



City of Emeryville  
1333 Park Avenue  
Emeryville, CA 94608

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# NOTICE TO VOTERS



**Information About Measure F for the  
City of Emeryville on the March 3, 2020 Ballot**

# MEASURE F: LOCAL FUNDING FOR A SAFER EMERYVILLE

## Measure F: Protecting the Safety of All Emeryville Residents

Emeryville is a great place to live, do business, raise a family and retire. As a growing city, Emeryville has experienced rising crime rates. Additional police officers and staff resources will help maintain public safety and healthy communities, improve quality of life and ensure local buildings are safe and up to code.

Research shows that 90% of a child's brain development occurs before age five. The availability of early childhood education benefits everyone in the community with significant and long-lasting effects. Accordingly, the City of Emeryville is looking to preserve access to the quality childcare provided by the Emeryville Child Development Center (ECDC) for the benefit of our local families.



## Measure F: Local Funding for Local Needs

To provide locally controlled funding for these top city priorities, the Emeryville City Council voted unanimously to place Measure F on the March 3, 2020 ballot to increase the local sales tax rate by .25 percent. Measure F 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, Measure F 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 local families

## Fiscal Accountability Required

- ✱ All funds raised by Measure F 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

## SAMPLE BALLOT

### CITY OF EMERYVILLE MEASURE F

"To maintain healthy communities and improve quality of life in Emeryville, shall a measure to protect the safety of local residents, reduce property crimes/auto burglaries, improve fire protection services, and provide a nurturing environment for pre-K/early childhood education for working families by levying a quarter-cent sales tax, raising approximately \$2 million annually, until ended by voters, with independent oversight and audits, exclusively for public safety and child development in Emeryville, be adopted?"

YES  
 NO

## Key Election Dates and Voting Information

**ELECTION DAY:** March 3, 2020

**VOTE-BY-MAIL VOTERS — LOOK FOR YOUR BALLOT:** Week of February 3, 2020

**LAST DAY TO REGISTER TO VOTE IN THIS ELECTION:** February 17, 2020

**FIND YOUR POLLING PLACE:** [www.acgov.org/rov\\_app/pollinglist](http://www.acgov.org/rov_app/pollinglist)

☎ 510-596-4372

✱ [www.emeryville.org/SaferEmeryville](http://www.emeryville.org/SaferEmeryville)