

WHAT IS MEASURE C?

You—our residents—have told us what City services are important to maintain our quality of life in Novato. These include maintaining streets and repairing potholes, 9-1-1 emergency call response, maintaining parks and neighborhood police patrols and attracting and retaining qualified police officers. Without an ongoing, locally-controlled revenue source, our City cannot maintain our current level of service.

In response, the City Council unanimously approved placing Measure C on the November 3, 2015 ballot to maintain essential services and the City's fiscal stability, while reducing existing tax rates.

Measure C reduces existing local sales taxes and 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.

The ballot language for Measure C reads:

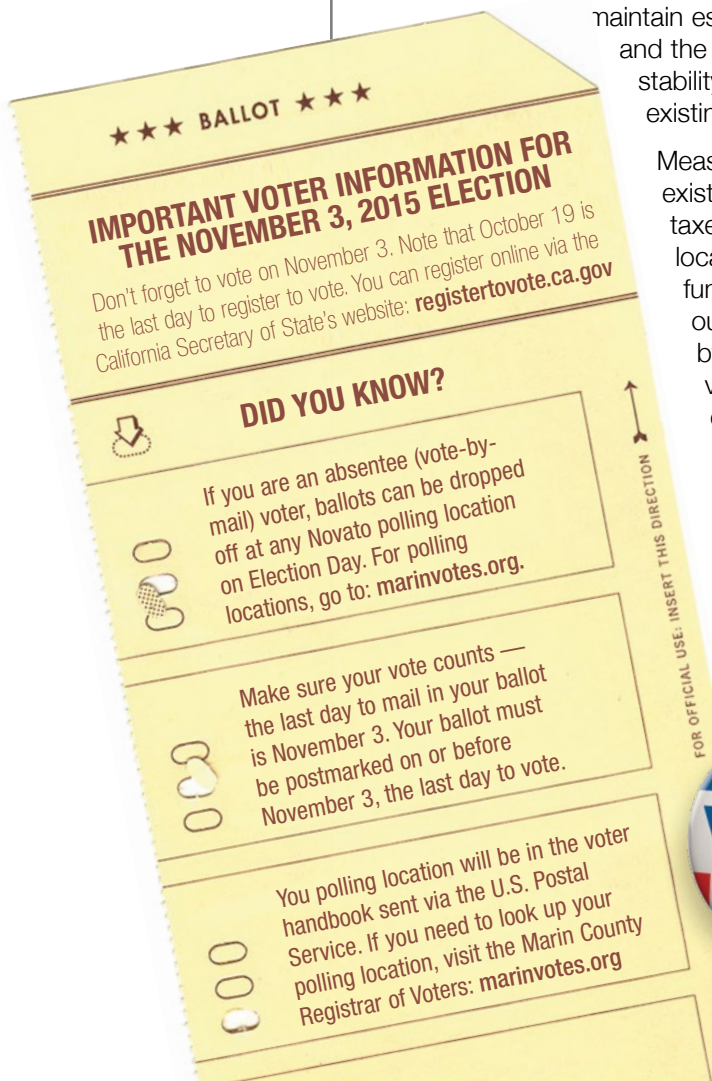
"To continue funding, that cannot be taken by the State, for general city services including, but not limited to, protecting neighborhood police patrols, 9-1-1 emergency response, crime prevention/gang intervention services; fixing potholes, streets, parks; attracting/retaining qualified police officers; supporting the local economy/increasing jobs; and providing youth, senior, recreation programs, shall the City of Novato extend the existing voter approved sales tax, reducing the rate from ½ cent to ¼ cent, requiring oversight and audits?"

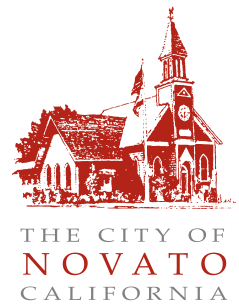
If enacted, Measure C will reduce sales taxes while continuing to protect essential services that the community has said are important, including:

- Maintaining city streets, roads and repairing potholes
- Responding to 9-1-1 emergency calls
- Maintaining parks
- Maintaining neighborhood police patrols
- Attracting, training and retaining qualified police officers

Measure C requires fiscal accountability, including Independent Citizen Oversight and reports to the community to ensure the funds are spent responsibly. By law, all funds from Measure C continue to be required to pay for services provided by the City of Novato or for purposes that benefit the City.

On Nov. 3, Novato voters will be asked to consider Measure C to maintain essential City services. You can find more information on Measure C on the City's website: novato.org/acitythatworks.





FREQUENTLY ASKED QUESTIONS ABOUT MEASURE C

Q: Why was Measure C placed on the ballot?

A: To continue a locally-controlled ongoing revenue source--at a reduced sales tax rate that cannot be taken by the State--that will assist the City in providing essential services that the community has said are important to maintain their quality of life.

Q: Does Measure C increase taxes?

A: No. Measure C *reduces* the existing tax rate for residents and maintains locally-controlled funding previously approved by a majority of Novato voters to protect our quality of life services--including streets, parks, youth and senior programs, and public safety services.

Q: How has the City improved its financial condition?

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

- Leaner work force—eliminated 38 full-time staff
- 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

Q: How can we be sure Measure C will continue to be spent responsibly?

A: Measure C requires fiscal accountability, including Independent Citizen Oversight and reports to the community to ensure the funds are spent responsibly on general City services consistent with community priorities. By law, all funds from Measure C continue to be spent on services provided by the City of Novato or for purposes that benefit the City.

Q: How will Measure C continue to maintain city streets and parks?

A: Novato needs to invest at least \$1 million annually to properly maintain and repair potholes, roads and other important City infrastructure. Measure C will help the City to maintain quality parks and address street and pothole repair to levels desired by residents.

Q: How will Measure C continue to maintain public safety services?

A: Measure C will assist in maintaining current levels of public safety and police services including neighborhood patrols, crime prevention and investigation programs, 9-1-1 response times, 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.

Measure C reduces existing tax rates & maintains local control for local needs with funding that cannot be taken by the State.

For more information about Measure C, visit novato.org, or call 415.899.8900 or email city@novato.org to arrange a community presentation.

www.novato.org

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