

EUGENE CITY COUNCIL AGENDA ITEM SUMMARY



Action: Approval of Motions Relating to the November 3, 2015, Election

Meeting Date: July 27, 2015
Department: City Manager's Office
www.eugene-or.gov

Agenda Item Number: 5
Staff Contact: Beth Forrest
Contact Telephone Number: 541-682-5882

ISSUE STATEMENT

The purpose of this item is to solicit council direction on items related to the November 3, 2015 election.

BACKGROUND

On July 13, 2015, the City Council adopted a resolution referring to the voters a library local option levy. There are several decisions related to the election for council to consider.

Voters' Pamphlet: Eugene Code requires the City Manager to publish and distribute a local voters' pamphlet for elections in which a city measure is on the ballot. The time required for printing a pamphlet and preparing it for mailing are set by production schedules of mailing services and commercial printers. Pamphlet content and deadlines for its preparation and mailing are established by Eugene Code 2.993 through 2.997. To meet these deadlines, council action is needed at the July 27 meeting.

Production of a voters' pamphlet is not a regularly budgeted item and thus requires a request for additional funds. Production costs, including mailing, for the voters' pamphlets the past few years have averaged between \$20,000 and \$25,000. Taking into account increased costs for postage and labor, staff estimates that this pamphlet will cost approximately \$25,000.

Information Tabloid: In some past elections, council has directed staff to prepare a neutral information tabloid. The tabloid contains more information than what would be included in the voters' pamphlet. Costs for publishing this information will vary depending on the size of the publication and the distribution costs. An estimate for such a tabloid is approximately \$20,000.

Election Costs: Council should also be aware that the City must pay a portion of the cost of holding the election. This cost will depend on what else is on the ballot. Initial estimates are that the cost will be in the \$40,000 range. However, if the Eugene measure is the only measure on the ballot, that cost could increase to approximately \$80,000.

RELATED CITY POLICIES

EC 2.993 (2) requires the city manager to publish and distribute a local voters' pamphlet for elections in which a city measure is on the ballot.

EC 2.996 (1)(b) establishes that for City Council-referred measures, the argument in favor and the rebuttal to the opposition argument are to be prepared by one or more of the councilors who voted in favor of the measure.

COUNCIL OPTIONS

1. The council may approve motions to produce and expend funds on a voters' pamphlet and appoint councilors to a proponent committee.
2. The council may determine that Eugene Code provisions notwithstanding, the impacts of implementing a local option levy are not substantial enough to warrant the expense of preparation and distribution of a voters' pamphlet.
3. Council may approve a motion to prepare a neutral information tabloid, or council may determine to not proceed with preparation of such a tabloid.

CITY MANAGER'S RECOMMENDATION

The City Manager recommends approval of the motions to produce and pay for a voters' pamphlet, to appoint members of the proponent committee and to produce a neutral informational tabloid for voters.

SUGGESTED MOTIONS

- A. Move to direct the City Manager to publish and distribute a local voters' pamphlet for the special election scheduled for November 3, 2015, on a ballot measure concerning a library local option levy.
- B. Move to appoint Councilors _____, _____, and _____ to the voters' pamphlet proponent committee for the Library Local Option Levy.
- C. Move to direct the City Manager to prepare a neutral information tabloid concerning a library local option levy.
- D. Move to direct the City Manager to include on a supplemental budget sufficient appropriation offset by General Fund contingency and the Reserve for Revenue Shortfall to produce that voters' pamphlet, produce a neutral information tabloid and pay for the City's share of election costs.

ATTACHMENTS

None.

FOR MORE INFORMATION

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