



FREQUENTLY ASKED QUESTIONS ABOUT MEASURE R

Q: What is Measure R?

A: On July 15th, 2014 the El Cerrito City Council unanimously placed Measure R on the November 2014 ballot. In 2010, El Cerrito's voters approved a half-cent sales tax. Measure R extends that existing voter approved local funding measure at the one-cent rate for twelve years. If enacted, Measure R will provide a locally-controlled source of funding to address community priorities.

Q: Why was Measure R placed on the ballot?

A: El Cerrito faces a variety of fiscal and service delivery challenges, including continued State takeaways and the slow economic recovery. El Cerrito needs local control over local funds, for local needs. Extending existing, voter-approved funding at the one cent rate helps the City to continue to address these needs, while keeping all funds local and ensuring that NO funds can be taken by the State.

Q: What is the urgency?

A: If adopted by voters, the Measure R extension will help maintain current levels of fire protection and police services, including neighborhood patrols, crime prevention programs, and rapid 9-1-1 response times. Property crimes have increased over time in El Cerrito and funding generated by Measure R helps to fully-staff the City's police force and prevent crime from getting worse.

Q: How can we be sure that Measure R funds are spent properly?

A: The City will continue to carry out its current fiscal practices that emphasize transparency, fiscal prudence, and public financial oversight, including citizen participation in the annual budget process, review of the proposed budget by the Financial Advisory Board, mandatory financial audits and reports to the community. If enacted, Measure R would continue this financial accountability to ensure that all voter-approved funds are spent appropriately.

Q: How does Measure R impact local services?

A: If adopted by voters, Measure R would address community priorities, including to:

- Maintain rapid 9-1-1 response times, neighborhood police patrols, crime prevention and investigation
- Maintain current levels of firefighters, fire protection and emergency medical services
- Maintain earthquake and disaster preparedness
- Maintain after-school programs for children and teens
- Maintain and improve city parks, playfields, paths and open spaces

Q: Where can I get more information about Measure R?

A: For more information, please visit the City's website at www.el-cerrito.org/measure-R.