Weekly Management Report
July 1, 2016

1. **Memo** - Steps Required to Prepare a Ballot Initiative Related to the City Giving Open Space or Public Property to any Non-City Entity - Parks and Recreation Department

2. **Memo** - Success of Revenue Measures on Long and Short Ballots, LA County - TBWB Strategies

3. **Minutes** - Civil Service Board Meeting of June 1, 2016 - Management Services Department

4. **Notes** - City Notes, June 24, 2016 - City Manager

city of burbank PARKS & RECREATION

PLAY GROW DISCOVER COMMUNITY

Memorandum

Date: June 20, 2016

To: Ron Davis, City Manager

From: Judie Wilke, Parks and Recreation Director Judie Wilke

Subject: **CITY MANAGER TRACKING LIST NO. 1798 – STEPS REQUIRED TO PREPARE A BALLOT INITIATIVE RELATED TO THE CITY GIVING OPEN SPACE OR PUBLIC PROPERTY TO ANY NON-CITY ENTITY**

In light of the proposal from the Boys and Girls Club (BGC) to potentially build a new main club building in a City of Burbank (City) park, the City Council (Council) requested that staff provide information related to a ballot measure that would prohibit the giving of City land to another person or entity and/or require a 4/5 vote of the Council to transfer City park land or open space to a non-profit entity.

At this time, the BGC is no longer pursuing building a club in a City park. However, staff conducted preliminary research to determine the necessary steps in adding an item as a ballot measure. For Council's consideration, the attached document outlines the ballot measure process (Exhibit A). Notably, staff will keep the Council abreast of any updates regarding the BGC proposed development.

EXHIBIT

A – Ballot Measure Process

Council requested information on a ballot measure that would prohibit the giving of City land to another person or entity and/or require a 4/5 vote of the City Council (Council) to transfer City park land or open space to a non-profit entity. Below are different options that the Council could exercise.

Option 1

Include a ballot measure in the 2017 City General Election. Including a proposed measure can cost approximately $60,000 to $70,000. This cost would have the least fiscal impact because the measure would be included with the General Election. Notably, cost can vary depending on the number of registered voters.

Steps:

- April 11, 2017 – General Election
- Council calls the election no later than January 12, 2017
- December 2016 – Finalize ballot measure
- October/November 2016 – Staff works on writing ballot measure
- October 2016 – Council gives staff further direction on content of measure

Option 2

If the Council desires for the community to vote on the measure sooner than the scheduled 2017 General Election, Parks and Recreation and City Clerk's staff would coordinate a Special Election. This election could cost approximately $150,000 to $200,000. This significant increase is due to the fact that a whole election booklet, advertising, staff time, and etc. would have to be dedicated for a special election.

Option 3

If the Council desires to add this measure to the LA City/County election, the Clerk's Office would request an estimate from the County. However, the measure may get lost with all LA City/County measures, as well as potential statewide ballot measures since LA County usually consolidates with state wide elections. Plus, the Los Angeles Board of Supervisors has to agree to place a City measure on their ballot and this decision is made on a case by case basis. *This option is not recommended by the Clerk's.*

- November 2016 – Presidential
- On or before August 9, 2016 – Call election
- July 2016 – Finalize Ballot measure
- June/July 2016 – Staff works on writing ballot measure
- May 2016 – Council gives staff further direction on content of measure

If the Council wishes to amend the Charter, then under state law the ballot measure election should be combined with our general municipal election.

TO: Jane I. Beesley, Los Angeles County Regional Parks & Open Space District
FROM: Jared Boigon, TBWB Strategies
DATE: May 25, 2016
RE: Success of revenue measures on long and short ballots, LA County

TBWB has researched and reviewed the history of revenue measures in Los Angeles County (County), and specifically whether multiple measures on a long ballot have greater or lesser chance of passing. This memo summarizes our findings.

We've reviewed LA County revenue election results since 2004, as well as tax or bond measures involving a large number of voters within the County, including the County, the City of Los Angeles (City of LA), Los Angeles Unified School District (LAUSD) and the Los Angeles Community College District (LACCD).

First conclusion, historical data suggests that countywide tax, bond or revenue measures do *better* when more than one is on the ballot:

- Passage of countywide revenue measures when alone on the ballot: 0/3[1]
- Passage of countywide revenue measures when together on the ballot: 4/4[2]

Second, this pattern holds true when including large overlapping measures as well, such as LACCD, LAUSD and LA City tax, bond or revenue measures:

- Passage of large revenue measures when alone on the ballot: 3/8, or 37.5%[3]
- Passage of large revenue measures when overlapping on the ballot: 8/11, or 73%[4]

This data is consistent with what we have been seeing statewide over the years: multiple revenue measures on long ballots often have better passage rates than solo revenue measures on shorter ballots. This could be due in part to the more favorable demographics in higher turnout elections; it also may be partly due to the shared momentum from multiple different interest groups advocating in favor of public investment for various purposes: in other words, each measure's advocates create more favorable conditions for other measures, because multiple campaigns are making a positive case for public investment and trust in local government.

---

[1] Measure P 2014, Measure J 2012, Measure A 2004

[2] Measures H & L, June 2012; Measures R & U, Nov 2008

[3] Winners: LA City Communication Tax Reduction (2008); LAUSD school bonds (2005, 2004). Losers: LA City Measure A – public safety/essential services (2013); LAUSD parcel tax (June 2010); three County measures (see note 1 above).

[4] Winners: four County measures (see note 2 above); LA City Library Charter Amendment (March 2011), LA City Stormwater (Nov 2004), LACCD & LAUSD Bonds (Nov 2008; both > 2/3% Yes). Losers: LA City Oil Tax (March 2011); LA City Prop A – Gang Prevention (Nov 2008: 66% yes); County Measure A Public Safety Tax (Nov 2004: 60% yes, 2/3 required)

tel 415.291.1894
fax 415.291.0724
email info@tbwb.com

400 Montgomery St., Ste. 700
San Francisco, CA 94104

www.tbwb.com

This Fall, there is expected to be an extremely lengthy statewide ballot, with as many as 18 state propositions and measures. Our third conclusion, again based on historical data, is that the presence of lengthy state ballots, including statewide bond and revenue measures, doesn't appear to consistently impact the passage rate of county and local tax measures.

- November 2012: 11 State Propositions, including 3 revenue measures, 2 of which passed within LA County.[5] Measure J sales tax for transportation narrowly failed, despite earning 66% of the vote. Overall, 21/33 revenue, tax and bond measures passed within LA County, a passage rate of 64%.
- November 2008: 12 State Propositions, including 3 revenue measures, all of which passed within LA County.[6] Metro Measure R passed, along with bonds for LAUSD and LACCD, each winning more than 2/3 voter approval. LA City's Measure A sales tax for gang prevention narrowly failed despite winning 66% of the vote. Overall, 37 out of 41 tax, bond and revenue measures within LA County passed in Nov 2008, a passage rate of 90%.
- November 2004: 16 State Propostions, including 4 revenue measures, 3 of which passed within LA County.[7] LA City's stormwater bond earned 76% of the vote; the County's Measure A safety sales tax failed with 60% of the vote. Overall, 16/18 tax, bond and revenue measures within the County passed, a passage rate of 89%.

Finally, two recent outside independent research reports have found that long ballots in Presidential elections do not necessarily impact ballot measures negatively:

> *In Presidential Election years, the amount of "voter fatigue" has actually been found to be LESS due to increased interest in issues as a result of watching debates and watching more political news than usual. In particularly partisan Presidential elections (as 2016 is likely to be), interest in local and state issues is even more intensified, demonstrably reducing what is generally referred to as "voter fatigue" or "ballot fatigue".*
>
> *- Jesse M. Unruh Institute of Politics Voter Study, April; 2016*

> *A large body of research shows that ballot structure matters for candidate elections, potentially distorting democratic decisions, but there is little comparable evidence for ballot propositions.*
>
> *- Ballot Order Effects in Direct Democracy Elections, University of Southern California (2015)*

---

[5] Gov. Brown's Prop 30 income/sales tax for schools; Prop 39 clean energy tax on businesses both passed. Prop 38, Molly Munger's income tax for education, failed.

[6] Passenger Train Bond, Children's Hospital Bond, Veterans Bond

[7] Stem Cell Bonds, Mental Health Funding and Children's Hospital Bonds all passed within LA County. State Prop 32 for Emergency Services funding failed within LA County.

June 1, 2016
4:30 p.m.

The regular meeting of the Civil Service Board was held in the City Council Chambers of City Hall.

Roll Call

Members present:
Matthew Doyle, Chairperson
David Nos, Vice-Chairperson
Miguel Porras, Secretary
Jacqueline Waltman
Susan Widman

Also present:
Pete Bova, BCEA President
Betsy Dolan, Management Services Director
Joanne Fletcher, Asst. General Mgr. Cust Serv & Mrktg
Brady Griffin, Human Resources Manager
Charmaine Jackson, Senior Assistant City Attorney
Stephanie Kandt, Administrative Analyst II
Sherry Kelley, Acting Administrative Officer – BWP
April Moreno, Human Resources Manager
Jessica Sandoval, Executive Assistant
Julianne Venturo, Asst. Management Services Director

Additional Agenda Items

None

Open Public Comment Period of Oral Communications

Mr. Bova commented on agenda item #7.

Election of Officers

MOTION CARRIED: It was moved by Ms. Waltman, seconded by Mr. Porras and carried 5-0 to appoint Mr. Nos as Chair. It was moved by Ms. Widman, seconded by Mr. Doyle and carried 5-0 to appoint Mr. Porras as Vice-Chair. It was moved by Mr. Doyle, seconded by Ms. Widman and carried 5-0 to appoint Ms. Waltman as Secretary.

Approval of Minutes

MOTION CARRIED: It was moved by Mr. Doyle, seconded by Ms. Widman (with Mr. Porras and Ms. Waltman abstaining) and carried 3-0 to approve the minutes of the regular meeting of May 4, 2016.

Proposed Amendments to Classification Plan

- **ESTABLISHMENT OF THE TITLE AND SPECIFICATION FOR THE**

CLASSIFICATION OF ENERGY SERVICES MANAGER

MOTION CARRIED: It was moved by Mr. Doyle, seconded by Ms. Widman and carried 5-0 to approve the establishment of the title and specification for the classification of Energy Services Manager.

Recruitment and Selection Report – May 2016

RECOMMENDATION: Note and file.

Appointments and Assignments – June 2016

For the month of June 2016, there were no extensions needed.

RECOMMENDATION: Note and file.

Adjournment

The regular meeting of the Civil Service Board was adjourned at 5:02 p.m.

Julianne Venturo
Assistant Management Services Director

APPROVED:

_____DATE_____
David Nos, Chairperson

_____DATE_____
Jacqueline Waltman, Secretary

CITY MANAGER'S OFFICE

CITY NOTES

Important Updates for the Burbank City Council **June 24, 2016**

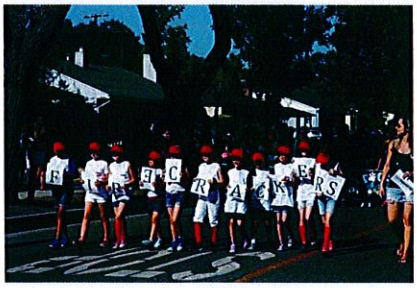
BWP Getting the Word Out on Three Days Per Week Watering

Following a year where watering limits of two days per week were in place, outdoor irrigation in Burbank is now permitted three days per week, on Tuesdays, Thursdays and Saturdays. All other wise water use requirements remain in effect, including not watering between 9:00 a.m. and 6:00 p.m., and no more than 15 minutes per station. Burbank continues to allow watering by hand during non-sanctioned irrigation days when the sun is down. The City Council also took an important step for ongoing prudent water management by modifying the Sustainable Water Use Ordinance to include a limit of three days per week outdoor watering in the baseline requirements. This reflects the 'new normal' for landscape irrigation in Burbank. Staff has moved quickly in getting the word out about three days per week watering to the community. Efforts include:

- An email message sent to about 23,000 residents and businesses
- A press release issued to the media
- Updated BWP and City website information
- Twitter message
- Updated recording for the City's on-hold message system
- Email to BWP's premiere business accounts

Civitan Day and Jamboree Day

The Hap Minor Baseball and Ponytail Softball seasons concluded with the annual celebration of Civitan Day on Saturday, June 11, and Jamboree Day on Saturday, June 18. The festivities commenced as coaches and players paraded from John Burroughs High School to George Izay Park for a special ceremony on the ball field. The events featured competitive skills challenges including: base-running, throwing for accuracy, and hitting and throwing for distance. The top three ranking individuals in each division were presented trophies. The Civitan Club generously provided hot dogs, drinks, and chips for all coaches and participants.



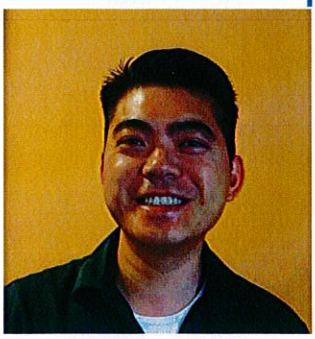
English Naturally

Rawa is one of the members of the *English Naturally* class offered by Literacy Services. The group meets for 90 minutes each week at the Burbank Central Library working on English fluency, discussing world events, and exploring American idioms, customs, and holidays. Rawa was pleased to announce last week that she passed her English and Civics tests, and will soon take the oath to become a naturalized American citizen!

LA Connection Comedy Theater

A Ribbon Cutting and Grand Opening for LA Connection Comedy Theater, located at 3435 W. Magnolia Blvd., was held on Monday, June 13, 2016. The LA Connection Comedy Theater's goal is to create a community of performers who can develop their talents in a supportive setting. The Theater has been open since 1977.

Jonathan Yee Appointed as Asst. Public Works Director - Traffic



The Public Works Department is pleased to announce that Jonathan Yee has been selected to replace Ken Johnson as the City's traffic engineer (Mr. Johnson recently retired after 15 years in the position). Mr. Yee joined the City of Burbank in 2014 as a Senior Traffic Engineer after more than 10 years working for well-known traffic consulting firms. He quickly promoted to Principal Traffic Engineer, and took the lead in delivering several major grant-funded traffic signal improvement projects. Jonathan has a Bachelor's Degree in Electrical Engineering from the University of California Irvine, a Master's Degree in Civil Engineer from the University of California Berkeley, and is a California-registered Electrical Engineer and Traffic Engineer. He has been married for six years and his wife recently obtained a Doctor of Podiatric Medicine Degree from Western University. Jonathan's hobbies include snowboarding, bowling, stock market investing, and cooking.

Summer Youth Employment Programs Kick Off

The Management Services Department celebrated the start of the Summer Youth Employment Programs on Thursday, June 2. Throughout the next couple of months, 70 Summer Trails, CREST, and BEST students ages 14-21 will gain valuable employment skills through their worksite experience in City Departments, local business, and non-profit organizations. In addition, their training sessions will include goal setting, time management, conflict resolution, team building, professional communication, and workplace ethics. The Summer Trails youth will also spend several weeks in the Verdugo Hills clearing and beautifying hiking trails, and clearing brush that presents a fire hazard to our community.

city of burbank
YOUTH EMPLOYMENT PROGRAMS
STEP CREST BEST