

# City of Sierra Madre

### SAMPLE BALLOT

and Voter Information Pamphlet

GENERAL MUNICIPAL ELECTION TUESDAY, APRIL 10, 2012

#### MARK AND SAVE THIS SAMPLE BALLOT

For use at your Polling Place or for voting your "VOTE-BY-MAIL" Ballot

POLLS OPEN at 7 A.M. AND CLOSE at 8 P.M.

The location of your

#### **POLLING PLACE**

is shown on the back cover

CAUTION: Your polling place may have changed from a previous election

#### INSTRUCTIONS FOR OPTO-MARK BALLOTS

#### **INSTRUCTIONS TO VOTERS:**

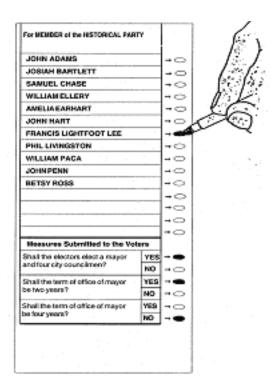
To vote for any candidate whose name appears on the ballot, completely fill in the oval in the area to the right of the arrow pointing from the candidate(s) of your choice with a black or dark colored pen only!

Where two or more candidates for the same office are to be elected, vote for all candidates for that office for whom you desire to vote, not to exceed, however, the number of candidates who are to be elected.

To vote for a qualified write-in candidate (a person not listed on the ballot), write the name of the qualified write-in candidate in the blank space provided for that purpose under the appropriate office heading and completely fill in the oval in the area to the right of the name written in. You must fill in the oval next to the name you write in or your vote will not be counted.

To vote on any measure, completely fill in the oval in the area to the right of the arrow pointing from the word "YES" or from the word "NO" with a black or dark colored pen only!

If you wrongly mark, tear or deface the ballot card, return it to the precinct board member and obtain another.



I HAVE VOTED - HAVE YOU?

## OFFICIAL BALLOT CITY OF SIERRA MADRE GENERAL MUNICIPAL ELECTION TUESDAY, APRIL 10, 2012

THIS BALLOT STUB SHALL BE REMOVED AND RETAINED BY THE VOTER

Mark your choice(s) by FILLING IN OVAL COMPLETELY with a BLACK OR DARK PEN ONLY.



No. 12345

SIERRA MADRE	
For MEMBER of the CITY COUNCIL	
For 4-Yr. Seat Vote for no more than TWO	
JOHN P. CAPOCCIA	
Retired General Manager	
JOHN HARABEDIAN	
Attorney	
BILL TICE	
Retired	<b>-</b>
MARYANN MacGILLIVRAY	
Incumbent	
GENE GOSS	
College Professor	
For MEMBER of the CITY COUNCIL	
For 2-Yr. Seat Vote for ONE	
CHRIS KOERBER	
Financial Planner	$\rightarrow$
COLIN J. BRAUDRICK	
Police Sergeant, LAPD	$\rightarrow$
	$\rightarrow$
For CITY CLERK Vote for ONE	
NANCY SUE SHOLLENBERGER	
Incumbent	$\rightarrow$
	<b>-</b>
For CITY TREASURER Vote for ONE	
RICHARD MAYS	
Accountant	
	→ ○
TURN BALLOT OVER	
TO VOTE FOR	
MEASURES 12-1 & 12-2	
<b>.</b>	
101 Sierra Madre 4/10/12	I

SIERRA MADRE		
MEASURES SUBMITTED TO THE		
UTILITY USER'S TAX INCREASE	YES	<b>→</b> ○
ORDINANCE	NO	<b>→</b> ○
Shall an Ordinance be adopted ame City's existing Utility Users' Tax to conexisting 10% tax, subject to a potential in 12% on July 1, 2013, in order to mainta City services such as public safety including paramedic programs, and technological advances in communication continue existing exemptions to low an income households, establish new surand continue a citizen's oversight command.	ntinue the ncrease of in general services, to reflect nications, d very low nset dates	
ADVISORY VOTE ONL	Υ	
12-2 UTILITY USER'S TAX ADVISORY	YES	<b>→</b> ○
12-2 TAX ADVISORY MEASURE	NO	<b>→</b> ○
If Measure 12-1, to continue the exist Users' Tax of 10%, subject to a potentia to 12% in July 1, 2013 and establis sunset dates, is approved by the vote the additional revenue generated by the used to fund public safety services, paramedic programs?	Il increase hing new rs, should nat tax be	
END OF BALLOT		

Sierra Madre 4/10/12



## See Back Cover for Application

It's Easy!

It's Convenient!

It's Weatherproof!



#### **VOTER INFORMATION PAMPHLET**

The following pages contain:

#### **CANDIDATE STATEMENTS**

Each Candidate's Statement in this pamphlet is volunteered by the candidate. Although all candidates had the opportunity to submit a statement, some candidates may not have submitted a statement. A complete list of candidates appears on the Sample Ballot page of this pamphlet.

#### **BALLOT MEASURES, ANALYSES, ARGUMENTS AND REBUTTALS**

**ANALYSES:** The Impartial Analysis is an impartial summary of the results of the proposed

measure or proposition.

ARGUMENTS: Arguments and/or rebuttal arguments in support of or in opposition to the

proposed laws are the opinions of the authors and have not been checked for

accuracy by any official agency.

LOS ANGELES COUNTY General Voter Information http://www.lavote.net



To find your Polling Place:
Click on "Voting & Elections"
Click on "Find Your Polling Place and
Preview Sample Ballot"
Follow directions.

### FOR MEMBER OF THE CITY COUNCIL Four Year Term

#### JOHN P. CAPOCCIA

Age: 57

Occupation: Retired General Manager, B.S. Engineering, PMP®

I would be honored and privileged

to serve as your representative on Sierra Madre's City Council.

Oourion.

I am running to ensure that our town retains its distinctive small-town character and charm. Having reared three children here with my wife Marta since 1983, I deeply appreciate the many attributes that make our town special.

I've served on our Parks and Recreation Commission as chairperson, and as President of the Pony baseball league.

As a recently retired General Manager from AT&T, I've developed collaboration, leadership and analytical skills that will enhance the professionalism of the Council.

I believe in government by the people, for the people.

I will fight overdevelopment and the harmful effects of misguided state mandates

I will fight to ensure that the City's resources are used wisely and efficiently, to maximize services and minimize the burden on taxpayers

I will ensure that our city government is transparent and open. I will speak openly and honestly with the public and with my peers on the Council

Sierra Madre's citizenry is well-informed and possesses a wealth of experience and skills. I will work to tap this incredible resource to ensure that decisions represent the vision and will of our citizens.

/s/ John P. Capoccia

## FOR MEMBER OF THE CITY COUNCIL Four Year Term

#### **JOHN HARABEDIAN**

Age: 30

Occupation: Attorney

I was born and raised in Sierra Madre. I attended Sierra Madre Elementary



and St. Rita School, and spent my formative years enjoying the treasures of this town: the Sierra Madre Public Library, the recreational center, Bailey Canyon and Mt. Wilson Trail, Heasley and Dapper Fields, and the annual July Fourth parade. I am running for City Council to ensure that future generations have these same opportunities and more in our safe, self-sustained village.

As a councilmember, I will support responsible fiscal policies in order to maintain our own police, fire, and paramedic services. As a former policy analyst for the City of Los Angeles, I worked directly with the LAPD and LAFD, and I will utilize that experience here. I will focus on preserving downtown and our open spaces. We can sustain our village integrity with smart, sensible planning based on a General Plan that adheres to our values and tradition. I will work to keep taxes low by seeking additional state and federal funding. I will also promote our quality retail establishments.

/s/ John Harabedian

#### **FOR** MEMBER OF THE CITY COUNCIL **Four Year Term**

#### MARYANN MACGILLIVRAY

Age: 64

Occupation: Clinical Scientist, BA,

MT(ASCP), MBA

A 40 year resident of Sierra Madre,

I am committed to protect and preserve our foothill village character, our hillsides from disfigurement and public safety dangers of inappropriate development, and secure our treasured quality of life. My record as twoterm mayor and three-term councilwoman (serving on two HMZ committees) demonstrates this. The rewriting of the General Plan (1996) and updating it (currently) along with the completion of the Canyon Zone validates my commitment to slow, appropriate growth in both commercial and residential areas. I oppose contrary developments and support dictums of the community including Measure V voted in by the people.

A former Fortune 500 company consultant, I understand fiscal responsibility; the need to balance spending and revenue. I commit my efforts to bringing the City through the financial obstacle course it faces to fund infrastructure maintenance and the essential operation of our police, fire and paramedic services to keep them vital and functioning.

I support youth programs (four children raised here), the library, parks and open space, and volunteerism. I value our seniors; respect their wisdom and assure a focus on their needs.

With your help, I pledge enthusiastic and vigorous service to our City with honesty and transparency.

/s/ MaryAnn MacGillivray

#### **FOR** MEMBER OF THE CITY COUNCIL **Four Year Term**

#### **GENE GOSS**

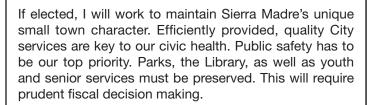
Age: 53

Occupation: College Professor

My wife and I are 17 year residents of Sierra Madre and our nine-year old

son knows no other home. Sierra Madre's future is critical

to my family and to yours.



Sierra Madre deserves a city council that is both productive and civil. Council members have a duty to work with people of different perspectives to develop sensible and cost-effective policy that is acceptable to residents. I offer my years of leadership experience and skills. In my 21 years as a political science professor at Long Beach City College, I have served in numerous faculty leadership positions including technology committee chair, faculty association president, and I now chair the History and Political Science Department.

Sierra Madre has a bright future. I am dedicated to help us get there. Please contact me at www.genegoss.com or at 626-434-9595.

I would be honored by your vote.

/s/ Gene Goss



#### **FOR** MEMBER OF THE CITY COUNCIL **Two Year Term**

#### **CHRIS KOERBER**

Age: 55

Occupation: Financial Planner

Married 28 years to wife, Halcyon

2 adult children, Dan and Katie

I am running for City Council because, like all of you, I love this village community and its friendly character. I want to serve this community so that we can leave it a better place for future generations.

Thriving businesses are essential to a sustainable community. I will work to make it easier to start and run a successful business.

As a Certified Financial Planner Designee® with over 20 years of experience in financial services, I have the knowledge necessary to understand budgeting and good stewardship of City funds so that the quality of public safety and other City services is not compromised.

Clear communication with citizens is important. I will work to make sure that relevant reports and documents are readily accessible to the public. I will also call for a review of the cable and internet broadcast system so that public meetings are available without interruption.

I stand for Clarity, Community, and Economic Accountability.

A vote for Chris Koerber is a vote for a more responsible City Council.

www.ChrisKoerberforSierraMadre.com

/s/ Chris Koerber

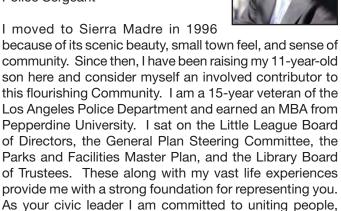
#### **FOR** MEMBER OF THE CITY COUNCIL **Two Year Term COLIN J. BRAUDRICK**

Age: 39

all people.

Occupation: City of Los Angeles

Police Sergeant



As your chosen representative I will preserve our unique village atmosphere. We have to protect what makes us unique including our hillsides, historic homes, downtown, canyon, open-space, and sense of community. I will make public safety a priority, maintaining continued funding and support for these programs. Further, I pledge strong fiscal oversight so that your tax dollars are spent judiciously.

rather than dividing them, and being a representative for

I would be honored to have your vote.

/s/ Colin J. Braudrick



#### FOR TREASURER

#### **RICHARD MAYS**

Age: 63

Occupation: Accountant

Qualifications and Education:

Current Deputy City Treasurer
City Treasurer 2004-2008
Past Staff Accountant with City and numerous non-profits

Past Staff Accountant with City and numerous non-profits BS Business Administration, California State University, Los Angeles



Volunteer with the Sierra Madre Police Department Member Community Emergency Response Team, CERT Volunteer with AARP

Assistant Treasurer Sierra Madre Historical Preservation Society

Past Treasurer Sierra Madre Girls Softball Retired Sierra Madre Volunteer Fire Department, 32 years

Request the honor of serving you as City Treasurer

Please vote April 10

Thank you

/s/ Richard Mays



#### **CITY ATTORNEY'S IMPARTIAL ANALYSIS OF MEASURE 12-1**

Measure 12-1 is submitted to the voters to authorize a 12% Utility Users Tax rate beginning on July 1, 2013 and continuing for five years, subject to the City Council's discretion to collect a lesser rate.

Background.

A utility users tax (UUT) is a tax levied on each user of a utility (e.g. telephone, electricity, gas, water, wastewater, solid waste disposal, cable or video services) within the City's boundaries. UUT revenues are paid into the City's general fund, which is used to fund city services and programs, including safety services, such as paramedics.

The City's Utility Users' Tax has been in force since at least 1993. The current rate of Utility Users' Tax which was approved by the voters in 2008 is 12%; however, since July 2010, the City Council has determined to collect the UUT at the lesser rate of 10%. Unless otherwise determined by the voters, this 10% rate will decrease to 8% on June 30, 2015 and then to 6% on June 30, 2016.

A Citizen's Oversight Committee was formed in 2007 and has provided review and recommendation to the City Council regarding the audit and appropriate expenditure of revenues generated by the measure as needed to fund City services, including essential services, such as paramedic services.

The Measure.

#### Measure 12-1 WILL:

- Amend the existing Utility Users Tax Ordinance to set the UUT rate at 12% beginning July 1, 2013 for a period
  of five years in order to raise additional general fund revenues, subject to the City Council's discretion to collect
  a lesser rate. The UUT rate will decrease over time beginning in 2018, to 10% on June 30, 2018, then to 8%
  on June 30, 2019, and then to 6% on June 30, 2020.
- Continue the existing exemption for low-income and very low-income households.
- Continue the citizen oversight committee, which provides review and recommendations concerning the
  expenditure of the additional revenues generated by the measure.

#### Measure 12-1 WILL NOT:

- Tax access to the internet;
- Tax internet purchases and downloads, such as books, music, ringtones, games or similar digital products.

Measure 12-1 requires approval of a majority of voters. A "yes" vote for Measure 12-1 will approve the rate schedule described above; a "no" vote will leave in place the City's existing Utility Users Tax Ordinance.

/s/ Teresa L. Highsmith Sierra Madre City Attorney

#### **ARGUMENT IN FAVOR OF MEASURE 12-1**

In 2008, after months of analyzing the City budget, a citizens' committee concluded there was nothing left to cut from it without eliminating vital services, and recommended an increase in the utility users' tax as the fairest way to address the economic problems facing our City. On this recommendation, the Council drafted a Utility Users' Tax, which was overwhelmingly endorsed by the people of Sierra Madre, who voted it in by an almost 2 – 1 margin.

The revenues generated by the Measure have been necessary to fund our police department, preserve our paramedic program, and allow the city to continue to provide services that reflect long-held community values including library, parks and recreation, and senior programs. The Measure also provided protections to the people of Sierra Madre, by establishing a committee to review expenditures annually, and by providing a low income exemption.

Today, the city is faced with even greater external financial challenges: the recent windstorms have placed a \$500,000 (and rising) dent in reserves, the dissolution of the CRA leaves us with approximately \$800,000 in potentially unfunded expenditures, and rising energy costs are draining our already whittled down budget. Should the original increases from Measure "U" be allowed to sunset, the city would face another loss of \$1,000,000 per year, which would lead to a significant loss of the services that make our town what it is.

Please vote for Measure 12-1, a small price to pay for a better life here in Sierra Madre.

/s/ Josh Moran, Mayor Pro Tem /s/ Nancy Walsh, Council Member /s/ John Buchanan, Mayor

#### **REBUTTAL TO THE ARGUMENT IN FAVOR OR MEASURE 12-1**

The 10% Utility User Tax (UUT) rate that is currently in place does not sunset, or revert back to 8% until July 1, 2015, therefore there is no risk whatsoever to the current revenue stream that this tax provides. Sierra Madre's citizens can vote to extend the UUT in the 2014 municipal election. There is no need to do it now. The current 10% tax rate brought in considerably more revenue than what was originally forecast in 2008. Yes, energy costs are rising, which means that the additional tax revenue on citizen's electric bills will more than make up for the extra cost to the city. Water rates were also increased in 2010 which will provide a corresponding increase in UUT. Cable TV rates are also expected to increase, further enhancing the UUT revenue stream. Sierra Madre's citizens will vote to provide for essential services after careful scrutiny, and only when necessary. Don't allow a premature tax increase.

#### **VOTE NO on 12-1**

/s/ Don Watts, Former Council Member /s/ John Capoccia, Concerned Citizen /s/ James Engle, Concerned Citizen

#### **ARGUMENT AGAINST MEASURE 12-1**

Vote NO on Measure 12-1. Police, Fire and Paramedic services are highly valued by Sierra Madre's citizens and must be protected. The proponents of Measure 12-1 would have you believe that public safety is at risk with a NO vote. Nothing could be further from the truth. Police, Fire and Paramedic services are FULLY BUDGETED at the current 10% Utility Users Tax (UUT) rate.

The current UUT sunset clause will not revert back to 8% until June 30, 2015. At the next city election in 2014, voters will have the opportunity to extend the UUT if justified. THERE IS NO NEED WHATSOEVER TO DO IT NOW!

A NO vote sends a strong message that tax increases are not to be taken lightly and should only be enacted when necessary after careful public scrutiny. Voters should also note that an increase of the UUT to 12% would be unprecedented, giving Sierra Madre the unwanted distinction of having the HIGHEST UUT IN THE STATE OF CALIFORNIA!

The citizens of Sierra Madre will always do what is necessary to maintain the Public Safety services they value, and will approve an extension to the UUT if and when it is needed. A NO vote encourages accountability and fiscal discipline without jeopardizing Public Safety. Vote NO on Measure 12-1.

/s/ John Capoccia, Concerned Citizen /s/ James Engle, Concerned Citizen

#### **REBUTTAL TO THE ARGUMENT AGAINST MEASURE 12-1**

Those of you who have been paying attention to the goings on at City Hall will note that after cutting almost \$900,000 out of the budget, the City is now faced with the task of cutting another \$800,000. Because of the state-mandated dissolution of Community Redevelopment Agencies (CRA), the City lost local control of these property tax dollars.

At 10% of our General Fund Budget, this loss will necessitate cuts to programs and staff. And though it might be easy to say "no" to extending taxes previously approved by voters, this simply means more of the programs and activities the City provides will disappear, which is a shame, as they are the reason most of us live here.

The fact of the matter is that though Police, Fire and Paramedic services are fully budgeted for next year, the tax provided by the Utility User's Tax (UUT) does not come close to paying for these services, so the loss to the budget of CRA funds means that we will see cuts across the board. Sierra Madre does not have the retail revenue or parcel taxes that other cities have, so we depend on this UUT to provide the services that make our City the community it is. For most of you, the difference between 2% of UUT is less than \$10/month. That is a small price to pay for everything the City provides, from the paramedics to the library to the fire department to the pool.

Vote Yes on Measure 12-1.

/s/ Josh Moran, Mayor Pro Tem /s/ John Buchanan, Mayor /s/ Nancy Walsh, Council Member

#### MEASURE 12-1 UTILITY USERS' TAX ADVISORY MEASURE

#### **ORDINANCE NO. 1326**

AN ORDINANCE OF THE CITY OF SIERRA MADRE, CALIFORNIA, AMENDING SECTION 3.36.180 OF CHAPTER 3.36 OF THE SIERRA MADRE MUNICIPAL CODE REGARDING THE UTILITY USERS' TAX AND INCREASING AND EXTENDING THE RATE STRUCTURETO PRESERVE AND FUND IMPORTANT CITY SERVICES.

WHEREAS, the City of Sierra Madre has collected a Utility Users Tax (UUT) since 1993 and the current voter-approved maximum rate of the UUT is 12%

WHEREAS, the current voter-approved maximum rate of 12% shall remain in place until June 30, 2014, unless the City Council determines to collect a lesser amount of UUT;

WHEREAS, since July 1, 2010, the City Council has determined to collect the UUT at the lesser rate of 10%, thus limiting UUT revenues below the maximum rate of 12% authorized by the voters; WHEREAS, the current 10% rate established by City Council action in July 2010, will remain in place under the existing UUT Ordinance until June 30, 2015, at which time it would be reduced to 8%, and then to 6% beginning June 30, 2016;

WHEREAS, the City will need the revenue generated by the existing UUT to continue to provide essential City services such as safety services, street maintenance, library services and park and recreation services.

WHEREAS, essential safety services within the City are understaffed, the City's revenue has not kept pace with its expenses, police, fire, paramedics and other employees are paid substantially below their counterparts in comparable jurisdictions, infrastructure is deteriorating without the funds to make necessary improvements and repairs;

WHEREAS, the City may need to increase the tax rate incrementally from 10% (established by the City Council in 2010) to 12% in order to continue to fund general city services, including safety services, street maintenance, library services, and park and recreation services, and to extend the sunset provisions which will decrease the UUT rate;

WHEREAS, telephony and related communications services have changed dramatically since the inception of the UUT and communications technology, telephone calling and marketing plans and state and federal legislation continue to evolve at a rapid pace;

WHEREAS, any increase in rate or modernization and clarification of the UUT to include current technologies and reflect the realities of the current communications industry require voter approval under the California Constitution;

WHEREAS, the revenue generated by even the existing UUT is likely to be lost over time due to market erosion, changing technology and other factors;

WHEREAS, the City desires to continue the existing exemption for low income senior citizens and preserve all other provisions of the UUT Ordinance set forth in Chapter 3.36, unless otherwise amended herein;

NOW, THEREFORE,

The People of the City of Sierra Madre do ordain, as follows:

#### Section 1 Section 3.36.180 ("Utility users tax rate") is amended to read as follows:

#### "3.36.180 Utility users tax rate.

(A) The taxes imposed by this Chapter shall continue at the rate of ten (10) percent, and increase to the rate of twelve (12) percent commencing on July 1, 2013, unless a lesser rate is established by the city council on or before August 1st of any year.

(B) Notwithstanding the provisions of subdivision (A) of this Section and unless otherwise extended by the voters, the tax rate applicable to charges for utilities subject to tax under this Ordinance shall be diminished to ten (10) percent on June 30, 2018. This rate shall be subsequently diminished to eight (8) percent on June 30, 2019, and further diminished to six (6) percent on June 30, 2020."
Section 2. Majority Approval. This Ordinance shall be effective only if approved by a majority of the voters voting thereon (50% + 1) and shall go into effect ten (10) days after the vote is declared by the City Council.
<u>Section 3.</u> Severability. If any section, sentence, clause, phrase, or portion of this Ordinance is for any reason held to be invalid or unenforceable by a court of competent jurisdiction, the remaining sections, sentences, clauses, phrases, or portions of this Ordinance shall nonetheless remain in full force and effect. The people of the City of Sierra Madre hereby declare that they would have adopted each section, sentence, clause, phrase, or portion of this Ordinance, irrespective of the fact that any one or more sections, sentences, clauses, phrases, or portions of this Chapter be declared invalid or unenforceable and, to that end, the provisions of this Ordinance are severable.
<b>Section 4. Execution.</b> The Mayor is hereby authorized to attest to the adoption of this Ordinance by signing where indicated below.

#### **CITY ATTORNEY'S IMPARTIAL ANALYSIS OF MEASURE 12-2**

The Sierra Madre City Council is submitting Measure 12-2 to the voters to obtain advice as to how to spend the additional revenues generated by the rate increase in the amended Utility Users Tax Ordinance on this same ballot, should it pass.

#### Background:

A utility users tax (UUT) is a tax levied on each user of a utility (e.g. telephone, electricity, gas, water, wastewater, solid waste disposal, cable or video services) within the City's boundaries. UUT revenues are paid into the City's general fund, which is used to fund city services and programs, including safety services such as paramedics.

The City's Utility Users' Tax has been in force since at least 1993. The current rate of Utility Users' Tax which was approved by the voters in 2008 is 12%; however, since July 2010, the City Council has determined to collect the UUT at the lesser rate of 10%. Unless otherwise determined by the voters, this 10% rate will decrease to 8% on June 30, 2015 and then to 6% on June 30, 2016.

The proposed rate increase in the amended Utility Users Tax Ordinance on this same ballot would temporarily increase the UUT rate from 10% to 12% beginning July 1, 2013 for a period of five years to raise additional general fund revenues, subject to the City Council's discretion to collect a lesser rate. The rate will decrease over time beginning in 2018, reverting back to the current 10% rate on June 30, 2018, then to 8% on June 30, 2019, and then to 6% on June 30, 2020.

#### Measure12-2:

Measure 12-2 will allow the voters to express their views to the City Council as to whether the additional revenue generated by the amended Utility Users Tax Ordinance should be used to fund public safety services, including paramedic programs, police salaries and benefits and additional safety staffing.

Measure 12-2 is advisory only and does not identify specific expenditures or programs upon which the revenue must be spent. The ultimate decisions as to how to expend the additional revenue will be made by the Sierra Madre City Council based upon the results of this advisory ballot measure, the input of the citizen oversight committee, the financial and operational needs of the City and other factors and circumstances known at the time.

/s/ Teresa L. Highsmith Sierra Madre City Attorney

#### **MEASURE 12-2**

(There is no text for Measure 12-2)

#### **ARGUMENT IN FAVOR OF MEASURE 12-2**

Measure 12-2 asks you to advise the City Council on how the anticipated revenue from companion Measure 12-1 should be allocated. The City Council has identified important public safety needs as funding priorities for this revenue. These priorities include ensuring there is continued funding for our paramedic program, and providing fair compensation for our police and paid Firemen. By voting "YES" on Measure 12-2, you are recommending that the City Council allocate this revenue for those funding priorities.

The passage of Measures 12-1 and 12-2 will provide resources for critical public safety needs and community guidance on how those funds are spent. Passing these measures will ensure continued, necessary funding for our paramedic program. Our paramedic program has already proved its value to the community, and has brought us one big step closer to automatic mutual aid with neighboring cities. These measures also allow us to fairly compensate police officers, show we value their services, and recognize the importance of having our own police department in town. This revenue will also fund the paid positions in the Fire Department, ensuring the Sierra Madre Volunteer Fire Department has the support it needs by providing a daytime presence when our valued volunteers do what the rest of us have to do - go to their day jobs.

By focusing the Measure 12-1 resources on these important public safety needs, we can plan for other vital community services including our historic library, our parks and recreation programs, and our senior services.

/s/ Josh Moran, Mayor Pro Tem /s/ Nancy Walsh, Council Member /s/ John Buchanan, Mayor

#### **REBUTTAL TO THE ARGUMENT IN FAVOR OF MEASURE 12-2**

If you vote yes on Measure 12-2, your City Council will ignore your recommendation. Current budget pressures are from the recent windstorm and from the dissolution of the CRA, not from Public Safety. Police, Fire and Paramedic services are projected to rise by a total of 5% between fiscal years 2011-2012 and 2014-2015. The expected increases in electricity, cable, water and communication services and the corresponding increases in UUT revenue at the 10% rate will easily fund the expected increases in public safety. This measure is designed to fool you into thinking that Public Safety is threatened by a no vote on 12-1. Don't fall for it.

**VOTE NO on 12-2.** 

/s/ Don Watts, Former Council Member /s/ John Capoccia, Concerned Citizen /s/ James Engle, Concerned Citizen

#### **ARGUMENT AGAINST MEASURE 12-2**

Vote NO on Measure 12-2. This is a meaningless measure designed to make you, the voters believe that your City Council actually has a choice about how to spend Utility Users Tax (UUT) revenue - They don't!

While it is absolutely true that the original 2008 referendum that increased the Utility Users Tax (UUT) was driven by the need to fund Paramedic Services and provide salary increases for our Police Department, the fact is that the UUT is a general purpose tax increase. Revenue from the UUT goes directly to the general services fund, from which Public Safety is funded. The incremental increase in the UUT as enacted by the 2008 ballot measure provides for only half of the projected cost for Public Safety. For fiscal year 2012-2013, Public Safety is budgeted for \$5.6M. The incremental revenue received from the UUT increase is forecast at \$2.8M, thus this measure "advising" the City Council to spend the incremental UUT revenue on Public Safety is moot — there just isn't enough UUT revenue to spend on anything else!

Public Safety will be fully funded from the UUT and other revenue sources regardless of the vote on this measure. Your City Council will do absolutely nothing different whether or not Measure 12-2 passes. Sierra Madre's citizens are intelligent and well informed and expect accountability and straight talk. Please advise your City Council to speak plainly and truthfully by voting NO on both Measures 12-1 and 12-2.

/s/ John Capoccia, Concerned Citizen /s/ James Engle, Concerned Citizen

#### **REBUTTAL TO THE ARGUMENT AGAINST MEASURE 12-2**

Though the author of the opposing argument is correct in stating that funds derived from the Utility User's Tax go into the General Fund, he is wrong when he states that this is a meaningless measure. Advisory Measures in our town are virtually taken as law by our public officials. In 2009, the UUT brought in \$400,000 more than had been anticipated. As General Fund dollars, this money could have been appropriated to other departments which were desperate for it. Instead, because of the Advisory Measure passed with the original UUT, the City Council did not spend the money, but set it aside for future public safety needs.

With the loss of CRA funding, it is even more important that citizens voice their opinion about spending their tax dollars. You may or may not want these funds to go to public safety. But know that this Council and future Councils will listen to what you decide, because that is what we do, listen to the citizens we represent. At this point, I would like to note the author of both opposing arguments is not merely a "concerned citizen" as he portrays, but a candidate for City Council, so he should know how important it is to heed advisory measures.

Without the UUT funds, our City will not be able to continue providing the services that it currently provides. For less than the cost of two lattes a month, you can help keep our town the wonderful place it is.

/s/ Josh Moran, Mayor Pro Tem /s/ Nancy Walsh, Council Member /s/ John Buchanan, Mayor

## Mark your calendar. Don't forget to vote on **April 10, 2012**

#### March, 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
18	19	20	21	22	23	24
25	26	27	28	29	30	31
	Last day to					
	register to vote for this					
	election					

Vote-by-Mail ballots must be received by the election official or your polling place by April 10, 2012.

Postmarks do not count.

#### April, 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	Last day to request a Vote-by-Mail ballot	4	5	6	7
8	9	ELECTION DAY	11	12	13	14

WARNING!!! Your <u>POLLING PLACE</u> for this election may be different from the polling place you went to for the last election. Please check the back page of this pamphlet for the correct location.

#### Detach this stub before mailing back Vote-by-Mail Application

Detach Here Detach Here

## NANCY SUE SHOLLENBERGER CITY CLERK SIERRA MADRE BLVD SIERRA MADRE CA 91024-2312



NOTICE TO THE PHYSICALLY HANDICAPPED VOTER:



If the polling place is not accessible to the physically handicapped voter, such voter is entitled to vote in one of the following ways:

- A precinct board member shall take a regular ballot to the physically handicapped person at a place as near as possible to the polling place and which is accessible to such person, qualify that person to vote, and return the voted ballot to the polling place;
- If it is impractical to vote a regular ballot outside the polling place, please use the attached application and apply for a vote-by-mail ballot.

NANCY SUE SHOLLENBERGER CITY CLERK 232 W SIERRA MADRE BLVD SIERRA MADRE CA 91024-2312 626/ 355-7135 FAX 626/ 355-1546



PRSRT STD U.S. POSTAGE PAID Permit No. 4020 Long Beach, CA

19-6	<b>340</b>	De	etach Here	1			1	Detach Here
POLLING PL	ACE or Drop yo	ur Vote-by-M	ail ballot off l	nere &				
		To obta	( RAL MUNICI in a vote-by-m	CITY OF SI PAL ELECT nail ballot, co	ERRA M ION - Tomplete t	E BY MAIL" ADRE UESDAY, APRIL 10, 2 he information on this application by April 3, 2	form.	
Print Name:						Date of Birth		
Residence Address: (As Registered)	Number and S	treet				City, State, Zip Code		
Mail My Ballot To: (If different from above)	Number and S	treet			City	State, Zip Code		
SIGNATURE	Signature of Applica	nt (Must be signed	to be processed)			Date		Daytime Phone No
I have not applied for a vote by mail ballot for this election by any other means. I declare under penalty of perjury under the laws of the State of California that the information I have provided on this application is true and correct.								
	Detach Here	<b>↑</b>					1 De	etach Here
			РО	LLS O	PEN A	AT 7 A.M.		

POLLS OPEN AT 7 A.M. AND CLOSE AT 8 P.M.

TAKE THIS SAMPLE BALLOT TO YOUR POLLING PLACE FOR REFERENCE

POLLING PLACE: Your polling place may have changed!

See above for your polling place location.