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JACK CRIST  
DEPUTY CITY MANAGER

CITY OF SACRAMENTO  
CALIFORNIA

NEIGHBORHOODS, PLANNING AND  
DEVELOPMENT SERVICES DEPARTMENT

APPROVED  
BY THE CITY COUNCIL

APR 7 1998

OFFICE OF THE  
CITY CLERK

1231 I STREET  
ROOM 302  
SACRAMENTO, CA  
95814-2978

ADMINISTRATION  
PH 916-264-7598  
FAX 916-264-8329

March 6, 1998

City Council  
Sacramento, California

Honorable Members in Session:

**SUBJECT: AUTHORIZATION OF \$10,000 FROM GENERAL FUND  
CONTINGENCY TO PARTNER WITH THE COUNTY FOR AMERICAN  
RIVER PARKWAY PUBLIC OPINION POLLING**

**LOCATION:** Regional

**RECOMMENDATION:**

This report recommends that the City Council:

Authorize staff to work with a private citizens committee and County of Sacramento staff to explore opportunities for funding American River Parkway unmet needs

Approve the attached resolution authorizing an appropriation of \$10,000 from administrative contingency to match Sacramento County's contribution

**CONTACT PERSON:** Vic Edmisten, Parks and Recreation Manager, 264-5336

**FOR MEETING OF:** April 7, 1998

## **SUMMARY:**

Since its development, the County of Sacramento has assumed responsibility for the maintenance and operations of the American River Parkway, even those areas that are located within the city boundaries. Faced with difficult budget decisions in recent years, Sacramento County has reduced support to the American River Parkway. As a result, the Parkway has a backlog of deferred maintenance, limited public services and less than optimum security conditions. A concerned citizen's group has initiated efforts that could produce long-term funding to affect financial shortcomings in the American River Parkway associated with safety, deferred maintenance and capital outlay. The County of Sacramento has entered into an agreement with Townsend, Raimundo, Besler and Usher and J. Moore Methods to perform initial public interest polling. City staff are proposing a partnership with the county and an equal financial contribution for the public opinion survey.

**COMMITTEE/COMMISSION ACTION:** None

## **BACKGROUND:**

Over the past several years, discretionary funding has been significantly reduced to the American River Parkway. A new funding source needs to be identified to pay for both improvements and ongoing maintenance needs. Keeping these issues in mind, the County has adopted the following strategies:

- ◆ To undertake a public opinion survey to determine which funding options identified by the American River Parkway Committee find favor with voters and/or with elected officials
- ◆ To conduct focus groups to fine tune messages and gain a deeper understanding of the issues
- ◆ To develop persuasive ballot language based on the poll results
- ◆ To develop strategies to be used with elected officials
- ◆ To test the finalized ballot language in a short follow-up poll to ensure the overall strength of the ballot measures and to identify any weaknesses in the plan

For several months, a group of concerned citizens have been meeting to discuss alternatives, needs and priorities that affect the parkway. City and County staff have participated in the working group, mainly as technical advisors. The Committee has asked Townsend, Raimundo, Besler and Usher to do initial polling and J Moore Methods to determine the needs as identified by the public and the public's willingness to support these identified needs.

## **FINANCIAL CONSIDERATIONS:**

The initial polling will cost \$25,000 and phase two which involves a follow up survey, focus groups and analysis will cost \$28,000. Most of the money to fund this effort will come from private sources. However, the city is proposing to partner with the county and match a

\$10,000 contribution made by the county for the initial polling. City staff is recommending that the \$10,000 comes from the City's general fund contingency.

**ENVIRONMENTAL CONSIDERATIONS:**

There are no environmental considerations associated with this report

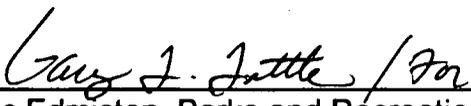
**POLICY CONSIDERATIONS:**

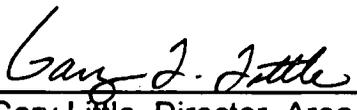
This action is consistent with the City Council's goal of being responsive to citizen needs and for fostering partnerships with other agencies.

**M/WBE CONSIDERATIONS:**

No goods or services are being purchased by the City.

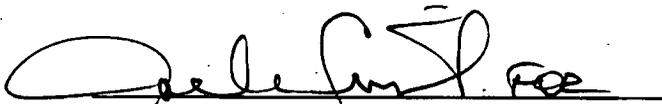
Respectfully submitted,

  
Vic Edmisten, Parks and Recreation Manager

  
Gary Little, Director, Area 2

  
Jack Crist, Deputy City Manager

**RECOMMENDATION APPROVED:**

  
William H. Edgar  
City Manager

**RESOLUTION NO. 98-122**

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF \_\_\_\_\_

**APPROVED**  
BY THE CITY COUNCIL

**APR 7 1998**

OFFICE OF THE  
CITY CLERK

**RESOLUTION AUTHORIZING STAFF TO WORK WITH A  
PRIVATE CITIZENS COMMITTEE TO EXPLORE OPPORTUNITIES  
FOR FUNDING AMERICAN RIVER PARKWAY UNMET NEEDS  
AND AUTHORIZING AN APPROPRIATION OF \$10,000  
FROM THE CITY'S GENERAL FUND CONTINGENCY**

**BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SACRAMENTO THAT:**

1. City staff are directed to work with the American River Parkway Committee; and
2. The City's general fund contingency budget is amended as follows:
 

Non-departmental other program support (101-750-7110-4258)	\$10,000
Non-departmental contingency (101-710-7012-4999)	(\$10,000)

**FOR CITY CLERK USE ONLY**

RESOLUTION NO.: \_\_\_\_\_

DATE ADOPTED: \_\_\_\_\_