

TO: James L. App, City Manager
FROM: Joseph M. Deakin, Director of Public Works
SUBJECT: Landscape and Lighting District - Ad Hoc Committee
DATE: July 15, 2003

BACKGROUND:

On December 3, 2002, the City Council directed staff to initiate ballot proceedings for each sub-area in the Landscape & Lighting District that is operating in deficit, timing the proceedings such that the results would be incorporated into the annual Levy for fiscal year 2003/2004. The ballot was conducted, and results received on June 17, 2003, with 90% of those balloted protesting the proposed fee increase. Clearly, more work is needed to develop positive perceptions from the service recipients on Landscape and Lighting District services, and the costs to deliver the services.

The City staff, working with an Ad Hoc Council Committee, could develop a public education and outreach program for the Landscape and Lighting District aimed at improving actual service quality, and perceived value for the services.

OPTIONS:

- a. For the City Council to assign two Councilmen to form the Landscape and Lighting District Ad Hoc Committee, with an expected report date of December 2, 2003.
- b. Amend, modify or reject.