which were raised is attached to this staff report as Attachment #A.

**DISCUSSION**

One of the concerns discussed by Council was the public information process that would be involved in any further development of funding resources. Staff proposes to pursue a two-stage public information process. The first stage is to implement a random sample survey, similar to the survey that was conducted in 2002 prior to the Measure F proposal. The second stage would be to hold a community meeting to allow the community to express their desires and provide further input into the possibility of future funding. This would take place following the results of the survey.

The survey issues to be addressed will include storm drains, streets, park and recreation facilities, and maintenance of landscaping and other public facilities. Based on the Council Work Goals, the survey may also include additional community service programs, particularly in the areas of youth, mental health, and perhaps library services. The survey will build upon the results of the previous survey conducted in 2002.

In order to proceed in a timely manner, a proposal was requested from Godbe Research, the

same firm that conducted the 2002 survey. The proposal is attached at Attachment B. The survey will gather information about the community's interest in the projects identified by the unfunded needs report, and the potential level of support for a tax measure which would fund these needs. The survey and the tabulation of results would take six to eight weeks. Presuming a start date of April 15<sup>th</sup>, a survey could be conducted in May, and results obtained in early June. A public meeting could then be held in late June.

### **FINANCIAL IMPACT**

The source of funds for the survey is the discretionary fund line in the General Fund, non-departmental budget, which has an unallocated balance of \$22,500. The cost of the survey ranges from \$15,650 to \$16,700 for a 12-minute to 15-minute survey, with 300 respondents.

### **Attachments**

1. Follow-up Memorandum to Council requests, 3/25/2005
2. Proposal from Godbe Research
3. Staff report, March 7, 2005 and Unfunded Needs memorandum, Feb. 23, 2005