

City of Culver City, California
City Council Agenda Item Report

Meeting Date: 07/10/06		Item Number: <u>A-4</u>	
AGENDA ITEM: Discussion of Costs of Public Notification			
Contact Person/Dept.: Martin R. Cole, Assistant City Manager		Phone Number: (310) 253-6000	
Fiscal Impact: Yes ☐ No ☒		General Fund: Yes ☐ No ☐	
Public Hearing: ☐		Action Item: ☒	Attachments: ☒
Public Notification: Master Notification List (07/05/06)			
Department Approval: Martin R. Cole (07/05/06)		CAO Approval: Jerry B. Fulwood (07/05/06)	
City Controller Approval:			

RECOMMENDATION:

Staff recommends the City Council discuss the costs of public notification and direct staff as deemed appropriate.

BACKGROUND:

On May 1, 2006, Councilmember Rose requested and received Council consensus for Council to discuss the subject of the costs of public notification. This item appeared on the June 12, 2006 Agenda. Because of the significant number of items on that Agenda, the City Council determined to continue discussion of this item until this evening.

DISCUSSION:

As the Council is aware, the City is required by various laws to provide a minimum level of public notification (legal notification) for certain actions to be considered by the City Council and/or other agencies/boards/commissions of the City (for example the Planning Commission). Legal notification is usually required within a certain radius of impacted properties (for land based decisions) or to a certain segment of the Culver City Community (for policy based decisions). However, the City has adopted a practice of an enhanced level of public notification (enhanced notification). In accordance with enhanced notification, the City sends notices to additional persons or at additional frequency above the minimum required by law. These enhanced notifications oftentimes take the form of a courtesy notice postcard or an advertisement in a local newspaper.

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To assist the City Council in its discussion of this topic, the following table includes some general information from the City's financial system related to directly identifiable public notification costs:

Vendor	FY 04/05	FY 05/06 (10 months)
KES Mail	\$63,239.25	\$25,071.16
Culver City News	26,731.60	18,909.25
Culver City Observer	2,985.00	3,392.00
Los Angeles Times	3,085.00	4,256.92
TOTALS:	\$96,040.85	\$51,629.33

Because of the general nature envisioned for this initial discussion, staff provides the general information above. There are definitely additional staff resources (especially the Graphics Division and postage costs) allocated to enhanced notification. Should Council desire a more in-depth analysis, additional review of individual invoices and other potential payment methods (including credit cards) could be evaluated. This process would require additional staff time estimated to be of the magnitude of tens of hours.

A ball park minimum estimate of 50% of the City's public notification costs are attributable to the enhanced notification policy. There are also additional costs associated with public notification paid by the Redevelopment Agency.

The City Council discussed a similar subject on January 24, 2005. A copy of the staff report and the minutes from that meeting are attached for the Council's ease of reference.

FISCAL ANALYSIS:

Council discussion of this item does not, by itself, create a fiscal impact.

Given the ball park estimate above, it is estimated the **minimum** incremental costs to the City of the enhanced notification policy are in a range of \$25,000 to \$50,000 per fiscal year.

Should Council determine to alter the enhanced notification practice, a fiscal impact would be created. Should the Council desire to make such a change, staff could return to Council on August 14 with a more comprehensive analysis of the public notification costs (including the costs from the Redevelopment Agency, if desired) and the associated fiscal impacts.

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ATTACHMENTS:

1. Staff Report of January 24, 2005.
2. Excerpts of City Council Minutes of April 7, 2004 and January 24, 2005.

MOTION:

That the City Council receive and file this report and direct staff as deemed appropriate.