

# Frequently Asked Questions About Measure O

## Dear Neighbor:



I wanted to update you on Cloverdale's financial situation and Measure O.

Cloverdale 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. Unfortunately, though the City has been fiscally responsible, we concluded that additional budget cuts would be necessary if a locally-controlled revenue source wasn't identified.

In recent years, Sacramento lawmakers have been siphoning off funds traditionally sent to cities to address their own budget. That's why the Cloverdale City Council acted to place Measure O on our November 2014 ballot—to give our City a guaranteed source of local funding that cannot be taken by Sacramento or Washington.

If enacted, local Measure O will help address the following community priorities:

- Preventing cuts to 9-1-1 emergency response services and police dispatchers
- Preventing further cuts to violent crime and property crime investigations, 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

For more information, please visit our City's website at [www.cloverdale.net](http://www.cloverdale.net).

Sincerely,

A handwritten signature in blue ink that reads "Paul Cayler".

**PAUL CAYLER,**

*Cloverdale City Manager*



# Frequently Asked Questions About Measure O

## Q: What is Measure O?

**A:** Measure O asks voters to consider a 3% utility users tax to provide locally-controlled funding and maintain Cloverdale's essential City services. Measure O will ensure our tax dollars are spent locally, maintain critical community services such as 9-1-1 emergency response services and police dispatchers. If enacted, Measure O will sunset in eight years. Measure O will provide a guaranteed source of local funding that cannot be taken by Sacramento or Washington.

## Q: Doesn't the City already have adequate funding 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 helps address City Council priorities such as providing a locally-controlled source of revenue, rebuilding our emergency reserve funds, and restoring a police position eliminated during the recession.

## Q: Will Measure O help keep Cloverdale safe?

**A:** Yes. Measure O provides additional funding to prevent even deeper reductions in the number of police officers patrolling our neighborhoods, providing our Police Department with additional resources needed 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 further cuts to violent crime and property crime investigations, 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

To learn more about Measure O, please visit [www.cloverdale.net](http://www.cloverdale.net).