



Council Meeting: April 3, 2012

SUBJECT: Discussion and Possible Action on Measure A: Santa Clara Unified School District May 8, 2012 Special Mail Election

BACKGROUND

Measure A will be the sole measure on the Santa Clara Unified School District ballot for the May 8, 2012 mail-in election.

Per Council policy, staff regularly presents Council with ballot measures scheduled for upcoming elections. Consistent with Council Policy 7.3.13, *Support for Councilmembers; Staff-Council Communications* staff provides analysis and position recommendations only for those measures that directly impact City business. While Measure A does not constitute City business; consistent with Policy 7.3.13 it is presented for possible action at Council's discretion.

EXISTING POLICY

Council 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* or the *Santa Clara County Registrar of Voter's Voter Information 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.

DISCUSSION

Measure A is a five-year parcel tax that, if approved, will levy an annual assessment of \$84 per year per parcel throughout the district. To pass, Measure A must receive at least 66.7% support from those who vote. Ballots will be mailed to homes on or about April 9. The last day to register to vote in this election is April 23. Ballots must be received by 8 p.m. on May 8.

Measure A language is as follows:

To maintain the quality of our local schools and core academic programs in math and science, keep libraries open, attract and retain the best qualified teachers and staff, and to provide up-to-date textbooks and classroom technology, shall the Santa Clara Unified School District levy an annual assessment of \$84 a year per parcel for five years only, with exemptions for seniors, and all money staying in our community to benefit local schools?

More information on Measure A is available at www.santaclarausd.org.

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 A as noted by Council.
2. Do not take a position on Measure A.

RECOMMENDATION

In accordance with Council policy, staff makes no recommendation (Measure A does not qualify as City business).

Reviewed by:

Robert Walker, Assistant City Manager

Prepared by: Coryn Campbell, Assistant to the City Manager

Approved by:

Gary M. Luebbbers
City Manager