

RESOLUTION NO. 16-106

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMMERCE, CALIFORNIA, APPROVING THE APPROPRIATION OF \$20,000 FROM THE FY 2016/2017 OPERATING BUDGET TO PREPARE EDUCATIONAL MATERIALS FOR OUTREACH TO THE COMMERCE COMMUNITY ON THE IMPACT OF THE PROPOSED LOS ANGELES COUNTY METROPOLITAN TRANSPORTATION AUTHORITY MEASURE R-2 TRANSPORTATION PLAN SCHEDULED FOR THE NOVEMBER BALLOT

WHEREAS, on June 23, 2016, the Los Angeles County Metropolitan Transportation Authority (“MTA”) approved a Transportation Expenditure Plan for consideration by the Los Angeles County electorate scheduled for the next general election November 8, 2016; and

WHEREAS, on July 19, 2016, the City Council adopted Resolution No. 16-95 opposing the MTA Measure R Expenditure Plan scheduled for the November, 2016 election; and

WHEREAS, on August 3, 2016, the Gateway Cities Council of Governments (COG) Board approved a contract with The Lew Edwards Group for a public information program related to the forthcoming Metro Ballot Measure. The member cities of the Gateway COG will be partnering with the COG in order to fund that effort; and

WHEREAS, the investment of these funds to communicate the local impacts of a proposed tax is critical for our citizens. It is permissible for public agencies to disseminate factual information to constituents and the public about a given policy matter. With this in mind, funds will be used to: 1) assess public attitudes towards MTA’s proposed projects, including understanding regional similarities and differences in public viewpoints by geography and audience; 2) retain experts to develop effective, accessible informational messages about this issue, engage the public, respond to questions, and create informational toolkits or training for Gateway member cities; 3) disseminate information about local impacts in permissible, cost-effective mediums in accordance with the usual methods for dissemination of information to the public, including: press events and conferences; stakeholder and updates; web-based video, social media, and new media. All information provided will be factual, as no campaign advocacy can occur using public funds; and

WHEREAS, City staff recommends a \$20,000 appropriation to help fund educational/information outreach to the City of Commerce voters to present the impact of the MTA’s plan and its project schedules for the regional transportation facilities serving the Commerce community; and

WHEREAS, for FY 2016/2017 the City Council allocated \$30,000 in the Community Promotion Account. The initial \$10,000 was used for the purchase of Metro Gold Line promotional materials. The balance will be used to fund the City’s share of the

upcoming Gateway educational campaign on MTA Plan impacts for Southeast communities. (\$10,000) and the balance (\$10,000) will be used to fund a Commerce community informational campaign; and

WHEREAS, the COG has set a contribution amount of \$5,000 for communities under 25,000 in residential population. A \$20,000 contribution is recommended by staff because three regional projects impacting the Commerce community are identified in the Metro Plan. These are the I-710, the I-5, and the Gold Line Washington Boulevard Light Rail projects.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF COMMERCE DOES HEREBY RESOLVE DECLARE AND DETERMINE AS FOLLOWS:

Section 1. The expenditure of \$20,000 to help fund educational/information outreach to the City of Commerce voters to present the impact of the Los Angeles Metropolitan Authority's MTA's Measure R Expenditure Plan, is hereby approved.

PASSED, APPROVED AND ADOPTED this 16th day of August, 2016.

Ivan Altamirano, Mayor

ATTEST:

Lena Shumway
City Clerk