



## BALLOT MEASURE SUBMITTAL FORM

Official Use Only: Date Stamp

### BALLOT MEASURE QUESTION

Jurisdiction Name: **Alameda**

Election Date: **11/6/2018**

**Note:** The information as it appears within the text box will be printed on the ballot and voter guide.

**Insert ballot question text here:**

City of Alameda Essential Services Protection Measure. Shall the measure maintaining the City of Alameda's financial stability and protecting services and infrastructure such as police response to violent crimes and burglaries; 9-1-1 emergency medical and fire response; maintaining neighborhood parks; repairing potholes, maintaining streets and protecting the Bay from pollution by enacting a 0.5% sales tax until repealed by voters, providing approximately \$5,000,000 annually in locally controlled revenues, requiring independent audits and public spending review, be adopted?

### TYPE OF MEASURE

- Regular Measure     Parcel Tax  
 Bond Measure     Charter Amendment

### PERCENTAGE NEEDED TO PASS

- 50% + 1     66.6667%     2/3  
 Other: \_\_\_\_\_

### FULL TEXT OPTION

Full Text to be printed in the Voter Information Pamphlet:

YES (*note: must provide a MS Word file*)

NO – Do not print, but it's accessible at: Alameda City Clerk's office

### AUTHORIZED REPRESENTATIVE/CONTACT PERSON

(office use)

Print Name:

Signature:

Phone #:

Email:

### CONTACT INFORMATION

(public use)

Phone #:

510-747-4800

Email:

clerk@alamedaca.gov

Website:

alamedaca.gov

The City Council has placed before the voters the question of whether to approve an ordinance enacting a transactions and use tax, which is a form of sales tax, within the City of Alameda to fund City services, such as police and fire services, park and beach maintenance, and street repair. The tax rate would be one-half of one percent (0.50%) of the retail sales price, or one-half cent for an item that costs one dollar. The tax would remain in effect until repealed or amended by the voters.

Technically, the existing “sales tax” is a combination of “sales and use tax” and “transactions and use tax.” Both are levied on the sale or use of tangible personal property sold at retail, with certain limited exceptions. Retailers collect the tax at the time of sale and remit the funds to the California Department of Tax and Fee Administration, which distributes the tax.

Currently, the tax on retail sales in Alameda is 9.25%, of which the City receives 1%, with the remaining 8.25% going to the State, the County, and BART. This measure would authorize an additional 0.50% transactions and use tax for the City, which would increase the total sales tax rate in Alameda to 9.75%.

The tax proceeds would be deposited into the City’s general fund and be available to support municipal services. Because this measure does not legally restrict the use of tax revenue to any specific purposes, it is classified as a “general tax,” not a “special tax.” The tax proceeds may be used for any valid municipal government purpose, including, but not limited to, police and fire services, park and beach maintenance, and street repair.

The measure requires the City’s independent auditors to prepare an annual audit report reviewing the collection, management, and expenditure of revenue from the tax. The audit report will be reviewed annually by City Council.

A “Yes” vote is a vote in favor of the tax. A “No” vote is a vote against the tax. This measure would be approved if it receives a simple majority of “Yes” votes.

s/ Janet C. Kern  
City Attorney

**The above statement is an impartial analysis of Measure \_\_. If you desire a copy of the measure, please call the Alameda City Clerk’s office at 510-747-4800 and a copy will be mailed at no cost.**

## Argument in Favor of Measure \_\_

**Vote Yes on \_\_ - The City of Alameda Essential Services Protection Measure - to keep our streets safe, beaches clean and parks well-maintained, protecting our safety and quality of life.**

Alameda is facing significant budget shortfalls. If we delay maintenance of streets, parks and beaches, the character of our community and quality of life will decline.

**Measure\_\_ maintains Alameda's twenty-one community and neighborhood parks.** It keeps pollution out of our beaches and the Bay, so parks, beaches, and waters are safe and clean.

**Measure\_\_ repairs potholes, repaves deteriorating streets and maintains them for years to come.** Alameda has a backlog of \$25 million in street maintenance and repair projects. Waiting will only make these repairs more expensive.

**Measure\_\_ maintains fast 9-1-1 emergency response times and neighborhood police patrols.** Crime rates are low and firefighters and paramedics respond quickly to fires, accidents and medical emergencies. Voting Yes on \_\_ will keep Alameda a safe place to live, run a business and raise a family.

With so much uncertainty in the federal government, Measure\_\_ is more important than ever. It provides locally controlled funding we can count on for vital city needs.

**Vote Yes on \_\_ to:**

- Protect police response to violent crime and burglaries
- Keep parks, beaches and waters safe and clean
- Fix potholes and repave deteriorating streets
- Maintain fast 9-1-1 emergency response times

### **Locally Controlled Funds for Local Needs**

- The State and federal governments cannot touch one penny from Measure\_\_
- Annual audits and public review of expenditures ensure funds are spent properly
- Essential purchases like groceries and medicine are exempt
- Visitors who shop in Alameda will pay their fair share

**Measure\_\_ only adds five cents to a \$10 purchase** — a small price to pay to keep Alameda safe, clean and strong.

Please vote Yes on \_\_.

s/ Sandra Russell  
West End Small Business Owner

s/ Jim Sweeney

Founder of the Jean Sweeney Open Space Park Fund, Longtime Alameda Resident and Park Advocate

s/ Ruth Abbe

Environmental Advocate and 32-year Alameda Resident

s/ Benjamin T. Reyes II

Retired U.S. Army Airborne and 40-year Alameda Resident

s/ Cynthia Silva

President of the Alameda Library Board, 25-year Alameda Resident and Longtime Library Advocate