



Council Meeting: April 26, 2011

SUBJECT: Consideration of a Position on Measure C (May 2011 Special Mail Ballot)

BACKGROUND

The May 3, 2011 election will include two ballot measures for consideration by voters in the City of Sunnyvale: Measures B and C. Both items are school district parcel tax proposals. At Council request, Council took early action to support Measure B on March 1, 2011, (RTC 11-051, *Consideration of a Position on Measure B*).

Consistent with Council Policy 7.2.13, *Support for Councilmembers; Staff-Council Communications* staff provides analysis and a position recommendation only for those ballot measures that directly impact City business; measures deemed not *City business* are also presented to Council for potential action.

DISCUSSION

Measure C, the *Quality Local Schools and Academic Excellence Measure*, is sponsored by the Cupertino Union School District. Measure C states:

To provide stable funding that the State cannot take away, protect outstanding core academic programs in reading, writing, math and science, retain highly qualified teachers, provide updated technology and keep libraries open, shall Cupertino Union School District be authorized to levy \$125 per parcel annually for six years with citizen oversight, no funds for administrators' salaries, an exemption available for seniors and all funds staying in our local schools?

EXISTING POLICY

Policy 7.3.13 Support for Councilmembers; Staff-Council Communications, Section II.C.4, Ballot Measure Positions: As soon as possible following the release of the Secretary of State's Official Voter Information Guide (Guide) or the Santa Clara County Registrar of Voter's Voter Information Pamphlet (Pamphlet), staff will present to Council a report reviewing proposed ballot measures. Staff shall provide analysis and a position recommendation of only those ballot measures that directly impact City business.

Council Policy 7.3.2, Legislative Advocacy Positions: *City business* is defined as all matters directly related to service delivery, or otherwise contributing to the City's operational success. All measures deemed not *City*

business will be presented via the same report for potential Council Action, however, will not include staff analysis.

PUBLIC CONTACT

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall, at the Sunnyvale Senior Center, Community Center, and Department of Public Safety; and by making the agenda and report available at the Sunnyvale Public Library, the Office of the City Clerk and on the City's Web site.

ALTERNATIVES

1. Take a position on Measure C.
2. Do not take a position on Measure C.

RECOMMENDATION

In accordance with the existing policy cited above, staff makes no recommendation (does not meet the definition of *City business*).

Reviewed by:

Robert Walker, Assistant City Manager
Prepared by: Yvette Blackford, Intergovernmental Relations Officer

Approved by:

Gary M. Luebbers
City Manager