



Date: September 23, 2025

Honorable Mayor and Council Members:

Author and title: Alfred Knotts, Assistant Public Works Director

Title: Approval of Team CivX Contract for Measure V Renewal Public Opinion Surveys

Jen Callaway, Town Manager

Recommended Action:

Authorize the Town Manager to execute a contract with Team CivX in the amount of \$65,958 and authorize a contract contingency of \$9,042 for a total authorized contract amount of \$75,000 to conduct public opinion surveys; ballot measure feasibility analysis; and support related to the renewal of Measure V Road Maintenance Sales Tax (C2613).

Discussion:

Background

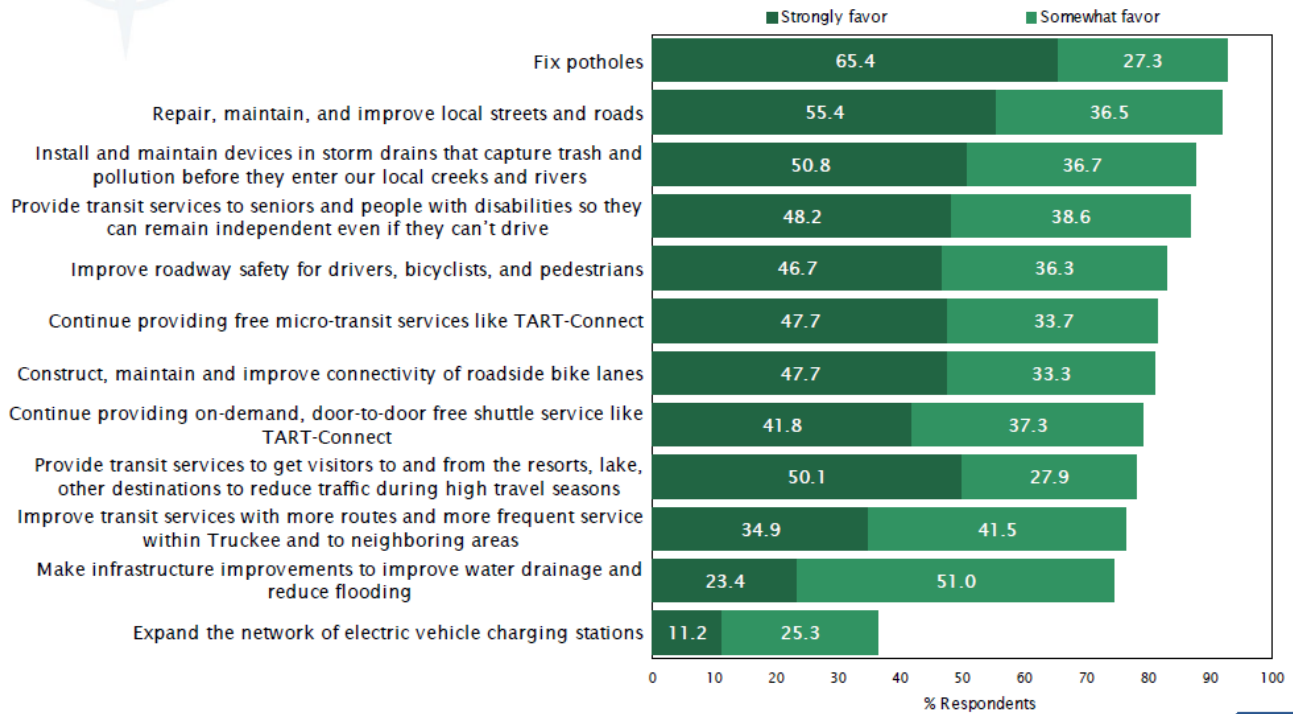
The Town's Roads Maintenance Sales Tax", initially passed in 1998 as Measure A and renewed in 2008 as Measure V, levies a ½% sales tax on taxable sales transactions within the Town limits to fund road maintenance and road construction. The current Roads Maintenance Sales Tax, referred to in this staff report as "Measure V," was passed with a 20-year authorization dedicating funding to "paving, repairing and improving our Town's roads to enhance safety for drivers, bicyclists and pedestrians including regular upgrades to drainage to protect water quality." In the current economic climate, Measure V generates approximately \$3,800,000 annually for eligible uses outline above and provides a significant funding source for the Town's paving and drainage projects. Measure V is set to expire in 2028 absent reauthorization by Town voters.

Given the importance of Measure V in providing crucial maintenance funding for Town roads and drainage, Staff developed Capital Improvement Program Project "C2613 - Measure V Road Maintenance Sales Tax Renewal Polling" to inform the Measure V renewal process, and \$75,000 in General Funds is included in the adopted Fiscal Year 2025/2026 budget for C2613.

Informing the Renewal Process

In 2023 a public opinion survey was conducted to determine support levels for a broader transportation tax, and it included questions related to the renewal of Measure V. At that time, public opinion showed 79% in support of the renewal Measure V at the current ½% rate. Fix potholes; repair, maintain, and improve local streets and roads; and install and maintain devices in storm drains that capture trash and pollution were the top three project uses of those surveyed. Improving roadway safety for drivers, bicyclists, and pedestrians; and construct, maintain and improve connectivity of roadside bike lanes were also ranked high as shown in the graph below:

PROJECTS & SERVICES

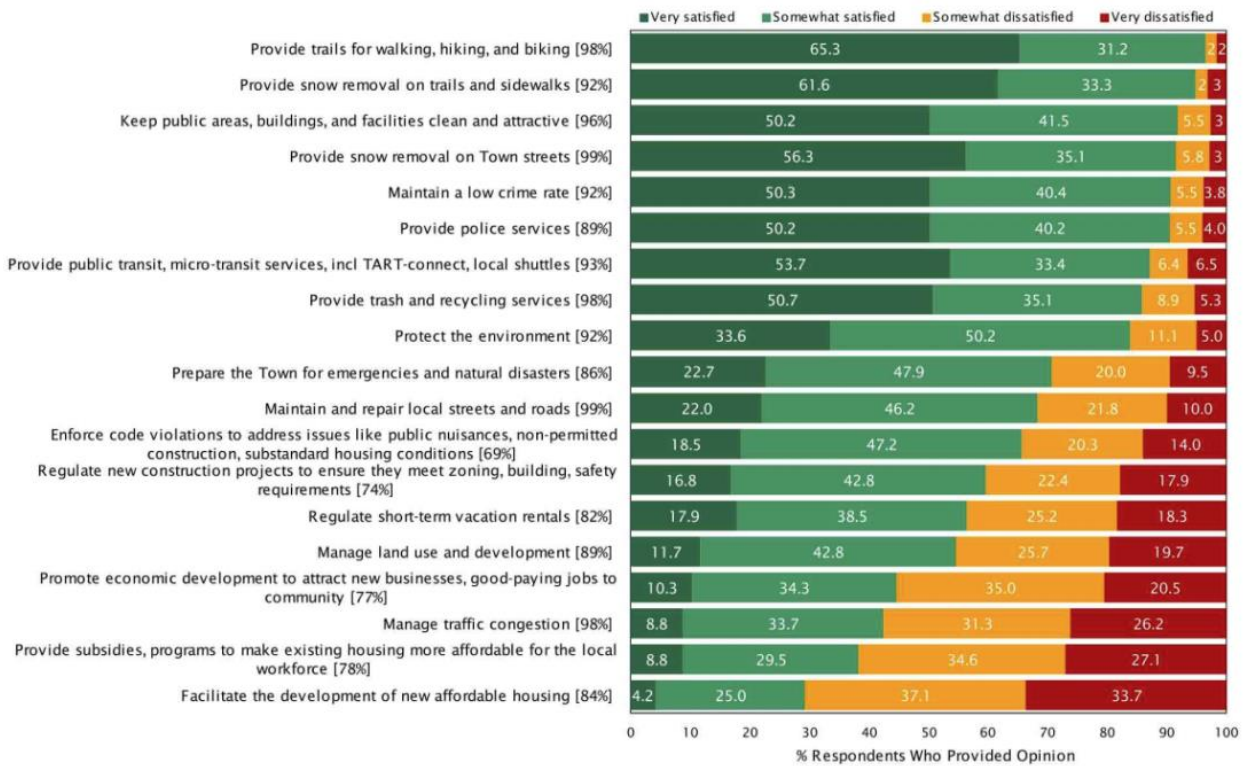


Source: Voter Opinion Survey, October 2023, TrueNorth Research

Additional questions were asked related to public support should the rate be increased to 3/4% or 1% (to potentially include additional transportation-uses), each of which saw support fall below the required 2/3rds super majority.

In addition, the recent Community Opinion Survey conducted by TrueNorth Research in Spring 2025 also indicated general satisfaction with the road maintenance services provided by the Town, as shown in the graph below.

FIGURE 7 SATISFACTION WITH SERVICES



Source, Community Opinion Survey, April 2025, TrueNorth Research

While past community surveys indicate a Measure V renewal ballot would likely be successful, it is typically best practice to conduct public opinion surveys in advance of a Council vote to place a ballot measure on a future ballot. This polling not only identifies whether the current political and economic climate has influenced support in present day but also allows the Town to test support for variations to the ballot language, such as term of measure, eligible uses (including potential expansion of those uses), and how the timing of the ballot measure might impact results. As an example, new eligible uses might explicitly identify sidewalk maintenance, streetscape improvement construction, and/or accessibility improvements.

As such, Staff recommends an additional public opinion survey be conducted to focus specifically on the renewal of Measure V within the present political and economic climate. The survey would be used to determine support for a Measure V renewal; refine potential eligible uses; identify any shifts in public sentiment; and identify the optimal election date, tax rate, tax structure, duration, and other important ballot measure features.

To complete this effort, Staff recommends utilizing the professional services of Team CivX as outlined in Attachment A – Team CivX Scope of Work.

Below is a breakdown of costs by task negotiated with Team CivX:

Total Fee for Services

Task/Service	Rate and Quantity	Fee
Base Consulting Fee	\$6,000 x 5 months (Oct – Feb)	\$30,000
Public Opinion Polling - Hybrid Phone, Text, and Email Survey	Lump sum	\$26,000
Informational Brochure – Production and Distribution to	6723 Households x \$1.48	\$9,958
TOTAL COST		\$65,958
Contingency	12%	\$ 9,042
TOTAL COST PLUS CONTINGENCY		\$75,000

In addition to the budget and associated fee shown above and in Attachment A, Staff also recommends a contingency of \$9,042 for additional unforeseen costs for a total authorized contract amount of \$75,000.

Schedule

The Measure V renewal could potentially be placed on the June 2026 primary election of November 2026 general election. Additional analysis will be needed to determine what election to pursue should the Town decide to move forward with the renewal, but the schedule below assumes a June 2026 primary election target date for purposes of defining a critical path:

- Team CivX Notice to Proceed (pending Council approval of this item) – October 1, 2025
- Complete Draft Public Opinion Survey Questionnaire – October 15, 2025
- Finalize Public Opinion Survey Questionnaire – October 30, 2025
- Conduct Public Opinion Surveys – Early-Mid November 2025
- Return to Council with Survey Findings – December 2025
- Deadline to Submit Notice of Intent to County to Place Measure on the Ballot – January 28, 2026
- Deadline for All Required Documentation to be Submitted to Nevada County – March 6, 2026

Priority:

<input checked="" type="checkbox"/> Enhanced Communication	<input type="checkbox"/> Climate and Greenhouse Gas Reduction	<input type="checkbox"/> Housing
<input checked="" type="checkbox"/> Infrastructure Investment	<input type="checkbox"/> Emergency and Wildfire Preparedness	<input checked="" type="checkbox"/> Core Service

Fiscal Impact: The total cost of the Team CivX public opinion polling contract is \$75,000. As the current adopted budget contains \$75,000 in General Fund in Fiscal Year 2025/2026 for “C2613 - Road Maintenance Sales Tax (Measure V) Renewal Polling,” there is adequate budget to fund this contract.

Public Communication: In addition to this Staff Report and associated agenda posting and 2023 public opinion surveys, the Tax Oversight Committee meets annually to review past and proposed future year Measure V expenditures.

Attachments:

Attachment A - Team CivX Scope of Work and Fee