



Administrative Report

H.17., File # 25-1107

Meeting Date: 8/19/2025

To: MAYOR AND CITY COUNCIL
From: JANE CHUNG, ASSISTANT TO THE CITY MANAGER

TITLE

ADOPT BY 4/5 VOTE AND BY TITLE ONLY RESOLUTION NO. CC-2508-065, A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF REDONDO BEACH, CALIFORNIA, APPROPRIATING \$34,750 FROM THE UNALLOCATED GENERAL FUND BALANCE TO THE CITY MANAGER'S OFFICE CONTRACTUAL AND PROFESSIONAL SERVICES ACCOUNT

APPROVE AN AGREEMENT WITH FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES, INC. TO CONDUCT PUBLIC OPINION SURVEY RESEARCH ASSOCIATED WITH THE CITY'S COMMERCIAL RETAIL CANNABIS REGULATORY PROGRAM IN AN AMOUNT NOT TO EXCEED \$34,750 FOR THE TERM AUGUST 19, 2025 TO AUGUST 18, 2026

EXECUTIVE SUMMARY

On August 12, 2025, the City Council directed staff to prepare an agreement with Fairbanks, Maslin, Maullin, Metz & Associates, Inc. (FM3) to conduct a public opinion survey on the City's Commercial Retail Cannabis (CRC) Regulatory Program and the potential solicitation of Commercial Retail Cannabis Permit Applications. The proposed Agreement includes the surveying of 500 registered voters for a total not to exceed cost of \$34,750. To pay for this work, the City Council directed staff to prepare a budget modification resolution to appropriate funds from the roughly \$75,000 of unallocated General Fund balance that remained following adoption of the Fiscal Year 2025-26 Budget.

BACKGROUND

In March 2025, the City Council adopted three ordinances to codify the CRC Regulatory Program in the Redondo Beach Municipal Code (RBMC), which gave the City discretion in deciding whether to invite applications for commercial retail cannabis permits. On July 1, 2025, the City Council considered initiating the City's CRC Permit Application Process and authorizing the release of a Request for CRC Permit Applications (RFA). Following the discussion, the City Council directed staff to engage a public opinion research firm to survey residents before reconsidering the release of the RFA.

The City solicited a proposal from FM3 to conduct a public opinion survey. FM3 is a highly regarded firm known for delivering statistically valid surveys. It is also the firm the City used to conduct a public opinion survey related to the City's consideration of a public safety facilities improvement bond in 2024, which later became Measure FP. The interviews to be conducted by FM3 would be through telephone and online communication methods. Potential participants would be contacted via

telephone, email, and/or text invitations, and the survey would be available in both English and Spanish.

On August 12, 2025, the City Council discussed the survey options and directed staff to prepare an agreement with FM3 to survey 500 registered voters for a total cost of \$34,750. City Council also expressed interest in a modified moderate level of involvement in the development of the survey questionnaire, requesting that staff return with a draft approach for review and input prior to launching the survey.

COORDINATION

The City Manager's Office prepared this report. The City Attorney's Office approved the Agreement and Resolution as to form.

FISCAL IMPACT

Should the City Council approve the Budget Modification Resolution, \$34,750 from the roughly \$75,000 of unallocated Fiscal Year 2025-26 General Funds would be appropriated to the City Manager's Office Contractual and Professional Services Account to pay for the proposed contract.

APPROVED BY:

Mike Witzansky, City Manager

ATTACHMENTS

- Reso - No. CC-2508-065 authorizing a budget modification for FY 2025-26
- Agmt - Fairbank, Maslin, Maullin, Metz & Associates, Inc.
- Insurance - Fairbank, Maslin, Maullin, Metz & Associates, Inc.