



SPUR

San Francisco | San Jose | Oakland

June 24, 2019

Oakland City Council
c/o Office of the City Clerk
1 Frank Ogawa Plaza
Oakland, CA 94612

Re: Creating A Process for Adoption of City-Sponsored Ballot Measures

Dear City Council,

We are writing to express SPUR's support for the proposed ordinance amending Chapter 3.08 of the City Charter to add article IV which will create a formal process for City Council to place city-sponsored measures on the ballot.

Since our beginning in 1910, SPUR has promoted good planning and good government in the Bay Area and we have worked to support and improve the functioning of local governments. We believe that the proposed ordinance will make for a more transparent ballot process that will encourage more robust public participation.

If adopted, the ordinance will lay out a process that will compel the presentation of clear summaries of the proposed measures for council and the public, and will require council deliberation, public outreach, analysis, hearing, and public debate. The process will have to start at least six months before final measures are due to the County and the steps required for placing a measure on the ballot will have to be taken in a timely and coordinated manner. The language of the ordinance explicitly focuses on transparency, accuracy and timeliness which we believe will result in a more effective and efficient process.

We believe this is a positive step toward good government in Oakland, and for this reason we urge the City Council to adopt.

Respectfully,

Robert Ogilvie
Oakland Director