



**NOTICE OF REGULAR MEETING OF THE
BOARD OF POLICE COMMISSIONERS OF THE
BROADMOOR POLICE PROTECTION DISTRICT**

**The regular November 2023 meeting of the
Board of Police Commissioners will be held on**

Tuesday, November 14, 2023, at 7:00 p.m.

**at the District offices of the
Broadmoor Police Protection District at
388 88th Street
Broadmoor Vlg., California 94015**

**NO FOOD OR BEVERAGES WILL
BE PERMITTED IN THE MEETING ROOM**

**NO ANIMALS EXCEPT REGISTERED SERVICE ANIMALS
WILL PERMITTED IN THE MEETING ROOM**

**RULES OF ORDER AND DECORUM SET FORTH
IN RESOLUTION 2022/23-07 WILL BE ENFORCED**



BROADMOOR COMMISSIONERS
Hon. James Kucharszky
Hon. Ralph Hutchens
Hon. Marie Brizuela

AGENDA
REGULAR MEETING
November 2023

Meeting to be held:

Tuesday, November 14, 2023, at 7:00 p.m.

**Broadmoor Police Department
388-88th Street
Broadmoor, Vlg., California 94015-1717**

Meetings are accessible to people with disabilities. Individuals who need special assistance or a disability-related modification or accommodation to participate in this meeting, or who have a disability and wish to request an alternative format for the agenda, meeting notice, agenda packet or other writings that may be distributed at the meeting, should contact Lisa Hernandez, [Administrative Assistant of the Police Department], at least 2 working days before the meeting at (650) 755-3840 and/or lhernandez@pd.broadmoor.ca.us. Notification in advance of the meeting will enable the district to make reasonable arrangements to ensure accessibility to this meeting and the materials related to it. Attendees to this meeting are reminded that other attendees may be sensitive to various chemical-based products.

**NO FOOD OR BEVERAGES WILL
BE PERMITTED IN THE MEETING ROOM**

**NO ANIMALS EXCEPT REGISTERED SERVICE ANIMALS
WILL PERMITTED IN THE MEETING ROOM**

**RULES OF ORDER AND DECORUM SET FORTH
IN RESOLUTION 2022/23-07 WILL BE ENFORCED**

1. **PLEDGE OF ALLEGIANCE**
2. **ROLL CALL**
3. **PUBLIC COMMENTS**

This time is provided for people to address the Commission or submit written communications on matters not on the agenda. At the conclusion of all oral communications, the Commission may respond to statements. Any request that requires Commission action will be set by the Commission for a future agenda or referred to staff.

4. **CONSENT AGENDA**

PREVIOUS MINUTES

- (a) Approval of minutes from regular October 2023 meeting.

TREASURER'S REPORT

- (b) Approval of November 2023 Warrants and Deposits.

5. **CHIEF OF POLICE REPORT**

Chief Connolly will deliver his report.

6. **OPEN SESSION**

- (a) Discuss entering into contract with Props & Measures for Ballot Measure to increase the annual special tax above the 5% currently authorized. Action required.

- (b) Discuss increasing the Administrative Fee Schedule effective January 1, 2024. (Government Code §16270) Action required.

7. **CLOSED SESSION**

Personnel (2 separate matters). [Government Code §§ 54954.5(e), 54957(b)(1)]

8. **ADJOURNMENT**

Motion to adjourn.

POSTED AT: WWW.BROADMOORPOLICE.COM
BROADMOOR POLICE DEPARTMENT
COLMA FIRE DEPARTMENT
BROADMOOR COMMUNITY CENTER

MEMBERS OF THE PUBLIC ARE WELCOME TO ATTEND



BROADMOOR POLICE PROTECTION DISTRICT - NOVEMBER 2023



Account 2500	PAYABLE TO	PURPOSE	AMOUNT	DATE PAID
4321	CalPERS PO BOX 942703 SACRAMENTO, CA 94229-2703	Unfunded Accrued Liability monthly contribution- Due 11/30/2023 NOV RATE PLAN 3034	21,616.42	PENDING DUE 11/30/23
4321	CalPERS PO BOX 942703 SACRAMENTO, CA 94229-2703	Unfunded Accrued Liability monthly contribution- Due 11/30/2023 NOV RATE PLAN 3033	116.08	PENDING DUE 11/30/23
4413	KAISER FOUNDATION HEALTH PLAN FILE 5915 LOS ANGELES, CA 90074-5915	MEDICAL COVERAGE: NOVEMBER DUE DATE 10/25/2023	11,216.03	10/16/2023
5638	WAVE (DIG CABLE TV/INTERNET) PO BOX 31001-2714 PASADENA, CA 91110-2714	DIG. CABLE TV/INTERNET INV 103745901-0010409 DUE 10/23/23	208.81	10/26/2023 PAID PETTY CASH
5638	WAVE (FIBERLINE TO SSF/RIMS) PO BOX 31001-2714 PASADENA, CA 91110-2714	NETWORK SERVICES DUE DATE 10/23/2023 INV #129949201-0010409	418.11	10/26/2023 PAID PETTY CASH
5638	PG&E BOX 997300 SACRAMENTO, CA 95899-7300	ACCT # 5739203490-6 STATE. DATE 10/06/2023 DUE DATE 10/23/2023	1,387.16	10/26/2023 PAID PETTY CASH
5638	AT&T - MOBILITY FIRST NET (CELLS) PO BOX 6463 CAROL STREAM, IL 60197-9011	ISSUE DATE: 10/02/2022 INV.#287295270355X010102023 DUE DATE 10/25/2023	463.20	10/26/2023 PAID PETTY CASH
5876	LEXIS NEXIS 28330 NETWORK PLACE CHICAGO, IL 60673-1283	SEPT COMMITMENT	200.00	PENDING
5638	CENTRAL SELF STORAGE 307 87th STREET DALY CITY, CA 94015	MONTHLY RENT NOVEMBER	524.00	11/6/2023
5638	CENTRAL SELF STORAGE 307 87th STREET DALY CITY, CA 94015	MONTHLY CAM CHARGE NOVEMBER	427.59	11/6/2023

The above claims, having been examined by me and found to be correct are hereby approved and certified as due bills against the District: **Page 1 of 2 pages.**

Payment of the above bills should be charged against: **Total this page: \$36,577.40**

Broadmoor Police Protection District

11/14/2023

INTERIM CHIEF MICHAEL P. CONNOLLY

DATE

Motion having been duly made and seconded, the above claims are hereby approved and allowed and certified to the "Controller of the County of San Mateo" for payment.

Signed and sealed this 14TH DAY OF NOVEMBER, 2023 by

BOARD OF POLICE COMMISSIONERS:

James Kucharszky - Chairman

Marie Brizuela - Secretary

Ralph Hutchens - Treasurer



BROADMOOR POLICE PROTECTION DISTRICT - NOV 2023



ACCOUNT 2500	PAYABLE TO	PURPOSE	AMOUNT	DATE PAID
5199e	SHARP BUSINESS SYSTEMS PO BOX 41602 PHILADELPHIA, PA 19101-1602	BW/COLOR COPY TOTALS	460.00	10/16/2023 PETTY CASH ACCT
5199e	SHARP BUSINESS SYSTEMS PO BOX 41602 PHILADELPHIA, PA 19101-1602	COPIER LEASE INV 80926830 SEPT 2023/DUE 010/01/23	306.14	10/16/2023 PETTY CASH ACCT
5199	CHASE INK BUSINESS CARD PO BOX 6294 CAROL STREAM IL 60197-6294	OFFICE SUPPLIES	108.00	10/16/23 PETTY CASH ACCT
5199e	SHARP BUSINESS SYSTEMS PO BOX 41602 PHILADELPHIA, PA 19101-1602	PROPERTY TAX FEE	5,199.00	10/26/2023 PETTY CASH ACCT
7311	NINNESCAH VALLEY BANK PO BOX 97, LOAN DEPT CUNNINGHAM, KS 67035	CHEVY TAHOE CAR LEASE 5 OF 60 DUE 11/01/23	926.55	10/16/23 PETTY CASH ACCT
6731	STATE COMPENSATION INS FUND PO BOX 51092 LOS ANGELES, CA 90051-5392	INV 1001629190 PREMIUM CHARGE OCT	5,322.08	10/26/2023
6731	BERKSHIRE HATHAWAY PO BOX 77029 MINNEAPOLIS, MN 55480	ACCT 334062/ PO 01APM036180-01 COMMERCIAL AUTO INSURANCE DUE DATE 11/1/2023	3,052.64	11/6/2023
6731	DBA FINANCIAL INC 807 W. HWY 50 ST 4 PO BOX 1506, IL. OFALLON IN	INSURANCE ACCT # 271100508 DUE NOVEMBER 1ST	47,874.37	10/26/2023
5121	PENINSULA UNIFORMS 2626 BROADWAY ST. REDWOOD CITY, CA 94063	INV 201715 POTEAT	325.07	10/26/2023
5455	GRAPHTECH GRAPHICS 212 SCHOOL ST. DALY CITY, CA 94014	INV 16236 NO PARKING SIGNS (5)	412.03	10/16/2023 PETTY CASH ACCT
5424	TEA 1160 INDUSTRIAL RD. #15 SAN CARLOS, CA 94070	INV 48403	180.00	10/26/2023 PETTY CASH ACCT
5416	FLYERS ENERGY, LLC PO BOX 39000, DEPT #34516 SAN FRANCISCO, CA 94139-0001	UNLEADED FUEL INV# CFS-3568898 09/15 1/2 INV#CFS	587.00	10/16/2023 PETTY CASH ACCT

The above claims, having been examined by me and found to be correct are hereby approved and certified as due bills against the District: **Page 2**

Payment of the above bills should be charged against:

Total this page: \$64,752.88

Broadmoor Police Protection District

SIGNED AND SEALED ON 11/14/2023

Michael P. Connolly, Interim Chief of Police

BOARD OF POLICE COMMISSIONERS:

Signatures:

Comm. Kucharszky

Comm. Hutchens

Comm. Brizuela



BROADMOOR POLICE PROTECTION DISTRICT - NOV 2023



ACCOUNT 2500	PAYABLE TO	PURPOSE	AMOUNT	DATE PAID
5478	POWER MAINT. CORP 991 CORTE AZAL, CAMARILLO, CA 93010	RENEWAL 10/23 - 10/24 1/2 PAYMENT	1,050.00	10/16/23 PETTY CASH ACCT
5876	AAA SMART BUSINESS PO BOX 841507 DALLAS, TX 75284-1507	INV 8310253 OCT SERVICE FEE DUE 10/28/2023	34.20	10/26/2023 PETTY CASH ACCT
5876	SAN MATEO LOCK WORKS INC 321 2ND AVE. SAN MATEO, CA 94401	INV 148698 ENTRY DOOR WORK	728.63	10/16/2023 PETTY CASH ACCT
5876	DUNNIGAN PSYC 104 OAKMONT AVE SAN RAFAEL, CA 94901	INV 1161 PRE EMPLOYMENT PSYC EVAL	625.00	10/26/2023
5858	CO OF SAN MATEO, FORENSIC LAB 400 COUNTY CENTER, 3RD FL REDWOOD CITY, CA 94063	PS INV104336 DUE SEPT 30 2023	410.00	10/16/2023 PETTY CASH ACCT
5858	CO OF SAN MATEO, PSC 501 WINSLOW ST., 2ND FLOOR REDWOOD CITY, CA 94063	FY 2023-24 1ST QUARTER MESSAGE SWITCH	1,356.25	10/26/2023
5858	CO OF SAN MATEO, ISD 455 COUNTY CENTER, 3RD FL. REDWOOD CITY, CA 94063	SERVICE MONTH OCT 2023 INFORMATION SERVICES DEPARTMENT	82.25	10/16/2023 PETTY CASH ACCT

The above claims, having been examined by me and found to be correct are hereby approved and certified as due bills against the District: **Page 3**

Payment of above bills should be charged against:
Broadmoor Police Protection District

Total this page: \$4,286.33

TOTAL THIS PERIOD:

\$105,616.61

SIGNED AND SEALED ON 11/14/2023

Michael P. Connolly, Interim Chief of Police

BOARD OF POLICE COMMISSIONERS:

Signatures:

Comm. Kucharszky

Comm. Hutchens

Comm. Brizuela



COUNTY OF SAN MATEO
DEPOSIT PERMIT

Permit Number

(1) TITLE OF DEPOSITING ORGANIZATION Broadmoor Police Department			(2) No. of Depositing Org. 02500		(3) Preparation Date Nov-23		(4) Reference Date			
(5) ACCOUNT DESCRIPTION			(6) C O D E S					(7) AMOUNT		
	Pay	Schedule	References	GL ORG.	GL Object	JL ORG.	JL Object	Dollars	Cents	
DMV LOCAL AGENCY COLLECTION			90-1342	2500	2658			777.00		
COPS/SLESF & GROWTH COPS			90-3582	2500	2658			14,541.80		
								\$15,318.80		
(8) Remarks:							TOTAL			
							DISTRIBUTION OF TOTAL	Cards	\$15,318.80	
								Checks		
								Coins		
								Currency		
								Wires		
Other										
(9) I hereby certify that the total amount listed above represents collections received by me for the above named fund and during the period of 10/06/2023 - 11/10/2023 INTERIM CHIEF MICHAEL P. CONNOLLY DEPARTMENT HEAD				(10) The monies listed above have been received in the County Treasury. County Treasury By _____ DEPUTY			(11) I approved deposit of the above monies in the County Treasury. County Controller By _____ DEPUTY			



PROPS & MEASURES
STRATEGY & COMMUNICATIONS

In partnership with:



Proposal for Ballot Measure Feasibility, Preparation and Outreach Services

Prepared for
Broadmoor Police Protection District
October 22, 2023



Mike Connolly, Police Chief
Broadmoor Police District
388 88th Street
Daly City, CA 94015

Dear Chief Connolly,

Thank you for the opportunity to present this proposal to the Broadmoor Police Department as you consider engaging with your community to identify the best funding mechanism to adequately meet the various needs of BPD.

Props & Measures is a strategy and communications consulting firm that specializes in helping local government agencies design winning revenue measures for the ballot and implement the communication strategies that help your community understand your revenue needs. Over the past two decades, we have helped a variety of counties, cities, school districts, community college districts and other agencies pass hundreds of successful revenue measures, generating billions in locally controlled funding for public projects and services.

We believe we are uniquely qualified to help you in this process to achieve a successful revenue measure for the following reasons:

- **Extensive Experience on Public Safety Measures and in San Mateo County.** Props & Measures has passed numerous measures throughout California to benefit public safety agencies like yours. In addition, we have run dozens of successful campaigns in San Mateo County for both candidates and public finance measures. You can find examples of both types of work in the appendix of this proposal.
- **Today's Communication Tools.** Props & Measures takes full advantage of modern communication tactics, including social media and digital advertising. We are also experts in traditional print media, direct mail and earned media, allowing us to help you efficiently leverage a full array of communication channels to engage voters.
- **Customized Approach.** We don't apply a "cookie-cutter" approach to local tax measures. Our prior clients will tell you that our attention to the unique political challenges of your funding measure and the current political environment set us apart from others in our industry.
- **Experience with Information, Not Advocacy.** We have extensive experience helping cities and other public agencies craft effective public informational materials that don't cross the line into advocacy. This information plan includes gathering information back from stakeholders and the community, to gauge their understanding of this potential measure. Our team will work closely with the MLFPD to develop a specific communication plan.

The remainder of this proposal provides information about our firms, the services we provide, our track record and other details.



Please don't hesitate to contact Erica at (415) 816-3402/ewalters@propsandmeasures.com or Robin at (415)871-7309/rgerrity@propsandmeasures.com if you have any questions or need additional information.

Sincerely,

Erica Walters
Partner
(415) 816-3402
ewalters@propsandmeasures.com

Robin Gerrity
Senior Consultant
(415) 871-7309
rgerrity@propsandmeasures.com

About Props & Measures

Props & Measures is a non-partisan strategy and communications consulting firm specializing in bond, tax and other public finance ballot measures supporting public programs, services and facilities. Props & Measures (formerly known as TBWBH Props & Measures and TBWB Strategies) launched in 2005 as an offshoot of Terris Barnes & Walters Political Media, which has been winning campaigns in California since 1988.

Building Public Consensus in Communities Throughout California

Successful revenue measures are built upon a foundation of strong community consensus. We work with our clients to identify shared community priorities and values to identify the elements of a successful revenue proposal. We have built community consensus for revenue measures in hundreds of communities throughout our home state of California and many communities across the country. We know how to develop successful revenue proposals and communicate with voters in urban, suburban and rural communities.

Experience

The partners and consultants at Props & Measures have experience with numerous successful public finance ballot measures that have raised billions of dollars in voter-approved revenue for public programs, services and facilities. The successful measures include bonds, parcel taxes, sales taxes, transient occupancy taxes, utility users taxes, assessments and fees. We help cities, counties, school districts, community colleges, parks, water and open space districts, police and fire districts, libraries, healthcare districts, transportation and transit agencies and others.

Commitment to Client Service

We have found that a close partnership with attention to daily details is essential. We know public finance measures, and you know the community you serve. We also understand that the reputation of your institution is at stake when you seek funding from your community. It's not enough just to "win," but the measure and the related messaging must help you strengthen your relationship with your community.

Project Leadership

Props & Measures has experienced partners with the time and capacity to give your effort the devoted senior-level attention it deserves. Your project will not be handed off to inexperienced staff once the contract is signed. You will work directly with Erica Walters, a Partner in our firm. Our direct and personal "in the trenches" experience guiding recent successful tax and bond measures offers a keen understanding of the nuances in messaging and strategy required for success.

In-House Graphic Design, Digital Media and Production Coordination

Props & Measures is one of the few firms in our industry that maintains an in-house Art Department and Production Department, to produce award-winning, creative concepts and attend to all the details required for efficient and timely delivery of digital media and printed materials. Our team will focus on ensuring your messaging materials have the right local look and feel for your agency. They will also ensure all messaging is delivered on time and on budget.

Multimedia Communications

Local residents receive their information in a variety of ways. We offer innovative multimedia communication plans that deliver your message through a combination of direct mail, email, online display advertising, pre-roll video advertising and social media advertising to ensure a thorough



reach to voters and maximize visibility. Props & Measures has experience blending traditional and new media strategies to maximize the impact of your message.

About EMC Research

EMC Research is a national full-service opinion research firm serving an extensive and diverse range of public and private sector clients since 1989. EMC has decades of experience working with local government agencies to craft and pass revenue measures of all types in communities across California, including parcel taxes, bonds, utility taxes, and Proposition 218 balloting efforts. Their research has been critical in the development, timing, wording and strategy for hundreds of successful tax measures in the state, providing millions of dollars in funding for transportation projects, schools, fire districts, hospitals, municipal services and facilities, open space, libraries, and more.

In addition to their work on California revenue efforts, EMC Research has conducted a number of research projects that specifically explore issues around public safety and emergency response services. Much of this work has investigated revenue measure feasibility in communities of all sizes, ranging from larger cities in suburban areas to smaller towns in rural and remote communities.

Consultant Biographies

Erica Walters, Partner, Props & Measures

Prior to joining Props & Measures (formerly TBWB Strategies) in early 1998, Erica Walters received her political training in the trenches of over 30 campaigns throughout the country. Walters became a partner in 2003.

Today, Walters specializes in ballot measures, independent expenditure campaigns and federal races. She recently earned the nickname “landslide” for a nail-biting 2018 victory in a transportation tax measure in San Mateo County by 543 votes out of 180,895. She is also helping public agencies navigate the COVID epidemic today. Previously, she helped the State of Oregon pass progressive tax reform despite serious hurdles presented by the recession. Measures 66 & 67 helped stabilize the state economy and provide much-needed funding for schools, without negative consequences for in-state businesses. She has also worked on an open space measure in Montana, a sales tax campaign in Santa Cruz and for the Santa Clara County Water District.

Walters lives in San Francisco with her husband, Mark. She has two poorly behaved cats and three much better behaved stepsons. She enjoys cooking, hiking, playing mahjongg and travel.

Sara LaBatt, Senior Principal, EMC Research

Sara LaBatt, based in the Oakland office since 2002, brings her can-do attitude to managing a wide variety of EMC's projects and client relationships.

Sara is especially skilled at making difficult research challenges seem easy. She tackles short timelines, complicated sampling plans and complex analysis with ease, always maintaining a friendly, approachable customer-focused attitude.

Well-versed in a number of topic areas, Sara manages research for some of EMC's largest ongoing clients. Her expertise includes revenue measure feasibility, brand studies, healthcare consumer research, social marketing, transportation, and destination research.

Sara especially likes conducting research that leads to improvements for residents in their day-to-day life. Her projects have resulted in improved public transportation, street and road improvements, public school improvements, composting, pedestrian and bicyclist safety, and in elections for local offices at all levels. She understands getting the research right, but also working with key stakeholders to make sure the research meets their needs and will be trusted.

Prior to joining EMC, Sara was an analyst at Knowledge Networks, one of nation's first web panels (now part of GfK). Sara has her BA in political science from UC Berkeley. A trombone player, she was in the Cal Band, and continues to play in an adult marching band. Sara also plays soccer, runs road and trail races, is active in her children's school, and actively roots for the Bears.

Robin Gerrity, Senior Consultant, Props & Measures

Robin joined Props & Measures (formerly TBWB Strategies) in March 2018, bringing a wealth of knowledge in strategic communications, project management and education policy.

Many of Robin's projects have been with school districts to develop bond and parcel tax measures to help fund school construction and close the gap in funding academic programs in public education. Robin has also worked with cities and counties on measures to fund public health and safety initiatives, including open space measures, wildfire prevention and preparedness measures and public safety and emergency response efforts.

With a degree in Public Administration from San Diego State University, Robin spent many years working in the public education field as the Executive Director of Can Do! Education Foundation where she worked directly with the parent community and district administration team to streamline resources to local students. Robin co-chaired multiple local parcel tax and bond campaigns on behalf of her local school district, resulting in millions of dollars to benefit local students. Her unique knowledge of client's needs arising from her personal experience makes Robin a perfect fit for Props & Measures.

Robin is a resident of San Rafael and, when not traveling to see her three daughters in various corners of the US, she enjoys reading, spending time outdoors and keeping up to date on anything and everything related to sports.

- What specific projects are voters most likely to fund?
- Does sufficient community awareness of your needs already exist, or is proactive outreach required to build awareness? What are the key messages voters need to hear and what are the most effective channels for communication?
- How might specific exemptions or accountability protections be included in a successful measure?
- What controversies or competing issues must be considered before moving forward?

To answer these questions, our team will carefully assess your needs, funding options and competing issues in the community. To obtain a deeper understanding of current attitudes and opinions in your community, Props & Measures will partner with EMC Research, Inc. to develop and conduct opinion research with local voters. Our team will work closely with you to outline your research options, explain the tradeoffs for the different approaches, and create a specific research scope that best meets the needs of your community. With EMC's help, we'll help you interpret the results and turn the data into an actionable plan for moving forward. We'll also help you interpret and present recommendations to your administrative team, Board of Commissioners and other key stakeholders to build consensus around a unified strategic approach.

PHASE 2

Step 2: Build Consensus

Based on the findings from the survey and feasibility assessment, if the decision is made to move forward with a measure, Props & Measures will help develop and implement a public information and outreach program to educate the community about your funding needs and build broad community consensus around a revenue solution.

Specifically, Props & Measures will:

- Develop informational messaging and a plan for getting the message out to key audiences
- Provide talking points, answers to frequently asked questions and a message training to key staff, employee groups and elected officials that will be speaking publicly about this issue
- Provide information to be added to your website, distributed through social media and included in newsletters
- Prepare presentations for community meetings
- Write, design and produce informational mailings and advertising to educate, inform and engage voters
- Develop strategies and plans to inform and engage key internal stakeholder groups within your department and partner organizations
- Develop strategies for managing coverage of this issue in the local press
- Develop strategies and plans to inform and engage influential external groups including elected leaders, business leaders, neighborhood leaders, faith community leaders and taxpayer groups

Props & Measures has expertise in traditional communication strategies like direct mail, print advertising and earned media. We are also experts in utilizing new media strategies such as social media, online advertising and video. Our in-house graphic design and production capabilities allow us to deliver the highest level strategic and creative communication for our clients.

Step 3: Build a Strong Measure

Once we know what a viable, winnable ballot measure looks like, Props & Measures will work with you to develop a revenue measure and qualify for the ballot.

During this phase of work, Props & Measures will:

- Work with you and your financial team to finalize the tax type, tax rates and the structure of your measure
- Refine the description of your needs and/or expenditure plan to make sure they are written in clear and understandable language featuring projects and programs that are high priorities for voters
- Work with you and your legal counsel to define important taxpayer accountability protections, including any potential independent citizens' oversight committee and public reporting process, if needed
- Work with you and your legal counsel to develop all resolutions required for calling the election
- Develop the critical ballot question that will appear on ballots
- Develop and refine the full text of the measure and other materials that will appear in the ballot pamphlet mailed to all voters
- Present recommendations and documents to the Board of Directors for formal approval

Step 4: Campaign for the Win*

The next step in the process is to mount a strategic advocacy campaign to secure the votes needed to win on Election Day. This is the only step in the process that cannot be funded with public dollars. While public agencies can continue to provide information to residents about the measure, only a privately funded campaign committee can advocate for the measure. We will work with you to understand if volunteers are available and motivated to step forward to run such an effort. Typically, as consultant to volunteer campaign committees, we build campaign plans with the following elements to ensure the best possible chance of success on Election Day:

- **Effective messaging and materials.** Campaign logos, brochures, websites, social media and other materials must be eye-catching and have a local feel in order to persuade and motivate voters effectively.
- **Avoiding controversy and obstacles.** We can't take anything for granted in today's economic and political environment. To win, it is important to run an organized campaign that avoids controversy and neutralizes opposition to the extent possible.
- **Good teamwork.** We strive to build broad coalitions that include support from business, labor and the full spectrum of political ideologies.
- **Efficient grassroots organizing.** The time and energy of your volunteers are precious resources. We'll work with you to develop a plan that maximizes the impact of their efforts on the outcome of the election.

- **Strong fundraising.** Fundraising for local ballot measures can be a challenge. It takes resources to get your message out to the voters who will determine the outcome of your election. We can help you create a fundraising plan to help you achieve the resources needed to win.

Note: The information provided in Step 4 is intended as information to convey Props & Measures' full range of services available to assist with the tax measure process. The services described here are **not proposed as part of the scope of services for Broadmoor Police Protection District. If a tax measure is placed on the ballot and an independent advocacy committee forms, these services would be offered to that group and privately funded under a separate agreement.*

Fees & Costs

As is the standard in our industry, Props & Measures contracts on a fixed-fee basis. Our standard consulting fee for this type of measure is \$5,500 per month. Reimbursable business expenses will be billed separately along with any other hard costs associated with polling, printing, postage and advertising for informational materials. Partial months of services would be billed at a prorated amount. If the results of the feasibility study do not show a viable path forward, our contract may be terminated at any time with no further obligation.

EMC Research Fees

Due to the complexity of the issue and the unique challenges inherent in doing research in a small community, as well as the range of options you are considering for a measure, our recommendation is to reserve a general budget for research of up to \$25,000 for opinion research services. We would work closely with your team to develop the specific scope, approach, and fees in the discovery phase of the work. That fee would be inclusive of all components of the research done by this team, including design, sample, data collection, analysis and reporting.

To help you budget for all the costs associated with this process, if the feasibility study shows a path forward for a successful measure, we will need a budget for developing, producing and disseminating informational materials to the public. The cost of designing, producing and mailing an 11"x17" informational newsletter to all voter households in Broadmoor (~1,488 households) is approximately \$5,988. We will work with you to develop an appropriate budget for these costs through the development of a public outreach plan. For budget estimating, most public agencies send two to three informational mailers during the revenue measure planning and outreach process. We also recommend a budget of approximately \$10,500 for social media and online advertising during the informational outreach process.

Appendix A – Relevant Experience

Public Safety Ballot Measures

Both P&M and EMC have worked on dozens of city measures with public safety components – here are three specific examples from each company.

Props & Measures

- City of Crescent City
 - 2020 Sales Tax – One-Cent
 - \$1.3 million annual funding to increase police and fire department staff to meet current needs, maintain 011 emergency response times, provide disaster and public health emergency preparedness and other city services
- City of San Rafael
 - 2020 Sales Tax – Quarter-Cent
 - \$3.4 million annual funding to maintain crime prevention programs and services, maintain 911 emergency response times, provide disaster and health emergency preparedness programs and other city services
 - 9-year sunset
- City of Santa Rosa
 - 2020 Sales Tax – Quarter-Cent
 - \$10,000,000 annual funding preserve emergency response positions including law enforcement officers, paramedics and firefighters, maintain 911 emergency response times, maintain crime prevention programs and services and other city services
 - 20-year sunset

EMC Research

- City of Redmond Public Safety Survey
 - In fall 2021, EMC Research was hired by the City of Redmond to conduct a poll to assess public safety attitudes; test satisfaction with police, fire, and EMS services; and gauge the feasibility of a potential proposal that would expand police and fire personnel and services. EMC executed a mixed-mode survey of 400 interviews in March 2022. The city used survey findings to decide how to proceed with and message around the potential proposal.
- City of Seattle Public Safety Survey
 - In December of 2022, the Seattle Metro Chamber of Commerce hired EMC research to conduct a study on support for a public safety measure. The survey tested support for the measure, as well as messaging and attitudes surrounding public safety in Seattle. The results will be used to inform the Chamber's public safety policy advocacy in Seattle.

San Mateo County (Candidate and Public Finance Ballot Measure Campaigns)

Bay Area Restoration Authority: Yes on
AA (2016)

- Yes on RR (2018)

Belmont-Redwood Shores School District

- Yes on I & N (2010)
- Yes on R (2013)
- Yes on I (2014)
- Yes on K (2018)
- Yes on C (2022)

Dave Pine for San Mateo High School
District Board (2007)

Dave Pine for County Supervisor (2011)

David Canepa for County Supervisor
(2016, 2020)

Burlingame School District

- Yes on B (2010)
- Yes on E (2011)
- Yes on D (2012)
- Yes on M (2016)
- Yes on O (2019)

Don Horsley for Supervisor (2018)

Emily Beach for Supervisor (2023)

Gerald Buchwald for Superior Court Judge
(2018)

Cabrillo Unified School District

- Yes on E (2010)
- Yes on S (2012)
- Yes on B (2014)
- Yes on M (2018)
- Yes on I (2019)

Hillsborough City School District – Yes on
H (2022)

Housing Leadership Council – No on V
Menlo Park (2022)

Caltrain: Yes on Measure RR (2020)

Jefferson Elementary School District

- Yes on I (2012)
- Yes on E (2016)

Cameron Johnson for San Mateo City
Council (2013)

Jefferson Union High School District – Yes
on Y (2012)

City of Burlingame

- Yes on I (2017)
- Yes on X (2022)

Mary Ann Nihart for Pacifica City
Council (2012)

City of Foster City: Yes on P (2018)

Millbrae School District – Yes on N (2018)

City of San Mateo

- Yes on A (2012)
- Yes on W (2020)
- Yes on CC (2022)

Nancy Magee for County Superintendent
of Schools (2018, 2022)

Pacifica School District

- Yes on L (2011)
- Yes on D (2016)

City of Redwood City

- Yes on I & M (2011)

Peninsula Open Space Trust – Yes on AA
(2014)

Portola Valley School District

- Yes on D (2010)
- Yes on O (2013)
- Yes on Z (2018)
-

Ravenswood City School District – Yes on
B (2011)

Redwood City School District

- Yes on W (2012)
- Yes on T (2015)
- Yes on U (2016)

RM3 – Yes on Regional Measure 4 (2018)

San Carlos School District

- Yes on A (2011)
- Yes on H (2012)
- Yes on P (2015)

San Mateo County

- Yes on A (2012)
- Yes on K (2016)
-

San Mateo County Transportation
Authority - Yes on W (2018)

San Mateo County Community College
District- Yes on H (2014)

San Mateo-Foster City School District –
Yes on T (2020)

San Mateo Union High School District

- Yes on O (2010)
- Yes on L (2020)

Sequoia Union High School District

- Yes on A (2014)
- Yes on W (2022)

Shelly Masur for Redwood City School
Board (2011)

Shelly Masur for Redwood City Council
(2015)

South San Francisco Unified School
District

- Yes on J (2010)
- Yes on T (2022)

California Teachers Association

- Rich Gordon for Assembly (2010)
- Suvarna Bhopale & Chuck
Velschow for Belmont-Redwood
Shores School Board (2013)
- Rosa Acosta & Rick Ochsenhirt for
South San Francisco School Board
(2014)

BROADMOOR POLICE PROTECTION DISTRICT
OFFICE OF THE CHIEF OF POLICE / DISTRICT MANAGER

STAFF REPORT

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DATE: November 11, 2023

TO : Hon . James Kucharszky, Ralph Hutchens and Marie Brizuela

FROM: Michael P. Connolly, ICOP / IDM

RE : Consider revising Administrative Fee Schedule

INTRODUCTION

The District like most, perhaps all, public entities is facing a significant increase in operational costs for fiscal year 2023/2024.

The 2023/2024 Budget adopted by the Commission on June 22, 2023, shows a shortfall. The shortfall is due in substantial part to increased insurance premiums and legal costs due to ongoing frivolous litigation, actions and tactics hurled at the District by persons, essentially terminated former employees and volunteers, who neither reside nor have any cognizable interest in the District, who are behind such litigation and who also make repeated and often frivolous requests for records pursuant to the Public Records Act, all of which necessitate the costly involvement of staff and legal counsel to respond to such requests.

Shortly after Proposition 13 was passed in 1978, the Government Code § 16270 was passed, which encourages special districts to heavily rely upon user fees and charges to augment the loss of tax revenue.

DISCUSSION

In order to help defray or offset some of the unprecedented costs the District has incurred, and which the District will continue to incur for the near future, an adjustment in the Administrative Fee Schedule is justified.

The last adjustment to the Administrative Fee Schedule was July 1, 2023.

In order to continue to adequately staff the District, and to provide the high quality police and related services to the community that the community has enjoyed since 1948, the Commission should consider increasing the Administrative Fee Schedule as shown in the attachment.

RECOMMENDATION

I propose that the attached Administrative Fee Schedule be adopted effective January 1, 2024.



BROADMOOR POLICE DEPARTMENT

388 Eighty Eighth Street
Broadmoor, CA 94015-1717
(650) 755-3838 • Fax (650) 755-9732



Michael P. Connolly
Interim Chief of
Police

Board of Police Commissioners
Hon. James Kucharszky
Hon. Ralph Hutchens
Hon. Marie Brizuela

Administrative Fee Schedule

(Effective January 1, 2024)

Government Code §16270

Vehicle Release.....\$200.00

(Except for vehicles towed pursuant to Vehicle Code sections 2651(h) or 22651(p))

Vehicle Release.....\$250.00

(Vehicles towed pursuant to Vehicle Code sections 22651(h) or 22651(p))

Report Copy Fee..... \$45.00

Copies of records.....\$ 1.50
for first page and \$ 1.00 for each additional
page of each record copied.

Citation Correction Certification.....\$ 35.00

(No fee for citations issued by Broadmoor Police.)

Fingerprint Fee per card..... \$ 50.00

Police Officer (Special Events per hr.)..\$ 75.00

Repo Release Fee.....\$ 20.00

(\$15 paid to Sheriff and \$5 admin fee retained by Broadmoor Police)

Records research fee per hour.....\$ 75.00

Make or copy CD or DVD per item.....\$ 30.00

Special fees not provided on this Fee Schedule
will be charged at the rate as close as possible to
the actual cost incurred by the agency.