

City Hall/Town Hall Project Advisory Vote

Item 13

December 15, 2014

Election Options

- Council directed staff to return with options to solicit public input on the City Hall/Town Hall project
- Direction was to present options for a vote, rather than a community survey
- Various options to conduct a vote:
 - Formal election (follow CA Elections Code)
 - Contract with the County Registrar of Voters (mail-only ballot or polls election) – ballot measure
 - Special election – Ballot measure/Advisory Vote
 - Survey/advisory vote conducted by the City

Advisory Vote

- Not a formal ballot measure, therefore California Elections Code does not apply
- Most cost-effective option is for the City to contract with a firm to conduct an advisory vote
 - Provides flexibility in the types of questions that can be answered
 - While similar to a survey, this advisory vote would provide more formal, secure responses by registered voters
- Staff researched a number of firms
- Recommendation is to contract with a local San Diego firm
 - Everyone Counts, Inc.

Process

- Staff will work with Everyone Counts to develop ballot questions, ballot materials, and communications plan
- Council would approve the final questions
- Election would include all registered voters in Del Mar
- Votes would be cast online
 - Would require authentication to verify voter identity
 - Ballots can be cast on a variety of electronic devices (smart phones, tablets, PCs)
 - Voters could come to City Hall to cast their ballot if they don't have online access at home
 - Hard copies of ballots available (will be tallied by vendor)

Costs

- Contractual services would be \$20,000
 - Printing and mailing of ballot materials are estimated to be \$4,500 for this election
 - Total is estimated to be \$25,000
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- Everyone Counts has offered to conduct two additional advisory vote elections for \$5,000 each

Timeline

TASK	POTENTIAL DATE(S)
Staff solidifies contract with vendor, identifies election process, and develops draft ballot questions	December 16, 2014 – January 9, 2015
City Council approves the final ballot questions	January 20, 2015
Ballot materials mailed to registered voters	January 22, 2015
Public awareness campaign about online vote	Week of January 26, 2015
Online voting open to voters	February 2 – 13, 2014
Vote tabulation by vendor (including processing any paper ballots)	Week of February 16, 2015
Council discussion of community feedback	March 2, 2015

Staff Recommendations

1. Receive the report of the options for a future public vote for the City Hall/Town Hall project and provide direction; and
2. Authorize the City Manager to enter into a Sole Source Procurement to negotiate and execute an agreement with Everyone Counts for advisory vote services; and
3. Allocate \$25,000 from previously budgeted funds for Public Facilities planning- related services for the advisory vote.

Everyone Counts

- Representatives available to answer specific procedural questions
 - Lori Steele, Chief Executive Officer