



Voter Polling Contract

NOVEMBER 21, 2023

Background

- 2021: Council requested research on tax measure viability in conjunction with 2024 General Election
- 2023-24 Budget Goals allocated funding to survey Capitola voters regarding tax revenue measures
- Fall 2023: Finance Advisory Committee recommends polling:
 - Extension of Measure F
 - General Obligation Bond

Possible Revenue Measures

Extending Measure F:

- Quarter-cent sales tax, originally passed in 2004
- Extended in 2008 with 66% approval
- Extended in 2016 with 81% approval
- Expires 2027
- \$1 million revenue
- Could help with ongoing operational expenditures

General Obligation Bond:

- Property tax
- Example: \$50 per every \$100,000 assessed value
- Revenue used to fund projects that serve community (identified on ballot)
- Could help with long term facility/infrastructure needs

Why Poll?

- Determine if & **how likely Capitola voters are to approve** polled measures
 - Helps determine community priorities
 - Tax amount, length, use of revenue, etc.
- **EMC Research** will use phone, email, & online surveying to collect ~200 responses
 - Results presented in spring

Recommendation

Authorize City Manager to execute an agreement with EMC Research for \$22,000 to conduct Capitola polling on potential revenue measures:

- a) General Obligation Bond; and
- b) Extending Measure F