



Local Funding for a Safer Emeryville

Emeryville is a great place to live, do business, raise a family and retire. In order to protect the safety of local residents and support the development of Emeryville's youngest residents, the City Council has identified top priorities for locally controlled funding.

PROTECTING THE SAFETY OF EMERYVILLE RESIDENTS

As a growing city, Emeryville has experienced rising crime rates. Hiring additional police officers will help reduce property crimes, auto burglaries and protect neighborhood safety. Additional staff resources will also help maintain healthy communities, improve quality of life and ensure local buildings are safe and up to code.



SETTING A PATH TO SUCCESS FOR EMERYVILLE'S YOUNGEST RESIDENTS

Research shows that 90% of a child's brain development occurs before age five. Ensuring access to early childhood education benefits everyone in the community with significant and long-lasting effects such as better preparing students to succeed in elementary school, reducing school dropouts, increasing high school and college graduation rates, better preparing students for today's workforce and keeping kids away from crime. Accordingly, the City of Emeryville is looking to preserve access to the quality childcare provided by the Emeryville Child Development Center (ECDC) to serve more local families.

LOCAL FUNDING FOR LOCAL NEEDS

To provide locally controlled funding for these top city priorities, the Emeryville City Council is considering placing a measure on the March 3, 2020 ballot to increase the local sales tax rate by .25 percent. This measure would add \$0.25 to a \$100 purchase or \$2.50 to a \$1,000 purchase and would be paid not just by Emeryville residents but also those who shop in Emeryville. If approved by 66.7% of voters, this measure would raise approximately \$2 million annually dedicated to:

- ✱ Protecting the safety of Emeryville residents
- ✱ Maintaining police, fire and emergency services
- ✱ Hiring additional police officers to help reduce property crimes and auto burglaries
- ✱ Improving neighborhood safety
- ✱ Preserving access to affordable childcare and preschool for Emeryville families

FISCAL ACCOUNTABILITY PROTECTIONS

- ✱ All funds raised by the measure must stay in Emeryville to be used for local public safety services and early childhood education programs
- ✱ No funds can be taken away by the State, the County or other cities
- ✱ Community oversight will ensure funds are spent as promised
- ✱ The cost is paid by everyone who shops in Emeryville
- ✱ Essential purchases such as food and prescription medicine are exempt from sales tax

PLEASE SHARE YOUR OPINION

As the Emeryville City Council finalizes plans for funding public safety and early childhood education, you are invited to share your opinions and priorities. Please complete the City's survey and learn more information by visiting www.emeryville.org/SaferEmeryville. If you have any questions or need additional information, please contact Sheri Hartz, City Clerk at shartz@emeryville.org or (510) 596-4372.