

MEETING DATE: July 10, 2006

AGENDA ITEM : Discussion of Costs of Public Notification

ATTACHMENTS

	<u>Pages</u>
1. Staff Report from January 24, 2005	1-4
2. Excerpts of City Council Minutes of April 7, 2004 and January 24, 2005	5

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Meeting Date: 1/24/05		Item Number: <u>A-2</u>
AGENDA ITEM: Public Notification Policies and Practices		
Contact Person/Dept.: Deborah Fancett		Phone Number: 310-253-6007
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐
Public Hearing: ☐		Action Item: ☒ Attachments: ☒
Public Notification: Master Notification List : 1/20/05; Marta Zaragoza 1/20/05		
Department Approval: Deborah Fancett 1/18/05		CAO Approval: Jerry Fulwood 1/20/05
City Controller Approval: Jim Lavery 1/20/05		
<u>RECOMMENDATION:</u> Review and discuss the report and provide staff direction on pending notification projects and current notification policies and practices. <u>BACKGROUND:</u> Over the past few years, the City Council has directed improvements to the City's public notification program to solicit and encourage public involvement in City programs and projects. Most recently, at its April 7, 2004 meeting, Councilmembers discussed the City's current public notification policies and practices and directed staff to further expand the program. Attachment 1 presents this staff report, which provides a through review of City policies, practices, notification instruments and distribution strategies, additional options, and recommended enhancements. <u>DISCUSSION:</u> Since April 2004, staff implemented additional public notification strategies and provided the City Council an update of program activities in a memo dated August 17, 2004 (Attachment 2). The following provides a synopsis of the status program enhancements. <u>Notification Enhancements Implemented</u> 1. Councilmembers have been added to all notice distributions. 1		

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2. A standard postcard template has been developed and is used for all Citywide mailings. Previous issues with duplicate mailings and undelivered cards have been substantially resolved through the assistance of I.T. and CAO staff.
3. Increased advertising of the master notification list has been implemented, including: a) an email address line has been added to the speaker cards for all Council, Agency and City Commission meetings; and b) the master notification list is advertised on the "crawler" displayed during the cablecast of City meetings.
4. Council, Agency and City Commission Agendas have been reformatted to present the information in a simplified, less bureaucratic way to improve communication.
5. Minimum criteria for public notification has been established and implemented for Agenda items and capital improvement projects. The minimum notification requires notice submittal to:
 - a) All persons and business owners who have expressed interest in the matter at a previous City or community meeting,
 - b) Businesses directly impacted by a given matter,
 - c) Residents within reasonable proximity to a given project, program, or event, and
 - b) Email Master Notification List.

Notification Enhancements in Progress

1. A draft Public Notification Checklist has been prepared and will be reviewed by the Staff Communication Committee for implementation (completion expected by March 2005).
2. The placement of Agenda Report attachments on the City's website is soon to occur. The software has been purchased and staff is currently assisting with the final implementation of this project (completion expected by April 2005).
3. The televised City bulletin board will be implemented when the audio/visual system issues for the Council Chambers are resolved. Public Works is currently working on this project (completion expected by the end of September 2005).
4. The option of increasing the number of posting sites is included in the Public Notification Checklist to be implemented by March 2005.
5. Increased advertising for the subscription service for receipt of hard copies of agendas, reports and other City information has been delayed, pending an evaluation of the appropriate copying and mailing costs. Currently this service is provided at a charge of \$60 per year. A change in the fee schedule requires adoption by City resolution. This issue is expected to be completed by May 2005.

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6. Staff is evaluating foreign language translation costs for City Agendas, reports and other information and will provide options in a future update of the notification program.

Notification Enhancements Pending

1. The cost for publication of meeting agendas in local newspapers has been evaluated and is provided in Exhibit 2 (p. 38). Staff is seeking Council direction on this matter.
2. Automated dialing systems for public notification have been researched. Two suppliers were contacted with costs ranging from \$5-\$15 per person on the database per year to \$3,000 -\$6,000 for license fees. Automated dialing products can be programmed for specific purposes with the authorization of those wishing to be notified. Staff is seeking Council direction on this matter to proceed with a more detailed analysis of this program option.
3. The cost to insert advertising brochures into the Quarterly Culver City Living Magazine has been evaluated and estimated at \$2,660 per quarter. Staff will implement this option, as needed, for new City programs or long term projects with Citywide impact.

FISCAL ANALYSIS:

The public notification program currently provides a comprehensive outreach to the residential and business communities on a wide range of City programs and projects. Certain geographic areas are targeted, in addition to the legal notice requirements, to ensure that persons potentially impacted by a given project, program, or issue are advised of City action or discussions on the matter.

Once the legal requirements and minimum notification criteria are met, as outlined on page 2 of this report, the determination of additional notification is at the discretion of the Department Head. Given the matter at hand, one or more additional notification strategies are chosen to solicit public input or provide information. Management balances the cost of the notification strategy with the importance of the issue.

In order to determine the costs of the current notification practices, Departments were requested to provide the cost of their notification activities from July 2004 through Dec. 2004. Individual Department expenses are listed on Attachment 3. Highlights of this analysis provide the following details:

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The total expended for public notification for the first half of FY 2004-05 is \$60,668. \$27,070 has been spent on legal noticing requirements and \$33,598 for additional courtesy notification activities. \$29,715 has been expended thus far for courtesy Citywide post card mailings. These costs do not include staff time for sorting the databases, printing labels, affixing labels on cards and envelopes, hand delivery of flyers, or the time for phone calls or e-mailing.

It can be expected that with the existing practices remaining in place, the costs for the current public notification program will be at least twice the current expense, or \$121,336.

ATTACHMENTS:

EXHIBIT 1: Council Agenda Report dated 4/7/04.

EXHIBIT 2: Memo to Council dated 8/17/04.

EXHIBIT 3: Public Notification Costs, July- December 2004.

MOTION:

That the City Council:

1. Provide direction to staff on the following notification projects:
 - a. Publication of meeting agenda (Council and/or City Commissions) highlights in a local newspaper.
 - b. Research automated dialing systems and return to a future City Council meeting with options for implementation.

AND

2. Provide direction to staff on any changes to the current notification policies and practices.

An excerpt from the City Council minutes of April 7, 2004.

Item G.1

Consideration of Public Notification Program.

Deborah Fancett, Assistant Chief Administrative Officer, gave the staff report.

Following discussion, the City Council requested staff to research the following: publish agendas in the local newspapers; have department heads take more responsibility regarding providing public notice; investigate the feasibility of using an automated dialing system to provide notification; and expediting placing attachments to staff reports on the City's web site.

An excerpt from the City Council minutes of January 24, 2005.

Item A-2

Public Notification Policies and Practices.

Deborah Fancett, Assistant Chief Administrative Officer, gave the staff report.

Christopher Armenta, City Clerk, read written comments submitted by the following:

Marta Zaragoza

Discussion ensued regarding the status of placing staff report attachments on the web site; and suggestions for the postcard template used for mailings.