



# Measure H

## City of Santa Rosa

### Measure Question

**2/3 (Two-Thirds) Needed to Pass**

To renew locally controlled funding for public safety services in Santa Rosa; reduce wildfire risk; maintain rapid 9-1-1 emergency response/ early fire alerts/ evacuation planning; provide mental health counseling/ violence prevention programs for at-risk youth/ families; and prevent reductions of firefighters/ paramedics/ law enforcement officers, shall the City of Santa Rosa’s measure be adopted extending the expiring public safety sales tax for twenty years, without increasing the 1/4¢ rate, raising \$10,000,000 annually with annual audits/ citizen oversight?

### What Your Vote Means

YES	NO
A “yes” vote on Measure H would extend the existing ¼ cent sales tax and expand permissible uses of the tax revenues as outlined above.	A “no” vote on Measure H would allow the existing sales tax to expire on March 31, 2025.

### For and Against Measure H

FOR	AGAINST
Chris Rogers Mayor, City of Santa Rosa  Mike Thompson Congressman  Ellen Bailey Chair, Oversight Committee  Laurie Fong Retired Principal, School Trustee  Tom Schwedhelm Former Mayor, Chief of Police	SONOMA COUNTY TAXPAYERS ASSOCIATION Dan Drummond, Executive Director



# Local Ballot Measure: H

## City Attorney's Impartial Analysis of Measure H

In 2004, the voters of the City of Santa Rosa approved a ¼ cent special sales tax to fund public safety and violence prevention programs. The tax was approved for a twenty-year term and is set to expire on March 31, 2025.

Measure H would extend that special tax for an additional twenty years and would expand allowable uses of tax revenues to include funding of mental health services, programs to reduce wildfire risk, and other specified safety enhancements.

### Existing Tax

The existing tax generates approximately \$10 million annually. Tax revenues are dedicated to police, fire, and violence prevention and youth programs. Forty percent of tax revenues are allocated to police, 40 percent to fire, and 20 percent to violence prevention and youth programs, currently managed through the Violence Prevention Partnership and the City's Recreation Division.

Allowable uses of the existing tax include:

- **Police:** Funding for police officers in specified assignments; police services in specified areas (Downtown, Railroad Square and Prince Memorial Greenway); and police support, facilities and equipment;
- **Fire:** Funding for firefighters and paramedics; the construction and relocation of fire stations (including land acquisition, facilities design and financing); and the purchase of specialized equipment;
- **Violence Prevention:** Funding for in-school violence prevention programs; after school and summer programs for at-risk youth; and grants to organizations for youth and parenting programs focusing on anti-violence education, prevention and intervention, and social services in high need neighborhoods.

Tax revenues currently fund sixteen positions in the Police Department, ten positions in the Fire Department, and nine positions for violence prevention and youth programs. Tax revenues also provide annual grant funding to local community-based organizations supporting youth and families.

### Measure H

If approved, Measure H would extend the ¼ cent special sales tax for an additional twenty years, to March 31, 2045.

Tax revenues would continue to be designated solely for public safety and violence prevention purposes. Current funding allocations would continue, with 40 percent to police, 40 percent to fire, and 20 percent to violence prevention and youth programs.

The measure would retain existing permissible uses of tax revenues and would add, as additional permissible uses:

- Funding for mental health response teams, services and resources;
- Funding for programs and services to reduce wildfire risk, including early fire alerts, evacuation planning, defensible space inspections and vegetation management;
- Funding for mental health counseling, wraparound services and programs for at-risk youth and their families;
- Funding to maintain rapid 911 response.

The measure would add Roseland and Southwest Santa Rosa to the current list of areas specifically identified for funding of police services.

It should be noted that while the measure allows, it does not require expenditures in all allowable subject areas.

A "yes" vote on Measure H would extend the existing ¼ cent sales tax and expand permissible uses of the tax revenues as outlined above.

A "no" vote on Measure H would allow the existing sales tax to expire on March 31, 2025.

This measure requires two-thirds voter approval for passage.

This measure has been placed on the ballot by unanimous vote of the Santa Rosa City Council.

s/ Sue Gallagher  
City Attorney

**Continue to next page for arguments**



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Arguments and rebuttals are the opinions of the authors. They are printed exactly as submitted, including errors.

Argument in Favor of Measure H	Rebuttal to Argument in Favor of Measure H
<p>In an emergency, every second matters. Whether it's a fire truck racing to a wildland fire before it spirals out of control, a crisis response team heading off a mental health emergency before someone hurts themselves or others, or an ambulance reaching a loved one suffering from a heart attack: every second matters.</p> <p>For twenty years, Santa Rosa's ¼ of a cent sales tax, known as Measure O, has ensured our safety by providing funding for Santa Rosa's fire department, police, violence prevention programs, and Emergency Medical Services. But this twenty-year provision is set to expire, and it's up to us to renew it to keep our city safe.</p> <p>Voting 'Yes' on Measure H will guarantee this essential public safety funding stream through 2045. For less than one cent on your morning coffee, you can help this city maintain our 9-1-1 rapid response, invest in youth violence prevention programs, help fund Santa Rosa's new mental health specialists, and reduce our risk of wildfires - without raising your taxes.</p> <p>The language of Measure H makes these funds fully restricted and robust citizen oversight means every cent raised by Measure H goes directly and exclusively to the programs the voters approve.</p> <p>We all know the anxiety a red-flag warning brings. With Measure H, Santa Rosans can sleep more soundly knowing that our public safety professionals have the resources they need to keep us safe. Join firefighters, nonprofit leaders, nurses, law enforcement professionals, and mental health service providers to support a safer Santa Rosa.</p> <p>Vote 'Yes' on Measure H.</p> <p>Learn more: <a href="http://www.KeepSantaRosaSafe.com">www.KeepSantaRosaSafe.com</a></p> <p>s/ Chris Rogers Mayor, City of Santa Rosa</p> <p>s/ Mike Thompson Congressman</p> <p>s/ Ellen Bailey Chair, Oversight Committee</p> <p>s/ Laurie Fong Retired Principal, School Trustee</p> <p>s/ Tom Schwedhelm Former Mayor, Chief of Police</p>	<p>Santa Rosa city council members and their allies are peddling scare tactics. They want you to think public safety is in jeopardy absent your approval of this new \$10 million tax. Nonsense. What they're not telling you is that they just adopted a \$479 million budget in which public safety programs were deliberately underfunded.</p> <p>You don't see them asking for help funding the city finance or parking enforcement divisions. Only high-profile public safety programs get shorted because they know they can scare you into approving additional taxes to make up the shortfall.</p> <p>And don't buy the argument that Measure H is "just a renewal" of Measure O. Politicians call that "spin." Some call it a lie. We call it a gross distortion of reality. Voters approved Measure O in 2004; it expires in 2025. Come 2025, you will have fully paid off your Measure O obligations and are under no duty to assume any more.</p> <p>Imagine paying off a loan only to be told you must continue making the monthly payments. Because the payments haven't changed, your banker tells you it's "just a renewal" and won't cost you any more than you've been paying. That's the twisted logic behind Measure H. Don't fall for it.</p> <p>No one disputes the value of public safety services paid for by Measure O. That's not the question. The question is why after twenty years haven't those services been included in the budget?</p> <p>Stand up to bad government. Say no to Measure H.</p> <p>SONOMA COUNTY TAXPAYERS ASSOCIATION s/ Dan Drummond, Executive Director</p>



# Local Ballot Measure: H

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Argument Against Measure H	Rebuttal to Argument Against Measure H
<p>Santa Rosa voters are being asked to approve yet another sales tax increase, a quarter cent tax bump that will raise \$10 million annually for public safety programs. Just two years ago, Santa Rosa voters approved a half-cent sales tax increase that raises \$20 million annually. No restrictions were placed on the larger tax thereby creating a slush fund the city council is free to spend any way it likes.</p> <p>On top of those two sales taxes, voters have approved county wide sales taxes in recent years to fund parks, libraries mental health services and SMART. In total, Santa Rosa voters now pay a combined sales tax of 9.25%.</p> <p>In June, Santa Rosa city council members adopted their biggest budget ever, a whopping \$479 million, nearly a half a billion dollars. Left out of that budget was the \$10 million they're now asking you to approve.</p> <p>So why would the city council deliberately underfund public safety programs?</p> <p>Well, council members know first of all that voters typically approve anything linked to public safety so there was really no reason to fully fund public safety programs knowing voters could be counted on to fund the shortfall. Secondly, the \$10 million denied to public safety was freed up for a variety of pet projects that voters will never see.</p> <p>A no vote on Measure H sends a message to city council members that you're tired of their gamesmanship. It tells them you want your public safety programs funded from tax dollars you've already paid for that purpose, not diverted to individual pet projects. It tells them that times are hard for everyone and you've had enough of their sales tax increases every couple of years.</p> <p>Say yes to good government. Say no to Measure H.</p> <p style="text-align: center;">SONOMA COUNTY TAXPAYERS ASSOCIATION s/ Dan Drummond, Executive Director</p>	<p>The opponents of this measure would have you believe that Measure H raises your taxes. It does not. Measure H extends decades-old locally-controlled funding for Santa Rosa's fire protection, paramedics, rapid 9-1-1 emergency response, disaster preparedness, crime prevention, and police services, with zero change to your taxes.</p> <p>The opponents of this measure do not rely on Santa Rosa Fire to protect their homes during catastrophic wildfires. They don't rely on our paramedics to get to their family members in crisis. They don't rely on our law enforcement to keep their neighborhood safe.</p> <p>They don't rely on them, because they don't live here.</p> <p>If we were from Petaluma, like those opposing this measure, we might not understand the City's budget either. But because we live here and because we experienced the wildfires, we know that what they call "pet projects" are actually new fire stations to improve our response in the wildland-urban interface; they're the rebuilt roads in Coffey Park and Fountaingrove that were destroyed in the Tubbs Fire; they're the widening and hardening of critical evacuation routes.</p> <p>It's easy for the opponents to say that Santa Rosa doesn't need this critical funding because their safety and the safety of their families aren't on the line. Ours are.</p> <p>Santa Rosa's Firefighters, Police Officers, fire survivors, community members, and elected officials support this measure. We support Measure H because Measure H keeps Santa Rosans safe.</p> <p>Say 'Yes' to a safer Santa Rosa. Say 'Yes' to Measure H</p> <p>SANTA ROSA FIREFIGHTERS                      s/ Salvatore V. Rosano s/ Jack W. Thomas, Director                      Chief of Police Retired</p> <p>s/ Jeff Kolin    s/ Steve Rahmn Jr. City Manager Retired                              Past President Coffey Strong</p>



# Local Ballot Measure: H

## Full Text of Measure H

EXHIBIT A

CITY OF SANTA ROSA MEASURE NO. 1

ORDINANCE NO. \_\_\_\_\_

ORDINANCE OF THE CITY OF SANTA ROSA AMENDING CHAPTER 3-26 OF THE SANTA ROSA CITY CODE TO EXTEND EXISTING ¼ CENT SPECIAL SALES TAX (ADOPTED BY CITY VOTERS AS MEASURE O AT THE NOVEMBER 2004 ELECTION) FOR AN ADDITIONAL TWENTY YEARS AND EXPANDING ALLOWABLE USES OF FUNDING

THE PEOPLE OF THE CITY OF SANTA ROSA DO ENACT AS FOLLOWS:

Section 1. Section 3-26.120 of the Santa Rosa City Code is hereby amended to read as follows:

“Section 3-26.120 Permissible uses: Expenditure Plan.

(A) The revenues of the tax shall only be used to fund the following uses and purposes. Funding with tax revenues of all other uses and purposes, except as provided in paragraphs (C) through (E) of this section, is prohibited.

(1) LAW ENFORCEMENT, POLICE AND PUBLIC SAFETY

- (a) Law Enforcement and Police patrol services;
- (b) Police traffic safety and enforcement services;
- (c) Gang enforcement, school resource services, and violence reduction;
- (d) Downtown, Railroad Square, Roseland and Southwest Santa Rosa, and Prince Memorial Greenway police services;
- (e) Police support services, including facilities and equipment and the financing thereof;
- (f) Mental health response teams, services and resources.

(2) FIREFIGHTING, PARAMEDICS, WILDFIRE RISK REDUCTION AND PUBLIC SAFETY

- (a) Programs and services to reduce wildfire risk, including early fire alerts, evacuation planning, defensible space inspections and vegetation management;
- (b) Prevent the closure of fire stations and construct/relocate fire stations (including but not limited to land acquisition, facilities design, and use of temporary facilities) and the financing thereof;
- (c) Maintain Firefighter and Paramedic staffing levels to maintain rapid 9-1-1 emergency response times;
- (d) Hire additional Firefighters and Paramedics to staff fire stations;
- (e) Establishment of additional paramedic units within the Fire Department, including Advanced Life Support paramedic teams;
- (f) Purchase of specialized equipment for Fire Department use;
- (g) Mental health response teams, services and resources.

(3) VIOLENCE PREVENTION, MENTAL HEALTH COUNSELING AND PROGRAMS FOR AT-RISK YOUTH AND FAMILIES

- (a) Enhancing and improving in-school gang prevention and intervention curriculum and programs;

(b) Providing mental health counseling, wraparound services and programs for at-risk youth and their families in neighborhoods affected by high levels of gang activity which emphasize positive role models, problem solving, and community safety;

(c) Providing additional after-school and summer programs which stress academic and social success, recreational activities, sports, athletic programs, and safe neighborhoods without fear of gangs, drugs or violence.

(d) Providing grants to organizations for youth and parenting programs which focus on gang and anti-violence education, prevention and intervention, community safety, and a comprehensive array of social services in high need neighborhoods.

(B) Of the tax revenues received by the City, forty percent (40%) shall be expended for Law Enforcement, Police and Public Safety purposes as specified in sections (a) through (f) of subparagraph (A)(1), forty percent (40%) shall be expended for Firefighting, Paramedics, Wildfire Risk Reduction and Public Safety purposes as specified in sections (a) through (g) of subparagraph (A)(2) and twenty percent (20%) shall be used to fund the Violence Prevention, Mental Health Counseling and Programs For At-Risk Youth and Families programs and purposes as specified in sections (a) through (d) of subparagraph (A)(3).

(C) The tax revenues shall be used to enhance Police and Fire uses and purposes and Violence Prevention and Youth Programs as outlined in paragraph (A) and detailed in the Transactions and Use Tax Implementation Plan. Funding of the implementation plan may not be below the actual revenues received from the tax nor shall tax revenues be used to replace previously budgeted funds unless approved by six Council members based on a finding of fiscal crisis or catastrophic disaster. Tax revenues will not be used to supplant the general fund obligations to fund baseline services based upon population and economic conditions.

(D) The Council, by resolution, shall approve, and may from time to time amend when approved by six Council members, a Transaction and Use Tax Implementation Plan which shall outline the uses and purposes and their funding, as authorized by this section, to which the tax revenues will be applied.

(E) During the continuation of the tax, annual funding of Police Department, Fire Department and Gang Prevention/Intervention Programs' purposes and uses that are funded under the City's 2015-2016 fiscal year budget, as adopted on June 17, 2015, may not be a lower percentage of City General Fund expenditures than was funded under the City's 2015-2016 fiscal year General Fund budget, as adopted on June 17, 2015, unless a lower level of funding is first approved by the affirmative vote of six Council members.

(F) The Council, by resolution, shall establish a seven member Citizen Oversight Committee to annually review expenditures and appropriations of the tax revenues to ensure that all such revenues are spent or appropriated for the purposes and uses set forth in paragraph (A), in accordance with the allocation percentages set forth in paragraph (B), and, as specifically authorized, in paragraphs (C), (D) and (E). Each member of the Council shall appoint one member of the Committee who shall have a term coinciding with the term of the appointing Council member. Each Committee member shall be a resident of the City at the time of appointment and shall remain a resident of the City while serving on the Committee. The Mayor shall appoint the chairperson of the Committee subject to the approval of the majority of the Council. The Committee shall receive the assistance of City staff and shall issue an annual public report on the expenditures and appropriations of the tax revenues. The Committee shall undertake such additional duties as the Council may designate.”

Section 2. Section 3-26.160 of the Santa Rosa City Code is hereby amended to read as follows:



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## Full Text of Measure H (Cont.)

"3-26.160 Termination date.

The authority to levy the taxes imposed by this chapter shall extend only through March 31, 2045."

Section 3. Environmental Determination. The Council finds that the adoption and implementation of this ordinance are exempt from the provisions of the California Environmental Quality Act under section 15061(b)3 in that the Council finds there is no possibility that the implementation of this ordinance may have significant effects on the environment.

Section 4. Severability. If any provision of this ordinance or the application thereof to any person or circumstance is held invalid, the remainder of the ordinance and the application of such provision to other persons or circumstances shall not be affected thereby.

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Section 5. Effective Date. This ordinance, following its adoption by majority vote of the City Council and its publication, shall become effective upon the approval by two-thirds of the voters of the City voting thereon at an election called for that purpose.

This ordinance was introduced by the Council of the City of Santa Rosa on July 12, 2022.

IN COUNCIL DULY PASSED this \_\_\_ day of \_\_\_\_\_, 2022.

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST: \_\_\_\_\_ APPROVED: \_\_\_\_\_  
City Clerk Mayor

APPROVED AS TO FORM: \_\_\_\_\_  
City Attorney