



City Council Agenda Item Staff Report

CITY OF SAN BRUNO

DATE: June 7, 2022

TO: Honorable Mayor and Members of the City Council

FROM: Jovan D. Grogan, City Manager

PREPARED BY: Jennifer Dianos, Assistant to the City Manager

SUBJECT: Receive Presentation on the 2022 San Bruno Revenue Measure Feasibility Survey

BACKGROUND:

During the City Council's strategic planning session in February 2022, the City Council discussed several items for consideration as potential measures in the November 2022 election. As follow-up to that discussion, City staff presented options for direction at a special City Council meeting held on March 29, 2022. These options included:

- Establishing a city charter with integral commercial real estate transfer tax
- Determining if the following initiatives should be on the November 2022 ballot, or whether they should be integral to a proposed city charter
 - Adopting alternative voting methods
 - Repealing the office of elected Mayor and establishing a rotational Mayoral process
 - Establishing term limits for councilmembers
 - Adopting local campaign finance regulations

The City Council expressed interest and provided staff with direction to pursue the items, with two exceptions: consider alternate voting methods at a future time; and local campaign finance regulations could be handled by Ordinance and not as a ballot measure, so long as staff brought forward an Ordinance that the City Council could adopt in the 2022 calendar year.

DISCUSSION:

The City of San Bruno partnered with a TGWBH / Props and Measures (ballot consultant) and Godbe Research (polling consultant) to prepare and conduct an independent community survey in May 2022 to evaluate the initiatives discussed on March 29, 2022 and the feasibility of an infrastructure bond on the November 2022 ballot. This effort is a key component to the ongoing Comprehensive Fiscal Sustainability Project which includes the study the City's fiscal condition and potential revenue options to ensure public services that may be unfunded or underfunded. As part of the process, the City Council also established a City Council subcommittee, consisting of Vice Mayor Mason and Councilmember Marty Medina to review the survey questions.

Godbe Research conducted the survey from May 11-18, 2022, targeting likely November 2022 voters. Godbe ResearchTGWBH / Props and Measures will present the survey results to the City Council during the June 7, 2022 City Council meeting.

Based on the results of the survey, the consultants concluded that:

- The bond measure as-tested does not appear viable this year at the required 2/3 voter approval threshold.
- Residents are price-sensitive as regards a potential future bond measure.
- Strong majorities of voters do prioritize important capital improvements.
- San Bruno residents prioritize funding for streets and roads, fire stations, storm drains, parks and libraries, in that order.
- Commercial transfer tax/Charter measure is viable for 2022; slight adjustments might be recommended to the ballot language.

A presentation of the summary survey results is attached to this staff report.

FISCAL IMPACT: There is no immediate fiscal impact to this Study Session. The costs associated with the direction to proceed with a ballot measure for the November 2022 election will be reported with that item.

ENVIRONMENTAL IMPACT: There is no environmental impact. The action is not a project subject to CEQA. City Council's action is not considered a "Project" per CEQA Guidelines and therefore no further environmental analysis is required.

RECOMMENDATION: Study Session - Presentation of the Highlights of a 2022 San Bruno Revenue Measure Feasibility Survey

ALTERNATIVES:

1. Direct staff to further study the identified potential ballot initiatives.

ATTACHMENTS:

1. Summary of Results from the 2022 San Bruno Revenue Measure Feasibility Survey