



CITY OF HUNTINGTON PARK

Office of the City Manager
City Council Agenda Report

August 25, 2026

Honorable Mayor and Members of the City Council
City of Huntington Park
6550 Miles Avenue
Huntington Park, CA 90255

Honorable Mayor and Members of the City Council:

APPROPRIATION OF FUNDS FOR PUBLIC OUTREACH AND VOTER EDUCATION REGARDING THE CITY COUNCIL TERM LIMITS BALLOT MEASURE

IT IS RECOMMENDED THAT THE CITY COUNCIL:

1. Appropriate \$150,000 from the unappropriated General Fund balance to Contractual Services Account No. 0001050 601100 for professional services related to public outreach and voter education on the City Council Term Limits Ballot Measure scheduled for the November 3, 2026, General Municipal Election; and
2. Authorize the City Manager or designee to issue a Request for Qualifications (RFQ), for professional public outreach and voter education services, evaluate qualifications, and return to the City Council with a recommended firm and agreement for consideration and award.

BACKGROUND

The City Council has placed a measure on the November 3, 2026, General Municipal Election ballot that would amend the Huntington Park Municipal Code to establish a lifetime limit of two terms for City Council Members. The measure establishes provisions regarding partial terms and applies prospectively in accordance with applicable law.

Because the measure proposes a significant policy change affecting future service on the City Council, staff recommends engaging a qualified professional firm to help the City communicate factual, neutral information to Huntington Park residents before the election.

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PURPOSE/JUSTIFICATION OF RECOMMENDED ACTIONS

On June 23, 2026, the City Council took action to place a measure before Huntington Park voters that would amend the Huntington Park Municipal Code to establish a two-term lifetime limit for City Council Members.

The recommended action appropriates funding and authorizes staff to initiate a competitive process to identify a qualified professional firm to assist the City with public outreach and voter education regarding the ballot measure.

Given the significance of the proposed change and the need to provide residents with clear, accurate, accessible, and legally compliant information, staff recommends retaining a qualified firm with experience in public-sector communications, community engagement, and voter education.

Following Council approval, staff will issue an RFQ, evaluate responding firms based on qualifications and relevant experience, and identify a preferred firm. Staff will then return to the City Council with a recommended consultant, proposed scope of services, and professional services agreement for consideration and award.

No consultant agreement or specific outreach program is being approved as part of this action.

LEGAL REQUIREMENT

Public resources may be used to provide factual, neutral information about a ballot measure but may not be used to advocate for or against its passage.

All outreach and educational materials produced under this appropriation will strictly adhere to FPPC Regulation 18420.1 and applicable provisions of the Political Reform Act to ensure communications remain strictly factual, balanced, and educational without express advocacy.

Any professional services and public communications undertaken with these funds must comply with applicable laws governing the use of public resources for ballot measure education. The City Attorney will review the proposed scope of services and resulting agreement before the City Council considers it.

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FISCAL IMPACT/FINANCING

Approval of the recommended action will appropriate \$150,000 from the unappropriated General Fund balance to Contractual Services Account No. 0001050 601100 for professional services associated with voter education and public outreach regarding the City Council Term Limits Ballot Measure.

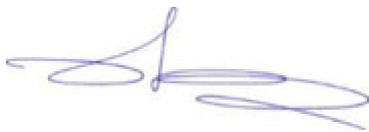
The appropriation establishes the maximum funding available for these services. The RFQ process will determine the actual contract amount and scope of work, and staff will present it to the City Council for consideration before award. **The appropriation reserves available funding for the program; however, no funds will be encumbered or disbursed until the City Council formally awards a professional services agreement.**

CONCLUSION

Approval of the recommended action will provide the necessary funding and authorization for staff to initiate an RFQ process to identify a qualified firm to provide professional voter education and public outreach services regarding the City Council Term Limits Ballot Measure.

Staff will return to the City Council with a recommended firm, proposed scope of services, and professional services agreement for consideration and award.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read 'Ricardo Reyes', with a stylized flourish at the end.

RICARDO REYES
City Manager