



City of Emeryville
1333 Park Avenue
Emeryville, CA 94608

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Questions and Answers About Local Funding

Q: What challenges is Emeryville facing?

A: Recently, as a growing city, Emeryville has experienced rising crime rates. Also, many Emeryville families rely on the affordable childcare and preschool programs provided by the Emeryville Child Development Center. The City's current budget cannot sustain additional investments in public safety and early childhood education.

Q: What is Emeryville doing to solve these problems?

A: To provide locally controlled funding for these top city priorities, the Emeryville City Council is considering placing a measure on the March 3, 2020 ballot to increase the local sales tax rate by .25 percent. This measure would add \$0.25 to a \$100 purchase or \$2.50 to a \$1,000 purchase.

Q: Who would pay this local sales tax?

A: This sales tax would be paid not just by Emeryville residents, but also those who shop in Emeryville. Essential purchases such as food and medication are exempted from sales tax.

Q: With this increase, how would Emeryville sales tax rate compare to other cities?

A: This measure would result in Emeryville's sales tax rate still being lower than other neighboring cities, including Albany, Alameda, Hayward and Newark.

Q: Could funds from this measure be taken by the State?

A: No. All funds raised by a local funding measure would stay here in Emeryville under local control and could not be taken away by the State.

Q: How would funds be used?

- A:** Funds from this measure would be dedicated to:
- Protecting the safety of Emeryville residents
 - Maintaining police, fire and emergency services
 - Hiring additional police officers to help reduce property crimes and auto burglaries
 - Improving neighborhood safety
 - Preserving affordable childcare and preschool for local families

Q: How do I know funds would be spent wisely?

A: Strict accountability provisions would be required. By law, all funds could not be taken away by Sacramento. Community oversight would ensure all funds are properly spent.

Q: How can I receive more information or share my thoughts?

A: In the coming weeks the Emeryville City Council will consider placing a measure on the March 2020 ballot. You can share your thoughts or get more information by visiting www.emeryville.org/SaferEmeryville or contacting Sheri Hartz, City Clerk at shartz@emeryville.org or 510-596-4372.



City of Emeryville **UPDATE**
CALIFORNIA





Creating Dedicated Local Funding to Keep Emeryville Safe

Emeryville is a great place to live, do business, raise a family and retire. In order to protect the safety of Emeryville residents and support the development of Emeryville's youngest residents, the City of Emeryville has identified top priorities for locally controlled funding.

Protecting the Safety of Emeryville Residents

Recently, as a growing city, Emeryville has experienced rising crime rates. Hiring additional police officers will help reduce property crimes, auto burglaries and protect neighborhood safety. Additional staff resources will also help maintain healthy communities, improve quality of life and ensure local buildings are safe and up to code.



Setting a Path to Success for Emeryville's Youngest Residents

Research shows that 90% of a child's brain development occurs before age five. Ensuring the availability of early childhood education benefits everyone in the community with significant and long-lasting effects such as better preparing students to succeed in elementary school, reducing school dropouts, increasing high school and college graduation rates, qualifying students for today's workforce and keeping kids away from crime. Accordingly, the City of Emeryville is looking to preserve access to the quality childcare provided by Emeryville Child Development Center (ECDC) for the benefit of our local families.

Dedicated Funding for Public Safety and Early Childhood Education

The current city budget cannot support additional investments in public safety and early childhood education. Accordingly, the City is evaluating options for generating dedicated revenue for these priorities.

Local Funding for Local Needs

To provide locally controlled funding for these top city priorities, the Emeryville City Council is considering placing a measure on the March 3, 2020 ballot to increase the local sales tax rate by .25 percent. This measure would add \$0.25 to a \$100 purchase or \$2.50 to a \$1,000 purchase and would be paid not just by Emeryville residents but also those who shop in Emeryville. If approved by 66.7% of voters, this measure would raise approximately \$2 million annually dedicated to:

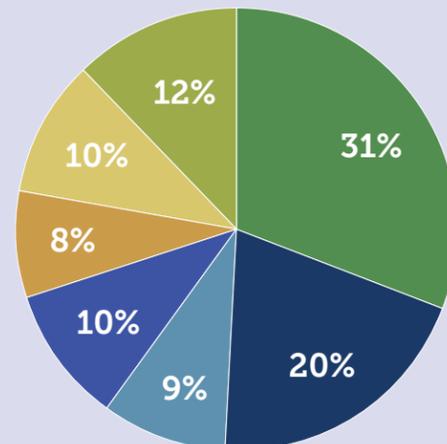
- ✦ Protecting the safety of Emeryville residents
- ✦ Maintaining police, fire and emergency services
- ✦ Hiring additional police officers to help reduce property crimes and auto burglaries
- ✦ Improving neighborhood safety
- ✦ Preserving access to affordable childcare and preschool for Emeryville families

Fiscal Accountability Protections

- ✦ All funds raised by the measure must stay in Emeryville to be used for local public safety services and early childhood education programs
- ✦ No funds can be taken away by the State, the County or other cities
- ✦ Community oversight will ensure funds are spent as promised
- ✦ The cost is paid by everyone who shops in Emeryville
- ✦ Essential purchases such as food and prescription medicine are exempt from sales tax

2019-2020 General Fund Expenditures

- Police: \$14 million (31%)
- Fire: \$8.9 million (20%)
- Public Works: \$4.1 million (9%)
- Community Development: \$4.2 million (10%)
- Community Services: \$3.5 million (8%)
- Administration: \$4.6 million (10%)
- Non-Department: \$5.1 million (12%)



You're Invited

Please join us at our December Council Meeting where the Emeryville City Council will consider placing a sales tax increase measure on the March 2020 ballot.

Date:
December 3, 2019

Time:
7:00 PM

Location:
Emeryville Town Hall
1333 Park Avenue
Emeryville, CA 94608