

This document contains staff reports on the
March 10, 2026 City Council Meeting

1. City Council Priorities Staff Report
2. Sales Tax Staff Report



Claremont City Council

Agenda Report

File #: 5900

Item No: 9.

TO: CITY COUNCIL

FROM: ADAM PIRRIE, CITY MANAGER

DATE: MARCH 10, 2026

Reviewed by:

City Manager: AP

SUBJECT:

APPROVAL OF THE 2026-28 CITY COUNCIL PRIORITIES AND OBJECTIVES (FUNDING SOURCES: VARIOUS)

SUMMARY

In late 2025, the City began a public engagement campaign to gather community feedback on City Council Priorities for the next two years (July 1, 2026 through June 30, 2028). The City engaged Jacob Green and Associates (JGA) to facilitate two community forums and a City Council Priorities Workshop. The City also opened a community survey on December 4, 2025, that asked participants for their opinions on City programs and services, priorities for the City Council, and suggestions for improvements.

At the workshop, the City Council made a modification to the seven existing priorities, which were initially approved in April 2022. The City Council also provided direction to staff on work plan objectives that fall under the seven overarching priorities. As such, staff recommends the City Council approve the 2026-28 City Council Priorities and Objectives (Attachment), which will inform the budget development process for 2026-28 (July 1, 2026 through June 30, 2028).

RECOMMENDATION

Staff recommends the City Council approve the 2026-28 City Council Priorities and Objectives.

ALTERNATIVES TO RECOMMENDATION

In addition to the recommendation there are the following alternatives:

- A. Request additional information.
- B. Provide additional direction to staff regarding the 2026-28 Priorities and Objectives.

FINANCIAL REVIEW

The process of updating City Council Priorities and Objectives is intended to inform the development of the City's 2026-28 Operating and Capital Improvement Program Budget. In many cases, objectives identified by the City Council may require the allocation of funding and/or resources through the budget development process. Accordingly, the financial impacts related to the 2026-28 Council Priorities and Objectives will be accounted for in the City's 2026-28 Budget, which will be presented to the City Council for its consideration at a later date.

The cost to prepare this report is estimated at \$1,000 and is included in the operating budget of the Administrative Services Department.

ANALYSIS

Late last year, the City began a public engagement campaign to gather community feedback on City Council Priorities for the next two years (July 1, 2026 through June 30, 2028). The City engaged Jacob Green and Associates (JGA) to facilitate two community forums and a City Council Priorities Workshop. The City also opened a community survey on December 4, 2025 that asked participants for their opinions on City programs and services, priorities for the City Council, and suggestions for improvements. At the workshop, the City Council made a modification to the seven existing priorities, which were initially approved in April 2022. The seven proposed priorities are:

- Preserve Our Natural, Cultural, and Historic Resources;
- Strengthen Long-Term Fiscal and Organizational Health;
- Invest In The Maintenance And Improvement Of Our Infrastructure;
- Ensure the Safety of Our Community Through Community-Based Policing and Emergency Preparedness;
- Increase Livability In Our Neighborhoods And Expand Opportunities For Our Businesses;
- Promote Community Engagement Through Transparency And Communication; and
- Develop Anti-Racist, Anti-Discrimination Policies And Plan To Achieve Community And Organizational Diversity, Equity And Inclusion.

The City Council also provided direction to staff on work plan objectives that fall under the seven overarching priorities. It should be noted that several items that were identified as objectives in 2024-26 have either been completed or have become on-going items that have been built into day-to-day operations, and therefore, removed from the 2026-28 City Council Priorities and Objectives. Staff recommends that the City Council approve the 2026-28 City Council Priorities and Objectives (Attachment A), which will inform the budget development process for 2026-28 (July 1, 2026 through June 30, 2028).

RELATIONSHIP TO CITY PLANNING DOCUMENTS

Staff has evaluated the agenda item in relationship to the City's strategic and visioning documents and finds that it applies to the following City Planning Documents: Council Priorities, Sustainable City Plan, Economic Sustainability Plan, General Plan, Youth and Family Master Plan.

CEQA REVIEW

This item is not subject to environmental review under the California Environmental Quality Act (CEQA).

PUBLIC NOTICE PROCESS

The agenda and staff report for this item have been posted on the City website and distributed to interested parties. If you desire a copy, please contact the City Clerk's Office.

Submitted by:

Adam Pirrie
City Manager

Prepared by:

Katie Wand
Deputy City Manager

Attachment:

Proposed 2026-28 Council Priorities and Objectives

**DRAFT CITY OF CLAREMONT
CITY COUNCIL PRIORITIES & 2026-28 OBJECTIVES**

Preserve Our Natural, Cultural, and Historic Resources

Council Task or Objective	Department	Action Items
Ensure that the City’s Sustainable City Plan, Urban Forest Management Plan, General Plan, Municipal Code, Tree Policies and Guidelines Manual; internal policies/procedures; and staff/contractor qualifications and instructions are all consistent with best urban forest practices and with one another.	Community Services	<ul style="list-style-type: none"> • Staff will review the Urban Forest Management Plan and other documents for consistency and enhancements in the management of the urban forest.
Consider consolidation of the Community and Human Services Commission appointed Committees to form the creation of a Natural Resources/Environmental Quality Commission, who would be responsible for studying a broad range of environmental and tangential issues.	Community Services and Community Development	<ul style="list-style-type: none"> • Staff will evaluate potential consolidation and will report findings and recommendations to the City Council. • The City’s General Plan and Municipal Code may need amendments, which may require additional staff and City Attorney time.
Present a report to the City Council regarding best practices for enforcing prohibitions on gas leaf blowers.	Community Development	<ul style="list-style-type: none"> • Staff will work with the AQMD on educational opportunities for homeowners and professional landscapers, including Sustainable Claremont’s Earth Day event. • Staff will research other cities’ ordinances, such as South Pasadena, and will present its findings and recommendations to the City Council. At that time, staff will also discuss best industry practices, including enforcement efforts.

		<ul style="list-style-type: none">• Lastly, staff will evaluate the efficacy of the City’s current “fix-it ticket” policy and will report to City Council the volume of tickets that have been waived due to transitioning from gas to electric leaf blowers.
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Strengthen Long-Term Fiscal and Organizational Health		
Council Task or Objective	Department	Action Items
Consider increasing General Fund reserve to 40%.	Financial Services	<ul style="list-style-type: none"> • Staff will provide a report to City Council that discusses best practices and budgetary impacts and will seek City Council direction on this potential policy change.
Develop and implement succession planning efforts throughout the municipal organization.	Administrative Services	<ul style="list-style-type: none"> • Staff will complete a citywide assessment to identify departmental professional development and succession planning needs.
Evaluate revenue enhancement opportunities, such as potentially placing a local sales tax measure for voter consideration at the November 2026 election.	Financial Services & Administrative Services	<ul style="list-style-type: none"> • Staff presented at item to City Council on March 10, 2026, seeking further direction on a potential November sales tax measure. The direction received from City Council will determine staff’s next steps.

Invest In The Maintenance And Improvement Of Our Infrastructure		
Council Task or Objective	Department	Action Items
Prioritize completion of southern portion of Indian Hill Blvd. project.	Community Services & Community Development	<ul style="list-style-type: none"> Staff will work to identify funds to complete this project.
Develop a Sports Parks Improvement Plan, including Guthrie Skate Park and Pump Track Feasibility Study.	Community Services	<ul style="list-style-type: none"> Staff will present an item to City Council that discusses potential opportunities for enhancement of existing facilities (i.e., Guthrie Park) as well as associated budgetary impacts. Staff will present an item to City Council that discusses potential opportunities for new facilities (i.e., a bicycle pump track) as well as associated budgetary impacts. These reports will include recommendations based on cost, industry best practices, and staffing impacts.
Prioritize completion of ADA-compliant corner sidewalk ramps in the Arbol Verde neighborhood.	Community Development	<ul style="list-style-type: none"> Staff will work to identify funds to complete this project.
Present to City Council a report with options to increase available hours of sports fields.	Recreation & Human Services and Community Development	<ul style="list-style-type: none"> Staff will present an item to City Council with options to increase available hours of sports fields.
Evaluate small-scale parking solutions specific to timed parking spots in the Village, and evaluate off-site parking opportunities for Village employees. These efforts may lead to the consideration of a broader Parking Management Plan.	Administrative Services & Community Development	<ul style="list-style-type: none"> Staff will evaluate small-scale parking solutions specific to timed parking spots in the Village, and will evaluate off-site parking opportunities for Village employees. A report of staff’s findings and recommendations will be presented to the City Council for its consideration. The report will include recommendations based on cost, impacts to Village businesses, and staffing (enforcement) impacts.

Ensure the Safety of Our Community Through Community-Based Policing and Emergency Preparedness

Council Task or Objective	Department	Action Items
Conduct a feasibility study of a police department drone program.	Police	<ul style="list-style-type: none"> Staff will conduct a feasibility study of a police department drone program and will report back to City Council with update(s).
Develop strategies to implement the Active Transportation Plan including Walking Audits within a half-mile radius of school sites.	Community Development	<ul style="list-style-type: none"> Staff will develop strategies to implement the Active Transportation Plan, including implementing recommendations identified through walking audits conducted within a half-mile radius of school sites, and will report back to City Council with updates.
Complete improvements to the existing Police Department facility.	Police & Administrative Services	<ul style="list-style-type: none"> Staff will ensure that the Women’s Locker Room Project, which is currently underway and fully-funded, is completed. Staff will work to identify funding for the seismic upgrade of the facility.
Assess feasibility of adding an additional sworn officer position.	Police	<ul style="list-style-type: none"> This item will be considered by the City Council as part of the 2026-28 budget development process.
Consider establishing focused police patrols in specific areas (i.e., Village area and San Jose/Auto Center/American Ave. area)	Police	<ul style="list-style-type: none"> Staff will evaluate the feasibility and effectiveness of establishing focused police patrols in specific areas (i.e., Village area and San Jose/Auto Center/American Ave. area) and will provide update(s) to the City Council. City Council authority may be required if additional staffing and/or budgetary needs are identified.

Increase Livability In Our Neighborhoods And Expand Opportunities For Our Businesses		
Council Task or Objective	Department	Action Items
Explore and promote resources for people experiencing housing instability and/or displacement, including third-party rental assistance programming.	Administrative Services	<ul style="list-style-type: none"> Per City Council direction, staff will be providing a report on the Claremont Temporary Housing Stabilization and Relocation Program in April to determine if the program will end in June as currently planned. Staff will work with the SGVCOG and LACAHSa to ensure eligible Claremont tenants are made aware of available rental assistance programming.
Adopt an Airport Land Use Compatibility Plan for Cable Airport and incorporate it into our General Plan and Municipal Code.	Community Development	<ul style="list-style-type: none"> Staff will present an item to City Council seeking adoption of an Airport Land Use Compatibility Plan for Cable Airport. The recommendations staff make to City Council will include incorporation of the plan into our General Plan and Municipal Code.
Conduct a City Council study session regarding the effectiveness of the City’s Inclusionary Housing Ordinance and potential amendments to further desired policy outcomes.	Community Development	<ul style="list-style-type: none"> Staff recommends that the City Council conduct a study session regarding the effectiveness of the City’s Inclusionary Housing Ordinance. During the study session, the City Council may revisit the current incentive structure and identify potential amendments to the Ordinance that would further desired policy outcomes.
Consideration of lifting/modifying the prohibition of dogs in parks.	Recreation & Human Services and Community Services	<ul style="list-style-type: none"> Staff will present a report to City Council with options to consider lifting or modifying the current prohibition of dogs in parks. The report will explore opportunities for separate dog and children’s play area in existing parks as well as the feasibility of creating a second dog park in the northern part of town. The report will include recommendations based on cost, industry best practices (including proper signage and dog waste bags), and staffing (enforcement) impacts.
Assess the potential for a permit amnesty program to achieve compliance with City Building Codes.	Community Development	<ul style="list-style-type: none"> Staff will assess the potential for a permit amnesty program to achieve compliance with City Building Codes and will prepare recommendations for City Council consideration. The report will include recommendations based on cost, industry best practices, and staffing impacts.

Promote Community Engagement Through Transparency And Communication

Council Task or Objective	Department	Action Items
<p>Implementation of hybrid meetings of the City Council in compliance with SB 707 including adoption of a policy for recessing and reconvening hybrid meetings in the event of a technical disruption.</p>	<p>Administrative Services</p>	<ul style="list-style-type: none"> • Staff will present a report to the City Council creating a policy outlining procedures to be followed in the event of a technical disruption of hybrid meetings. • Staff will conduct community outreach to ensure community members are informed of options to engage in the public process.
<p>Modernize website to comply with updated Title II Americans with Disabilities Act (ADA) regulations.</p>	<p>Administrative Services</p>	<ul style="list-style-type: none"> • Staff will modernize website to comply with updated Title II Americans with Disabilities Act (ADA) regulations by the April 26, 2027 deadline. • Part of these efforts may include adopting local policies on web and app accessibility; creating processes for people to make an accessibility request and report issues; and training staff on how to make online content accessible.

Develop Anti-Racist, Anti-Discrimination Policies And Plan To Achieve Community And Organizational Diversity, Equity And Inclusion

Council Task or Objective	Department	Action Items
Hold community workshops in partnership with CPS HR and the Committee on Human Relations.	Recreation & Human Services	<ul style="list-style-type: none">Community workshops in partnership with CPS HR and the Committee on Human Relations are scheduled for February and April 2026. Additional community workshops may be held based on the outcomes of the first two workshops.



Claremont City Council

Agenda Report

File #: 5898

Item No: 8.

TO: CLAREMONT CITY COUNCIL

FROM: ADAM PIRRIE, CITY MANAGER

DATE: MARCH 10, 2026

Reviewed by:

City Manager: AP

SUBJECT:

CONSIDER PLACING A LOCAL SALES AND USE TAX MEASURE ON THE NOVEMBER 2026 BALLOT (FUNDING SOURCE: GENERAL FUND)

SUMMARY

The purpose of this staff report is to inform the City Council on the process and cost to place a local sales and use tax measure on the November 3, 2026 ballot, and provide an analysis of the potential impacts of other public agencies considering sales tax measures.

RECOMMENDATION

Staff recommends the City Council:

- A. Discuss a potential local sales and use tax measure; and
- B. If the direction is for the City to pursue a local sales and use tax measure, authorize the City Manager to enter into an agreement with Fairbank, Maslin, Maullin, Metz & Associates (FM3) in an amount not-to-exceed \$37,750 to conduct research and polling consulting services; and
- C. Direct staff to bring back the necessary documents to place a local sales and use tax measure on the November 2026 ballot for City Council consideration at a future meeting.

ALTERNATIVES TO RECOMMENDATION

In addition to the recommendation, there are the following alternatives:

- A. The City Council may direct staff to pursue a local sales and use tax measure without the benefit of hiring a Research and Polling consultant.
- B. The City Council may direct staff to not pursue a local sales and use tax measure at this time.

FINANCIAL REVIEW

The City's current sales and use tax rate is 9.75 percent and is estimated to yield approximately \$10.4 million in General Fund revenue in 2026-27. A one cent sales tax measure is estimated to yield an additional \$6.7 million in annual General Fund revenue. This additional revenue could be used to enhance several of the priorities and objectives that have been identified by the community and the City Council, including park and facility improvements, enhanced maintenance of City infrastructure, and new/expanded programming. If approved by Claremont voters in November 2026, the effective date of the proposed sales and use tax would be April 1, 2027, with the first monthly advances received in June 2027.

Using the estimation tool on the County's website, the projected County elections costs for three City Council seats (Districts 2, 3 and 4) and one local ballot measure for all five districts is \$198,036.67, broken down as follows:

At-large Ballot Measure - \$110,988.57
District 2 Seat- \$28,063.82
District 3 Seat - \$25,277.93
District 4 Seat - \$32,496.35
Election Preparation Cost (Flat Rate) - \$1,210

Additionally, staff time would be required for public education and outreach, as well as associated administrative and coordination efforts.

The City Council may also consider hiring a Strategy and Communications consultant to support these efforts. This consultant would provide specific recommendations on tax rate, tax structure, ballot measure features, and messaging. The consultant would also design educational material tailored to Claremont's diverse stakeholders and would be available to present information and updates at City Council meetings.

It is recommended that the City Council authorize polling and receive the results prior to discussing the need for a Strategy and Communications consultant. Staff estimates the cost of engaging a consultant for five months (April through August) is \$37,500 with an additional cost of \$25,000 - \$40,000 for printing and mailing informational materials. As election costs and staff/consultant time associated with a sales tax measure are not currently budgeted, a funding appropriation would need to be approved by the City Council should it move forward with placing a measure on the ballot.

ANALYSIS

Background

At the City Council Priorities and Objectives Workshop held on January 31, 2026, the City Council expressed interest in receiving additional information on placing a local sales and use tax measure on the ballot for the November 2026 election. The purpose of this staff report is to inform the City Council on the process and cost to move forward, and to provide an analysis of the potential impacts of other jurisdictions' potential sales tax measures.

The City's current sales and use tax rate is 9.75 percent. From this 9.75 percent, the City receives 1 percent in General Fund revenue, which is used towards general City services (i.e., public safety,

recreation/special events, administration, community development, etc.). The City also receives a portion of funding from County tax measures, which are detailed below (Propositions A and C; and Measures A, M, and R). These allocations, however, are not General Fund and are each deposited into a Special Revenue Fund to be used for specific purposes as designated by each proposition/measure. Since the local return amounts for the County propositions and measures are based on population and other factors, only a relatively small portion of what is generated in Claremont is allocated to the City to benefit non-General Fund purposes. Staff estimates that the City receives between 20 and 25 cents for every dollar collected in County transportation taxes (Propositions A and C, Measures M and R) within the City. There is no local return allocation for Measure A, which is intended to fund affordable housing and homeless services, therefore the City receives an even smaller annual allocation compared the amount collected in Claremont.

The total rate in Claremont of 9.75 percent is allocated as follows:

	Rate
State General Fund	6.25%
City of Claremont	1.00%
Proposition A (Transportation)	0.50%
Proposition C (Transportation)	0.50%
Measure R (Transportation)	0.50%
Measure M (Transportation)	0.50%
Measure A (Homelessness)	0.50%
Total	9.75%

The State maximum for total sales and use tax is 10.75 percent. As noted above, Claremont’s sales and use tax is currently 9.75 percent, leaving room for up to a one percent (or 1 cent) increase within the State cap. Should the City Council direct staff to bring back the necessary documents to place a local sales and use tax measure on the November 2026 ballot, it would be a general purpose tax, requiring the approval of a simple majority of Claremont voters. If approved by voters, a one cent local sales tax measure would provide approximately \$6.7 million annually in direct revenue to the City of Claremont. This locally-controlled funding could be used to enhance several of the priorities and objectives that have been identified by the community and the City Council, including park and facility improvements, enhanced maintenance of City infrastructure, wildfire mitigation and emergency preparedness, and new/expanded programming.

The last time the City of Claremont had a transactions and use tax measure on the ballot was in 2019 (Measure CR). Measure CR was proposed as a ¾ cent sales tax measure that would have increased Claremont’s tax rate from 9.5% to 10.25%. Measure CR failed to pass by a slim margin with 50.89% of votes against the measure and 49.11% supporting the measure. Since 2019, voters in several local cities have approved new local transaction and use tax measures, including the cities of Alhambra (2022), Monrovia (2022), and San Gabriel (2020). Below is a chart of local cities’ current sales tax rates. The San Bernardino County cities appear lower primarily because the San Bernardino County has adopted far fewer countywide “district” sales taxes than Los Angeles County. Claremont currently has the lowest sales tax rate of the Los Angeles County cities surveyed.

Jurisdiction	County	Current Local Sales Tax Rate
Alhambra	Los Angeles	10.25%
Azusa	Los Angeles	10.75%
Chino	San Bernardino	8.75%
Chino Hills	San Bernardino	7.75%
Claremont	Los Angeles	9.75%
Covina	Los Angeles	10.25%
La Verne	Los Angeles	10.25%
Monrovia	Los Angeles	10.25%
Montclair	San Bernardino	9.00%
Ontario	San Bernardino	8.75%
Pomona	Los Angeles	10.50%
San Dimas	Los Angeles	10.25%
San Gabriel	Los Angeles	10.50%
Upland	Los Angeles	8.75%
West Covina	Los Angeles	10.25%

Estimated Costs and Other Considerations

Staff is aware of other local public agencies that are exploring increasing sales and use tax rates or placing bond measures on upcoming ballots, including Los Angeles County and the Claremont Unified School District (CUSD). Given the current fiscal environment, it is possible that Claremont voters may be hesitant to support an additional tax measure. As such, staff feels it is prudent that the City hire a consultant to collect data and conduct an analysis to determine the likelihood that a local sales and use tax measure would be approved by voters in November. If the direction from City Council is to pursue a local sales and use tax measure, staff recommends that the City Council also authorize the City Manager to enter into an agreement with Fairbank, Maslin, Maullin, Metz & Associates (FM3) in an amount not-to-exceed \$37,750 for research and polling consultant services. More information is provided in the sections below.

Los Angeles County Measure (Anticipated June 2026 Election)

On February 10, 2026, the Los Angeles County Board of Supervisors (BOS) voted to place a temporary one-half cent (0.5%) general sales tax measure on the June 2, 2026 primary election ballot. The measure is intended to offset anticipated federal funding reductions under H.R. 1 that would significantly impact County health care and safety-net services. The proposed tax is structured as a general tax, meaning revenues would be deposited into the County’s general fund and would require a simple majority vote of County voters for approval.

Although the motion expresses the intent to prioritize funding for health services, hospitals, public health programs, and other safety-net services, as a general tax the revenues would not be legally restricted to a specific program. The measure proposes a five-year period, anticipated to run from October 1, 2026 through October 1, 2031, if approved by voters. The additional 0.5% would generate approximately \$1 billion in County funding and apply to all taxable retail transactions Countywide. Importantly, the proposed increase is designed to bring the County’s combined sales tax rate up to a statutory cap of 11.25%. The Board has formally adopted the ordinance language necessary to place

the measure on the ballot. Implementation of the tax would occur only if the measure receives majority voter approval.

Claremont Unified School District Measure (Anticipated November 2026 Election)

During the Special Workshop meeting of the Board of Education on January 15, 2026, the Board directed CUSD staff to begin investigating the feasibility of placing a facilities bond initiative on the ballot for November 2026, citing aging campuses and the 2029 sunset of the district's Measure Y bond. As a first step in exploring a possible facilities bond initiative, a Facilities Focus Group was established and subsequently convened on February 12, 2026. The group was comprised of community members and various representatives from CUSD. During this initial meeting, the group discussed: facilities needs assessment; additional revenue for facilities; timing; potential projects; and community engagement meetings. During the February 19, 2026 Board of Education meeting, CUSD Superintendent Dr. James Elsasser shared that the group discussed that there should be no increase to what taxpayers are currently paying under Measure Y, which is \$31.96 per \$100,000 of assessed property value. The Board directed CUSD staff to continue with analysis and outreach efforts, and to present further findings at the June 4, 2026 Board of Education meeting, so that the Board can make a decision at that time regarding the placement of a bond measure on the November ballot.

Research and Polling Consultant Agreement

Fairbank, Maslin, Maullin, Metz & Associates (FM3) is a reputable research firm that helps California cities, counties, and special districts objectively evaluate the viability of passing local ballot measures to secure additional revenue. If the City Council directs staff to pursue a local sales and use tax measure, prior to calling the November election, staff recommends authorizing the City Manager to enter into an agreement with FM3 in an amount not-to-exceed \$37,750 to conduct a voter survey to determine ballot measure feasibility. If authorized by the City Council, FM3 would conduct a dual-mode voter survey, with interviews conducted online and via telephone (landline and wireless). FM3 would contact 350-400 likely Claremont voters by email, text message, and phone call, with options available in English and Spanish. Following completion of the survey, FM3 would provide a key findings analysis of survey results and would present this information during a regular City Council meeting. These findings would be presented to the City Council prior to June, so that the Council could consider the results before making a decision to place a measure on the November ballot.

The City Council may also consider hiring a Strategy and Communications consultant to support these efforts. This consultant would work with FM3 to provide specific recommendations on tax rate, tax structure, ballot measure features, and messaging. The consultant would also design educational material tailored to Claremont's diverse stakeholders and would be available to present information and updates at City Council meetings. It is recommended that the City Council authorize polling and receive the results prior to discussing the need for a Strategy and Communications consultant. Staff estimates the cost of engaging a consultant for five months (April through August) is \$37,500 with an additional cost of \$25,000 - \$40,000 for printing and mailing informational materials. Staff received these estimates from TeamCivX, a reputable firm that has worked with other local cities to pass bond and tax measures, including the cities of La Verne, Diamond Bar, Pomona, and South Pasadena.

Next Steps

Should the City Council direct staff to bring back the necessary documents to place a local sales and use tax measure on the November 2026 ballot for City Council consideration at a future meeting, staff recommends the following as next steps:

- *Optional, but recommended:* Authorize the City Manager to enter into an agreement with Fairbank, Maslin, Maullin, Metz & Associates (FM3) in an amount not-to-exceed \$37,750 to conduct research and polling consulting services. FM3 would present its findings to City Council before its June 9, 2026 meeting so that the City Council has more comprehensive data related to the feasibility of a successful November ballot measure. At that time, the City Council may also consider hiring a Strategy and Communications consultant to support education and outreach efforts.

The City Council would be required to take the following actions on or before its June 9, 2026 meeting to place a local sales and use tax measure on the November 3, 2026 ballot:

1. Call the election as described below, by Resolution (including 75-word Ballot Measure Text).
2. Provide direction on developing arguments and impartial analyses, by Resolution - if two members of the City Council are designated as drafters for full City Council review, another item for City Council consideration would be required. Alternatively, two members can be delegated to author and file the argument on behalf of the City Council, or per Elections Code Section (9282(b)): For measures placed on the ballot by the legislative body, the legislative body, or a member or members of the legislative body authorized by that body, or an individual voter who is eligible to vote on the measure, or bona fide association of citizens, or a combination of voter and associations, may file a written argument for or against any city measure (300 words). No more than five signers.
3. Direct the deadline for filing arguments and impartial analyses, by Resolution at meeting calling election. The City Clerk shall fix a date 14 days from the calling of the election as a deadline for arguments. The City Clerk will transmit a copy of the measure to the City Attorney to prepare an impartial analysis (500 words) due on the date set for the filing of primary arguments.
4. Following the deadline for filing direct arguments, rebuttal arguments (250 words) will be due not more than 10 days after the final filing date for arguments. The City Clerk shall fix a date 14 days from the calling of the election as a deadline for arguments.

RELATIONSHIP TO CITY PLANNING DOCUMENTS

Staff has evaluated the agenda item in relationship to the City’s strategic and visioning documents and finds that it applies to the following City Planning Documents: Council Priorities, Sustainable City Plan, Economic Sustainability Plan, and the 2024-26 Budget.

CEQA REVIEW

This item is not subject to environmental review under the California Environmental Quality Act (CEQA).

PUBLIC NOTICE PROCESS

The agenda and staff report for this item have been posted on the City website and distributed to interested parties. If you desire a copy, please contact the City Clerk’s Office.

Submitted by:

Adam Pirrie
City Manager

Prepared by:

Katie Wand
Deputy City Manager