



# Important Information About the November Ballot

## Campbell City Council Places Measures on Ballot to Protect Community Programs and Services

**C**ampbell, like other cities, has been impacted significantly by the prolonged weak economy. This, plus the ongoing effects of State takeaways of local revenues, has led to budget deficits.

The City Council adopted the FY 2011 budget in June that included a comprehensive Budget Correction Strategy. The recommended strategy, totaling \$3.2 million, has over 130 specific items impacting many services that the City delivers to the public. Staffing was reduced by another 8.5 positions. The strategy is critical to the City's long-term financial well-being, but ongoing cost savings and increased revenue continue to be needed to maintain the City's current services.

Therefore, the City Council has taken two additional steps since the budget was adopted. First, new labor contracts have been signed that include unpaid furloughs as well as a lower cost pension system for new employees. Campbell's Police Department was the first safety agency in Santa Clara County to agree to this reduced pension formula. On the revenue side, the Council



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unanimously voted on August 3 to place two revenue measures on the November ballot: an increase in the Business License Tax (the basic tax has not changed since 1982) and a 2% increase in the Transient Occupancy Tax (paid by hotel guests and would still be lower than neighboring San Jose). These will be Measures M and N on the November ballot and together would generate about \$500,000 annually for the City.

**Measures M and N will generate local funds for local needs** and no money will go to other communities or the State. Without these local finance measures, essential City services such as Police patrols and street repairs may need to be cut further.

The City Council placed a third item, designated as Measure O, on the ballot. This measure would make the City Clerk and City Treasurer positions appointed and would save the City money.



More information on the City's fiscal situation and the proposed ballot measures is available on the City's website at [www.CityofCampbell.com](http://www.CityofCampbell.com)



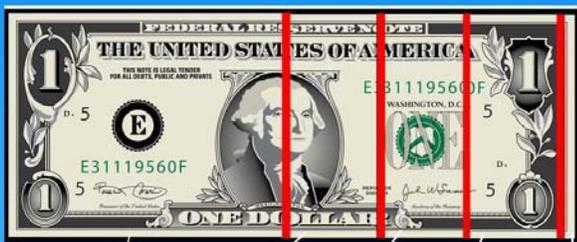
City of Campbell  
70 North First Street  
Campbell, CA 95008

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# Did you know. . .

The City of Campbell gets only 13¢ of every property tax dollar.



Schools =  
.53

County =  
.16

City =  
.13

ERAF  
(State)  
= .15

Special  
Districts  
= .03

- ✓ Campbell's per capita property tax, hotel tax and permit revenue are among the lowest in Santa Clara County
- ✓ Campbell has one of the lowest Business License Taxes in the County
- ✓ The Business License Tax has not been raised since 1982
- ✓ At 12%, Campbell's hotel tax would still be lower than San Jose's

To address fiscal challenges, the City has made \$7 million in cuts in recent years, including:

- Eliminating youth and drug violence prevention programs, proactive parole and probation searches, and one motorcycle officer in the Police Department
- Reducing service levels including parks maintenance, street sweeping, sidewalk repairs, traffic enforcement and elimination of some recreation activities
- Implementing furloughs for all employees
- Freezing City positions (more than 15% of the work force)
- Reducing work hours and pay (voluntary and involuntary)
- Increasing fees and charges as appropriate
- Reducing supplies and services expenditures, including renegotiation of vendor contracts
- Implementing department and organization restructurings

More factual information about the City's fiscal situation and ballot measures can be found at [www.CityofCampbell.com](http://www.CityofCampbell.com)

**Measures M, N and O will be on the November 2 ballot**