


## The City of El Cerrito Information About Measure R



## Measure R

- The El Cerrito City Council unanimously placed Measure R on the November 2014 ballot to extend an existing voter-approved funding measure.

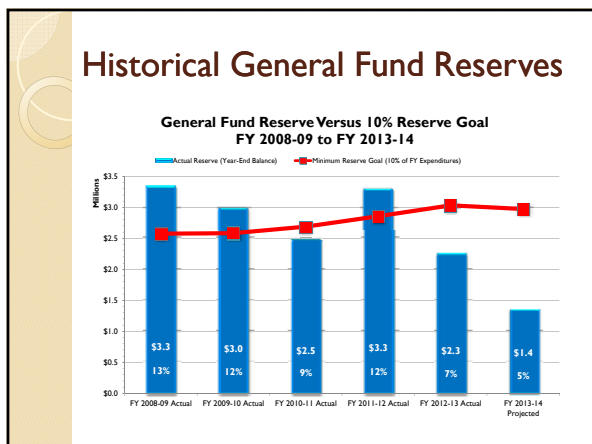
## Why is Measure R Important?

- El Cerrito faces a variety of fiscal and service delivery challenges, including continued State takeaways and the slow economic recovery.
- The City's reserve funds are at less than half the desired level.
- El Cerrito needs local control over local funds, for local needs.

## Proposed Staffing FY 14-15

	FY 2014-15		
	Approved	Actual	Vacant
City Council	5	5	0
City Management	9	8	1
Finance Department	6	5	1
Community Development	13.5	12.5	1
Fire	37	33	4
Police	56.4	52.4	4
Public Works	23.8	20.8	3
Recreation	23	22	1
<b>Total</b>	<b>173.7</b>	<b>158.7</b>	<b>15</b>

- 15 approved positions will remain vacant in FY 2014-15 (9%)
- In fiscal year 2009, the Council authorized just over 178 positions; an approximately 16% reduction in actual staffing in five years.
- Staffing is proposed to remain the same in fiscal year 2016



## What is Measure R?

- Measure R was previously approved at the ½ cent rate by local voters four years ago to maintain vital city services.
- Funding from Measure R has helped the City stay solvent and maintain vital city services during one of the worst economic times of our day.
- Measure R expires soon.

### What Funding Priorities Will The Measure R Extension Address?

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

7

### Why is Continuing Measure R Necessary?

- If Measure R is extended at the one cent rate for twelve years, the City will be able to maintain current levels of fire protection and police services, including neighborhood patrols, crime prevention programs, and rapid 9-1-1 response times.

8

### Measure R and Fiscal Accountability

- The City is committed to transparent and fiscally prudent financial practices to ensure that all voter-approved funds are spent as promised:
  - community participation in the budget process
  - mandatory financial audits, and
  - reports to the community
- If approved by the voters in November, Measure R will expire in twelve years.

9

### For More Information

- The City will continue to keep the community informed about Measure R.
- For more information, please visit the City's website at:  
[www.el-cerrito.org/measure-R](http://www.el-cerrito.org/measure-R).

10