

City of Laguna Beach
AGENDA BILL

No. 16

Meeting Date: 5/10/16

SUBJECT: 2016 COMMUNITY SURVEY TOPICS

SUMMARY OF THE MATTER: On March 22, 2016, the City Council received an oral report from staff regarding a possible survey to identify projects that are a priority for the community. A survey would enable the City Council to acquire statistically valid and reliable data in order to make strategic decisions based upon the consensus of a broad representative sampling on the community. At that meeting, the City Council authorized four actions: 1) authorized the City Manager to negotiate and execute a professional services agreement with Fairbank, Maslin, Maullin, Metz & Associates (FM3) in an amount not to exceed \$35,000 to develop and implement a community survey, and to report its results at a future meeting of the City Council; 2) appointed a Subcommittee consisting of Mayor Pro Tem Iseman and Councilmember Whalen to collaborate with the consultant and staff to develop survey objectives, survey topics, and a survey instrument; 3) directed the Subcommittee to make a recommendation to the City Council regarding survey topics; and 4) authorized the City Manager to expend up to \$15,000 for additional consulting services related to a potential ballot measure as directed by the Subcommittee.

As authorized by the City Council, the City Manager executed an agreement with FM3 to develop and implement a community opinion survey. The Subcommittee researched firms specializing in ballot measure feasibility and voter education on potential ballot measures and requested the City Manager to enter into a contract with TBWB Strategies for these consulting services.

The Subcommittee has developed the list of topics set forth below to be addressed in the community survey. The Subcommittee is requesting that the City Council review the list of topics and either approve the list as submitted or modify the list of topics at this evening's meeting. After the list of topics has been approved by the City Council, the Subcommittee will work with FM3 and staff to develop and implement a survey instrument. It is important to note that to preserve the City Council's option of placing a measure on the November 2016 ballot, the community survey must be conducted during the month of June and its results presented to the City Council soon afterwards. This will provide the City Council with time to consider the drafting of any potential ballot measure or measures, which must be submitted

RECOMMENDATION: Mayor Pro Tem Iseman and Councilmember Whalen recommend that the City Council approve their recommendations regarding topics to be placed on the 2016 Community Survey as listed on Page 2 of the agenda bill.

Appropriations Requested: (none)

Submitted by: Mayor Pro Tem Iseman and Councilmember Whalen

Fund: N/A

Coordinated with: Christa Johnson, Assistant City Manager

Attachments: _____

Approved: John Pietig, City Manager

May 10, 2016

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to the County of Orange Registrar of Voters' office by August 12, 2016.

Mayor Pro Tem Iseman and Councilmember Whalen recommend that the following topics be included on the 2016 Community Survey. Topics have been arranged alphabetically and the order of the list is not meant to convey an order of importance. Examples of the areas to be addressed within each topic are the primary areas to be addressed but others may be covered as the survey instrument is finalized.

Prioritization of Community Needs & Issues

Affordable Housing – e.g. senior, artist, permanent supportive

Community Facilities - e.g. pool, cultural arts, recreation

Laguna Canyon Road – e.g. pedestrian and bicycle facilities, lane configurations, open space impacts, speed limits

Land Use Plans—e.g. Downtown and Laguna Canyon

Neighborhood Preservation – e.g. historic elements, mansionization

New Revenue Feasibility – e.g. transient occupancy, sales and utility user taxes, general obligation bonds

Parking – e.g. neighborhood, commercial, peripheral

Short-Term Lodging – e.g. length of stay, permitted and prohibited locations, regulation

Traffic – e.g. neighborhood, Coast Highway, speed limits, Forest Avenue

Utility Undergrounding – e.g. Laguna Canyon, arterials, neighborhoods, open space; City owned utility

Mayor Pro Tem Toni Iseman suggested to remedy the roots situation immediately.

Moved by Councilmember Zur Schmiede seconded by Councilmember Whalen and carried unanimously 4/0 to direct staff to work with Arborgate and develop an action plan to investigate and implement mitigation measures to save the eucalyptus tree located near 308 North Coast Highway, and return to the City Council in September 2016, with a report from Arborgate on the implementation and results of the action plan and whether or not the foliage has improved above the current 30 percent coverage; and authorize the City Manager to spend up to \$5,000.

Item 17 was moved up and heard before item 16.

16. 2016 COMMUNITY SURVEY TOPICS Possible survey to identify projects that were a priority for the community.

Mayor's Overview: Mayor Steve Dicterow stated that on March 22, the City Council had approved and a subcommittee consisting of Councilmember Whalen and Mayor Pro Tem Iseman to identify projects that were a priority for the community.

Staff/Council Report: Councilmember Bob Whalen said there were a myriad of survey topics that were being addressed.

Assistant City Manager Christa Johnson said the City Council was being asked to review the list of topics and to approve or modify areas of concern. She said that after topics were approved by the City Council, the subcommittee would work with the consultants at FM3 and staff to develop a survey instrument and present the results of the survey to the City Council soon after.

Mayor Steve Dicterow confirmed that public safety; focusing on Marine Safety, Police and Fire Departments could be included in the survey.

Public Testimony: Matt Lawson said he agreed with the topics; however, he said he would like to add public safety and disaster preparedness to the survey. He said it was also important to incorporate utility undergrounding into the survey as well.

Jennifer Zeiter, representing the Laguna Beach Taxpayers Association, said that because the Laguna Beach taxpayers were paying the bulk of the City's expenditures, they wanted to ensure they were given priority with respect to their input on items. She said the association wanted to make certain the survey included "none of the above" and the ability to allow "write-ins." Zeiter said they would like the City Council to consider the capital improvements and repairing the City's infrastructure before spending money on a "wish list."

Johanna Felder, President of Village Laguna, stated some concerns and listed suggestions they would like to be considered for the survey. She suggested circulating a fact sheet with pertinent details prior to the survey.

John Thomas read a letter from the President of the South Laguna Civic Association stating that the association supported the concept; however, he read they had concerns which he listed. He stated there was no need to rush the survey and it was more important to get it right. Thomas read a list of ideas to be considered in the survey.

Mike Beanan, second Vice President of the South Laguna Civic Association, said the City might want to reach out to the University of California, Irvine regarding additional survey information. He listed the items he would like considered in the survey.

Allen Doby, Recreation Committee Member, suggested a few quick questions to be placed in the survey.

Councilmember Comments: Councilmember Bob Whalen said it was important to start somewhere and he did not believe the City was rushing the process. He said there were plenty of needs and there could be additional revenue possibilities that could be addressed in the survey. Whalen said he supported moving ahead. He said that the next steps would be to meet with the consultants who would then administer the survey in mid-June. Whalen said the results would come back to City Council for a decision.

Mayor Pro Tem Toni Iseman said the public input was valuable. She said there were several important items and sorting them out would be difficult.

Councilmember Rob Zur Schmiede said he supported the survey; however, he said he would like to exclude the Land Use Plan and Short-Term Lodging because they were not appropriate for the survey process.

Councilmember Kelly Boyd said he would want to move forward.

FM3 Consultant John Fairbank suggested not to restrict the questions and to allow some leeway in combining areas.

Moved by Mayor Dicterow seconded by Councilmember Zur Schmiede and carried unanimously 5/0 to remand the Community Survey topics to the Subcommittee for further work and formulation and direct the Subcommittee to prioritize the topics and include all the items that were presented in the Agenda Bill, with the exception of the Land Use Plan and Short-Term Lodging; and to add Public Safety, Sidewalks, Tree Maintenance and any other suggested topics that the Subcommittee deems appropriate to the list of topics.

17. CONSIDERATION OF COMPETING BALLOT MEASURES RELATING TO MEDICAL MARIJUANA DISPENSARIES Proposal to present competing measures to the City's voters at the November 16, 2016 general election.

Mayor Steve Dicterow recused himself from the item due to a potential future conflict of interest.