



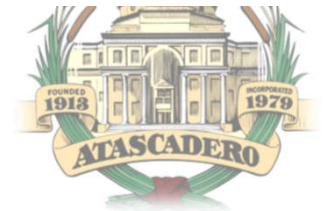
Oversight for the Proposed 2020 Essential Services Sales Tax Measure

*Atascadero City Council
September 22, 2020*



Key Priorities

- Formally engage the public
- Develop a plan of accountability
- Minimize additional administrative costs as good stewards of public funds



July 14, 2020 Meeting

- To implement public engagement and accountability for the proposed Essential Services Sales Tax Measure Ordinance, should it be passed by Atascadero voters in the General Election in November 2020 as follows:





July 14, 2020 Meeting- Phase I

Phase I – expand the current process to include more outreach, commit to a date for the City Council’s Strategic Planning Workshop prior to the holiday break in December, and placing an estimated time on the agenda for the Workshop when open discussion will take place so the public knows when to attend for this specific item.



July 14, 2020 Meeting- Phase I

Phase 2 – Implement Option No.5 (annual report only) as detailed in the staff report and include metrics and any narrative in the annual report that can tell the story of where the funds generated by the sales tax measure have been spent.

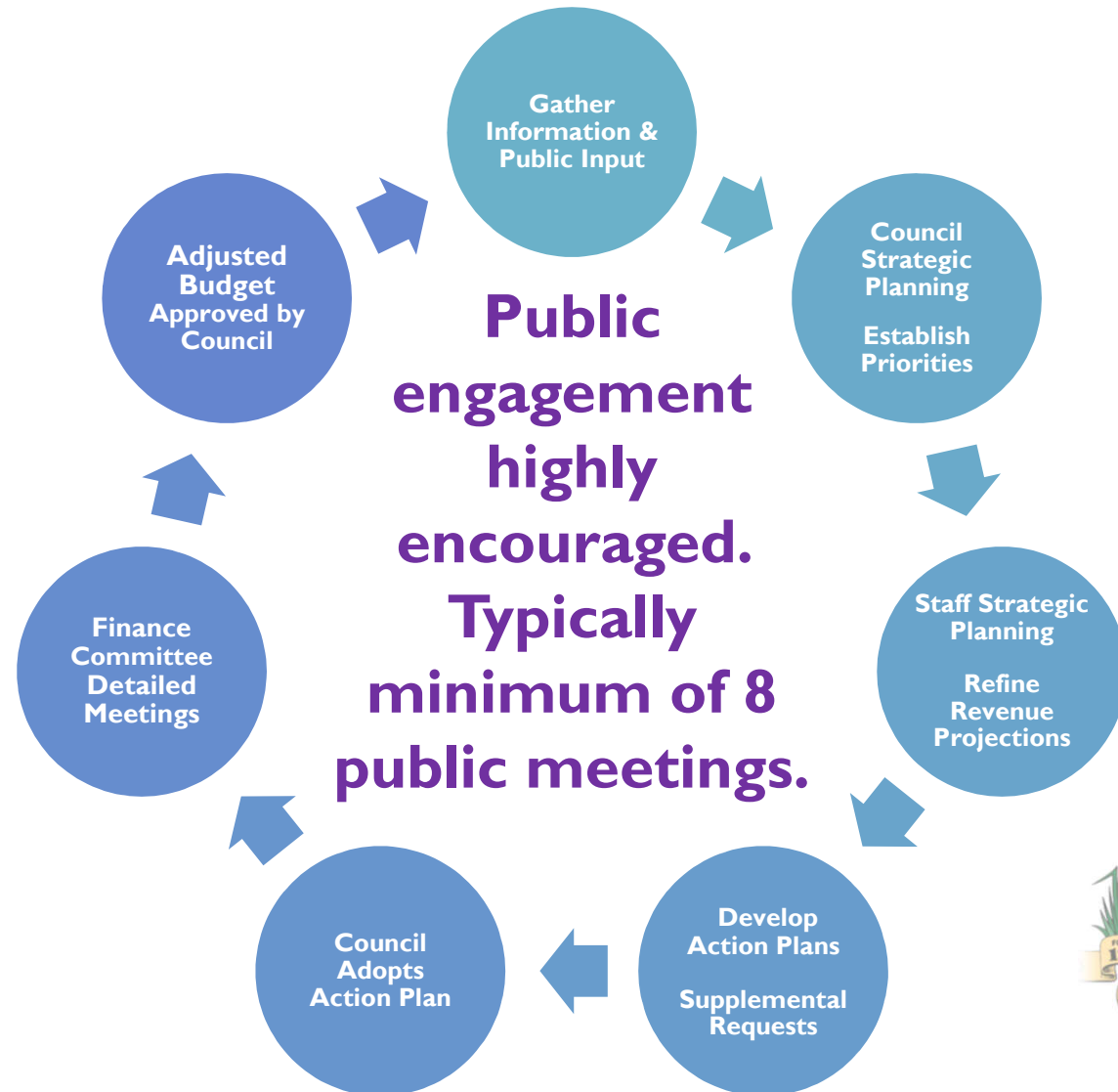
Phase I:

Gather Input & Public Process

- Public input *always* encouraged
- The first budget year after implementation will be the most critical in determining priority focus of funds
- Commitments such as debt service or public safety staffing costs would be difficult to de-obligate after being funded



Phase I: Gather Input & Public Process



Phase I: Proposed Expanded Outreach

- Series of 10 proposed study sessions
- Tuesday January 14th – Saturday February 6th
- Different days and times of day



Phase I: Proposed Expanded Outreach

- Kickoff Session: Tuesday, January 12th 6pm Council Meeting
- Study Session 1: Thursday, January 14th 10am
- Study Session 2: Thursday, January 14th 2pm
- Study Session 3: Wednesday, January 20th 4pm
- Study Session 4: Saturday, January 23rd, 10am
- Study Session 5: Thursday, January 28th, 6pm
- Study Session 6: Friday, January 29th, 12pm
- Study Session 7: Monday, February 1st, 1:30pm
- Study Session 8: Thursday, February 4th, 4pm
- Study Session 9: Saturday, February 6th, 9am



Phase I: Proposed Expanded Outreach

Education Component:

- Services provided by City
- Current service levels
- Current needs to maintain current service levels



Phase I: Proposed Expanded Outreach

Public Exercises:

- What service levels would attendees like City to provide?
- What does the right service level look like?
- What is success and how should it be measured?



Phase I: Proposed Expanded Outreach

Council Strategic Planning:

- February 19th & 20th (*tentative*)
- Report of Public Input from Study Sessions
- Arrive at priorities and goals for D-20 funds

Recap of Strategic Planning (March 9th)



Phase I: Proposed Expanded Outreach

Council Action Plan- April 27th (and potentially May 11th)

- Specific actions
- Estimated costs
- Specific metrics



Phase I: Finance Committee Meetings

- 6 meetings
- Review proposed actions
- Review proposed budget in detail
- Review proposed expenditure of D-20
- Heavily publicized meetings to encourage public input



Phase I: Proposed Expanded Outreach

- Adopt budget for all funds including D-20
- Will be 20th public meeting discussing the expenditure of D-20 funds
- First annual report prepared and distributed Citywide on what D-20 funds were budgeted for and what will be accomplished with that spending



Phase 2: Accountability



Phase 2: Accountability

- Prepare annual report:
 - Reviewed by Finance Committee at heavily publicized meeting(s)
 - Include metrics
 - Include narrative of what funds were used for and what was accomplished
- Annual Audit



Consideration of Oversight Committee

- Council discussed at July 14 Meeting
- Chamber expressed concern on lack of new/separate Oversight Committee
 - Additional level of assurances that funds actually spent in priority areas
 - Lack of committee breeds skepticism



Consideration of Oversight Committee

- Decision not to include separate/new Committee
 - Involve as much public as possible
 - Substantial administrative costs
 - Additional layer between voters and expenditure of funds
 - Expenditures will be audited annually
 - Public has access to financial information through financial statements, budgets
 - Finance Committee can review expenditures



Consideration of Oversight Committee cont.

- Oversight Committee
 - Review Annual Report prior to, in conjunction with, or instead of Finance Committee
 - Potentially use existing CSTOC Committee to minimize administrative and staff resource costs



Questions?



Recommendation

Council provide staff direction on how public engagement and accountability should be implemented for the proposed Essential Services Transactions and Use Tax Measure Ordinance, should it be passed by Atascadero voters in the General Election in November 2020.

