



CLOVERDALE *California*



Update on Measure O

August 2014

What Is Measure O?



- ❖ Measure O will provide Cloverdale a guaranteed source of local funding for our City services that cannot be taken by Sacramento or Washington.
- ❖ Measure O will ensure that the tax dollars collected are spent locally to help keep Cloverdale financially stable, keep many of our critical service and community needs met – such as preventing cuts to 9-1-1 emergency response services and making urgent pedestrian safety upgrades – and help support local businesses in Cloverdale.



What Is Measure O?

- ❖ Measure O is a 3% Utility Users Tax (UUT) that will provide Cloverdale with a guaranteed source of local funding that cannot be taken by Sacramento or Washington.
- ❖ Without Measure O the City will be forced to reduce funding for Police, which may result in the reduction of the number of police officers on the street.
- ❖ If enacted, Measure O sunsets in eight years.



Why Was Measure O Put On The Ballot?

- ❖ In 2006, Cloverdale provided residents tax relief by ending the City's existing UUT.
- ❖ However, the City is now facing serious budget challenges and Measure O is needed to maintain current levels of public safety and other City services that the community relies on, assist local businesses in Cloverdale, and increase the financial stability of the City.



Past Cuts

- ❖ 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.
- ❖ Measure O will provide Cloverdale with a guaranteed source of local funding to help maintain many of our essential services and have a healthy City, which attracts jobs and businesses to Cloverdale.



Impacts to Public Safety

- ❖ Cloverdale's Police Department has kept the City safe over the last several years despite having had to cut police officer positions and reduce services.
- ❖ Cloverdale devotes nearly 70 percent of general fund resources to public safety, and unfortunately, cuts to that portion of the budget are unavoidable.



Measure O will help protect the services that our community finds most important. These include:

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



What about the business community?

- ❖ Residents are concerned about the lack of jobs and economic opportunity in Cloverdale.
- ❖ We have been working closely with our local business leaders on steps the City can take to attract and maintain local businesses.
- ❖ The City recently crafted a public-private partnership with one of our largest businesses, Bear Republic Brewing Company, to develop new wells – which will allow the company to stay in Cloverdale and expand their operation – bringing new jobs to Cloverdale.



What comes next?

- ❖ Additional budget cuts to much needed pedestrian and street safety improvements, park maintenance, pothole and road repair and the potential sale of other City owned property are all possible sources of further cuts if Measure O is not enacted.
- ❖ We will continue to have a transparent and honest discussion with the community about Measure O and potential budget cuts.

The top of the slide features a banner image. On the left, there is a logo for Cloverdale, California, consisting of a stylized green mountain range above a blue and white wave-like shape. To the right of the logo, the text "CLOVERDALE" is written in a brown, serif font, and "California" is written in a smaller, brown, cursive font. The background of the banner is a photograph of a forested mountain range under a clear sky. On the right side of the banner, a portion of a building with a conical roof and a tower is visible.

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More information

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