

MOTION BY SUPERVISORS MARK RIDLEY-THOMAS AND SHEILA KUEHL DECEMBER 20, 2016

Communications Plan for Homeless Ballot Measure

On February 9 and 23, 2016, the Board of Supervisors (Board) directed the Chief Executive Officer (CEO) to work in collaboration with the Board to identify potential ballot measures to generate ongoing revenue and sustain the Homeless Initiative strategies approved by the Board on February 9, 2016. In response to those instructions, the CEO identified several potential options, secured an expert consultant to conduct polling, and reported to the Board on multiple occasions.

On December 6, 2016, the Board voted to submit a one-quarter cent special sales tax measure to the voters on the March 7, 2017 ballot. Given this action, it is appropriate for the County to ensure that voters are informed through a fair presentation of facts about the sales tax measure.

WE THEREFORE MOVE THAT THE BOARD OF SUPERVISORS:

1. Direct the Chief Executive Officer (CEO) to work with County Counsel, other County departments, Los Angeles Homeless Services Authority, and United Way of Greater Los Angeles to develop a communications plan and execute contracts as needed to inform communities, through a fair presentation of facts, about the March 2017 special sales tax measure approved by the Board on December 6, 2016 and its potential impact on the homeless crisis in Los Angeles County; and

- M O R E -

MOTION

Solis	_____
Kuehl	_____
Hahn	_____
Barger	_____
Ridley-Thomas	_____

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2. Instruct the Chief Executive Officer (CEO) and the Auditor-Controller to transfer \$500,000 from the \$12 million in the Provisional Financing Uses budget unit set aside for the Homeless Initiative as part of the FY 2016-17 Supplemental Changes budget process to the CEO Countywide Communications budget unit to fund this communications plan.

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(YV)

December 20, 2016
DEPT NO: 060

COUNTY OF LOS ANGELES

REQUEST FOR APPROPRIATION ADJUSTMENT

DEPARTMENT OF CHIEF EXECUTIVE OFFICER

AUDITOR-CONTROLLER:

THE FOLLOWING APPROPRIATION ADJUSTMENT IS DEEMED NECESSARY BY THIS DEPARTMENT. PLEASE CONFIRM THE ACCOUNTING ENTRIES AND AVAILABLE BALANCES AND FORWARD TO THE CHIEF EXECUTIVE OFFICER FOR HIS RECOMMENDATION OR ACTION.

ADJUSTMENT REQUESTED AND REASONS THEREFOR
FY 2016-17
3 - VOTES

SOURCES		USES	
PFU-VARIOUS		CHIEF EXECUTIVE OFFICER	
A01-CB-2000-13749-13760		A01-AO-2000-10100	
SERVICES & SUPPLIES		SERVICES & SUPPLIES	
DECREASE APPROPRIATION	500,000	INCREASE APPROPRIATION	500,000

SOURCES TOTAL	\$	500,000	USES TOTAL	\$	500,000
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JUSTIFICATION

Reflects the transfer of one-time funding for a communications plan needed for the homeless ballot measure on the March 7, 2017 ballot.

ADOPTED
BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES

#7 DEC 20 2016

Angela Green
AUTHORIZED SIGNATURE ANGELA GREEN, MANAGER, CEO

BOARD OF SUPERVISOR'S APPROVAL (AS REQUESTED/REVISED)

Lori Glasgow
LORI GLASGOW
EXECUTIVE OFFICER

REFERRED TO THE CHIEF EXECUTIVE OFFICER FOR---

- ACTION
- RECOMMENDATION

AUDITOR-CONTROLLER

BY *Lori Glasgow*
DATE *Dec-14, 2016*

B.A. NO. 074

APPROVED AS REQUESTED

APPROVED AS REVISED

CHIEF EXECUTIVE OFFICER

Matthew McJ...
BY
DATE *12/16/16*