



City of Marina Information About Measure U Fall 2016



What is Measure U?

- The Marina City Council unanimously placed Measure U on the November ballot to update Marina's existing Business License Tax Ordinance.
 - Rates for businesses have not changed for nearly 40 years.
 - If enacted, smaller businesses would pay lower amounts than larger corporations.
- Measure U can help maintain current levels of police, fire and street maintenance services, as well as help maintain long-term financial stability.



Why was Measure U placed on the ballot?

- As confirmed by independent public opinion research, Marina is a place where people desire to work, live, and raise families.
- However, if the City cannot address basic essential services, the character of our community and its quality of life could decline.
- Amid millions in State takeaways including a 40% reduction of gas tax revenues, Measure U will help protect and maintain essential City services that make our community a safe, beautiful place to live.



What essential services will Measure U help protect?

- Locally controlled funding through Measure U, if enacted, can help maintain essential services for the community, including:
 - Repairing potholes and streets
 - Maintaining police patrols
 - Providing youth and senior services
 - Maintaining and protecting 911, fire and emergency response times



What essential services will Measure U help protect? (cont.)

- Since 2008, calls for emergency response have grown by more than one-third.
 - Marina has just one operating fire station, meaning sometimes they cannot respond to multiple fire or medical emergency calls as quickly as needed.
 - Measure U can help maintain and improve emergency response times.
- Marina's roads and streets are currently in such poor condition that it takes an additional \$1.2 – 1.5 million per year in maintenance just to keep them from deteriorating further.
 - If maintenance is deferred, we may have to replace entire streets, making our efforts even more costly. Measure U can help Marina's streets and roads from deteriorating further.
 - Measure U can help fix potholes, sidewalks and neighborhood streets before they become unsafe and costly to repair.



How will Measure U affect the businesses community?

- Marina's Business License Tax (BLT) rate has not changed since 1978.
- If adopted by voters, Measure U would update the (BLT) and ensure larger corporations pay more than smaller businesses.
 - Currently, there are 17 different BLT rates.
 - If enacted, Measure U would eliminate the existing rate categories and establish a single rate based on 0.2% of gross receipts.
- Marina's BLT would be competitive with BLT rates collected by other cities in our region.



What are the Measure U accountability provisions?

- All city revenues are subject to strict accountability provisions, including:
 - Independent financial audits
 - Yearly public reports to the community
 - Measure U funds would be locally-controlled for local needs, and no funds could be taken by the State.
 - By law, Measure U requires that every penny be used for Marina services.
 - Measure U is not a property tax.



When will Measure U be on the ballot?

- The election is November 8, 2016. Local Measure U will be on the ballot among several other measures voters are considering.
- Make sure to find Measure U on your ballot so your vote is counted.
- For more voting information and to get registered to vote, visit Monterey County Elections at www.montereycountyelections.us.
- For more information about Measure U, visit www.ci.marina.ca.us or contact the City Clerk's office at (831) 884-1281.

