



# **AMENDED SPECIAL CITY COUNCIL/SUCCESSOR AGENCY/PUBLIC FINANCE AUTHORITY MEETING AGENDA**

**August 15, 2024  
6:00 PM**

***The Mission of the City of Coalinga is to provide for the preservation of the community character by delivering quality, responsive City services, in an efficient and cost-effective manner, and to develop, encourage, and promote a diversified economic base in order to ensure the future financial stability of the City for its citizens.***

**Notice is hereby given that the City Council will hold a Special Meeting, on August 15, 2024 in the City Council Chambers, 155 West Durian, Coalinga, CA. Persons with disabilities who may need assistance should contact the City Clerk at least 24 hours prior to this workshop at 935-1533 x113. The Special Meeting will begin at 6:00 p.m. and the agenda will be as follows:**

## **1. CALL TO ORDER**

1. Pledge of Allegiance
2. Changes to the Agenda
3. Council's Approval of Agenda

## **2. AWARDS, PRESENTATIONS, APPOINTMENTS AND PROCLAMATIONS (NONE)**

## **3. CITIZEN COMMENTS**

*This section of the agenda allows members of the public to address the City Council on any item within the jurisdiction of the Council. Members of the public, when recognized by the Mayor, should come forward to the lectern, identify themselves and use the microphone. Comments are normally limited to three (3) minutes. In accordance with State Open Meeting Laws, no action will be taken by the City Council this evening and all items will be referred to staff for follow up and a report.*

*Citizen Comments submitted in writing to the City Clerk by 5:00pm on the day of the City Council meeting shall be distributed to the City Council and included in the record, however they will not be read.*

**4. PUBLIC HEARINGS (NONE)**

**5. CONSENT CALENDAR**

1. Approve Letter of Agreement with Gene Bregman & Associates to Conduct a Public Opinion Voter Survey

**6. ORDINANCE PRESENTATION, DISCUSSION AND POTENTIAL ACTION ITEMS (NONE)**

**7. ANNOUNCEMENTS**

1. City Manager's Announcements
2. Councilmembers' Announcements/Reports
3. Mayor's Announcements

**8. FUTURE AGENDA ITEMS**

**9. CLOSED SESSION**

1. CONFERENCE WITH REAL PROPERTY NEGOTIATORS - Government Code Section 54956.8. Property: 240 Coalinga Plaza. City Negotiator: City Manager Marissa Trejo and City Attorney Mario Zamora. Negotiating Parties: Pacific Gas and Electric Company

**10. CLOSED SESSION REPORT**

**Closed Session:** A "Closed" or "Executive" Session of the City Council, Successor Agency, or Public Finance Authority may be held as required for items as follows: personnel matters; labor negotiations; security matters; providing instructions to real property negotiators; legal counsel regarding pending litigation; and protection of records exempt from public disclosure. Closed session will be held in the Administration Building at 155 W. Durian Avenue and any announcements or discussion will be held at the same location following Closed Session.

**11. ADJOURNMENT**

**STAFF REPORT - CITY COUNCIL/SUCCESSOR AGENCY/PUBLIC FINANCE  
AUTHORITY**

**Subject:** Approve Letter of Agreement with Gene Bregman & Associates to Conduct a Public Opinion Voter Survey  
**Meeting Date:** Thursday, August 15, 2024  
**From:** Marissa Trejo, City Manager  
**Prepared by:** Marissa Trejo, City Manager

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**I. RECOMMENDATION:**

City Manager recommends Council approve Letter of Agreement with Gene Bergman & Associates to conduct a public opinion voter survey.

**II. BACKGROUND:**

The Letter of Agreement states that Gene Bergman & Associates will conduct a community satisfaction public opinion survey for the City of Coalinga. It will take 12-15 minutes in length. Approximately 75 to 100 likely voters who live in Coalinga will be interviewed for the study.

**III. DISCUSSION:**

The Letter of Agreement is attached.

**IV. ALTERNATIVES:**

Do Not Approve Letter of Agreement with Gene Bregman & Associates to Conduct a Public Opinion Voter Survey (Not recommended)

**V. FISCAL IMPACT:**

\$15,000 from the City's General Fund which is unbudgeted.

**ATTACHMENTS:**

	File Name	Description
□	GBA_LOA-Coalinga2024.pdf	GBA Agreement



GENE BREGMAN & ASSOCIATES  
*Public Opinion & Marketing Research*

## LETTER OF AGREEMENT

August 12, 2024

It is agreed that Gene Bregman & Associates (GBA) will conduct a community satisfaction public opinion survey for the City of Coalinga, California (“City”). The survey will average approximately 12 to 15 minutes in length and 75 to 100 likely voters who live in the City will be interviewed for the study.

Both parties hereto will consult with each other and reach a mutual agreement on the contents of the questionnaire and the survey format.

Interviewing will begin as soon as agreement on the questionnaire is reached. Upon completion of the survey, a statistical compilation of the cross-tabulated results will be delivered and findings and recommendations will be presented and discussed.

The cost of the survey will be \$15,000. Payment will be due before delivery of data resulting from the survey.

Overall, Gene Bregman & Associates will provide to the City:

- Random telephone, text and on-line survey of likely voters;
- Consultation solely with principal of Gene Bregman & Associates;
- Assistance in developing topic areas to be investigated;
- Development of survey questionnaire;
- Scientific sample selection to assure our reaching an accurate representation of the voting population;
- Questionnaire in English that can then be translated by the City into Spanish
- Bi-lingual interviewers available for respondents choosing to conduct the interview in Spanish;
- Pre-testing of questionnaire;
- Conduct of field work from our central location;
- Editing, coding, and electronic data processing;
- A full computer printout of all cross-tabulated data;
- Analysis of survey results, including appropriate graphical presentation;
- On-going strategy and consultation.

All of the data obtained by GBA is the exclusive property of the City of Coalinga. If requested, GBA will provide an electronic copy of the data to the client. GBA is





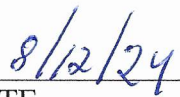
entitled to retain the original interview forms used in the field and copies of all data and analysis for its own internal use.

This agreement shall be effective upon the date of signatures by both parties.

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FOR CITY OF COALINGA

\_\_\_\_\_  
DATE

  
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FOR GENE BREGMAN & ASSOCIATES

  
\_\_\_\_\_  
DATE