

FREQUENTLY ASKED QUESTIONS

ABOUT MEASURE O

Q: *What is Measure O?*

A: Measure O asks voters to consider a 3% Utility Users Tax (UUT) to provide locally-controlled funding to maintain many of Cloverdale's essential City services. Measure O will ensure that tax dollars collected are spent locally to help keep Cloverdale financially stable, as well as maintaining critical community services such as 9-1-1 emergency response services and police dispatchers. Measure O will also be used to support local businesses in Cloverdale. If enacted, Measure O will sunset in eight years.

Q: *What cuts have been made already?*

A: The City has implemented numerous budget cuts, including reducing the number of City employees by over 20%, freezing salaries for the past six years, reforming pensions, and closing City Hall on Fridays. Despite these efforts, there is little left to cut in the budget.

Q: *Why is Measure O necessary?*

A: Even after making cuts, we realized that even more budget cuts would be necessary if a locally-controlled revenue source was not found. Since Cloverdale has virtually no emergency reserves left, the City is vulnerable to an emergency, such as a natural disaster or further state budget cuts. If enacted, Measure O will provide a guaranteed source of local funding that cannot be taken by Sacramento or Washington.

Q: *Will Measure O help our Police Department?*

A: Yes. While Cloverdale's Police Department has kept our community safe over the last several years despite having to cut police officer positions, Measure O will provide it with additional funding to prevent even deeper reductions in the number of police officers patrolling our neighborhoods. Measure O was placed on the ballot to help ensure our Police Department continues to have the resources it needs to keep Cloverdale safe.

Q: *What community priorities will Measure O address?*

A: Measure O will help protect the services that our community has said are important, including:

- Preventing cuts to 9-1-1 emergency response services and police dispatchers
- Preventing and investigating violent crimes and property crimes, like thefts and burglaries
- Maintaining programs that promote businesses and jobs to locate in Cloverdale
- Enhancing the fiscal stability of Cloverdale
- Maintaining street maintenance and pothole repair services



Q: *Doesn't the City already have money for these priorities?*

A: No. And in 2006, Cloverdale ended the City's UUT during a healthy economy when it was no longer needed. Unfortunately, like many others in California, Cloverdale is now facing serious budget challenges. Measure O will help ensure Cloverdale's fiscal stability by providing a locally-controlled source of revenue.

Q: *Where can I get more information?*

A: The City will continue to keep the community informed about Cloverdale's fiscal condition. For more information about Measure O, please visit the City's website at www.cloverdale.net.

