



**CITY OF LOS ALTOS  
CITY COUNCIL MEETING  
April 28, 2015**

**DISCUSSION ITEM**

**Agenda Item # 6**

**SUBJECT:** Receive an update on next steps for a November 2015 Community Center bond election

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**BACKGROUND**

On March 24, 2015, the City Council received a final presentation on the Civic Center Master Plan update and Community Center Conceptual Design. At that time, Council accepted the preferred site alternative cost model, identified November 2015 as the preferred date for a potential bond election and directed staff to engage an election consultant and to begin developing a financing strategy.

Additionally at a Study Session on February 10, 2015, Council assigned Councilmember Mordo to work with the Financial Commission sub-committee and staff on funding strategies for the Community Center and Mayor Pro Tem Bruins and Councilmember Prochnow to work with staff on educational materials.

In order to hold an election in November 2015, the City Council must, by Resolution, call for the election by August 7, 2015.

**EXISTING POLICY**

2009 Civic Center Master Plan and 2015 Update

**PREVIOUS COUNCIL CONSIDERATION**

March 24, 2015

**DISCUSSION**

The City has engaged Tramutola LLC to assist in developing the education and financing strategies for the Community Center redevelopment. Larry Tramutola will personally lead the effort. Tramutola LLC has considerable experience in developing educational campaigns and helping agencies in determining if a bond election is worthwhile.

Tramutola will work with the two-member Council ad hoc committee and staff on the educational materials and with Councilmember Mordo, the Financial Commission sub-committee and staff on financing strategies. Larry Tramutola and his staff will help the City to identify weaknesses in plans or areas that need to be further studied, develop information-only communications strategy, develop a FAQ sheet and work with the City Attorney and staff to prepare the ballot statement.

Given the short timeframe in which to develop and conduct an educational effort, it is planned that all work be done by the appointed ad hoc committees and staff. If needed, staff may consult with members of the community on an advisory basis. Doing so will ensure that efforts may move forward in a timely manner as this effort has been identified by the Council as the City's highest priority.

Because of the number of polls conducted within Los Altos in recent years, Larry Tramutola will work closely with staff to determine if and when another poll will be conducted. If it is decided that a poll is needed, it will be focused on determining the feasibility of a bond measure. At that point, the City will engage Godbe Research to develop and conduct the poll as this firm has significant past experience and knowledge of Los Altos.

Throughout the coming months, staff will provide the Council with updates on the efforts being conducted. It is anticipated that a Resolution calling for the election will be presented to the Council at its July 28, 2015 meeting. If an election is not called at that meeting, a special meeting would need to be held prior to August 7, 2015 in order to hold a November 2015 election.

**PUBLIC CONTACT**

Posting of the meeting agenda serves as notice to the general public.

**FISCAL/RESOURCE IMPACT**

None

**ENVIRONMENTAL REVIEW**

Certified Environmental Impact Report dated March 9, 2010

**RECOMMENDATION**

Receive an update on next steps for a November 2015 Community Center bond election

**ALTERNATIVES**

Provide additional direction, as needed, to staff regarding steps for a November 2015 Community Center bond election

Prepared by: Jon Maginot, City Clerk/Assistant to the City Manager

**ATTACHMENTS:** None