



Legislation Text

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Charter County and Regional Transportation System Surtax Citizen Oversight Committee and Public Education Campaign (B)

This agenda item is to provide an opportunity for the City Commission and County Commission to discuss the current status of the Charter County and Regional Transportation System Surtax which will be on the November 2014 ballot for voter consideration. Specific areas of discussion include the Citizen Oversight Committee and the Public Education Campaign. *ESTIMATED STAFF PRESENTATION 10 MINUTES*

Section 212.055 Florida Statutes allow charter counties to impose a discretionary sales surtax of up to 1 percent. The Alachua County Board of County Commissioners approved a November 2014 ballot initiative for a 1-cent Charter County and Regional Transportation System Surtax that requires an Interlocal Agreement between the City and County. On July 17, 2014, the City Commission approved the City's revised project list with the addition of a Senior Transportation Initiative and the Interlocal Agreement between Alachua County and the City of Gainesville for use and distribution of the surtax revenues.

On June 23, 2014 City staff from the City Manager's Office, Public Works Department, Regional Transportation System and City Communications Office held an organizational meeting to discuss public education efforts in anticipation of City Commission approval of an Interlocal Agreement for the surtax. On July 1, 2014, City staff met with County Communications staff to begin development and implementation of a joint public education campaign designated the Moving Alachua County Forward sales surtax by the Alachua County Board of County Commissioners.

The City Attorney's Office has reviewed a proposed City Communication Plan regarding the Moving Alachua County Forward sales surtax and has provided guidance to City staff which addresses applicable State law which define allowable actions by City staff to educate the public regarding the proposed sales surtax.

On August 7, 2014, Alachua County Communications Coordinator Mark Sexton and Gainesville Communications Manager Bob Woods provided a joint presentation to the City Commission on the public education campaign. The City Commission approved the City Communication Plan.

No funding is budgeted in FY14 or FY15 for a public education campaign. Staff anticipates implementing the described public education campaign using existing resources.

The City Commission: 1) hear a presentation by City and County staff regarding the Citizen Oversight Committee and joint City/County communication efforts regarding the Charter County and Regional Transportation System Surtax Public Education Campaign, known as the Moving Alachua County Forward Public Education Campaign; 2) discuss any relevant issues with the County Commission; and 3) provide direction to City Manager as appropriate.