MEASURE U

1/2 Cent Sales Tax Measure

Richmond, California
What is Measure U?

A measure on the November 4 ballot proposing a one-half cent sales tax to maintain and enhance essential city services, such as public safety, public health and wellness programs, city youth programs and street paving.
Sales Tax Exemption

- Food products sold in grocery stores
- Prescription drugs and certain medical supplies
- Energy utilities
- Certain alternative energy devices and supplies

Comprehensive list available at www.RichmondMeasureU.com
## 2013 Richmond Community Survey Results

<table>
<thead>
<tr>
<th>Issue</th>
<th>Essential or very important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reducing crime</td>
<td>96%</td>
</tr>
<tr>
<td>Addressing blighted properties</td>
<td>86%</td>
</tr>
<tr>
<td>Improving street paving conditions</td>
<td>86%</td>
</tr>
<tr>
<td>Developing job training opportunities</td>
<td>84%</td>
</tr>
<tr>
<td>Improving environmental quality</td>
<td>84%</td>
</tr>
<tr>
<td>Improving street and pedestrian lighting</td>
<td>80%</td>
</tr>
<tr>
<td>Renovating community centers and expanding programming</td>
<td>76%</td>
</tr>
<tr>
<td>Positively marketing the City</td>
<td>71%</td>
</tr>
<tr>
<td>Improving traffic flow and pedestrian safety</td>
<td>70%</td>
</tr>
<tr>
<td>Improving downtown Richmond</td>
<td>67%</td>
</tr>
<tr>
<td>Improving park conditions</td>
<td>66%</td>
</tr>
<tr>
<td>Increasing transportation options (i.e. car/bike share, shuttles)</td>
<td>66%</td>
</tr>
<tr>
<td>Upgrading existing and developing more athletic fields</td>
<td>65%</td>
</tr>
<tr>
<td>Establishing a link between Richmond and Lawrence Berkeley National Lab</td>
<td>64%</td>
</tr>
<tr>
<td>Providing more parks and open space</td>
<td>61%</td>
</tr>
<tr>
<td>Preserving historic buildings</td>
<td>48%</td>
</tr>
</tbody>
</table>
## Research Poll Results: Top 5

<table>
<thead>
<tr>
<th>Likely Voters</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Enhance rapid police and fire response times</td>
<td>84.6%</td>
</tr>
<tr>
<td>Maintain recreation programs to keep kids off the streets and out of gangs and drugs</td>
<td>84.6%</td>
</tr>
<tr>
<td>Increase neighborhood patrols to improve resident safety</td>
<td>81.9%</td>
</tr>
<tr>
<td>Fix potholes, streets, sidewalks and street lights</td>
<td>76.9%</td>
</tr>
<tr>
<td>Maintain library hours, services and programs</td>
<td>76.4%</td>
</tr>
</tbody>
</table>
Fiscal Impact

Based on Current ½ cent projection FY2015-16:

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Richmond Residents</td>
<td>$3,744,157</td>
<td>49%</td>
</tr>
<tr>
<td>Richmond Businesses</td>
<td>$1,682,014</td>
<td>22%</td>
</tr>
<tr>
<td>Non-Richmond Residents and Non-Richmond</td>
<td>$2,139,800</td>
<td>29%</td>
</tr>
<tr>
<td>Businesses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$7,565,971</td>
<td></td>
</tr>
</tbody>
</table>

Average Amount Paid Per Richmond Resident Per Month: $2.93
Public Safety
Police

• Maintain and enhance public safety programs and services, including programs for youth.
  o Closed Circuit Television Camera System
  o Shotspotter
  o Staffing Levels
  o Community Meetings
  o Special Events
  o Daytime Curfew
  o Juvenile Diversion Program
  o Foot and Bike Patrols
  o Regulatory Enforcement
    • Illegal sale of alcohol and tobacco to minors
    • Taxi’s and Tow Operators
Fire

• Maintain staffing and equipment levels to ensure an appropriate emergency response time.

• Maintain vital fire programs and services:
  o Fire Department Staffing Levels
  o Special Rescue Services, i.e. Marine Response, Urban Search and Rescue (USAR)
  o Disaster Preparedness
  o Public Education
  o Fire Prevention
  o Apparatus Replacement
  o Training
Public Health and Wellness
Neighborhood Health & Wellness

• Maintain and Enhance
  o Neighborhood Park Improvements
  o Neighborhood Action Plans
  o Safe Routes to Schools
  o Increase Neighborhood Improvements
    • Playgrounds
    • Tree Planting
    • Community Gardens
    • Community Cleanups
Youth Programs
Recreation

- Maintain and enhance recreation programs, parks and facilities.
  - Summer Camps
  - After School programs
  - Youth Sports (basketball, baseball, tennis, soccer)
  - Youth Activities (camping, water rafting, sailing, hiking)
  - Swimming
  - Computer Literacy programs
Library

- Maintain and enhance all children and youth programs in the Library;
  - Summer Reading Program
  - Story Time
  - Chess Club
  - After-school Tutoring
  - STEAM Camp (Science, Technology, Engineering, Art, and Mathematics.)
  - Mobile Book Service (Bookmobile)
  - Art Programs and Camps
Employment & Training

- Maintain and enhance employment opportunities for our Youth:
  - Career Exploration
  - Employment and Training
  - Internships
  - Job Placement and Support
  - Academic Support for In-school Participants
  - Pre-employment Preparation and Workshops for Youth Out of School
  - Summer Youth Employment Program
  - Intensive Case Management
Street Paving
Pavement Condition Index (PCI)

- Excellent: 100
- Very Good: 90
- Good: 70
- Poor: 50
- Very Poor Poor: 25
- Very Poor: 0
Pavement Condition Index (PCI)

- Blue line: With Proposed Bond From 1/2 Cent Sales Tax
- Red line: Current Budget

Graph showing the PCI from 2014 to 2018.
34th St. & Esmond Ave.
2014 Current Pavement Condition Index

(PCI) = 65
2019 Projected Pavement Condition Index (PCI) at Current Funding Level = 59
2019 Projected Pavement Condition Index (PCI) with Sales Tax $30 M Bonded = 70
South 23rd Street

Before

After
ADA Accessibility

[Image 1] Cracked road with debris
[Image 2] Smooth, accessible sidewalk with tactile paving

(Images depict the comparison between a non-accessible and an accessible sidewalk.)
Thank you
Vote on November 4, 2014

For more information contact Revenue Manager at 510-620-6741

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www.RichmondMeasureU.com