



## ***Lompoc City Council Agenda Item***

**City Council Meeting Date:** February 20, 2007

**TO:** Honorable Mayor and Members of the City Council

**FROM:** Gary P. Keefe, City Administrator  
(g\_keefe@ci.lompoc.ca.us)

**SUBJECT: STRATEGIC PLANNING AND PUBLIC INFORMATION SERVICES  
FOR PLACING A MEASURE ON THE BALLOT REQUESTING  
VOTER CONSIDERATION OF A TAX MEASURE FOR FUNDING  
POLICE AND FIRE STAFFING AND FACILITIES**

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### **RECOMMENDATION:**

It is recommended that the Lompoc City Council authorize the City Administrator to further negotiate and execute an agreement with Sidewalk Strategies, a Division of Tramutola, LLC in the amount of \$8,000 per month plus approved expenses to provide recommendations relative to placing a measure on the ballot in preparation for a request that the voters approve a tax measure for funding Police and Fire staffing and facilities, and appropriate \$120,000 from General Fund Reserves to pay for these professional services.

### **BACKGROUND:**

The Lompoc Police Department and Fire Department have each independently, repeatedly, and consistently requested additional staffing to meet the needs and expectations of Lompoc citizens during the last several budget cycles. A report from the Mayor's Ad Hoc Committee on Public Safety made recommendations in the latter part of 2005 which called for additional staffing and facilities. On January 23, 2007, Lompoc City Council accepted reports from two professional consulting firms, one for Police and one for Fire, which included recommendations for additional Police and Fire staffing and facilities. The City Council suggested bringing this matter to the people for a special election to find funds for additional staffing within these departments.

### **DISCUSSION:**

The proposed professional services contract with Sidewalk Strategies will provide an analysis of the failed 1998 General Fund tax increase request for funding Police and Fire Services. The services will also include the review of the Ad Hoc Committee recommendations and the professional reports, including departmental recommendations, which will be used to provide strategic feedback for the City Council. Public opinion research

will be developed, interpreted and analyzed. The City's plan for the expenditure of revenues if the measure is successful will be clarified. A public information program to increase public awareness about the needs and plans of the Police Department and the Fire Department will be developed and implemented. Final recommendations relative to placing a measure on the ballot, including optimal election type, ballot language, and resolution preparation will be completed. Strategic counsel will be available as needed.

The compensation for the services (proposed) is \$80,000 (\$8,000 per month for ten months) plus approved expenses (estimated to be \$40,000). The agreement is proposed to terminate December 31, 2007, but it may be terminated by either party upon thirty days notice, or extended in one-month intervals after the termination date. Approved expenses may include printing, graphic artwork, demographic data, opinion research, mailing services and postage, travel expenses, telephone charges, teleconferencing and delivery services.

The Tramutola proposal and a draft agreement are attached to this staff report for Council review.

**RESPECTFULLY SUBMITTED:**

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Gary P. Keefe  
City Administrator

Attachments: [Tramutola Proposal](#)  
[Draft Agreement](#)