



Staff Report

City Council

Item No. {{section.number}}.O

Meeting Date: August 14, 2024

From: Charles McClendon, City Manager

Title: Approval of a Report on the Effects of Measure W

RECOMMENDATION:

To approve a report summarizing the effects of Measure W.

BACKGROUND:

A resident committee, the Resident Committee on Maintaining a Safe and Self-Reliant Cathedral City, met over several months in the fall of 2023 and early in 2024 to study unfunded needs in Cathedral City and explore options for addressing those needs. The committee ultimately recommended that the City Council consider placing a measure before the voters to provide a locally controlled source of funding to address the identified unfunded needs.

The Council resolution to refer the measure to the voters was adopted unanimously on July 24, 2024, after considerable public comment. The measure, if approved by voters, will allow the city to address the items identified by the Resident Committee on Maintaining a Safe and Self-Reliant Cathedral City, by residents through the public opinion survey and by those who completed the on-line Join the Discussion questionnaire.

DISCUSSION:

A report has been prepared which outlines the effects if Measure W is approved by voters and the effects if Measure W is rejected by the voters. The Measure will appear on the ballot for the General Election on November 5, 2024. The report is attached.

FISCAL IMPACT:

There is no fiscal impact to accepting the report. Funding for the November 2024 General Election is included in the adopted budget for FY 24/25.

FIVE-YEAR STRATEGIC PLAN:

Goal B - COMMUNITY INVESTMENT

Objective: Cathedral City roads, gateways, public spaces, and other infrastructure are well planned, designed, constructed and maintained.

B-11 City Council to support a measure to provide funding for parks and recreation services through the DRD and other resident priorities including streets and enhanced Fire Department services.

Goal E - SAFETY

Objective: Cathedral City is safe for all who live, work, visit, and play in our community.

E-1 Fund a 2-person ALS Medic Unit to better respond to increasing demand for medical response.

Goal C - FISCAL STABILITY AND SUSTAINABILITY

Objective: Cathedral City has economically prospered by facilitating the investment of private dollars in high quality development which benefits the community. We remain financially solvent by instituting prudent fiscal policies and transparent financial practices.

ATTACHMENTS:

1. Report on the Effects of Measure W