



# CITY OF SAN MATEO

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## Agenda Report

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Agenda Number: 18

Section Name: {{section.name}}

File ID: {{item.tracking\_number}}

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**TO:** City Council  
**FROM:** Drew Corbett, City Manager  
**PREPARED BY:** City Attorney Department  
**MEETING DATE:** September 21, 2020

**SUBJECT:**  
Measure R and Measure Y – Public Education Effort

**RECOMMENDATION:**  
Provide direction on efforts to educate the public on general plan ballot measures.

**BACKGROUND:**  
In 1991, San Mateo voters enacted Measure H. This measure amended the City's general plan to reduce height limits and building density and intensity limits. The measure also amended the plan to add a policy requiring the City to adopt and implement an inclusionary housing program. By its terms, Measure H would have expired at the end of 2005.

In 2004, the voters passed Measure P. This measure was proposed by the City Council. Measure P made some minor revisions to the policies enacted by Measure H and extended the expiration date of these policies until the end of 2020.

The November 2020 ballot will contain two measures, Measure R and Measure Y, that, if enacted, would modify the general plan policies enacted by Measure P. Measure Y was placed on the ballot by petition signed by registered voters. Measure R was placed on the ballot by the City Council when the signature gathering efforts of its sponsors were interrupted by the Novel Coronavirus pandemic.

At the last City Council meeting, Council members expressed concern about the level of understanding in the community about the two measures and their respective legal effects. The Council directed staff to consider actions that the City could take to educate the public on Measure R and Y and how the passage of one or the other, or both, would affect the San Mateo General Plan. The Council directed staff to report back to the Council at its September 21st meeting.

State law limits the City's ability to communicate with the public about local ballot measures. The basic rule is that the City may not use public resources to campaign for or against a ballot measure. However, this rule does not prohibit all communications related to ballot measures. Local governments may provide factual, objective analysis about the effects of a measure to educate voters and to help them make an informed decision.

Staff has received a number of inquiries from interested members of the public about the effect of these measures. Staff proposes to prepare a Frequently Asked Questions (FAQ) document to be added to City's webpage. This document will include the questions and answers staff has received to date and can be modified over time to address questions presented after initial publication. A copy of the initial FAQ document is attached for the Council's review.

An agenda item has been scheduled for the September 21st Council meeting to provide the Council will the opportunity to consider this proposal and to provide direction to staff on any additional measures the Council deems appropriate.

**BUDGET IMPACT:**

This effort will have no impact on the City's budget.

**ENVIRONMENTAL DETERMINATION:**

This item is not a project subject to CEQA, because it can be seen with certainty that it will not cause a physical change in the environment. (Public Resources Code Section 21065.)

**NOTICE PROVIDED**

All meeting noticing requirements were met.

**ATTACHMENTS**

Att 1 - FAQ

**STAFF CONTACT**

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