



Item No. 2 Town of Atherton

CITY COUNCIL STAFF REPORT – ACTION ITEM

TO: HONORABLE MAYOR AND CITY COUNCIL

**FROM: GEORGE RODERICKS, CITY MANAGER
THERESA DELLASANTA, CITY CLERK**

DATE: AUGUST 1, 2017

SUBJECT: REVIEW, REVISE AND, IF APPROPRIATE, APPROVE BALLOT ARGUMENT IN FAVOR OF MEASURE SUBMITTED TO QUALIFIED ELECTORS AT THE NOVEMBER 7, 2017 ELECTION AND DIRECT STAFF WITH RESPECT TO REBUTTAL ARGUMENTS

RECOMMENDATION

Review, revise, and, if appropriate, approve ballot argument language submitted by Ad Hoc Subcommittee members Lempres and Lewis for the Argument in Favor of Measure to be submitted to qualified electors at the November 7, 2017 election; sign the Ballot Argument Submission Form provided by the City Clerk; and direct staff with respect to rebuttal arguments.

BACKGROUND

At the July 19, 2017 City Council Meeting the Council approved an ordinance ordering the submission to qualified electors of the Town of Atherton a measure relating to the renewal of the parcel tax at a special Municipal Election to be held on Tuesday, November 7, 2017.

The Mayor assigned an Ad Hoc Subcommittee of Mayor Lempres and Council Member Lewis with staff to return language for Argument in Favor for consideration and adoption at this meeting.

ANALYSIS

The Ad-Hoc Subcommittee of Mayor Lempres and Council Member Lewis have drafted the following Argument in Favor and a draft of that argument will be provided at the meeting for review.

Rebuttal Process

If the Town receives an argument against the measure, then the rebuttal process would begin. Pursuant to Election Code 9285, when an argument in favor and an argument against a measure have been submitted, the elections official will notify the authors of those arguments in order for them to prepare and submit rebuttal arguments. Rebuttal arguments may not exceed 250 words. The rebuttal arguments shall be filed with the City Clerk not more than 10 days after the final date for filing primary arguments. **The final filing date for filing rebuttal argument is set for 12:00 p.m. on Monday, August 28, 2017.**

The Mayor can appoint the same Ad Hoc Subcommittee to prepare the rebuttal argument, should it become necessary; and, if necessary, the Mayor can call a Special Meeting to allow all five council members to review and approve the rebuttal.

POLICY FOCUS

Staff is seeking feedback and clarification on the language of the argument in favor to be submitted to qualified electors of the Town of Atherton and direction with respect to how rebuttal arguments should be handled.

FISCAL IMPACT

The cost of a mail-in ballot is approximately \$15,000. It is included in the budget.

PUBLIC NOTICE

Public notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting in print and electronically. Information about the project is also disseminated via the Town's electronic News Flash and Atherton Online. There are approximately 1,600 subscribers to the Town's electronic News Flash publications. Subscribers include residents as well as stakeholders – to include, but be not limited to, media outlets, school districts, Menlo Park Fire District, service providers (water, power, and sewer), and regional elected officials.

ATTACHMENTS

- Primary Argument Submission Form