MEASURE C
INFORMATION

November 3, 2015 Ballot
On July 28, 2015, the Novato City Council unanimously approved placing Measure C on the November 2015 ballot to protect and maintain local essential city services and our quality of life.

Measure C – while reducing the tax rate – simply 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.
Why was Measure C placed on the ballot?

- Novato was hit hard during the recession, suffering from service reductions and staff cuts.
- Novato receives nearly 40% less tax revenue per resident than all other Marin cities.
- The State of California has taken millions of dollars from Novato to balance its own budget.
- The existing temporary locally-approved funding (Measure F) has provided interim stability to offset/prevent additional budget cuts and maintain/restore vital City services.
- Continuing the funding, and lowering the existing tax rate to ¼ cent, will maintain local control over local funding for local needs.
- No funds can be taken by the State.
HOW HAS THE CITY TIGHTENED ITS BELT?

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

• Leaner work force – eliminates 38 full-time staff; 20% less staff than before the recession.
• 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.
• If adopted, Measure C will continue the existing voter-approved tax, while reducing the rate, and will continue to protect essential services 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; and,
  • Attracting, training and retaining qualified police officers.
• Measure C will provide the City with approximately $2.4 million of funding to continue current services with local control for local needs.
WILL MEASURE C BE SPENT RESPONSIBLY?

• Measure C requires strict accountability, including continued:
  • Independent Citizen Oversight;
  • Mandatory financial audits;
  • Yearly reports to the community to ensure the funds are spent responsibly; and
  • By law, all funds from Measure C continue to be required to stay in Novato.
City Streets and Parks

- Novato needs to invest at least $1 million annually to properly maintain and repair potholes, roads and important City infrastructure.
- Measure C will help the City to:
  - Continue maintaining quality parks and recreation programs for the public’s enjoyment and use
  - Support street and pothole repair are made at levels desired by residents.
• Measure C will help maintain current levels of public safety and police services, including:
  • Neighborhood patrols;
  • Crime prevention and investigation programs;
  • 9-1-1 response times;
  • Attracting, and retaining qualified police officers; 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.
MORE INFORMATION

• When is the election?
  • Measure C is on the November 3, 2015 ballot.

• Where can I find more information about Measure C?
  • For more information about Measure C, visit novato.org call 415-899-8900 or city@novato.org.

• Know of a community group who can use this information?
  • Call Vickie Gerber at 415-899-8905 or email city@novato.org to schedule a community presentation.