

# EUGENE CITY COUNCIL

## AGENDA ITEM SUMMARY



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Action: Approval of Motions Relating to Production of a Voters' Pamphlet for the  
November 6, 2012, Election

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Meeting Date: July 9, 2012  
Department: City Manager's Office  
[www.eugene-or.gov](http://www.eugene-or.gov)

Agenda Item Number: 6  
Staff Contact: Beth Forrest  
Contact Telephone Number: 541-682-5882

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### ISSUE STATEMENT

The purpose of this item is to initiate the production of a voters' pamphlet for the general election on November 6, 2012, and to appoint the members of the voters' pamphlet proponent committee.

### BACKGROUND

On July 9, the council is scheduled to take action on a resolution placing a general obligation (GO) bond for street preservation on the November 2012 ballot.

*(This agenda item assumes that the council votes to refer the GO Bond to the voters at the November 6, 2012, election).*

### 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.

Production of a voters' pamphlet is not a regularly budgeted item. Production costs, including mailing, for the voters' pamphlets the past few years have averaged between \$15,000 and \$25,000.

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 those deadlines, council action is needed before July 25.

### 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 adoption of the city measures amending the Charter and implementing a bond measure are not substantial enough to warrant the expense of preparation and distribution of a voters' pamphlet.

### **CITY MANAGER'S RECOMMENDATION**

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

In some previous elections, the City has produced neutral informational tabloids for voters. A request to authorize such a tabloid is being considered separately.

### **SUGGESTED MOTIONS**

- A. Move to direct the City Manager to publish and distribute a local voters' pamphlet for the election scheduled for November 6, 2012, on a GO bond to fund street preservation, and to authorize the expenditure of funds from the General Fund contingency account that are required to produce that voters' pamphlet.
- B. Move to appoint councilors \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ to the voters' pamphlet proponent committee for the Street Preservation GO Bond ballot measure.

### **ATTACHMENTS**

None

### **FOR MORE INFORMATION**

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