



Measure U

Frequently Asked Questions

Q: What is Measure U?

A: In late July, the Marina City Council unanimously placed Measure U on the November ballot to update Marina's existing Business License Tax Ordinance. Tax rates for businesses have not changed for nearly 40 years. If enacted, Measure U would ensure smaller businesses pay lower amounts than larger corporations. Among other objectives, Measure U can help maintain current levels of police, fire, and street maintenance services, as well as help maintain long-term financial stability. The updated business license tax rate would be 0.2% of gross receipts and generate approximately \$900,000 annually.

Q: Why was Measure U placed on the ballot?

A: As confirmed by independent public opinion research, residents believe 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.

Q: What essential services will Measure U help protect?

A: Since 2008, calls for emergency response have grown by more than one-third. But our City has just one operating fire station, meaning sometimes they cannot respond to multiple fire or medical emergency calls as quickly as needed. Measure U could help maintain and improve emergency response times.

Marina's roads and streets are currently in such poor condition that it will take an additional \$1.2 - \$1.5 million per year in maintenance just to keep them from deteriorating further. If we defer maintenance, 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 with essential funding to fix potholes, sidewalks and neighborhood streets before they become unsafe and costly to repair.

Locally controlled funding through Measure U, if enacted, can help maintain essential services for the community, such as:

- Repairing potholes and streets
- Maintaining police patrols
- Providing youth and senior services
- Maintaining and protecting 911, fire and emergency response times

Q: How will Measure U affect the business community?

A: 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.

Q: What are the Measure U accountability provisions?

A: All city revenues are subject to strict accountability provisions, including independent financial audits and yearly public reports to the community. If Measure U is enacted, 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.

Q: When will Measure U be on the ballot?

A: 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.

Q: How can I get more information?

A: For more information about Measure U, visit www.ci.marina.ca.us or contact the City Clerk's office at (831) 884-1281.