

Next Steps on the City Parks Funding Initiative

- The report will be presented to the City Council on Monday, June 4, at 5:30 PM
 - Tom and Bob will speak on behalf of the CAC members; all are invited.
 - Staff and Karen will prepare a powerpoint for the presentation
- The Council will deliberate on how / what / when to move forward on June 11, or what additional information is needed before they make a decision.
- The City Parks Board will be briefed on Tuesday, June 12.
- If Council decides to move forward with a ballot measure, staff will take Council's direction and refine the financing plan, costs, and prepare an ordinance placing the measure on the ballot.
 - The Council could choose a ballot measure later this year, or next year.
- The City would engage consultant assistance to frame the informational/educational messages to the community about the ballot measure.
 - The City can **educate but not advocate** with respect to its ballot measure.
 - Key messages, website, FAQ, offers to brief community and neighborhood groups would all be part of the City effort.
- Ideally, a privately funded and staffed support campaign would be formed by community members to advocate for the measure. The city cannot fund or participate in this.