

**Expenditure Plan Subcommittee
DRAFT MINUTES
Tuesday – August 2, 2004**

SCCRTC Conference Room
1523 Pacific Avenue, Santa Cruz, CA 95060

Members Present: Commissioners Beautz, Kennedy, Musitelli (Alternate to Pirie)

Staff Present: Pat Dellin, Rachel Moriconi, Karena Pushnik, Tegan Speiser, Linda Wilshusen

Other Support Staff: Eileen Goodwin (Consultant), Rahn Garcia (County Counsel)

Others Present: Piet Canin (SCATMA), Jim Conklin (Business Council), Les White (Metro),

Commissioner Beautz called the meeting to order at 10:37 a.m.

1. Introductions were made.
2. Additions/Changes to the Agenda:

Rachel Moriconi reported upcoming Elections Department deadlines:

- August 6: Deadline to file measure materials
- August 7-17: 10-day Public Inspection Period of Ballot Questions & Text
- August 10: Final deadline to file arguments
- August 17: Final deadline for filing rebuttals and analyses to measures filed;
- August 18-28: 10-day Public Inspection Period of arguments, analyses, and rebuttals

CONSENT AGENDA (Kennedy/Beautz)

3. Approved Minutes from the May 3, 2004 Meeting
4. Approved Minutes from the June 7, 2004 Meeting – Commissioner Kennedy abstained.
5. Approved Minutes from the June 15, 2004 Meeting

REGULAR AGENDA

6. Received Update on Private Sector Campaign

Jim Conklin reported that the campaign has a committee of 9 and that fundraising is going well. He noted that the campaign is working on drafting arguments for the measure and asked if Capitola and Watsonville were proceeding with their local sales tax measures. Attendees confirmed that the both cities were moving forward with local sales tax measures.

7. Public Outreach Program – Continued from the June 17, 2004 TPW meeting

Tegan Speiser reported that a variety of approaches can be taken for the public information program. She reported the estimated cost of printing and mailing different types of information pieces and the costs to include information in local newspapers, either as print advertisements or special inserts.

Estimated Costs:

Frequently Asked Questions (FAQ): \$900

Fact Sheet: \$900

Paid Print Ads: \$4000

Letter Size Mailer to All Households, PO Boxes & Businesses: \$26-27,000

Flat/Catalog Size Mailer to all households, PO Boxes & Businesses: \$30-32,000

Postcard Mailer to All households, PO Boxes & Businesses: \$23-24,000

Inserting the public outreach piece in most papers: \$8,126 (printing cost of actual piece would be additional)

She asked the Expenditure Plan Subcommittee to indicate the type of approaches the RTC should pursue. The main elements discussed included creating and mailing a brochure type fact sheet and postcards. Due to budget constraints, these would be produced in house by staff and could be distributed at speaking engagements. She also noted that the Commission may wish to reserve approximately \$19,000 to conduct an exit poll a few days after the election if the measure does not pass.

Commission consultant Eileen Goodwin noted that postcards may not be the most effective public education piece since they only afford enough space to tell people that information is available and where. Commissioner Beautz noted that the back sides of postcards could include some technical information.

Meeting attendees discussed who would be sent information pieces, the level of effort that should be put into the outreach program, and what the RTC could legally produce and distribute. Staff indicated that information pieces cannot be targeted just to likely voters.

Commission Kennedy suggested that now that the expenditure plan and ordinance are on the ballot, the RTC needs to aggressively implement the public information program, putting in the maximum level of effort. Commissioner Kennedy made a motion that the Expenditure Plan Subcommittee recommend that the RTC do an aggressive public information program, which may mean adding more funds to the budget, that the Expenditure Plan Subcommittee sunset, and that there be a better firewall between the private and public sector campaigns. There was no second to the motion.

Director Wilshusen noted that staff assumes the RTC will review and determine what is sent out to the public. Staff asked the subcommittee to review the activities outlined in the memorandum from Eileen Goodwin regarding the Public Education Effort. Staff noted that they plan to do the following activities:

- New releases on the Expenditure Plan
- Outreach and meetings with local newspapers
- FAQs and other background materials for press kits and for Commissioner's to use as briefing materials

- Materials for Commissioners to take to meetings
- Respond to questions from community members
- Respond to requests to be on public service interview shows, such as radio talk shows
- Maintenance of website providing information on the Expenditure Plan
- Prepare and distribute fact sheets on the Expenditure Plan and projects

Staff asked the subcommittee to provide input on whether or not the following activities should be done:

- Attendance at community fairs/UCSC events (in a booth)
- Sponsor a community forum
- Establish a speakers bureau
- Type of printed mailer to reach out to the community with information regarding the Expenditure Plan
- Media advertisements – size and frequency
- Produce and mail a series of brochures or postcards
- Schedule presentations to various community groups

Commissioner Kennedy noted that for Measure F the City Manager attended meetings to provide factual information on the city's budget, and then someone from the campaign gave the pitch for the measure. He suggested that staff should actively try to get the word out and attend meetings with Commissioners, as occurred for the Women's Council of Realtors meeting on July 21, 2004.

Commissioner Kennedy made a motion, seconded by Commissioner Beautz, directing staff to present a work plan and timeline at the Transportation Policy Workshop (TPW) that reflects the Commission's direction at the last meeting (a more minimal effort) and one for a more aggressive program. This motion was withdrawn.

Commissioner Kennedy made a motion, seconded by Commissioner Beautz, directing staff to return to the Transportation Policy Workshop (TPW) with a timeline, work plan and budget for an aggressive public information program.

By consensus the subcommittee suggested that funds should be spent on the public information program rather than reserved for an exit poll.

Commission Beautz suggested the Commission produce and mail one large postcard and a four panel brochure that can also be used as handouts at meetings. She noted that having a cheat sheet for Commissioners to use during presentations could work very well.

Eileen Goodwin noted that a more aggressive program can be accomplished with just staff time, but that would result in less time for staff to work on other Commission business. In response to a suggestion from Jim Conklin, Deputy Director Dellin noted that there are not currently sufficient funds in the budget to have Eileen Goodwin attend community meetings. Mr. Conklin asked if the private campaign could pay Ms. Goodwin to attend meetings. Commission staff noted that they would have to ask County Counsel if this is possible.

Eileen Goodwin suggested the Commission request letters “A”, “C”, “H”, “S” or “K” for the measure and avoid “T”, “F” and “D.” *County Elections Department since responded that specific letters cannot be requested and has assigned letter “J” to this measure.*

Staff noted that there are not sufficient funds available for radio and television advertisements.

The subcommittee discussed what was legal for Commission staff and Commissioners to do related to the measure. Staff reiterated that providing factual information about the measure was legal. Commissioners Beautz and Kennedy noted that elected officials regularly spend their own time advocating for measures.

Piet Canin questioned how the Commission would ensure that balanced information is presented to the public. Commissioner Beautz and Ms. Goodwin responded that the Commission must state how much the measure costs, what funds would be spent on, emphasize that it is not free/that it is a tax, and refer people to both the pro and con campaigns for more information, if requested to do so.

Director Wilshusen reminded everyone that this is not a campaign, but rather an information program.

The Subcommittee unanimously approved the above-stated motion (Kennedy/Beautz) directing staff to return to the Transportation Policy Workshop (TPW) with a timeline, work plan and budget for a more aggressive public information program.

8. Discontinuation of the Expenditure Plan Subcommittee

The Expenditure Plan Subcommittee unanimously approved a motion (Kennedy/Beautz) recommending the Commission discontinue this committee.

Commissioners indicated that the subcommittee was no longer necessary and that future issues related to the Transportation Sales Tax Measure could be addressed by the Commission as a whole. Commissioner Beautz thanked subcommittee participants for their efforts and suggested having a few Commissioners work with staff on reviewing the public information pieces.

9. Adjournment/Next Meeting – Chair Beautz adjourned the meeting at 11:44 a.m. All future meetings have been canceled.

Respectively Submitted _____
Rachel Moriconi, Staff