



March 27, 2024

Jim Pia, City of Salinas

Re: Qualifications and Scope of Services, Potential Measure G Renewal

Dear Jim:

Thanks for reaching out for help with the potential upcoming sales tax renewal. We understand how essential this funding is for the City, and we also appreciate how challenging the politics can be about competing spending priorities.

As you know, we've helped the City pass all of its funding measures since Measure V saved the libraries in 2005. That includes Measures E, G & H and the utility tax modernization measure. We also helped pass the most recent Hartnell College bond measure in 2016, and, as you know, we continue to be engaged in work in your community and throughout Monterey County.

Statewide, we've helped pass more than 100 funding measures for California cities – most of them medium-sized like Salinas. Our work statewide means that we're up to speed on current political trends and other issues that can affect local ballot measures.

Attached is our standard scope of services, fees and costs for exploring potential ballot measures, broken into two phases, as we've discussed:

- Phase 1: ballot measure feasibility, including the scientific survey of likely Nov 24 voters, performed by a qualified subcontractor, FM3 Research
- Phase 2: only IF the survey shows the measure is feasible, and IF the City directs us to begin Phase 2, which includes public outreach and engagement, as well as support in preparing the ballot measure itself and related documents.

Thanks again for reaching out.

Jared

A handwritten signature in blue ink, appearing to read "Jared Boigon".

Jared Boigon
Partner, TeamCivX

Phase 1 Scope of Services & Costs:

- 1) Feasibility Assessment. Consultant shall perform the following Services as needed and requested by Client to assess the electoral feasibility of a ballot measure for Client:
 - a) Develop potential strategies to meet Client's funding needs to be tested in polling;
 - b) Collaborate with Client's pollster to design, conduct and analyze an opinion survey of voters in the relevant district to assess feasibility of Client's ballot measure;
 - c) Conduct demographic analysis of voters in the relevant district and how they break into key sub-groups by age, ethnicity, political party, length of residency, parents and other key criteria;
 - d) Analyze past election results in the relevant district and region to understand voter turnout trends and other relevant voting patterns;
 - e) Research other local tax proposals that may be heading to an upcoming ballot that could compete with Client's ballot measure; and
 - f) Make specific recommendations regarding the optimal election date, tax rate, tax structure, and other important ballot measure features.

Phase 1 Budget:

- TeamCivX fees: \$7,500/month (est 2 months)
- FM3 Research costs for scientific survey of registered voters:
 - 400 sample, 15 min, English and Spanish on phone and online (\$35,500)
 - 400 sample, 20 min, English and Spanish on phone and online (\$39,300)

Phase 2 Scope of Services & Costs, triggered ONLY by written direction from City:

- 2) Ballot Measure Development. Consultant shall perform the following Services as needed and requested by Client to assist Client in preparing Client's measure for the ballot:
 - a) Recommend a final tax rate, duration and tax structure;
 - b) Recommend the final list of projects, programs and/or services to be funded by Client's ballot measure;
 - c) Work with legal counsel to develop the 75-word ballot question;
 - d) Work with legal counsel to develop and refine the full text of Client's ballot measure, and other materials that will appear in the ballot pamphlet mailed to all voters;
 - e) Present recommendations, documents and resolutions to City Council for approval; and
 - f) Make recommendations and provide strategic advice regarding timing and planning for any other potential ballot measures considered by Client.

- 3) Public Information. Consultant shall perform the following Services as needed/ requested by Client to raise awareness of Client's funding needs and potential ballot measure:
- a) Develop public informational messaging and fact sheets, subject to review and approval by City Attorney or other legal counsel as directed;
 - b) Provide talking points, frequently asked questions and a message training for Client;
 - c) Provide content related to Client's funding needs and ballot measure to be added to Client's website, used in social media, included in email updates and added to newsletters;
 - d) Prepare PowerPoint presentation for public and community meetings;
 - e) Write, design, and produce mailings and advertising to inform local residents (priced separately, not included in fees, see Exhibit B), also subject to review and approval by legal counsel;
 - f) Develop strategies and plans to inform internal stakeholder groups, including the City Council, commissions, staff, employee groups and others; and
 - g) Develop strategies and plans to inform external groups including elected leaders, business leaders, ethnic community leaders, faith community leaders, taxpayer groups and others.

Phase 2 Budget:

- TeamCivX fees: \$7,500/month (from the beginning of Phase 2 through mid-August; approx. 3 months).
Cost of any approved informational advertising, such as mailers or digital/social ads is not included in fees.
- Mailers: we estimate an informational mailer to all registered voters would cost in the range of \$26,000-\$30,000, depending on exact specifications and quantity.
(In the past, we've sent 1-2 city-funded informational mailers to Salinas voters before the eventual Council vote approving a measure and calling for an election.)
- Any public outreach materials or informational advertising would be subject to City Attorney review and approval, as well as City approval.