



Official Sample Ballot & Voter Information Pamphlet

Special Election City of Scotts Valley Tuesday ★ November 5, 2013

Polls are open from 7 a.m. – 8 p.m.

This is your official voter information pamphlet. It includes a sample of the ballot you will vote in this election. You can mark your choices on the sample ballot, and take it with you to the polls. This makes voting quicker and easier.

This guide also has information on:

- Voting by mail and voting early
- The measure on your ballot
- Answers to common voter questions
- Information on Services for Voters with Specific Needs

Check the back cover to find out:

- Where to vote
- How to vote-by-mail

**Take this booklet
with you to the polls!**



Santa Cruz County Elections Department
831-454-2060 ★ 866-282-5900 (toll-free)
TDD 831-454-2123 ★ FAX 831-454-2445
www.votescount.com / info@votescount.com

How to Mark Your Ballot

It is important to know how to properly mark your ballot and what the consequences can be when the ballot is not marked correctly.

How do I mark my ballot?

- Use only a blue or black ballpoint ink pen. *Do not* use red ink pens, Sharpies, markers or any other type of pen.
- Make **one single line** to connect the head and tail of the arrow that points to your choice.
- To vote on any *Ballot Question*, connect the head and tail of the arrow that points to your choice of YES or NO.



What is an Overvote?

Marking more voting spaces than allowed for a contest is called an overvote. For example, in this election you may vote Yes or No on the measure. If you vote for both options, your vote will count as an overvote for that contest and neither side will benefit from your selection.

What is an Undervote?

Voting is not a test. You may leave contests blank. Blank votes are called undervotes and do not affect votes cast on other measures.

If I make a mistake marking my ballot, how do I fix it?

The best option is to get a new ballot. If you are at the polls, ask the poll worker for a new ballot. If you are voting by mail, send an email to 2ndballot@votescount.com or call 831-454-2060 to request a second ballot.

How can I make sure my ballot will count?

DO NOT sign your name on your ballot, write your initials, or write any other words or marks on your voted ballot. Also, if you make a mistake and use an eraser to correct it, your original mark may make it unclear how you want to vote. It is best to get a new ballot and start over.

If you are voting by mail, follow the voting instructions mailed with your ballot. Vote-by-mail ballots **MUST** be received by the elections officials by 8 p.m. Election Day and envelopes **MUST** be signed by the voter.



Services for Voters with Specific Needs



Accessible Polling Places

The mailing label on the back cover of this booklet indicates next to the accessibility sign if the polling place is accessible to voters with disabilities. Mitigation measures such as temporary thresholds, ramps, signage, cones, and door props, are used to improve access to the facility.

Accessible Voting Equipment

Each polling place in the county is equipped with one touch screen voting unit that allows the voter to select a ballot in English or Spanish. Voters may also display the ballot in a large 24 point font. The unit also allows the voter to access a recorded ballot and is equipped with a universal plug in for the voter's personal assistance device.

Curbside Voting

Any voter may request to vote at an accessible place as near as possible to the polling place, including the voter's car. The poll worker will qualify the person to vote, and return the voted ballot to the polling place.

To arrange this service, please call the County Clerk/Elections staff at 831-454-2060 to coordinate a time and place where the poll worker will meet the voter. Or, if the curbside voter has an assistant, that person may enter the polling site and request the curbside voting service.

Permanent Vote-by-Mail Voting or One-Time Voting by Mail

Use the application on the back cover and apply by the deadline for a vote-by-mail ballot for this one election or all future elections.

Vote in Person Starting October 7

Come to either the County Clerk/Elections Department, located on the second floor in the County Government Center, at 701 Ocean Street, Room 210 in Santa Cruz and vote in person at the office or obtain a ballot and take it home.

Ballot Delivery

Call us at 831-454-2060 and accommodations will be made, including delivering a ballot to your home and returning it to the Elections Department. Please call prior to Election Day so there will be sufficient time to provide assistance.

A Ride to Your Polling Site

Call us at 831-454-2060, and we will arrange to have an accessible van pick you up and take you to the polls to vote. Please call prior to Election Day to make an appointment.

Other Services

TDD: 831-454-2123. If you need an audio recording, please contact the Santa Cruz County Clerk at 831-454-2060 or email gail.pellerin@co.santa-cruz.ca.us

Fast Facts

- October 7** First day to obtain a ballot. Ballots will be mailed to the more than 3,500 voters who are registered as Vote-by-Mail voters in the City of Scotts Valley. There are more than 7,000 voters registered in the City of Scotts Valley.
- October 21** Last day to register to vote in the November 5, 2013 Special Election.
- Register to Vote online at www.votescount.com.
- Or complete an application found at post offices, libraries, city halls, or call us at 831-454-2060.
- You must re-register to vote if you have moved, changed your name, or changed your political party.
- Not sure if you are registered to vote? Go to www.votescount.com to find out.
- October 30** Suggested date for voters to return their ballots by mail.
- If you plan to drop your ballot off, you may do so at the drop centers or polling places listed on the inside pages.
- Postage** If you are voting by mail, the postage to mail your voted ballot is 46 cents.
- November 5** Polls are open from 7 a.m. to 8 p.m. If you are voting by mail, ballots must be received by the elections official by 8 p.m.
- Website** www.votescount.com Go online to register to vote, find out where to go vote, apply for a vote-by-mail ballot, see what's on your ballot, and more.
- Contact** Santa Cruz County Clerk/Elections Department
701 Ocean St., Room 210
Santa Cruz, CA 95060
831-454-2060
831-454-2445 (FAX)
- Hours: Monday – Friday, 8 a.m. to 5 p.m.
- Gail L. Pellerin, County Clerk
gail.pellerin@co.santa-cruz.ca.us

Voting Options



What is the deadline to register to vote?

Voter Registration cards must be returned at least *15 days before* the election. The deadline to register for the November 2013 election is *October 21, 2013*.

Do I need to register again for each election?

No. Fill out a new Voter Registration card **only** if you have: moved, changed your name, or think you haven't voted in the last 4 years.

Where can I register to vote?

You can register to vote online at www.votescount.com or pick up a card at the post office; library; city hall; fire stations and the County Clerk/Elections Office. Or call us at 831-454-2060.

Can I vote early?

Yes. You can vote early starting October 7.

To vote early you can go to:

- Santa Cruz Elections Department (Tel: 831-454-2060)
701 Ocean St., Room 210
Monday - Friday: 8 a.m. - 5 p.m.

The early voting poll workers will give you a ballot. You can vote there, or take your ballot home and return it later. If you want a relative or someone you live with to pick up your ballot, you must fill out and sign an application for a vote-by-mail ballot. An application is on the back cover of this Pamphlet.

Can I vote by mail?

Yes! You can vote by mail for this election only, or for all future elections. But you must fill out an application.

There is a vote-by-mail application on the back cover of this Pamphlet. You can also fill out a vote-by-mail application online at: www.votescount.com

We must receive your application by **October 29**.

You can mail it, take it, or fax it to us at: 831-454-2445

Overseas voters, military personnel and their dependents can get a vote-by-mail ballot by asking your commanding officer, or go to: www.votescount.com

Where do I vote on Election Day?

Go to the polling place that is listed on the back cover of this Pamphlet. Take this Pamphlet with you to the polls. It will make checking in and voting quicker and easier.

Polls are open from 7 a.m. - 8 p.m.

Important! Your polling place may have changed since the last election. Find your polling place online at www.votescount.com or call us at 831-454-2060.

Can I vote on a paper ballot at the polls?

Yes. Paper ballots are available at every polling place.

Voting on Paper is easy:

1. Using a ballpoint blue or black ink pen, draw a **SINGLE** line connecting the head and tail of the arrow that points to your choice.
2. When you have completed voting, place your ballot in the secrecy folder so your votes cannot be seen.
3. Take your ballot to the ballot box and deposit your ballot.
4. Return the secrecy folder to a poll worker.

If you have questions or need assistance, ask a poll worker.

Can I vote on the touch screen at the polls?

Yes. Any voter may use the touch screen to vote.

Voting on Touch Screen is easy:

1. You will be given a ticket with a code for you to present to the poll worker staffing the touch screen unit.
2. The touch screen unit allows voters with a disability to vote independently and privately. The unit also offers the option of a Spanish ballot. Any voter may use the touch screen unit.
3. Once your ballot is displayed on the screen, touch the box next to your choice of yes or no. Confirm that a green check mark appears.
4. Change your vote by touching the same selection.
5. When prompted to **Touch Here to Print and Review a Paper Record of Your Ballot**, your ballot choices will print on the printer attached to the touchscreen. You should review the print out to make sure it matches the choices you made. You will not get a print-out of your voted choices.
6. After you have made your selection, you can either void your ballot and start over or cast your ballot.
7. Do not leave the touch screen unit until you see the green thank you screen.

Election Day could not happen without the dedicated service of our poll workers. Thank you!

**SAMPLE BALLOT
SPECIAL ELECTION
COUNTY OF SANTA CRUZ
TUESDAY, NOVEMBER 5, 2013**

Voting Instructions:

- Use only a blue or black ballpoint pen to mark your choices.
- You must connect the head and tail of the arrow for your vote to count. You  only need draw one line.
- If you make a mistake, ask a poll worker for another ballot. If you are voting by mail, follow the instructions you received with your ballot.

**MEASURE SUBMITTED TO
THE VOTERS**

CITY

CITY OF SCOTTS VALLEY

U **City of Scotts Valley
Temporary Sales Tax.**

Shall a temporary one-half of one percent sales tax rate increase be approved for an eight year period to keep the budget balanced and to preserve police, parks, recreation and other city services for the residents of Scotts Valley?

YES ←

NO ←

S
A
M
P
L
E

B
A
L
L
O
T

VOTER'S PAMPHLET

MEASURES, ANALYSES AND ARGUMENTS

(whichever is applicable to your ballot)
Arguments in support of, or in opposition to, the proposed laws are the opinions of the authors.

CITY OF SCOTTS VALLEY

U **City of Scotts Valley Temporary Sales Tax.** Shall a temporary one-half of one percent sales tax rate increase be approved for an eight year period to keep the budget balanced and to preserve police, parks, recreation and other city services for the residents of Scotts Valley?

FULL TEXT OF BALLOT MEASURE U CITY OF SCOTTS VALLEY

ORDINANCE NO. 186

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF SCOTTS VALLEY AMENDING CHAPTER 3.17 TO TITLE 3 REGARDING A TRANSACTIONS AND USE TAX TO BE ADMINISTERED BY THE STATE BOARD OF EQUALIZATION

BE IT ORDAINED by the City Council of the City of Scotts Valley as follows:

SECTION 1. Chapter 3.17 of Title 3 of the Scotts Valley Municipal Code is amended in its entirety to read as follows:

"Chapter 3.17 Temporary Transactions and Use Tax

Sections:

- 3.17.01 Title
- 3.17.02 Operative Date
- 3.17.03 Purpose
- 3.17.04 Contract with State
- 3.17.05 Transaction Tax Rate
- 3.17.06 Place of Sale
- 3.17.07 Use Tax Rate
- 3.17.08 Adoption of Provisions of State Law
- 3.17.09 Limitations on Adoption of State Law and Collection of Use Taxes
- 3.17.10 Permit Not Required
- 3.17.11 Exemptions and Exclusions
- 3.17.12 Amendments
- 3.17.13 Enjoining Collection Prohibited

3.17.01 Title

This ordinance shall be known as the Temporary Transactions and Use Tax Ordinance. The City of Scotts Valley hereinafter shall be called "City." This ordinance shall be applicable in the incorporated territory of the City.

3.17.02 Operative Date

"Operative Date" means the first day of the first calendar quarter commencing more than 110 days after the adoption of this ordinance, the date of such adoption being as set forth below.

3.17.03 Purpose

This ordinance is adopted to achieve the following, among other purposes, and directs that the provisions hereof be interpreted in order to accomplish those purposes:

A. To impose a retail transactions and use tax in accordance with the provisions of Part 1.6 (commencing with Section 7251) of Division 2 of the Revenue and Taxation Code and Section 7285.9 of Part 1.7 of Division 2 which authorizes the City to adopt this tax ordinance which shall be operative if a majority of the electors voting on the measure vote to approve the imposition of the tax at an election called for that purpose.

B. To adopt a retail transactions and use tax ordinance that incorporates provisions identical to those of the Sales and Use Tax Law of the State of California insofar as those provisions are not inconsistent with the requirements and limitations contained in Part 1.6 of Division 2 of the Revenue and Taxation Code.

C. To adopt a retail transactions and use tax ordinance that imposes a tax and provides a measure therefore that can be administered and collected by the State Board of Equalization in a manner that adapts itself as fully as practicable to, and requires the least possible deviation from, the existing statutory and administrative

procedures followed by the State Board of Equalization in administering and collecting the California State Sales and Use Taxes.

D. To adopt a retail transactions and use tax ordinance that can be administered in a manner that will be, to the greatest degree possible, consistent with the provisions of Part 1.6 of Division 2 of the Revenue and Taxation Code, minimize the cost of collecting the transactions and use taxes, and at the same time, minimize the burden of record keeping upon persons subject to taxation under the provisions of this ordinance.

3.17.04 Contract with State

Prior to the operative date, the City shall contract with the State Board of Equalization to perform all functions incident to the administration and operation of this transactions and use tax ordinance; provided, that if the City shall not have contracted with the State Board of Equalization prior to the operative date, it shall nevertheless so contract and in such case the operative date shall be the first day of the first calendar quarter following the execution of such contract.

3.17.05 Transactions Rate Tax

For the privilege of selling tangible personal property at retail, a tax is hereby imposed upon all retailers in the incorporated and unincorporated territory of the City at the rate of one-half of one percent (0.50%) of the gross receipts of any retailer from the sale of all tangible personal property sold at retail in said territory for eight (8) years from the operative date of this ordinance.

3.17.06 Place of Sale

For the purposes of this ordinance, all retail sales are consumed at the place of business of the retailer unless the tangible personal property sold is delivered by the retailer or his agent to an out-of-state destination or to a common carrier for delivery to an out-of-state destination. The gross receipts from such sales shall include delivery charges, when such charges are subject to the state sales and use tax, regardless of the place to which delivery is made. In the event a retailer has no permanent place of business in the State or has more than one place of business, the place or places at which the retail sales are consummated shall be determined under rules and regulations to be prescribed and adopted by the State Board of Equalization.

3.17.07 Use Tax Rate

An excise tax is hereby imposed on the storage, use or other consumption in the City of tangible personal property purchased from any retailer for eight (8) years after the operative date of this ordinance for storage, use or other consumption in said territory at the rate of one-half of one percent (0.50%) of the sales price of the property.

3.17.08 Adoption of Provisions of State Law

Except as otherwise provided in this ordinance and except insofar as they are consistent with the provisions of Part 1.6 of Division 2 of the Revenue and Taxation Code, all of the provisions of Part 1 (commencing with Section 6001) of Division 2 of the Revenue and Taxation Code are hereby adopted and made a part of this ordinance as though fully set forth herein.

3.17.09 Limitations on Adoption of State Law and Collection of Use Taxes

In adopting the provisions of Part 1 of Division 2 of the Revenue and Taxation Code:

A. Wherever the State of California is named or referred to as the taxing agency, the name of this City shall be substituted therefore. However, the substitution shall not be made when:

1. The word "State" is used as a part of the title of the State Controller, State Treasurer, State Board of Control, State Board of Equalization, State Treasury, or the Constitution of the State of California;

2. The result of that substitution would require action to be taken by or against this City or any agency, officer, or employee thereof rather than by or against the State Board of Equalization, in performing the functions incident to the administration or operation of this Ordinance.

3. In those sections, including, but not necessarily limited to sections referring to the exterior boundaries of the State of California, where the result of the substitution would be to:

VOTER'S PAMPHLET

MEASURES, ANALYSES AND ARGUMENTS

(whichever is applicable to your ballot)

Arguments in support of, or in opposition to, the proposed laws are the opinions of the authors.

a. Provide an exemption from this tax with respect to certain sales, storage, use or other consumption of tangible personal property which would not otherwise be exempt from this tax while such sales, storage, use or other consumption remain subject to tax by the State under the provisions of Part 1 of Division 2 of the Revenue and Taxation Code, or;

b. Impose this tax with respect to certain sales, storage, use or other consumption of tangible personal property which would not be subject to tax by the state under the said provision of that code.

4. In Sections 6701, 6702 (except in the last sentence thereof), 6711, 6715, 6737, 6797 or 6828 of the Revenue and Taxation Code.

B. The word "City" shall be substituted for the word "State" in the phrase "retailer engaged in business in this State" in Section 6203 and in the definition of that phrase in Section 6203.

3.17.10 Permit not Required

If a seller's permit has been issued to a retailer under Section 6067 of the Revenue and Taxation Code, an additional transactor's permit shall not be required by this ordinance.

3.17.11 Exemptions and Exclusions

A. There shall be excluded from the measure of the transactions tax and the use tax in the amount of any sales tax or use tax imposed by the State of California or by any city, city and county, or county pursuant to the Bradley-Burns Uniform Local Sales and Use Tax Law or the amount of any state-administered transactions or use tax.

B. There are exempted from the computation of the amount of transactions tax the gross receipts from:

1. Sales of tangible personal property, other than fuel or petroleum products, to operators of aircraft to be used or consumed principally outside the County in which the sale is made and directly and exclusively in the use of such aircraft as common carriers of persons or property under the authority of the laws of this State, the United States, or any foreign government.

2. Sales of property to be used outside the City which is shipped to a point outside the City, pursuant to the contract of sale, by delivery to such point by the retailer or his agent, or by delivery by the retailer to a carrier for shipment to a consignee at such point. For the purpose of this paragraph, delivery to a point outside the City shall be satisfied.

a. With respect to vehicles (other than commercial vehicles) subject to registration pursuant to Chapter 1 (commencing with Section 4000) of Division 3 of the Vehicle Code, aircraft licensed in compliance with Section 21411 of the Public Utilities Code, and undocumented vessels registered under Chapter 2 of Division 3.5 (commencing with Section 9840) of the Vehicle Code by registration to an out-of-City address and by a declaration under penalty of perjury, signed by the buyer, stating that such address is, in fact, his or her principal place of residence; and

b. With respect to commercial vehicles, by registration to a place of business out-of-City and declaration under penalty of perjury, signed by the buyer, that the vehicle will be operated from that address.

3. The sale of tangible personal property if the seller is obligated to furnish the property for a fixed price pursuant to a contract entered into prior to the operative date of this ordinance.

4. A lease of tangible personal property which is a continuing sale of such property, for any period of time for which the lessor is obligated to lease the property for an amount fixed by the lease prior to the operative date of the ordinance.

5. For the purposes of subsections (3) and (4) of this section, the sale or lease of tangible personal property shall be deemed not to be obligated pursuant to a contract of lease for any period of time for which any party to the contract or lease has the unconditional right to terminate the contract or lease upon notice, whether or not such right is exercised.

C. There are exempted from the use tax imposed by this ordinance, the storage, use or other consumption in this City of tangible personal property:

1. The gross receipts from the sale of which have been subject to a transactions tax under any state-administered transactions and use tax ordinance.

2. Other than fuel or petroleum products purchased by operators of aircraft and used or consumed by such operators directly and exclusively in the use of such aircraft as common carriers of persons or property for hire or compensation under a certificate of public convenience and necessity issued pursuant to the laws of this State, the United States, or any foreign government. This exemption is in addition to the exemptions provided in Sections 6366 and 6366.1 of the Revenue and Taxation Code of the State of California.

3. If the purchase is obligated to purchase the property for a fixed price pursuant to a contract entered into prior to the operative date of this ordinance.

4. If the possession of, or the exercise of any right or power over, the tangible personal property arises under a lease which is a continuing purchase of such property for any period of time for which the lessee is obligated to lease the property for an amount fixed by a lease prior to the operative date of this ordinance.

5. For the purposes of subsections (3) and (4) of this section, storage, use, or other consumption, or possession of, or exercise of any right or power over, tangible personal property shall be deemed not to be obligated pursuant to a contract or lease for any period of time for which any party to the contract or lease has the unconditional right to terminate the contract or lease upon notice, whether or not such right is exercised.

6. Except as provided in subparagraph (7), a retailer engaged in business in the City shall not be required to collect use tax from the purchaser of tangible personal property, unless the retailer ships or delivers the property into the City or participates within the City in making the sale of the property, including, but not limited to, soliciting or receiving the order, either directly or indirectly, at a place of business of the retailer in the City or through any representative, agent, canvasser, solicitor, subsidiary, or person in the City under the authority of the retailer.

7. "A retailer engaged in business in the City" shall also include any retailer of any of the following: vehicles subject to registration pursuant to Chapter 1 (commencing with Section 4000) of Division 3 of the Vehicle Code, aircraft licensed in compliance with Section 21411 of the Public Utilities Code, or undocumented vessels registered under Chapter 2 of Division 3.5 (commencing with Section 9840) of the Vehicle Code. That retailer shall be required to collect use tax from any purchaser who registers or licenses the vehicle, vessel, or aircraft at an address in the City.

D. Any person subject to use tax under this ordinance may credit against that tax any transactions tax or reimbursement for transactions tax paid to a district imposing, or retailer liable for a transactions tax pursuant to Part 1.6 of Division 2 of the Revenue and Taxation Code with respect to the sale to the person of the property the storage, use or other consumption of which is subject to the use tax.

3.17.12 Amendments

All amendments subsequent to the effective date of this ordinance to Part 1 of Division 2 of the Revenue and Taxation Code relating to sales and use taxes and which are not consistent with Part 1.6 and Part 1.7 of Division 2 of the Revenue and Taxation Code, and all amendments to Part 1.6 and Part 1.7 of Division 2 of the Revenue and Taxation Code, shall automatically become a part of this ordinance, provided however, that no such amendment shall operate so as to affect the rate of tax imposed by this ordinance.

3.17.13 Enjoining Collection Forbidden

No injunction or writ of mandate or other legal or equitable process shall issue in any suit, action or proceeding in any court against the State or the City, or against any officer of the State or the City, to prevent or enjoin the collection under this ordinance, or Part 1.6 of Division 2 of the Revenue and Taxation Code, of any tax or any amount of tax required to be collected."

SECTION 2. SEVERABILITY. If any section, subsection, sentence, clause, phrase, portion of the application thereof to any person or circumstance of this Ordinance is for any reason held invalid or unconstitutional by any court of

VOTER'S PAMPHLET
MEASURES, ANALYSES AND ARGUMENTS

(whichever is applicable to your ballot)
Arguments in support of, or in opposition to, the proposed laws are the opinions of the authors.

competent jurisdiction such portion shall be deemed a separate, distinct and independent provision of such ordinance and shall not affect the validity of the remaining portions thereof.

SECTION 3. REPEALS AND CONFLICTING ORDINANCES. All other ordinances of the City of Scotts Valley or provisions of the Scotts Valley Municipal Code which are in conflict with this Ordinance are hereby repealed to the extent of such conflict.

SECTION 4. CEQA COMPLIANCE. The City Council finds and determines that the enactment of this Ordinance is not a "project" as that term is used in the California Environmental Quality Act ("CEQA;" Cal. Pub. Resources Code Section 21000 et seq.) or the State CEQA Guidelines (Cal. Code of Regs., Title 14, Section 15000 et seq.). Therefore, no environmental assessment is required or necessary.

SECTION 5. EFFECTIVE DATE. This Ordinance relates to the levying and collecting of the City transactions and use taxes and shall take effect immediately.

SECTION 6. TERMINATION DATE. The tax levied by this ordinance shall continue at the rate of 0.50% from April 1, 2014 until March 31, 2022. The authority to levy the tax imposed by this ordinance shall expire eight (8) years from the operative date of this Ordinance.

SECTION 7. CODIFICATION. Upon adoption of this ordinance pursuant to the voter approval referenced in Section 3.17.020, the City Clerk, in consultation with the City Attorney, is hereby authorized and directed to codify this ordinance in the Scotts Valley Municipal Code.

IMPARTIAL ANALYSIS BY CITY ATTORNEY
MEASURE U

City of Scotts Valley
Temporary Transactions and Use Tax

Temporary Sales Tax Increase of One-Half Percent for 8 years

This ballot measure, if adopted by the voters, would enact a temporary sales tax measure for eight years. The tax increase would be one-half of one percent (½%). The sales tax is also referred to as a "transactions and use tax." The current sales tax rate in the City of Scotts Valley is eight and one-quarter percent. Accordingly, if the ballot measure is adopted, the sales tax rate would increase to eight and three-quarters percent for eight years after the adoption of the ballot measure. The proposed sales tax, like the current sales tax, would be imposed upon the sale of all tangible personal property sold at retail establishments within the jurisdictional limits of the City as well as upon the storage, use or other consumption of tangible personal property purchased from any retailer in the jurisdictional limits of the City.

All revenue generated from the proposed sales tax increase would be deposited into the City's General Fund and, accordingly, all monies collected pursuant to the sales tax increase would be used by the City to pay for general City operations and services, including, police, parks and street maintenance. As such, this ballot measure proposes a "general purpose tax" rather than a "special purpose tax" and requires a simple majority vote for adoption.

s/ Kirsten M. Powell
City Attorney
City of Scotts Valley

FISCAL IMPACT STATEMENT BY CITYFINANCE DIRECTOR
MEASURE U

City of Scotts Valley Temporary Transactions and Use Tax
Temporary Sales Tax Increase of One-Half Percent for 8 years

The total sales rate in the City of Scotts Valley is currently 8.25%, or 8.25 cents on every dollar. Of this amount, the City currently receives three-quarters of 1%, or three-quarters of one cent on every dollar. These funds are used to pay for general City services such as police, parks, and street maintenance. If approved by the voters, this measure would temporarily increase the total tax rate for eight years. The total tax rate would be 8.75% for eight years.

The current three-quarters of one percent sales tax rate generated \$1,448,660 for the fiscal year July 1, 2012 to June 30, 2013. Based on that amount, the proposed one-half percent (1/2%) increase in the local sales tax would generate \$1,200,000 to support the same general City services noted above. These are approximations of the amounts that can be expected annually during the eight-year period the tax would be in effect. Actual sales tax collections may vary from year to year depending upon economic conditions.

The breakdown of the current 8.25% total sales tax rate is as follows:

- 6.50% - State
- 0.75% - City
- 0.50% - Santa Cruz Metro Transit District
- 0.25% - Countywide Transportation Fund
- 0.25% - Countywide Library System
- 8.25% Total Sales Tax Rate

s/ Stephen H. Ando
City Manager / Finance Director
City of Scotts Valley

VOTER'S PAMPHLET
MEASURES, ANALYSES AND ARGUMENTS

(whichever is applicable to your ballot)
Arguments in support of, or in opposition to, the proposed laws are the opinions of the authors.

ARGUMENT IN FAVOR OF MEASURE U

Vote YES on Measure U.

Measure U is a **temporary sales** tax increase which will eliminate an ongoing budget deficit and preserve vital city services. The City of Scotts Valley has worked hard to reduce our spending and save tax dollars by reforming our pensions, reducing spending, laying off staff, furloughing employees and deferring capital improvements.

Even with these actions our budget deficit remains because:

- Scotts Valley is allowed to keep only 7% of its property tax revenues.
- The State has taken in excess of 3 million dollars from Scotts Valley over the past 10 years.
- Scotts Valley is currently the only municipality in the county without a city sales tax, as our previous one expired in 2011.

This temporary sales tax increase of a half cent will add only a nickel to every \$10 spent and is scheduled to sunset in 8 years.

- Scotts Valley keeps 100% of all revenues generated, Sacramento gets nothing.
- The added revenue will maintain police protection, parks and public works, and enable the City to **maintain current services**, keep our police officer pay competitive, and will not expand new spending programs.

The City of Scotts Valley has been efficient. As our population has increased over the past ten years, the number of City employees has decreased by 21%.

The City Council is unanimously asking the voters of Scotts Valley to keep us on the right track with this temporary sales tax increase. Let's retain our police officers and keep Scotts Valley a special place to live and work and remain the safest city in Santa Cruz County.

Measure U has earned community support from Seniors, Business Leaders, and Law Enforcement who have all endorsed Measure U. Please join them and **Vote YES on Measure U** to enable the City of Scotts Valley to maintain essential services such as public safety, parks, recreation and public works.

s/ Randy Johnson
Mayor, City of Scotts Valley

s/ Kelly S. Gladder
Business Owner, Mint Cafe

s/ Wayne Bellville
President Scotts Valley Peace Officers Association

s/ Ferd Bergholz
Senior Advocate

s/ Patti Malone
Business Owner, Malone's Grille

NO ARGUMENT AGAINST MEASURE U WAS FILED.