



## **Item No. 3**

### **Town of Atherton**

#### **CITY COUNCIL STAFF REPORT – CONSENT AGENDA**

**TO: HONORABLE MAYOR AND CITY COUNCIL**

**FROM: GEORGE RODERICKS, CITY MANAGER**

**DATE: OCTOBER 18, 2023**

**SUBJECT: APPROVAL OF A BUDGET AMENDMENT FOR LOBBYIST SERVICES AND PUBLIC EDUCATION ASSISTANCE**

#### **RECOMMENDATION**

It is recommended that the Council adopted the attached Resolution authorizing a budget amendment in the amount of \$13,500 for Lobbyist Services for the remainder of FY 2023/24 and \$25,000 for public education assistance related to the Housing Element.

#### **BACKGROUND**

At the September Regular Meeting, the City Council authorized staff to enter into service agreements with Joe Gonsalves & Son for Lobbyist Services and Tripepi-Smith for Marketing and Public Education Assistance Services for the Housing Element. Staff entered into these agreement the attached Resolution is the necessary budget amendment reflecting the noted cost impact of those services for FY 2023/24.

#### **ANALYSIS**

The cost of lobbyist services for the remainder of FY 2023/24 is \$13,500. The cost of marketing and public education services is projected to be on a time and material basis between \$20,000 and \$25,000. The budget amendment reflects these changes to the FY 2023/24 Operating Budget.

#### **FISCAL IMPACT**

The total cost impact for FY 2023/24 is \$38,500 from the Unallocated General Fund Balance.

#### **GOAL ALIGNMENT**

This Report and its contents are in alignment with the following Council Policy Goals:

- Goal Area A – Maintain Fiscal Responsibility
- Goal Area E – Strengthen Community Engagement and Transparency

### **POLICY FOCUS**

The policy focus for the Council is consideration of the provision of these services in support for the Town's pursuit of a certified Housing Element.

### **PUBLIC NOTICE**

Public notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting in print and electronically. Information about the project is also disseminated via the Town's electronic News Flash and Atherton Online. There are approximately 1,200 subscribers to the Town's electronic News Flash publications. Subscribers include residents as well as stakeholders –to include, but be not limited to, media outlets, school districts, Menlo Park Fire Protection District, service providers (water, power, and sewer), and regional elected officials.

### **COMMISSION/COMMITTEE FEEDBACK/REFERRAL**

This item has not been before a Town Committee or Commission

### **ATTACHMENTS**

1. Budget Amendment Resolution