



OROVILLE CITY COUNCIL
Council Chambers
1735 Montgomery Street
Oroville, CA. 95965

APRIL 25, 2018
OPEN SESSION 3:00 P.M.
SPECIAL MEETING
AGENDA

1. OPENING

- 1.1 Call to Order
- 1.2 Roll Call
- 1.3 Pledge of Allegiance to the Flag of the United States of America

ROLL CALL: Council Members Jack Berry, Marlene Del Rosario, Linda Draper, Art Hatley, Scott Thomson, Vice Mayor Janet Goodson, Mayor Linda Dahlmeier

The special meeting notice and agenda was posted at or before 3:00 p.m. April 24, 2018 pursuant to state law. The purpose of the special meeting is to consider approval of a letter of support for SB 955, legislation that would form a Citizen Advisory Commission relating to the Oroville Dam; to conduct a workshop relating to the creation and adoption of a budget for the 2018/2019 fiscal year for the City of Oroville; and, to consider proposals from consultants and direction to staff relating to a sales tax ballot measure for the November 6, 2018 Election.

2. BUDGET WORKSHOP FOR THE 2018/2019 FISCAL YEAR

- 2.1 Consider approval of a letter of support for SB 955, legislation that would form a Citizen Advisory Commission relating to the Oroville Dam for signature by the Mayor and Council Members.
- 2.2 Second in the series of budget workshops.
- 2.3 **(a)** Consider proposals to hire a sales tax consultant to conduct a public opinion survey regarding a local sales tax ballot measure that would approve a special/general or percentage increase of sales tax that would directly benefit the City of Oroville. Consultant cost is estimated to be between \$14,000 and \$55,000; **AND/OR,**
 - (b)** Direct staff to move forward with the ballot measure process for a local sales tax that would approve a special/general or percentage increase of sales tax that would directly benefit the City of Oroville and schedule for the May 1, 2018 Council Meeting.

3. PUBLIC COMMUNICATION

This is the time for members of the audience to address the Council on matters not listed on the agenda. The Mayor or Presiding Chair will call speakers who have filled out a speaker card to the podium. The Council will allow up to a total of thirty minutes for non-agenda matters with a limit of up to three minutes per speaker. Council is prohibited by State law from taking action on items not listed on the agenda.

4. ADJOURNMENT

The meeting will be adjourned to May 1, 2018 at 5:30 p.m. for the purpose of conducting a Regular Council Meeting.



City of Oroville

OFFICE OF THE CITY COUNCIL

1735 Montgomery Street
Oroville, CA 95965-4897
(530) 538-2535 FAX (530) 538-2468
www.cityoforoville.org

April 25, 2018

Senator Bob Hertzberg, Chair
Senate Committee on Natural Resources and Water
State Capitol, Room 5046
Sacramento, CA 95814

RE: SB 955 (Nielsen), Ver. 98 – SUPPORT

Dear Senator Hertzberg:

I am writing to express our support for SB 955, which would create the Citizens Advisory Commission for Oroville Dam. The Commission would give the communities around the Dam a venue to discuss and resolve important local issues regarding operations and upkeep at the site with the Department of Water Resources, as well as create an environment of trust between state stakeholders and local communities within the footprint of the Dam.

For decades, many in our community have been concerned about how the Dam has been managed and disappointed by the lack of open dialogue between its operator, the Department, and ourselves. Following the near disaster last year with the breakdown of the main spillway and subsequent evacuation, we believe the time has come that all parties who have a stake in the Dam – operator, water users, and communities that are most directly affected by its operations – should find a way to sit down and work together to solve the problems that we face. We believe this proposed Commission could serve that purpose for the decades to come.

We are pleased that the Department and Governor's office have proven receptive to the idea in public discussions and have continued their outreach to the affected communities. We understand that the author and Administration have been in on-going discussions regarding proposed language for the Commission and believe that a fair and equitable decision can be made for all invested parties.

AGENDA ITEM 2.1

It is for these reasons that the Oroville City Council proudly supports SB 955. Please contact Tom Lando at (530) 538-2535 or tlando@cityoforoville.org if you have questions regarding our position.

Sincerely,

Linda Dahlmeier, Mayor

Linda Draper, Council Member

Janet Goodson, Vice Mayor

Art Hatley, Council Member

Jack Berry, Council Member

Scott Thomson, Council Member

Marlene Del Rosario, Council Member

cc: Senator Jim Nielsen
Assembly Member James Gallagher

**OROVILLE CITY COUNCIL
STAFF REPORT**

TO: MAYOR DAHLMEIER AND COUNCIL MEMBERS

FROM: BILL LAGRONE, ASSISTANT CITY ADMINISTRATOR

RE: SALES TAX CONSULTANT FOR POTENTIAL BALLOT MEASURE

DATE: APRIL 25, 2018

SUMMARY:

The City Council may consider contracting with a Sales Tax consultant for a ballot measure to increase the sales tax in the City of Oroville, and/or, directing staff to move forward with the ballot measure process and schedule the matter for the May 1, 2018 Regular Council Meeting.

DISCUSSION

On March 6, 2018 staff was asked to return to Council with proposals to conduct an opinion survey regarding a special/general and percentage increase of sales tax ballot measure.

Staff was obtained three different proposals for election consulting. If the Council gives direction to proceed with hiring a consultant, staff will obtain a contract for the Mayor to sign.

If the Council decides to place a ballot measure for an increase in the Sales Tax, it will be necessary to write a ballot measure and amend the municipal code which requires public hearings. Time is of the essence. The following timeline must be followed if the Council decides to place this on the November 2018 Ballot:

PRELIMINARY BALLOT MEASURE TIMELINES		
Apr 23- Jun 30	Draft ordinances, hold community hearings (sales tax & cannabis)	
Jun 18	Send 10-day Notice of Hearing for publication as legal notice	
Jun 23	LAST DAY FOR 10-DAY LEGAL NOTICE OF HEARING TO PUBLISH	
Jul 02	Publish Notice of Election (if no measure) (Clerk)	E-127 – E-88
Jul 03	Conduct Public Hearing(s) & Introduce Ordinance(s) (Council)	E-126
Jul 17	Adopt Ordinance(s) (Council)	E-112
Jul 17	Election Resolutions to Council (Clerk)	E-112
Jul 18	Publish Notice of Election & Measure (Clerk)	E-111
Jul 27	Ballot Title & Impartial Analysis by 5 p.m. (Attorney)	E-102
Aug 03	Arguments for and against by 5 p.m.	E- 95
Aug 07	COUNTY Deadline to Accept Measures from Cities	E-91
Aug 10	Rebuttals to Arguments by 5 p.m.	E-88
Aug 13	Ballot Title, Impartial Analysis, Arguments to COUNTY	E-85
Oct 30	Last day to publish notice of nominees	E-07
Nov 06	Election Day 7am to 8 pm	E-00

FISCAL IMPACT

Consultant cost range from \$14,500.00 to \$55,000.00
 Election cost range from \$2500.00 to \$10,000.00
 No additional cost for Staff (other then what Staff already earns)

RECOMMENDATIONS

Provide staff direction. If direction is to hire a consulting firm authorize an amount not to exceed and authorize the Mayor to sign an agreement with the selected company

ATTACHMENTS: Proposals

Tax Measure Consultants Cost proposals

William Berry Campaigns

Opinion Survey	\$14,500.00
----------------	-------------

SCI (cannabis consulting firm retained by City)

Mailed survey	+-\$25k
Tax Documents prep	+-\$15k
Tax outreach	<u>+-\$15k</u>
Total support	\$55K

True North

Survey	\$24,850.00
--------	-------------

Total election support	\$48,650.00
------------------------	-------------

Bill,

Sorry for the delay getting back to you.

We are happy to put together a proposal in support of a survey and consulting support for Sales tax for the City for Nov 2018.

We understand the City's financial situation and tried to see if we could wrap this work into the work we are doing for you in support of your local cannabis policy. Unfortunately, we are not in the position to do that.

Our budget for the Sales tax work would be:

- Mailed survey +-\$25k (Our firm does not do phone surveys...but the pricing is usually about the same)
- Tax Documents prep +-\$15k
- Tax outreach +-\$15k

A couple of thoughts.

1. It may be difficult to get a survey for similar pricing as you got from Isom Advisors because Bond consultant typically subsidize the survey with revenue they earn as part of the bond process.
2. We are happy to connect you with other phone survey firms we work with (TrueNorth, Godbe, FM3, EMC) as well as more traditional campaign firms to get better pricing.
3. If you would like us to prepare a formal proposal based upon the pricing above, let me know.

Sincerely,

John W. Bliss, P.E., President

SCI Consulting Group

4745 Mangels Boulevard

Fairfield, CA 94534

707.430.4300 Phone

707.430.4319 Fax

john.bliss@sci-cg.com

33 Years of Service to Public Agencies

SCI CONSULTING GROUP



Proposal for Communication Consultant Services

Prepared for

City of Oroville

March 9, 2018

City of Oroville
1735 Montgomery Street
Oroville, CA 95965

To Whom It May Concern:

Thank you for the opportunity to present our proposal to the City of Oroville as you consider a potential revenue measure to address your funding needs. Following this letter is a proposal outlining the services we offer to help you engage with your community regarding your needs and prepare a potential sales tax for the ballot.

TBWB is a different kind of political consulting firm. We specialize in crafting and helping pass public finance ballot measures for cities and other public agencies. TBWB was formed around a simple basic idea: passing taxes is different from other types of political endeavors. For example, candidates run campaigns to differ from their opponents and stand out from the crowd. But when the issue is taxes, winning requires consensus: uniting people around shared priorities and values.

For this endeavor, we have partnered with Timothy McLarney, principal at True North Research to conduct the survey to assess voters' attitudes on several approaches for funding the City's needs.

We believe that TBWB and True North are uniquely qualified to lead the City of Oroville through a process to achieve a successful sales tax measure for the following reasons:

- **Extensive City Revenue Experience.** TBWB has helped cities throughout California design and pass dozens of successful local funding measures, including general taxes, special taxes, sales taxes, transient occupancy taxes (TOTs), utility users taxes (UUTs) and others. In 2016 alone, TBWB assisted the cities of Chula Vista (Measure P; 68.4%), Downey (Measure S; 63.1%), Fairfield (Measure P; 69.0%), Madera (Measure K; 80.0%) and Ventura (Measure O; 58.7%) develop and pass sales taxes.

In the same year, TBWB worked with the City of Glendale to stop the repeal of their utility users tax (No on Measure N; 28.6%) and the cities of Laguna Beach (Measure LL; 78.7%) and South Lake Tahoe (Measure P; 68.7%) pass transient occupancy tax increases.

- **Commitment to Client Service.** Our former clients tell us that our responsiveness and attention to detail sets us apart. You shouldn't have to struggle to get the attention of your strategist.
- **Experience with Information, Not Advocacy.** We have extensive experience helping cities and other public agencies craft effective public informational materials that don't cross the line into advocacy. We'll work closely with city officials to develop a specific communication plan.

The remainder of this proposal provides detailed information about our firms, the services we provide, our approach to passing successful funding measures, and a list of references.

Please don't hesitate to contact me at (510) 914-0028 or via email at jtatarka@tbwb.com if you have any questions or need additional information.

Sincerely,



Joy Tatarka
Partner

About TBWB

Terris Barnes Walters Boigon Heath, Inc., DBA TBWB Strategies is a strategy and communications consulting firm specializing in public finance ballot measures for school districts, community college districts, cities, counties and other public agencies. Our firm has been in business since 1988 under the legal names of Political Media Inc. and Public Finance Strategies LLC before merging earlier this year under the name Terris Barnes Walters Boigon Heath Inc.

Operating as **TBWB Strategies** continuously since 2005, we focus on strategy and communications consulting services for public agencies pursuing bond and tax ballot measures. Our main office is in San Francisco, and we have a secondary office in Santa Monica. TBWB's six practicing partners offer a combined 100 years' worth of strategy and communications consulting experience in California.

Public Consensus → Winning Propositions

TBWB was formed around a simple basic idea: passing taxes is different from other types of political endeavors. For example, candidates run campaigns to differ from their opponents and stand out from the crowd. But when the issue is taxes, winning requires consensus: uniting people around shared priorities and values. We believe public consensus leads to winning propositions, and that is what we seek to deliver for our clients.

Commitment to Client Service

We view our working relationship with our clients as a partnership. We know public finance measures, and you know your community. We pride ourselves in developing unique plans for every client as opposed to applying a "cookie cutter" model that may have worked in other places or at other times. We also understand that the reputation of your city is at stake when you seek funding from your community. It's not enough just to "win" in the short term. Your measure, your message and your outreach efforts must help you strengthen your relationship with your community for the long term.

Experience

The partners and consultants at TBWB have experience on over 350 successful public finance ballot measures that have raised billions in voter-approved revenue for public programs, services and facilities. The successful measures include bonds, parcel taxes, sales taxes, transient occupancy taxes, utility users taxes, assessments and fees. We help school districts, community colleges, cities, counties, parks, water and open space districts, fire districts, libraries, healthcare districts, transportation authorities and others.

In-House Design and Production

TBWB is one of the few firms in our industry that maintains in-house art and production departments. Our full-time Art Director manages a studio of graphic designers who produce award-winning, creative concepts. Our full-time Production Director attends to the details required for efficient and timely delivery of media, advertising and printed materials.

Today's communication tools. We take full advantage of modern communication tactics, including social media and digital advertising. We are also experts in traditional print media, direct mail and earned media, allowing us to help you efficiently leverage a full array of communication channels to engage voters.

About True North Research

Firm Information

True North is a full-service survey research firm that is dedicated to providing cities and other public agencies with a clear understanding of the opinions, perceptions, priorities and concerns of their residents and voters. Through designing and implementing scientific surveys, focus groups and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, passing revenue measures and developing effective public information campaigns. To date, the Principals at True North have designed and conducted over 1,000 research studies for public agencies, more than 300 of which were for California municipalities.

One testimony to the accuracy of our research and the reliability of our strategic advice is that we have the highest verifiable success rate in the State of California for revenue measures over the past decade (95%), and a 100% success rate in 2016 (45 wins/45 measures on the ballot in 2016). To date, we have conducted over 350 revenue measure feasibility studies and helped raise over \$29 billion in voter-approved taxes, including more than \$5 billion in 2016 alone. Our experience includes all types of revenue measures including general and special sales taxes, parcel taxes, bonds, transient occupancy taxes, utility users taxes, benefit assessments and property-related fees

Our Approach



Over time, we've found that meeting a few essential benchmarks is critical to success.

Every agency approaches these benchmarks in its own way. TBWB will help you craft and implement a unique plan that meets your needs, makes sense in your community and meets these essential benchmarks.

Benchmark 1: Feasibility study to determine if, and under what conditions, the city can pass a local funding measure – and if so, what type of measure is feasible.

Benchmark 2: Build consensus with outreach, awareness-building and public input strategies that position your measure for success.

Benchmark 3: Build a strong measure by aligning the measure's features with the community's priorities and sensitivities.

Benchmark 4: Campaign for the win by efficiently getting your message out to persuade voters and mobilize your base of support.*

**A public agency cannot fund campaigns; this benchmark is for informational purposes only, in order to fully explain our process.*

Feasibility Study



TBWB will help you assess the basic viability of a revenue measure in your community. We will work closely with True North Research to develop a questionnaire and voter sampling strategy that will help you tackle the key strategic questions that must be answered in order to set your measure on a path to victory.

TBWB will help you answer:

- Is it reasonable to think that a funding measure can achieve the needed support from voters?
- What projects and services are voters most likely to fund?
- What is the optimal timing for an election? What level of voter turnout helps maximize support?
- What tax rate will voters support?
- Does sufficient community awareness of your needs already exist or is proactive outreach required to build awareness?
- How might specific accountability protections be included in a successful measure?
- What controversies or competing issues must be considered before moving forward?

We often like to involve key stakeholders from the community in the process of developing the survey so that they become invested in the revenue measure process from the very beginning. Once the survey data is collected and analyzed, we will provide detailed recommendations to you and your City Council for moving forward with a funding measure.

True North Survey Scope of Work

Creating revenue measures that are ultimately approved by the necessary percentage of voters is difficult, especially in the State of California. Successful measures require insightful research. The overriding objective of the survey is thus to produce an unbiased, *statistically reliable* evaluation of voters' interest in supporting a local revenue measure, as well as identify how best to align the measure with community priorities and package it for success.

The scope of services that we propose to perform for the City includes all tasks associated with designing, conducting and analyzing the survey, as well as presenting the results. Briefly, the scope of services includes:

- Meet with the City to thoroughly discuss the research objectives and methodology for the study, as well as discuss potential challenges, concerns and issues that may surround the study.
- Develop a stratified and clustered sample of voters who—based on their voting history and registration status—are likely to participate in the election of interest on the natural or through targeted outreach efforts.
- Develop a draft questionnaire for the City's review and make revisions as needed until all parties approve of the instrument.

- Pre-test the survey instrument to ensure its integrity.
- Professionally translate the survey into Spanish to allow for data collection in English or Spanish according to a respondent's preference.
- CATI (Computer Assisted Telephone Interviewing) program the finalized survey instrument to ensure accurate and reliable data collection using live telephone interviewers.
- Web program the same survey instrument to allow for secure, password-protected online data collection to compliment the telephone data collection.
- Recruit participation in the survey using a combination of telephone calls and email invitations.
- Collect at least **300** quality interviews according to the sampling plan and a strict interviewing protocol. Interviewers will be professional, high-quality interviewers. It is expected that the average interview will last up to 16 minutes.
- Process the data, which includes conducting validity checks, cleaning, recoding, coding open-end responses and adjusting for strategic oversampling (if used) through a statistical procedure known as 'weighting'.
- Prepare an initial topline report which presents the overall findings of the survey.
- Prepare a thorough report on the findings, including a detailed question-by-question analysis, description of the methodology, an executive summary of the key findings and conclusions/ recommendations, as well as a comprehensive set of crosstabulations showing how the answers varied by subgroups of voters. The report will include extensive full-color graphics displaying the findings, as well as insightful narrative discussion of the results and their implications.
- Prepare an electronic copy of the final report to allow the City to reproduce the report as needed.
- Prepare a PowerPoint presentation of the results and present the results to the City.
- Be available to assist and provide advice to the City after the survey is complete.

Build Consensus



If the Feasibility Study results in a green light for moving forward with a funding measure, we generally recommend a public information and outreach program to educate the community about your needs and build broad consensus around a solution.

TBWB will:

- Develop information-only messaging and a plan for getting the message out to key audiences
- Provide information to be added to your website, distributed through social media and included in newsletters
- Prepare presentations and talking points for community meetings
- Write, design and produce informational mailings to educate, inform and engage voters
- Develop strategies and plans to inform and engage key internal stakeholder groups within your agency
- Develop strategies and plans to inform and engage influential external groups, including current and former elected leaders, local business and industry leaders, key neighborhood leaders, faith community leaders, taxpayer groups and others

Build a Strong Measure



Once we know what a viable, winnable funding measure looks like, TBWB will work with you, your financial advisors and your legal advisors to develop the specific details of your measure and qualify for the ballot.

Specifically, TBWB will:

- Work with you and your financial team to finalize amounts, tax rates and the structure of your measure
- Refine your projects to make sure they are written in clear and understandable language and feature projects and programs that are high priorities for your community
- Work with you and your City Attorney to develop important taxpayer accountability protections, including an independent citizens' oversight committee and public reporting process
- Work with you and your City Attorney to develop all resolutions required for calling the election
- Develop the critical ballot question that will appear on ballots
- Develop and refine the full text of the measure and other materials that will appear in the ballot pamphlet mailed to all voters
- Present recommendations and documents to your City Council for formal approval
- Work with the City Clerk and elections officials in your area to qualify for the ballot

Campaign for the Win



The next step in the process is to mount a strategic advocacy campaign to secure the votes needed to win on Election Day. As consultant to volunteer campaign committees, we build campaign plans with the following elements to ensure the best possible chance of success on Election Day:

- **A winning plan for you.** We pride ourselves in developing unique plans for every client as opposed to applying a “cookie cutter” model that may have worked in other places or at other times.
- **Effective messaging and materials.** Campaign logos, brochures, websites, social media, online advertisement and other materials must be eye-catching and have a local feel in order to persuade and motivate voters effectively.
- **Avoiding controversy and obstacles.** We can’t take anything for granted in today’s economic and political environment. To win, it is important to run an organized campaign that avoids controversy and neutralizes opposition to the extent possible.
- **Good teamwork.** Above all, winning campaigns take good teamwork. We work closely with pollsters, professionals, committee members and other local partners.
- **Efficient grassroots organizing.** The time and energy of your volunteers are precious resources. We’ll work with you to develop a plan that maximizes the impact of their efforts on the outcome of the election.
- **Strong Fundraising.** Fundraising for local ballot measures can be a challenge. It takes resources to get your message out to the voters who will determine the outcome of your election. We can help you create a fundraising plan to help you achieve the resources needed to win.

**A public agency cannot fund campaigns; this benchmark is for informational purposes only, in order to fully explain our process.*

Project Leaders

Joy Tatarka, Partner

TBWB Strategies

Joy joined TBWB in 2010 and brings a variety of political, legal and community service experience to each of her projects. In 2016, Joy was promoted to Partner and is a member of the TBWB management team.

Since joining TBWB, Joy has helped dozens of public agencies, from Orange County up into wine country and down into Silicon Valley, develop local bond and tax measures for the ballot and achieve voter support. In the past five years, she has worked with local officials, city council members, school boards and community representatives to raise over \$3.5 billion for school construction, hospital renovation and other much-needed community projects.

She believes strongly in listening to the needs of her clients and working together to build a plan that allows them to reach their goals.

Joy grew up in Montana, where she received her J.D. from the University of Montana School of Law and a B.A. in Communications from Montana State University–Billings. Before joining TBWB, Joy served as a Regional Field Director for Senator Max Baucus (D-MT) and as Field Director for the successful 49ers Stadium Campaign in Santa Clara, CA.

Timothy McLarney, Ph.D.

True North Research

Timothy McLarney, Ph.D., has more than 20 years of experience in survey methodology, statistics and public opinion analysis. As President and co-founder of True North, Dr. McLarney is responsible for the design, management and analysis of True North's qualitative and quantitative research projects, including those that address community needs assessments, revenue measure feasibility, public policy and strategic planning issues. Dr. McLarney's work to date has provided California cities, counties, school districts, colleges, universities, special jurisdictions, transportation planning agencies, councils of government and political campaigns with research to address their often complex marketing, planning and/or performance measurement needs. During his career, Dr. McLarney has occupied a lead role in over 1,000 research studies, more than 350 of which had research objectives similar to those of the City of Oroville.

Dr. McLarney is a nationally recognized expert in survey research methodology, sampling theory, weighting and the use of statistical methods to generalize survey results. His research has been recognized at numerous national and state conferences, has been published in academic journals and has earned him honors including the title of Visiting Scholar at the Institute of Governmental Studies at UC Berkeley. He has also served as an independent expert witness in survey research methodology for California legal cases.

Dr. McLarney earned a Ph.D. and M.A. in Government from Cornell University with an emphasis in survey methodology, sampling theory and voter opinion, as well as a Bachelor's degree in Politics from the University of California, Santa Cruz.

References

TBWB Strategies

City of Chula Vista

Gary Halbert
City Manager
(619) 691-5002
ghalbert@chulavistaca.gov

City of Downey

Gilbert Livas
City Manager
(562) 904-7284
glivas@downeyca.org

City of Glendale

Tom Lorenz
Director of Communications & Community Relations
(818) 535-1958
tlorenz@glendaleca.gov

City of Madera

David Tooley
City Administrator
(559) 661-5400
dtooley@cityofmadera.com

City of Laguna Beach

Christa Johnson
Assistant City Manager
(949) 497-0797
cjohnson@lagunabeachcity.net

City of Ventura

Dan Paranick
Interim City Manager
dparanick@cityofventura.net

References

True North Research

City of Madera

True North and TBWB provided the City of Madera with research and strategic consulting that led to the successful passage of a general tax on the November 2016 ballot.

Contact: David Tooley, City Administrator; 205 West Fourth Street, Madera CA 93637; (559) 661-5400

Town of Truckee

True North and TBWB provided research and strategic advice that led to two successful special tax increases for the Town of Truckee (2014 & 2008).

Contact: Tony Lashbrook, Town Manager; 10183 Truckee Airport Rd, Truckee CA 96161; (530) 582-7700

City of Chula Vista

True North and TBWB assisted the City of Chula Vista with feasibility research and strategic advice that led to the successful passage of a sales tax measure on the November 2016 ballot. We are currently assisting the City with research and strategic consulting related to a second sales tax measure and a cannabis measure for 2018.

Contact: Gary Halbert, City Manager; 276 Fourth Avenue, Chula Vista CA 91910; (619) 691-5002

City of Del Mar

True North and TBWB assisted the City of Del Mar with feasibility research and strategic advice that led to the successful passage of a general sales tax measure on the November 2016 ballot according to an aggressive schedule.

Contact: Scott Huth, City Manager; 1050 Camino del Mar, Del Mar CA 92014; (858) 755-9313

City of La Palma

True North provided research and strategic advice to the City of La Palma that led to the successful passage of a general tax measure on the November 2016 ballot.

Contact: Laurie Murray, City Manager; 7822 Walker St., La Palma CA 90623; (714) 690-3338. Reference for True North only.

City of Oceanside

True North and TBWB are currently assisting the City of Oceanside in exploring the feasibility of a general tax measure to fund general city services and infrastructure, and providing strategic advice related to a companion cannabis measure that may also be on the ballot.

Contact: Deanna Lorson, Assistant City Manager; 300 North Coast Highway, Oceanside CA 92054; (760) 495-3055

Fees

TBWB Strategies

As is the standard in our industry, TBWB contracts on a fixed-fee basis. For a city the size of Oroville, our standard consulting fee is \$5,000 per month. Partial months of services would be prorated.

Reimbursable business expenses, such as travel, photocopying and overnight delivery, will be billed separately along with any other costs associated with printing, postage and digital advertising for informational communication and outreach. Our contract can be severed at any time if you choose to abandon or delay your revenue measure effort.

To help you estimate hard costs related to the production of informational materials, the cost of producing an 11x17 informational newsletter to all voter households in Oroville (an estimated 4,600 households) is \$7,800, including bulk rate postage.

We will work with you to develop an appropriate budget for these costs through the development of the public outreach plan. For budget estimating, most cities send two to three informational community mailers along with targeted digital and print advertising during the revenue measure planning and outreach process.

We expect to collaborate with you and the City Attorney to ensure all informational materials satisfy the legal requirements of information, not advocacy.

True North Research

For designing, conducting and analyzing the survey, as well as presenting the results, True North proposes a fee of \$24,850.

Total estimated cost for the City, including all fees, a voter survey and one informational mailer would be approximately: \$48,650.

COMBINED EXPERIENCE OF TBWB'S PARTNERS



With experience on over 350 successful local funding measures for all types of public agencies, TBWB has worked in virtually all parts of our home state.

We've passed measures in sparsely populated rural areas, suburban communities in Northern and Southern California as well as the urban neighborhoods of California's biggest cities.

Community College Districts

- Allan Hancock College
- Antelope Valley College
- Cabrillo College
- Chabot-Las Positas CCD
- College of the Canyons
- College of Marin
- College of the Siskiyous
- Contra Costa CCD
- Foothill-De Anza CCD
- Glendale College
- Hartnell College
- Lane Community College (Oregon)
- Mendocino College
- MiraCosta College
- Napa Valley College
- Peralta CCD
- Mt. San Jacinto CCD
- Rancho Santiago CCD
- San Joaquin Delta College
- San Mateo CCD
- Santa Barbara City College
- Santa Monica College
- Santa Rosa Junior College
- Sierra College
- Yuba College

Hospitals and Health Care

- Alameda County Medical Center*
- Cascade Valley Hospital (WA)*
- Daughters of Charity Health System
- Plumas Healthcare District*
- Salinas Valley Memorial Healthcare System
- Save Laguna Hospital
- Seton Medical Center
- Tahoe Forest Hospital District*
- Valley Medical Center (Washington)*
- West Contra Costa Healthcare District*
- Valley Health System

Transportation

- AC Transit District*
- Fresno County Transportation Authority
- Monterey-Salinas Transit
- Napa County Transportation Agency
- San Benito County Transportation
- Santa Clara County BART
- Santa Cruz County Regional Transportation Commission
- Sonoma County Transportation Authority
- Stanislaus County Transportation
- Transportation Agency of Monterey County
- Truckee/North Tahoe Transportation Agency

High School Districts

- Campbell Union High SD
- Chaffey Joint Union High SD
- Delano Joint Union High SD
- East Side Union High SD
- Fremont Union High SD*
- Fullerton Joint Union High SD
- Galt Joint Union High SD
- Grant Joint Union High SD
- Jefferson Union High SD
- Los Gatos-Saratoga Union High SD
- Nevada Joint Union High SD
- Oxnard Union High SD
- Perris Union High SD
- Petaluma Joint Union High SD
- Roseville Joint Union High SD
- San Benito High SD
- San Dieguito Union High SD
- San Mateo Union High SD
- San Rafael High SD
- Santa Cruz City High SD
- Santa Rosa High SD
- Sequoia Union High SD
- William S. Hart Union High SD

*(Partial List) *Projects managed by Charles Heath while at a prior firm.*

Parks, Open Space and Water Districts

Alameda County Clean Water Program
 Camden Water
 Greater Vallejo Recreation District
 Hayward Area Recreation District
 Los Angeles County Regional Park and Open Space District
 Marin Agricultural Land Trust
 Marin County Parks and Open Space
 Midpeninsula Regional Open Space District
 Missoula Open Space (Montana)
 Monterey Peninsula Regional Park District
 Napa County Regional Park and Open Space District
 Pleasant Hill Recreation and Park District*
 Santa Clara County Open Space Authority
 Santa Clara County Parks
 Santa Clara Valley Water District
 Save the Bay
 Sonoma County Agricultural Preservation and Open Space District
 Zone 7 Water Agency (Alameda County)

Fire Districts

East Contra Costa Fire Protection District
 Fresno County Fire Protection District
 Marin County Fire Department
 North Tahoe Fire Protection District
 Oakland Wildfire District*
 Santa Cruz County Fire District - CSA48
 Truckee Fire Protection District

Cities, Counties and Special Districts

Alameda Free Library*	Placer County
Citizens for Carmel Valley	San Mateo County
City of Campbell	Santa Clara County
City of Chula Vista	Santa Clara County Libraries*
City of Colton*	Santa Cruz County
Town of Corte Madera	Santa Cruz County Library
City of Del Mar	
City of Downey	
City of Fairfield	
City of Fremont	
City of Glendale	
City of Gustine	
City of Lafayette	
City of Laguna Beach	
City of Los Altos	
City of Madera	
City of Merced	
City of Morgan Hill	
City of Pacifica	
City of Palmdale	
City of Palo Alto	
City of Pleasant Hill	
City of Port Hueneme*	
City of Redwood City	
City of Salinas	
Town of San Anselmo	
City of San Bernardino*	
City of San Carlos	
City of San Gabriel*	
City of San Jose	
City of San Rafael	
City of Santa Cruz	
City of Santa Monica	
City of Santa Rosa	
City of South Lake Tahoe	
Town of Truckee	
City of Union City*	
City of Vacaville	
City of Ventura	
City of Watsonville	
Town of Windsor	
Yuba City	
Los Angeles County	
Homeless Initiative	
Marin County	
Marin County Free Library	
Merced County Association	
of Governments	
Napa County	
Oakland Public Library*	
Pacifica Library	

Elementary School Districts

Alisal Union SD
 Alpine Union SD
 Alta Loma SD
 Alum Rock Union Elementary SD
 Anaheim Elementary SD
 Auburn Union SD
 Beardsley SD
 Belmont-Redwood Shores SD
 Berryessa Union SD
 Buena Park SD
 Burlingame SD
 Cambrian SD
 Campbell Union SD
 Castaic Union SD
 Central SD
 Centralia Elementary SD
 Cupertino Union SD
 Del Mar Union SD
 Dixie SD
 Fountain Valley SD
 Franklin-McKinley SD
 Fruitvale SD
 Hermosa Beach City SD
 Huntington Beach City SD
 Jefferson Elementary SD
 Kentfield SD
 Lakeside Union SD (San Diego County)
 Larkspur-Corte Madera SD
 Live Oak SD
 Loma Prieta Joint Union SD
 Los Altos SD
 Los Gatos Union SD
 Menifee Union SD
 Millbrae SD
 Moraga SD
 Moreland SD
 Mount Pleasant Elementary SD
 Mountain View Whisman SD
 Norris SD
 North Sacramento SD
 Oakley Union Elementary SD
 Ocean View SD (Orange County)
 Pacifica SD
 Palmdale SD
 Perris Elementary SD
 Petaluma City Elementary SD
 Portola Valley SD
 Ravenswood City SD
 Redwood City SD
 Reed Union SD
 Rosemead SD
 Roseville City SD*
 Ross Valley SD
 San Carlos SD
 San Mateo-Foster City SD
 San Rafael Elementary SD
 Santa Cruz City Elementary SD
 Santa Rita Union SD
 Santa Rosa Elementary SD
 Saratoga Union SD
 Saugus Union SD
 Savanna SD
 Soquel Union Elementary SD
 Stanislaus Union SD
 Sulphur Springs Union SD
 Sunnyvale SD*
 Union SD
 Westminster SD

Unified School Districts

Alameda USD
 Albany USD
 Arcadia USD
 Azusa USD
 Bassett USD
 Cabrillo USD
 Castro Valley USD
 Charter Oak USD
 Claremont USD
 Conejo Valley USD
 Corona-Norco USD
 Cotati-Rohnert Park USD
 Culver City USD
 Downey USD
 Dublin USD
 El Rancho USD
 Emery USD*
 Evansville-Vanderburgh School Corporation (Indiana)
 Fairfield-Suisun USD
 Folsom Cordova USD
 Fremont USD
 Garden Grove USD
 Glendale USD
 Hayward USD
 Irvine USD
 Jurupa USD
 Kerman USD
 La Cañada USD
 Lammersville USD
 Las Virgenes USD
 Lake Elsinore USD
 Madera USD
 Martinez USD
 Milpitas USD
 Monterey Peninsula USD
 Moreno Valley USD
 Morgan Hill USD
 Mount Diablo USD
 Mountain Empire USD
 Napa Valley USD
 New Albany Floyd County Consolidated
 School Corporation (Indiana)
 Newark USD
 New Haven USD
 Novato USD
 Oakland USD*
 Oak Park USD
 Orange USD
 Pajaro Valley USD
 Palo Alto USD
 Palos Verdes Peninsula USD*
 Patterson Joint USD
 Piedmont USD*
 Pleasanton USD
 Poway USD*
 Riverside USD
 San José USD
 San Lorenzo Valley USD
 San Marcos USD
 San Marino USD
 San Ramon Valley USD
 Santa Monica-Malibu USD
 Scotts Valley USD
 Simi Valley USD
 Snowline Joint USD
 Sonoma Valley USD
 South Pasadena USD
 South San Francisco USD
 St. Helena USD
 Tahoe Truckee USD
 Torrance USD*
 Tustin USD
 Val Verde USD
 Walnut Valley USD
 West Contra Costa USD
 Westside School District 66 (Nebraska)
 Woodland Joint USD
 Yucaipa-Calimesa Joint USD

*(Partial List) *Projects managed by Charles Heath while at a prior firm.*

True North City Clients

Agoura Hills
Aliso Viejo
Alhambra
Anaheim
Apple Valley
Atherton
Azusa
Banning
Beverly Hills
Brea
Burbank
Campbell
Cerritos
Chino
Chula Vista
Claremont
Clayton
Costa Mesa
Cudahy
Dana Point
Del Mar
Diamond Bar
East Palo Alto
El Cajon

Encinitas
Folsom
Fontana
Fremont
Gilroy
Glendale
Glendora
Grand Terrace
Half Moon Bay
Hesperia
Huntington Beach
Indian Wells
Irvine
La Canada-Flintridge
La Palma
Laguna Beach
Laguna Niguel
Lake Elsinore
Lake Forest
La Mesa
Lathrop
La Verne
Lemon Grove
Lompoc

Long Beach
Los Angeles
Los Gatos
Madera
Malibu
Manhattan Beach
Menifee
Mission Viejo
Moorpark
Murrieta
Norwalk
Oceanside
Oxnard
Palmdale
Petaluma
Pico Rivera
Placentia
Port Hueneme
Rancho Cucamonga
Rancho Palos Verdes
Rancho Santa Margarita
Redlands
Redondo Beach
Riverside

Rocklin
San Luis Obispo
San Carlos
San Clemente
San Diego
San Gabriel
San Jose
San Marcos
San Marino
Santa Barbara
Santa Clarita
Santa Monica
South Lake Tahoe
Temecula
Thousand Oaks
Truckee
Upland
Ventura
Westlake Village
Watsonville
West Hollywood
Whittier
Yorba Linda
Yucca Valley

Mr. La Grone,

Thanks again for reaching out to me.

I sure hope the following doesn't sound too self-serving.

The survey conducted by the Financial Advisor for your school district is a marketing tool for the Financial Advisor. By charging you only \$6,500 for a survey (which is the first step most school districts take), they get the contract over a firm like mine.

But, they didn't enter into a contract with the school district for a \$6,500 survey. They never would enter into a contract for \$6,500 to conduct a survey. They lose money doing those surveys. Their contract with your District included the survey AND a \$25,000 one-time fee AND \$65,000 for EACH bond sold.

Those last two fees are much, much higher than a typical Financial Advisor would charge a school district. So, in effect, the taxpayers end up subsidizing the cost of the cheap survey by paying hundred(s) of thousands of dollars.

There are a couple of financial advisory firms to schools who market their services this way.

Also, I assume that their surveys are not scientifically performed with LIVE telephone callers and a random sample of registered voters. Their surveys are not a comprehensive, 15-minute survey. They are much, much shorter in length – which saves the Financial Advisor money.

I just did a quick Google Search to see what a few of my Opinion Survey competitors have charged cities for surveys similar in scope to mine. At the end of this email I have provided some links to the newspaper articles about cities and opinion surveys. I think you'll find that the median cost is close to \$25,000.

It was my understanding that the City of Oroville really needed to pass a specific tax – which would need a 66.7% YES vote in order to pass.

Oroville's Measure R took 43% Yes vote in 2016. Adding the extra 24% of the vote in order to get it passed is going to take an enormous effort. The information that you will glean from a detailed, thorough opinion survey will be vital.

As I mentioned to Mayor Dahlmeier, I understand the tight budget constraints that Oroville is in. If I lopped off about 90 seconds off of the opinion survey, I would be able to do it at a cost of \$14,500.

That really is the lowest I could go. If you were to receive price quotes from 3-4 of the most reputable opinion research firms in California, I would bet that each would be for over \$20K.

WILLIAM BERRY

I do hope that we can work something out so that we can work together. I was born and raised in Butte County and have successfully won over a dozen elections there.

If you have any questions or if I can provide any further information, please just ask.

Thank you so much for your time. I'm wishing the City of Oroville the best of luck.

Sincerely,

Bill Berry

WILLIAM BERRY