

City of Sacramento
Measure U Community Advisory Commission Report
915 I Street Sacramento, CA 95814
www.cityofsacramento.org

File ID: 2026-01025

6/15/2026

Dissolution of the Community Engagement and Outreach Ad Hoc Committee

File ID: 2026-01025

Location: Citywide

Recommendation: Pass a **Motion** dissolving the Community Engagement and Outreach Ad Hoc Committee.

Contact: Ash Roughani, Special Projects Manager, (916) 808-7751, aroughani@cityofsacramento.org, Office of the City Manager

Attachments:

1-Description/Analysis

2-2026-29 Community Outreach, Engagement, and Communications Strategy

Description/Analysis

Issue Detail: At the June 16, 2025, Measure U Community Advisory Commission (Commission) meeting, the Commission Chair Richard “Teddy” Georgeoff, III (Chair) established the Community Engagement and Outreach Ad Hoc Committee (Committee). The Committee developed a Three-Year Community Outreach, Engagement, and Communications Strategy (Attachment 2). As the Commission desires to pursue additional work related to community engagement, it may identify a specific strategic goal or recommendation from the strategy to be advanced by a new ad hoc committee whose scope is limited to remain in compliance with the Brown Act.

Policy Considerations: Sacramento City Code section 2.40.160(A) states that city commissions may create temporary meeting bodies that are known as ad-hoc committees, and they are subject to the restrictions of both the Ralph M. Brown Act (Cal. Gov. Code § 54952 (b).) and the City’s administrative policy pertaining to ad-hoc committees.

Economic Impacts: Not applicable.

Environmental Considerations: Not applicable.

Sustainability: Not applicable.

Commission/Committee Action: None.

Rationale for Recommendation: This action formally dissolves the Community Engagement and Outreach Ad Hoc Committee, which may not exist for more than 12 months, as required by the City's Administrative Policy on Ad-Hoc Committees.

Financial Considerations: Not applicable

Local Business Enterprise (LBE): None.

Three-Year Community Outreach, Engagement, and Communications Strategy (FY2026–FY2029)

Measure U Community Advisory Commission
City of Sacramento

Draft Working Document

I. PURPOSE OF THIS STRATEGY

This document provides a **three-year Community Outreach, Engagement, and Communications Strategy** for the **Measure U Community Advisory Commission (Commission)** to adopt as a formal recommendation to the Sacramento City Council.

The strategy establishes:

1. A **standardized Measure U communication framework**;
2. A structured approach to **community engagement**;
3. Clear **Commission-driven engagement activities**;
4. Implementation timelines and budget considerations;
5. Legally appropriate boundaries aligned with Commission authority.

This strategy builds upon outreach activities already discussed by the Commission and City staff in 2025–2026, including City Connect mixers, surveys, and event participation.

This document is intended as a **working implementation guide** for Measure U Community Advisory Commissioners and City staff.

II. LEGAL AND GOVERNANCE FRAMEWORK

A. Commission Authority and Limits

Under City ordinance and municipal code provisions establishing the Commission:

The Commission:

- Reviews Measure U revenue and expenditures;
- Makes **non-binding recommendations** to City Council;
- Promotes transparency and accountability;
- Engages the public on Measure U investments.

The Commission **does not**:

- Direct City staff or departments;
- Administer funds;
- Conduct independent spending campaigns;

- Engage in political advocacy.

All outreach must:

- Be informational and intentional, not promotional;
- Avoid advocacy or political campaigning;
- Comply with public resource use laws and City policies.

III. STRATEGIC GOALS (2026–2029)

Goal 1 – Transparency

Ensure residents understand:

- What Measure U is,
- Where funds go,
- How funds benefit neighborhoods.

Goal 2 – Accessibility

Make engagement opportunities available across:

- All council districts,
- Diverse language communities,
- Underrepresented populations.

Goal 3 – Participation

Increase participation in:

- Surveys,
- Public meetings,
- Budget feedback,
- Department programs.

Goal 4 – Visibility of Measure U Investments

Ensure funded programs clearly acknowledge Measure U support.

IV. POLICY RECOMMENDATION

Standard Measure U Funding Statement

The Commission should formally recommend adoption of a **mandatory acknowledgment statement** across departments and entities funded directly through Measure U.

Policy Recommendation Language

City Council should direct departments and external entities, receiving Measure U funds to include the commission’s official logo, and a standardized acknowledgment in communications, ceremonies, and marketing collateral.

Logo



Required Statement (Recommended)

“This program/service is supported in part by Measure U, Sacramento’s local transactions and use tax approved by voters to support essential city services and community investments.”

Required Placement

Applies to:

- Event signage
- Program webpages
- Flyers and brochures
- Press releases
- Annual reports
- Facility/asset signage when feasible

Implementation Timeline

- FY2026: Policy adoption and department rollout
- FY2027: Compliance review begins
- FY2028–29: Full integration

Budget Impact

Minimal. Integration into existing communications budgets.

V. COMMISSION-DRIVEN ENGAGEMENT STRATEGY

The Commission should focus on the reinstatement of the **Participatory Budget Program** and **high-impact engagement using existing City platforms**, not new costly programs.

A. Participatory Budget Program – Recommendation for Reinstatement

Background

Participatory Budgeting (PB) initiatives previously funded through Measure U provided residents direct opportunities to engage, propose and vote on neighborhood improvement projects. The most recent City budget eliminated this allocation, resulting in suspension of the program and direct benefits in the communities.

The Commission, consistent with its advisory authority, may (again) recommend reinstatement of participatory budgeting as a tool to strengthen community trust, fiscal transparency, and neighborhood investment decision-making.

Strategic Recommendation

The Commission should formally recommend that City Council **reinstate participatory budgeting funding through Measure U**, structured to align with fiscal realities while maintaining equitable community access.

The recommendation should emphasize participatory budgeting:

- Enhances transparency in Measure U spending;
- Builds civic participation among underrepresented communities;
- Aligns investments with neighborhood priorities;
- Strengthens trust in City resource allocation;
- Supports Council and community priorities without supplanting departmental planning authority.
- Follows previous model of delivery, budgetary allocation, timelines, and established processes.

B. Engagement Through Existing City Programs

The Commission should engage on programs already funded and active.

Examples include:

- Ride-Alongs
- Regional Transit tours
- Parks and facilities site visits
- City Connect monthly mixers
- Department outreach events

Policy Recommendation

Commissioners should attend **at least one engagement event annually**.

Actions

Action	Timeline
Annual engagement opportunities calendar distributed – at least one per quarter	Each January
Commission attendance commitment	Annually
Commission identification at events (jackets, badges)	Immediate
One-page Measure U dashboard distributed	FY2026

Budget Consideration

Uses existing events; cost limited to:

- Printed materials
- Identification items
- Estimated annual cost: **\$3,000–\$6,000**

VI. COMMUNITY FEEDBACK COLLECTION

Current Challenge

Existing city surveys may have demographic limitations.

Strategy

Leverage existing gatherings and marketing campaigns instead of **ONLY** separate focus groups.

Actions

- Short surveys distributed at events.
- QR-code mobile surveys.
- Coordination with Council offices.
- Auditor integration for consistency.
- Utilized exciting city opportunity for mass communication.

Timeline

Pilot in FY2026; full integration FY2027.

Budget

\$5,000–\$10,000 annually depending on survey support.

VII. COMMUNICATIONS EXPANSION

Recommended Channels

- City website integration
- Community newsletters
- Podcasts and digital media
- Community ambassador briefings
- Neighborhood association outreach

Actions

Commission participation in at least:

- One media or podcast opportunity annually.
- Two community presentations annually.

VIII. IMPLEMENTATION TIMELINE OVERVIEW

Year 1 (FY2026)

- Adopt Measure U acknowledgment standard.
- Launch dashboard materials.
- Establish engagement calendar.
- Begin survey improvements.
-

Year 2 (FY2027)

- Expand participatory budgeting awareness.
- Begin compliance tracking of acknowledgment language.
- Improve demographic survey reach.
-

Year 3 (FY2028)

- Evaluate engagement results.
- Adjust outreach investments.
- Publish Measure U community engagement report.

IX. BUDGET CONSIDERATIONS (ESTIMATED ANNUAL)

Category	Annual Cost Estimate
Materials & printing	\$5,000
Event support materials	\$3,000
Survey tools & outreach	\$7,500
Communications support	\$5,000
Estimated total	\$15,000–\$20,000

Costs can be absorbed into existing City outreach budgets.

X. PERFORMANCE METRICS

Annual evaluation should measure:

- Event participation numbers
- Survey completion rates
- Geographic engagement coverage
- Awareness of Measure U funding
- Community satisfaction indicators

XI. Recommendation for Council Adoption

The Commission should recommend City Council:

1. Adopt this strategy as guidance for Measure U outreach.
2. Direct departments to incorporate Measure U logo and acknowledgment language.

3. Support annual engagement reporting.

XII. Next Step Questions for You (Before Final Draft)

To finalize a Council-ready version, I recommend clarifying:

1. Does the Commission want **district-level engagement targets**?
2. Should Commissioners have minimum mandatory attendance requirements?
3. Is this strategy for Commission's approval only or does it need to be formally approved by the City Council?
4. Is there appetite for an **annual Measure U public report event/announcement** ?
5. Should youth engagement or schools be included?
6. Is multilingual outreach a priority?

DRAFT