

QUESTIONS AND ANSWERS ABOUT LOCAL FUNDING

HOW IS THE CITY PLANNING TO ADDRESS CRITICAL SERVICES AND INFRASTRUCTURE NEEDS?

The City Council has placed a local measure on the ballot for the November 8, 2016 general municipal election. If adopted by the voters, the measure would increase the sales tax rate by one-half cent within the city limits for vital city services.

HOW WOULD THE LOCAL FUNDING MEASURE HELP VENTURA RESIDENTS?

Additional local resources would allow the City to:

- Protect local beaches, rivers and coastal waters from pollution and debris
- Upgrade and repair storm drains to protect local water quality
- Repair streets and sidewalks and fix potholes
- Maintain fire and police emergency response and keep all existing fire stations open
- Increase intervention programs to address homelessness
- Make necessary seismic repairs and upgrades to bridges and overpasses
- Improve services for seniors, veterans and our youth
- Provide additional local resources for the City police department to keep Ventura neighborhoods safe

HOW COULD THE MEASURE HELP ADDRESS THE IMPACTS OF HOMELESSNESS?

The measure would make local funds available to support proven intervention programs that help veterans, addicts and those with mental health issues obtain the services and treatment they need. The measure would also help to fund additional police patrols to help keep our beaches and public areas clean and safe.

HOW MUCH WOULD THE MEASURE COST?

A half-cent sales tax would add 50 cents to a \$100 purchase. Essential purchases like groceries and medicine are exempted from a sales tax.

WOULD TOURISTS SHARE IN FUNDING THIS INVESTMENT?

Yes. With thousands of people visiting the city of Ventura every week, a local measure would help ensure out-of-towners pay their fair share for police, fire, street repair and other services they use when they visit our city.

COULD ANY FUNDS FROM THIS MEASURE BE TAKEN BY THE STATE?

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

HOW DO I KNOW FUNDS FROM THIS MEASURE WOULD BE SPENT WISELY?

Strict accountability provisions would be required. By law, all funds would remain in the City and could not be taken by Sacramento. Annual independent financial audits and a citizens' oversight committee would ensure all funds are properly spent. A public review of expenditures would also be required.

FOR MORE INFORMATION:

 www.cityofventura.net/ballotmeasure

 ballotmeasure@cityofventura.net

NOTICE TO VOTERS



Photo credit: Tammy Sims

DEDICATED LOCAL FUNDING FOR VENTURA RESIDENTS



MEETING THE NEEDS OF OUR AGING CITY

Ventura is 150 years old and our aging infrastructure is showing wear and tear. The City has conducted a community needs assessment and identified key infrastructure, maintenance and resident programs that need additional funding.

PROTECTING THE HEALTH AND SAFETY OF VENTURA RESIDENTS

Maintaining fire, police and paramedic emergency response is vital to protecting the residents of Ventura. Nearly 85% of all calls to the Ventura City Fire Department's communications center require emergency medical attention. Keeping all six of the City's fire stations open is important to maintaining quick response times. One of our local fire stations currently relies on temporary funding to remain open.

PROTECTING OUR BEACHES AND COASTLINE

Our coastline and beautiful beaches are among our most important civic treasures. Aging storm drain infrastructure impacts water quality and can pollute our beaches with debris. Upgrading storm drains will help our coastline remain safe and clean.

ADDRESSING HOMELESSNESS

The City has the second highest number of homeless people in Ventura County. Additional resources would help individuals, veterans and families transition away from or stay off the streets and ensure our parks and public areas are safe for everyone.

MORE SERVICES FOR SENIORS AND YOUTH

Ventura's existing senior resources and services are not keeping up with the growing senior population. Programs for this population help maintain their health and well-being, allowing them to age in place safely. At the other end of the age spectrum, City-funded after-school and summer recreational programs protect our children and teens and keep them safe and supervised.



RESOURCES TO ADDRESS CRITICAL NEEDS

The City has placed a half-cent sales tax measure on the November 8, 2016 ballot that would make local funding available for vital city services and programs to:

- Protect local beaches, rivers and coastal waters from pollution and debris
- Upgrade and repair storm drains to protect local water quality
- Repair streets and sidewalks and fix potholes
- Maintain fire and police emergency response and keep all existing fire stations open
- Increase intervention programs to address homelessness
- Make necessary seismic repairs and upgrades to bridges and overpasses
- Improve services for seniors, veterans and our youth
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FISCAL RESPONSIBILITY AND ACCOUNTABILITY

The local measure contains strict accountability requirements:

- By law, all funds would remain in the City and could not be taken by Sacramento
- Annual independent financial audits and a citizens' oversight committee would ensure all funds are properly spent
- A public review of expenditures would be required



Photo credit: Alex Buck

SAMPLE BALLOT

**CITY CLEAN WATER/ BEACHES
STREET REPAIRS/ SAFETY MEASURE**
City of San Buenaventura (City of Ventura)

To help protect local water supplies, rivers, beaches from pollution; maintain City services, including: fire, paramedic, police emergency response; keep all fire stations open; repair streets; earthquake retrofit bridges; address homelessness; maintain after-school programs, services for seniors, veterans, youth; shall the City establish a 1/2 cent sales tax for 25 years, providing approximately \$10,800,000 annually, require independent audits, citizens oversight, and all funds used locally?

- YES
 NO

Did you know the City's official name is San Buenaventura?

In 1887, the name was shortened to Ventura by Southern Pacific Railroad to fit onto its train tickets!