

TO: James L. App, City Manager
FROM: Doug Monn, Public Works Director
SUBJECT: Landscaping & Lighting District No. 1 Proposed FY08 balloting
DATE: September 19, 2006

NEEDS : For the City Council to consider options regarding the balloting of Paso Robles Landscape and Lighting District 1 (LLD) deficit zones and sub areas for Fiscal Year 07/08.

FACTS:

1. In the spring of 2006 12 Zones and 8 stand alone Sub areas of the LLD were balloted to increase their annual levies. The levy increase was necessary to continue existing levels of landscape maintenance of plantings, irrigation and street lighting.
2. The increased costs were determined pursuant to the lowest price competitive bid by a private landscape maintenance service provider.
3. Fourteen of the 20 balloted Zones and or stand alone sub areas balloted did not approve the levy adjustment.
4. Landscape maintenance in the 14 areas has been reduced to a level and cost that equals levy payments.
5. The City Council requested a proposal to rebalot the 14 areas again for Fiscal Year 07/08.
6. The balloting process must begin in late October/early November in order to provide the necessary time to prepare the Engineer's report, distribute public information, and conduct the election.
7. The estimated cost for rebaloting is \$71,000 plus 500 staff hours.

**ANALYSIS
AND**

CONCLUSION: The recently completed balloting effort was a twelve month process that began with the approval of a new Landscape Maintenance Contract in June of 2005. Between June 2005 and the February 21, 2006 presentation of the preliminary Engineer's report to Council, the following preparations were necessary and would need to be repeated prior to a 2007 ballot effort (with the exception of the first item):

- Re-engineering of the entire District. This extensive re-engineering included the reorganization into Zones of mutual benefit and associated sub areas.
- Preparation of the preliminary Engineer's report for presentation at the February meeting.
- Preparation of costs and schedules for the balloting campaign from Muni Financial.

A re-balloting effort would also require approximately 500 hours in staff time in addition to:

- | | |
|--------------------------------------|-----------------|
| • Public information (based on FY07) | \$30,000 |
| • Balloting (see attached) | <u>\$40,800</u> |
| Total | \$70,800 |

Before undertaking another balloting it may be prudent to consider the following:

- The previous balloting effort resulted in negative outcome (failed) in eight (8) of the twelve (12) Zones balloted and six (6) of the eight (8) standalone Sub Areas balloted
- Balloting costs must be passed on to the affected Zones and sub areas. If the majority of the sub areas fail again the cost of the process will be passed on to sub areas that are already severely under funded.
 - Example: Cost of balloting (\$70,800) / Total number of parcels affected (2020) = \$35.00 per parcel. If the balloting fails and assessments cannot be increased landscaping would have to be adjusted, for a time, to cover the cost of balloting.

FISCAL

IMPACT:

All costs related to the balloting of the District will be paid with the assessment revenues available from each of the balloted Zones and/or Sub Areas.

OPTIONS:

- 1) Direct staff to take the steps necessary to initiate a re-balloting of the Landscape and Lighting District in June 2007.
- 2) Defer any re-ballot of the Landscape and Lighting district until June 2009
- 3) Amend, modify, or reject the above option.

Attachments:

- 1) Resolution
- 2) Muni Financial Fees – FY08 Balloting
- 3) Balloting Schedule – FY08

RESOLUTION NO. 06-

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES
APPROVING RE-BALLOTING OF THE LANDSCAPE AND LIGHTING DISTRICT NO. 1 FOR
DEFICIT ZONES AND SUB AREAS FOR FISCAL YEAR 07/08

WHEREAS, on June 20, 2006, the City Council was presented with the results of the balloting of selected Zones and Sub-areas and a modified Engineer's Report; and

WHEREAS, 12 Zones and 8 stand alone Sub-areas of the LLD were balloted to increase their annual levies, which was necessary to continue existing levels of landscape maintenance and street lighting; and

WHEREAS, the results of the balloting returned a negative outcome with a majority protest wherein fourteen (14) of the twenty (20) balloted Zones and/or stand alone sub-areas balloted did not approve the levy adjustment; and

WHEREAS, the City Council adopted the resolution and the modified Engineer's Report reflecting funding levels established by the results of the balloting for fiscal year 2006/2007; and

WHEREAS, the City Council requested that staff bring back for discussion the cost and time required to initiate a balloting campaign for Fiscal Year 07/08; and

WHEREAS, the balloting process must begin in late October early November in order to provide the necessary time to prepare the Engineer's report, distribute public information and conduct an election; and

WHEREAS, the cost for the public outreach and Muni Financial balloting campaigns based on FY07 is approximately \$70,800 plus 500 staff hours; and

WHEREAS, all costs related to the balloting of District No. 1 will be paid with the assessment revenues available from each of the balloted Zones and/or Sub-areas.

THEREFORE, BE IT RESOLVED AS FOLLOWS:

SECTION 1. The City Council of the City of El Paso de Robles does hereby approve the re-balloting of the Landscape and Lighting District No. 1 for deficit zones and sub-areas for FY07/08.

PASSED AND ADOPTED by the City Council of the City of Paso Robles this 19 day of September 2006 by the following vote:

AYES:
NOES:
ABSTAIN:
ABSENT:

Frank R. Mecham, Mayor

ATTEST:

Deborah D. Robinson, Deputy City Clerk

EXHIBIT B FEES FOR SERVICES

MuniFinancial will perform the work described in Exhibit A for the following *fixed price fees*. These fees include all expenses associated with the project, except mailing costs.

Printing and mailing costs are not included in our fixed fee and will be billed to the City at our cost. We provide an estimated mailing cost below.

Additional meetings or tasks outside our proposed scope of work (such as attending additional Community Meetings or workshops) will require an additional fee.

SERVICE	FEE
Development of Budget and Assessments	\$13,900
Prepare Required Documentation for Balloting	\$11,500
Balloting Services	\$ 4,900
Public Outreach Support	\$10,500
Total	\$40,800

Generally the cost of printing, processing and postage for the mailed Notice and Ballots is approximately \$1.00 to \$1.50 per parcel, however an accurate estimate of this cost will not be available until the full extent of the Notices and Ballots has been developed in Task 7.

Notes:

- ♦ This fee includes our attendance at a total of six (6) different meetings during the course of the project including an all-hands kick-off meeting, the Intent Meeting, three (3) Community Meetings/Workshops, and the Public Hearing. Additional meetings will require an additional fee.
- ♦ This fee includes up to two (2) variations in notices/ballots due to differences in Sub-Areas. Additional variations will require an additional fee.

INVOICING

We will invoice the City of El Paso de Robles monthly based on project completion.

Proposed Timeline for LLD Re-Balloting for FY 07-08

Estimated Dates	Days of the Week	Tasks and Action Items
09/19/06	(Tuesday) -	Council Directs Staff to Proceed with Possible Re-balloting
09/25/06 - 09/29/06	(Monday - Friday)	All Hands Kick-off Meeting
10/02/06 - 10/27/06	(Monday - Friday)	Development of Preliminary Budget and Assessments
10/23/06 - 10/27/06	(Monday - Friday)	Prepare Pre-Report Workshop Invitations
10/30/06 - 11/03/06	(Monday - Friday)	Print & Mail Pre-Report Workshop Invitations
11/13/06 - 12/01/06	(Monday - Friday)	Pre-Report Property Owner Workshops
12/04/06 - 12/08/06	(Monday - Friday)	Muni & City Discuss Possible Budget Revisions
12/11/06 - 12/29/06	(Monday - Friday)	Prepare Engineer's Report & Resolutions
12/29/06	(Friday) -	Report & Resolutions to City Clerk
01/01/07 - 01/26/07	(Monday - Friday)	Prepare Workshop Invitations
01/16/07	(Tuesday) -	Intent Meeting
01/29/07 - 02/02/07	(Monday - Friday)	Print & Mail Workshop Invitations
02/12/07 - 02/23/07	(Monday - Friday)	Pre-Ballot Property Owner Workshops
03/02/07	(Friday) -	Ballots Mailed
03/12/07 - 03/23/07	(Monday - Friday)	Optional Post-Ballot Property Owner Workshops
04/17/07	(Tuesday - Saturday)	Public Hearing

8/24/2006