



MEASURE C INFORMATION

November 3, 2015 Ballot

WHAT IS MEASURE C?



- On July 28, 2015, the Novato City Council unanimously approved placing Measure C on the November 2015 ballot to protect and maintain local essential city services and our quality of life.
- Measure C – while reducing the tax rate – simply maintains locally-controlled funding previously approved by a majority of voters to protect our quality of life services – including streets, parks, youth and senior programs, and public safety services.



WHY WAS MEASURE C PLACED ON THE BALLOT?



- Novato was hit hard during the recession, suffering from service reductions and staff cuts.
- Novato receives nearly 40% less tax revenue per resident than all other Marin cities .
- The State of California has taken millions of dollars from Novato to balance its own budget.
- The existing temporary locally-approved funding (Measure F) has provided interim stability to offset/prevent additional budget cuts and maintain/restore vital City services.
- Continuing the funding, and lowering the existing tax rate to ¼ cent, will maintain local control over local funding for local needs.
- No funds can be taken by the State.



HOW HAS THE CITY TIGHTENED ITS BELT?



The City has taken a variety of steps to improve its long-term fiscal sustainability:

- Leaner work force – eliminates 38 full-time staff; 20% less staff than before the recession.
- Implementing technology to improve customer service and efficiency.
- Negotiated wage and benefit reductions for all employees for 5 years.
- Reinstated an economic development program – after the State eliminated redevelopment and associated funding – to protect local business and attract higher-paying jobs for Novato.



HOW WILL MEASURE C IMPACT LOCAL SERVICES?



- If adopted, Measure C will continue the existing voter-approved tax, while reducing the rate, and will continue to protect essential services the community has said are important, including:
 - Maintaining city streets, roads and repairing potholes;
 - Responding to 9-1-1 emergency calls;
 - Maintaining parks;
 - Maintaining neighborhood police patrols; and,
 - Attracting, training and retaining qualified police officers.
- Measure C will provide the City with approximately \$2.4 million of funding to continue current services with local control for local needs.



WILL MEASURE C BE SPENT RESPONSIBLY?



- Measure C requires strict accountability, including continued:
 - Independent Citizen Oversight;
 - Mandatory financial audits;
 - Yearly reports to the community to ensure the funds are spent responsibly; and
 - By law, all funds from Measure C continue to be required to stay in Novato.

HOW WILL MEASURE C CONTINUE TO MAINTAIN...

City Streets and Parks

- Novato needs to invest at least \$1 million annually to properly maintain and repair potholes, roads and important City infrastructure.
- Measure C will help the City to:
 - Continue maintaining quality parks and recreation programs for the public's enjoyment and use
 - Support street and pothole repair are made at levels desired by residents.



HOW WILL MEASURE C CONTINUE TO MAINTAIN...

Public Safety Services

- Measure C will help maintain current levels of public safety and police services, including:
 - Neighborhood patrols;
 - Crime prevention and investigation programs;
 - 9-1-1 response times;
 - Attracting, and retaining qualified police officers; and,
 - The Novato Response Team (NRT), a special Police Team focused on proactive crime prevention, intervention and enforcement to address gangs, crime and quality of life.



MORE INFORMATION



- When is the election?
 - Measure C is on the November 3, 2015 ballot.
- Where can I find more information about Measure C?
 - For more information about Measure C, visit novato.org call 415-899-8900 or city@novato.org.
- Know of a community group who can use this information?
 - Call Vickie Gerber at 415-899-8905 or email city@novato.org to schedule a community presentation.

