



**Date:** June 21, 2005

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

**From:** Councilwoman Laura Richardson, Chair, Budget Oversight Committee  
Vice Mayor Jackie Kell, Fifth District  
Councilmember Tonia Reyes Uranga, Seventh District

**Subject:** **REQUEST CITY MANAGER TO CONDUCT FURTHER RESEARCH AND GENERATE BALLOT INITIATIVES TO ADDRESS CRITICAL FUNDING NEEDS**

Background

On September 7, 2004, as part of the adoption of the FY 05 Budget, the City Council approved the recommendation of the Budget Oversight Committee (BOC) to focus on potential resources that would address the structural deficit and possibly alleviate the amount of reductions to core public services and/or City personnel. During the past several months, the BOC has actively pursued research on seven viable revenue options including:

- Public Safety Revenue Options
- Library Assessment Tax
- Utility User Tax (UUT)
- Local Sales Tax
- Transient Occupancy Tax (TOT)
- Parking Lot Tax
- Oil Production Tax

In addition to establishing a comprehensive understanding of the ballot initiative process, the BOC explored the revenue generating potential of each measure and obtained electoral results for all agencies in California that had similar ballot initiatives in either the 2004 or 2005 elections.

Furthermore, the research conducted by the BOC provided detailed information on each of the above measures including the type, electoral results, election date, amounts, projected annual revenue, sunset date and purpose or possible uses by surveying comparable agencies. The BOC's findings have been prepared in a detailed report and will be provided in its entirety.

Although the information gathered by the BOC has laid a foundation, further in-depth analysis is necessary to establish the feasibility of these options. When surveying cities that have pursued initiatives such as Oakland, San Luis Obispo, Porterville and Morgan Hill, it was found that prior to recommending specific initiatives, the next step usually includes engaging professional input to determine the viability and magnitude of potential initiatives, types of election, public support, timing and identification of stakeholders.

June 21, 2005  
Page 2

**Recommended Action:**

Request the City Manager to conduct further research and recommend potential revenue-generating ballot initiatives in Long Beach as a means of addressing critical funding needs such as increasing public safety.