

El Cerrito Measure R Voting Information



CITY OF EL CERRITO

To continue to protect/ maintain City services, including fire prevention/ emergency services; emergency response times; neighborhood police patrols; firefighter/ police staffing; crime prevention/ investigation resources; after-school programs; library hours/ programs; senior services; open space, parks, paths/ playfields; other general City services, shall El Cerrito extend the existing voter-approved sales tax and set the future rate at one cent for 12 years, with citizens' oversight, annual audits, and all funds staying local, none to Sacramento?

YES

NO

Questions about Measure R? Visit
www.el-cerrito.org/MeasureR

Remember to Vote November 4th!

Excerpted from

El Cerrito City Council July 15, 2014 Measure R Staff Report

“...Measure R, the Preservation of Citywide Services Measure, was approved by local voters in 2010. Measure R is a 0.5% general sales tax that generates revenues that have been essential in maintaining city services, including 9-1-1 emergency response, police patrols, and fire protection, with funds that can't be taken by Sacramento. Measure R has generated approximately \$1.4 million per year and is scheduled to expire....Since 2010, however, El Cerrito's financial challenges have continued to increase largely due to events beyond the City's control. Most notably, the state of California eliminated the City of El Cerrito Redevelopment Agency resulting in a loss of over \$1 million annually to the City...Measure R would be extended, providing local funding at the one-cent sales tax rate, to sunset in twelve years....”



Remember to Vote November 4th

- Your Absentee Ballot must be RECEIVED – not just post marked – by November 4th
- Polls are open 7am – 8pm on Election Day
- Your Absentee Ballot can be returned at any Contra Costa County polling place on Election Day

For more information about Measure R, please visit our website:

www.el-cerrito.org/MeasureR