



## Local ballot measures D & E: City of Redding

### D City of Redding

#### Ballot question

“Shall an ordinance be adopted authorizing the City of Redding to collect a one-half of one percent sales tax (Transactions and Use Tax) for general municipal purposes for a period of ten years?”

#### What your vote means

YES	NO
A “yes” vote is a vote in favor of authorizing the transactions and use tax for a period of ten years.	A “no” vote is a vote against authorizing the transactions and use tax.

### E City of Redding Advisory to Measure D

#### Advisory Measure question

“If the voters of the City of Redding approve a one-half of one percent limited term general sales tax (Transactions and Use Tax) increase, should the additional revenue be used to augment police protection, jail space, mental health services, fire protection, and related public safety services?”

#### What your vote means

YES	NO
A “yes” vote is an indication to the City Council of how the voters believe the revenue should be spent.	A “no” vote is an indication to the City Council that the voters have no specific preference as to how the revenue should be spent.

FOR Measures D & E		AGAINST Measures D & E
<b>Missy McArthur</b> Mayor City of Redding	<b>Kristen Schreder</b> Council Member City of Redding	<b>Gary Cadd</b> Council Member City of Redding
<b>Brent Weaver</b> Vice-Mayor City of Redding	<b>Francie Sullivan</b> Council Member City of Redding	



# Local ballot measure: D

Arguments and replies are the opinions of the authors. We print them exactly as submitted, including errors.

## Argument for Measure D

REDDING CITIZENS DESERVE TO BE SAFE AND PROTECTED, including families with grandparents and kids, businesses keeping our economy strong, and tourists who visit. While our economy has stabilized, we have had to deal with changes outside of our control: state-mandated prison releases, cutbacks in affordable housing, and over-crowded county jails. These dire circumstances have led to unacceptable consequences for our community, with more "smash-and-grabs" and lawbreakers out on the street without worry of retribution: bad behavior without punishment or restoration.

With Recession cutbacks, some firefighters work in 2-person stations while the standard is 3-person stations: mandatory for entering a burning building.

Paying ongoing expenses with the City's reserve funds is not an option. These reserves must be maintained in the event of another Great Recession or other unforeseen expenses. There are no other hidden pots of gold in the City's coffers.

Measure D will provide funding for the margin of safety that our community must have to maintain the quality of life we've all come to expect. Its companion Measure, Measure E, will provide the guidelines as to how these funds are implemented in a specific manner. They are intended for only those purposes delineated in Measure E, with a sunset clause of 10 years and community oversight of these funds.

LET'S TAKE BACK OUR CITY!

Communities all around the state are grappling with similar issues. For example, Anderson passed a similar measure in the last election cycle with the resulting decrease in crime.

It is important that you vote on this issue to be a voice in these critical decisions that impact the quality of life for you and yours.

The status quo is not a solution. Vote for public safety.

"YES" ON MEASURES D AND E.

/s/ Missy McArthur, Mayor, City of Redding  
/s/ Brent Weaver, Vice-Mayor City of Redding  
/s/ Kristen Schreder, Council Member, City of Redding  
/s/ Francie Sullivan, Council Member, City of Redding

## Rebuttal

## Reply to argument for Measure D

If you erroneously believe that the passage of Measure D will guarantee funding for public safety, think again! The sales tax from this measure will go directly into the City's general fund thereby allowing staff and council to spend as they see fit for the next ten years. This is supported by the Impartial Analysis written by the City Attorney which states, "The City would not be bound to use the tax monies for any special purpose or for any particular services, projects, facilities or programs"! So who will hold their feet to the fire once we open our wallets?

The general fund budget in 2007-2008 was 72.8 million with 172 police personnel.

The general fund budget in 2016-2017 is 73.5 million with 131 police personnel.

The above would indicate the money is being spent on unfunded and underfunded pension costs, and not on police personnel.

Looking at how existing tax revenue is being spent and adjusting salary packages to better reflect the economy of our community could go a long way toward solving the public safety issue. We do not need to pay more taxes. We need better budgeting.

Vote no on Measure D!

/s/ Gary Cadd, Council Member



# Local ballot measure: D

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## Argument against Measure D

**The real purpose for the ½ cent sales tax increase will be to cover the increasing costs of unfunded and under funded pensions .** It is estimated roughly \$110 million will be generated by this tax! There is no guarantee this tax will be used for the Redding Police Department. What would prevent future councils from redirecting these funds elsewhere? It only takes three members of the Redding City Council to make that change. Taxing the public more does not solve the crime problem in Redding. The City’s top priority should be public safety. This council had the opportunity to fund the Redding Police Department but chose to spend general fund money in other areas. In the last four years, Council could have hired back most, if not all, of the police officers and CSOs that we lost in the great recession.

**The general fund budget in 2007-2008 was 72.8 million with 172 police personnel.**

**The general fund budget in 2016-2017 is 73.5 million with 131 police personnel.**

This would indicate there are adequate reserves in the budget to fund the Police Department without a new tax. Council is also contributing more money each year to the CalPERS and PARS Retirement programs. As of June 30, 2014, unfunded pension liability surpassed \$213 million, **yet Council continues to give employee raises.** It is time for the Redding City Council to move forward and staff the Redding Police Department today. This can be done, to a great extent, with the current budget we have. The lack of direction from this council is unacceptable. **Let’s not increase the size of government, but rather hold it accountable. This council has asked the citizens of Redding for our trust but can we trust them into the future? Vote no on Measure D!**

/s/ Gary Cadd, Council Member

## Rebuttal Reply to argument against Measure D

Measure D, with its companion Measure E, ensures monies generated will be spent for public safety. A citizens’ oversight committee has already been established to guarantee transparency and financial accountability. (See Record Searchlight editorial of August 7.) Four of YOUR five City Council members, including Mayor Missy McArthur, Vice Mayor Brent Weaver, Mayor Pro Tem Kristen Schreder, and Mayor Emeritus Francie Sullivan have signed the argument FOR Measures D and E.

The lone council member, Gary Cadd, who wrote the argument against is running for re-election on the usual anti-tax, don’t-trust-government, fear-generating rhetoric, and yet he was quoted as saying if re-elected he wants to put forth his OWN tax measure next Spring. Go figure.

If you are tired of the crime situation as it is now in our community, vote “YES!” on Measures D and E.

/s/ Missy McArthur, Mayor of Redding  
/s/ Brent Weaver, Vice Mayor of Redding  
/s/ Kristen Schreder, Mayor ProTem  
/s/ Francie Sullivan, Mayor Emeritus



# Local ballot measure: D

Impartial analysis Measure D	Fiscal analysis Measure D
<p>Voter approval of this measure would amend the Redding Municipal Code by adding a transactions and use tax for a period of ten years on the sale and/or use of all tangible personal property sold at retail in the City of Redding, at the rate of one-half cent for every dollar spent (or one-half of one percent). The tax is commonly referred to as a “sales tax.”</p> <p>The measure, which was placed on the ballot by the Redding City Council, proposes a general tax from which the revenue would be placed in the City’s general fund. The City would not be bound to use the tax monies for any special purpose or for any particular services, projects, facilities, or programs. As such, this ballot measure proposes a “general tax” rather than a “special tax” and requires a simple majority vote for adoption.</p> <p>The proposed tax would be administered by the California State Board of Equalization at the same time and in the same manner as the City’s existing sales tax. Collection of the tax would begin on April 1, 2017. The tax would automatically terminate in ten years, unless extended by the voters in a future election.</p> <p>State and local tax on retail sales in Redding is currently 7.5% of the purchase price, but will decrease to 7.25% at the end of 2016. This measure authorizes a 0.50% transactions and use tax. Because the collection of the tax would not begin until April 1, 2017, the measure would have the effect of increasing the total sales tax rate in Redding from 7.25% to 7.75%.</p> <p>A “yes” vote is a vote in favor of authorizing the transactions and use tax for a period of ten years. A “no” vote is a vote against authorizing the transactions and use tax.</p> <p>/s/ Barry E. DeWalt City Attorney</p> <p>The above statement is an impartial analysis of Measure D. If you desire a copy of the measure, please call the Redding City Clerk’s office at (530) 225-4044 and a copy will be mailed at no cost to you. You may also view a copy of the measure online at <a href="http://tinyurl.com/reddingd-e">http://tinyurl.com/reddingd-e</a></p>	<p>Measure D is a ballot measure that, if approved by a majority of voters, would amend the City of Redding Municipal Code to enact a one-half of one percent (0.5 percent) transactions and use tax on certain retail transactions within the City of Redding for a period of ten years. The measure is a “general” tax, which means the City of Redding may use the tax revenues for any governmental purpose including improving police protection, jail space, mental health services, fire protection, and related public safety services.</p> <p>I estimate that Measure D will generate approximately \$11 million annually. The amount of revenue may increase or decrease each year over the ten-year period due to inflation, general economic conditions, population growth, or other factors. However, the actual sales tax rate of 0.5 percent cannot be increased by the City Council during the ten-year period. The sales tax will automatically terminate after ten years.</p> <p>/s/ Dennice Maxwell Finance Director</p>



# Local ballot measure: E

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Argument for Measure E	Rebuttal Reply to argument for Measure E
<p><b>YES FOR FISCAL ACCOUNTABILITY!</b></p> <p>This companion Measure provides guidance for public safety funds raised through Measure D. We trust the citizens to help us implement these Measures, so there will be a citizens' oversight committee to ensure transparency and financial accountability. There will be a sunset of 10 years for both Measures.</p> <p><b>YES FOR SAFE HOMES AND STREETS NOW!</b></p> <p>We want Redding to be safe for our kids and grandkids; this measure will increase police and fire services as well as provide more jail space to keep criminals off our streets by working collaboratively with Shasta County on this and other issues, such as mental illness and substance abuse.</p> <p><b>OTHER CITIES HAVE POSITIVE RESULTS!</b></p> <p>Communities all around the state are tackling their public safety issues with similar measures. The cities of Red Bluff, Corning, and Anderson have recently adopted public safety sales tax measures, resulting in a decrease in crime.</p> <p><b>YES ON MEASURES D AND E!</b></p> <p>There is no greater purpose in local government than keeping people safe. Measures D and E will make Redding safer at a relatively small cost to taxpayers.</p> <p>/s/ Missy McArthur, Mayor of Redding  /s/ Brent Weaver, Vice Mayor of Redding  /s/ Kristen Schreder, Mayor ProTem  /s/ Francie Sullivan, Mayor Emeritus</p>	<p>In his Impartial Analysis of Measure E, the City Attorney has put the voters of Redding on notice stating that voting for Measure E does not legally bind the Council as to how the sales tax is spent!</p> <p>He says, "The vote is not in any manner legally controlling on the City Council's use of the sales tax proceeds".</p> <p>In addition, the City's Finance Director writes that Measure E is actually an "advisory question" posed to the voters.</p> <p>Measure E asks, "Should the additional revenue be used to augment police protection, jail space, mental health, fire protection, and related public safety services?"</p> <p>Related Public Safety Services - Unfunded and Underfunded Pensions Costs. The pension cost in 2008-2009 for Public Safety was 28.8% of salary. In 2016-2017 that cost has escalated to 49.4% of salary; \$100,000 salary equals a \$49,400 pension payment, and that will increase to over 52.0% in 2017-2018.</p> <p>If Measure E passes, \$110 million in ten years will be subject to the spending whims of five city council elections and an unknown number of new council members. Considering the quotes above, we see just how open ended the sales tax really is.</p> <p>Vote NO on Measure E!</p> <p>/s/ Gary Cadd, Council Member</p>



## Local ballot measure: E

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Argument against Measure E	Rebuttal Reply to argument against Measure E
<p>The provisions of Measure E, if passed are a hodgepodge of services that are not well defined. Since when did issues relating to jail space and mental health services change from county responsibilities to City of Redding responsibilities? What is meant by “related public safety services”? This open-ended description is not specific and invites a wild range of spending opportunities at the whim of current and future councils over the course of the next 10 years. In addition, there is no provision in this measure to retain an oversight committee to ensure compliance and transparency on how this \$110 million is spent.</p> <p>Is this tax an avenue of income to be used to pay down the unfunded and under-funded pension programs (\$213 million as of June 30, 2014)? In the 2014-15 budget, the City Council already approved funding to add 10 apprentice fire fighters for the Fire Department. Was this so inadequate that we now need to include more money for fire protection if this new tax is approved? In addition, the general fund for 2016-2017 has the money in it to increase staffing of the Redding Police Department today without a new tax if public safety is made the priority.</p> <p>These and other issues have not been adequately addressed so the public can make an informed decision before they approve this measure. <b>Vote NO on Measure E!</b></p> <p>/s/ Gary Cadd, Council Member</p>	<p>Measure E is the companion to Measure D. It spells out how the monies generated will be spent for public safety, complete with citizens’ oversight. Like Measures A and B a few years ago, which were acted upon by your city council 100%, your current City Council will do the same. Once the public has spoken by ballot voting, the city council listens. Four of your five council members have written in favor of these Measures: the one outlier is running for re-election, and hoping that being a contrarian will give him a statistical advantage over his opposition.</p> <p>Support public safety by voting “YES!” on Measures D and E.</p> <p>/s/ Missy McArthur, Mayor of Redding  /s/ Brent Weaver, Vice Mayor of Redding  /s/ Kristen Schreder, Mayor ProTem  /s/ Francie Sullivan, Mayor Emeritus</p>



# Local ballot measure: E

Impartial analysis Measure E	Fiscal analysis Measure E
<p>Measure E is an advisory measure concerning the recommended expenditures of new City of Redding sales tax revenue if Measure D, which is on this ballot, is approved by a majority of voters.</p> <p>Measure E does not increase taxes. Rather, Measure E allows voters within the City of Redding to voice their opinions of whether they believe the City should spend any additional sales tax revenue generated by the new tax proposed by Measure D, if approved, to augment police protection, jail space, mental health services, fire protection, and related public safety services.</p> <p>An advisory vote is an indication of general voter opinion regarding the ballot proposal. While the opinion expressed through the votes on this advisory measure is of interest to the Redding City Council, the vote is not in any manner legally controlling on the City Council's use of the sales tax proceeds. If a majority of the voters vote "yes" on this measure, it will be an indication to the City Council of how voters believe the revenue should be spent.</p> <p>/s/ Barry E. DeWalt City Attorney</p> <p>The above statement is an impartial analysis of Measure E. If you desire a copy of the measure, please call the Redding City Clerk's office at (530) 225-4044 and a copy will be mailed at no cost to you. You may also view a copy of the measure online at <a href="http://tinyurl.com/reddingd-e">http://tinyurl.com/reddingd-e</a></p>	<p>Measure E is an advisory measure to the tax measure (Measure D). The advisory measure is an advisory question that asks voters the following; If the voters of the City of Redding approve a one-half of one percent (0.5 percent) limited term transactions and use tax increase, should the additional revenue be used to augment police protection, jail space, mental health services, fire protection, and related public safety services?</p> <p>I estimate that the additional revenue earned from a one-half of one percent (0.5 percent) limited term transactions and use tax increase will be approximately \$11 million annually.</p> <p>/s/Dennice Maxwell Finance Director</p>



## Be an Election Officer

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### Who can serve as an Election Officer?

- Any registered California voter
- Eligible high school students

### What does an Election Officer do?

- Sets up and closes a poll site
- Helps voters understand their rights
- Protects ballots and voting equipment

### Why serve as an Election Officer?

- Get involved in the democratic process
- Contribute to your community
- Earn extra money:
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  - \$100 for Assistant Inspectors and Clerks

### Sign up today



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