



S City of Fullerton, City of Fullerton Community Services, Street Repair, and Emergency Response Measure

To provide funding to fix local streets/roads, potholes; retain local businesses/jobs; maintain 911 emergency response, fire protection/firefighters, paramedics, public safety services; address homelessness, clean up encampments; keep public areas safe/clean; maintain emergency public health preparedness, paramedic equipment, and other general services; shall the City of Fullerton’s measure establishing a 1.25% sales tax providing approximately \$25,000,000 annually until ended by voters be adopted, requiring public disclosure of spending, audits, oversight, all funds used locally?

What your vote means

YES	NO
A YES vote approves the measure and authorizes the proposed tax.	A NO vote rejects the measure and the proposed tax.

For and against

FOR	AGAINST
<p>Jennifer Fitzgerald Mayor, City of Fullerton</p> <p>Thad Sandford Chairman, Fullerton Infrastructure & Natural Resources Advisory Committee, 31-Year Resident</p> <p>Leonel Talavera Neighborhood Revitalization Manager, Habitat for Humanity OC</p> <p>Pastor Jay Williams Executive Director of OC United and Founder of Love Fullerton, 20-Year Resident</p> <p>Dr. Cherry Li-Bugg Chair of the Board, North Orange County Chamber of Commerce</p>	<p>Bruce Whitaker Fullerton City Council Member</p> <p>Jack Dean President, Fullerton Association of Concerned Taxpayers (FACT)</p> <p>Gregory Sebourn Former Mayor of Fullerton</p> <p>Chris Thompson Former President of Fullerton School District Board</p> <p>Damion ‘Lloyd’ Planchon Board Member, Fullerton Infrastructure & Natural Resources Advisory Committee (INRAC)</p>



Ballot Measures-S

Full Text of Measure S City of Fullerton

ORDINANCE NO. 3285

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF FULLERTON, CALIFORNIA, ENACTING A TRANSACTIONS AND USE TAX (SALES TAX) TO BE ADMINISTERED BY THE DEPARTMENT OF TAX AND FEE ADMINISTRATION, SUBJECT TO ADOPTION BY THE ELECTORATE

WHEREAS, City of Fullerton ("City") residents strongly prioritize maintaining and protecting city services that protect the health, welfare and safety of residents and maintain the quality of life of residents in the City.

WHEREAS, the City believes that safe neighborhoods and high-quality city services make for a safe and desirable community, create demand for local homes and help keep property values strong.

WHEREAS, continuing to maintain public services helps preserve our outstanding quality of life here in Fullerton and allows our City to remain among the best places to live, raise a family and retire.

WHEREAS, local revenues have not kept pace with the rising costs of maintaining city services and facilities and existing funds will not support the quality and level of service that residents have come to expect.

WHEREAS, lack of adequate funding has resulted in City's streets and roads being rated the worst in Orange County, which impacts safety for drivers, pedestrians and bicyclists, and results in costly pothole-related car repairs.

WHEREAS, the City faces a growing need for additional services to address homelessness.

WHEREAS, maintaining public safety services to quickly respond to emergencies and keeping public areas safe and clean is important to the quality of life in the City.

WHEREAS, to ensure a better future, the City has been proactive in responding to funding challenges by reducing costs wherever feasible without impacting resident services; however, additional revenue is needed to protect the quality of life for City residents.

WHEREAS, the City's independent citizen Infrastructure and Natural Resources Advisory Committee studied the City's needs and agrees additional revenues are necessary to address the most critical infrastructure needs for our community and to invest in the City's future through forward thinking and thorough planning.

WHEREAS, the City is committed to keeping tax dollars local to maximize funds available for city services for residents instead of sending local tax dollars to the County or the State.

WHEREAS, if enacted, a new transactions and use tax measure would give the City local control over funds for local needs and no funds could be taken by the State.

WHEREAS, on June 16, 2020, the City Council adopted a resolution calling a General Municipal Election for Tuesday, November 3, 2020.

WHEREAS, on June 16, 2020, the City Council also adopted a resolution requesting that the General Municipal Election be consolidated with the Statewide General Election to be held on November 3, 2020 and requested the assistance of the Orange County Registrar of Voters.

WHEREAS, California Revenue and Taxation Code section 7285.9 authorizes the City to levy a general transactions (sales) and use tax, with all revenues deposited into the City's General Fund to be expended for governmental purposes as determined by the City Council.

WHEREAS, in order to levy such a tax, the Ordinance imposing the tax must be approved by a two-thirds vote of the City Council and the tax must be approved by a majority vote of the votes cast.

WHEREAS, the City Council now desires to submit to the voters of the City, at the General Municipal Election to be held on November 3, 2020, an Ordinance imposing a one and one-quarter percent (1.25%) transaction (sales) and use tax.

NOW, THEREFORE, THE PEOPLE OF THE CITY OF FULLERTON, CALIFORNIA, DO HEREBY ORDAIN, AS FOLLOWS:

SECTION 1. ADOPTION OF NEW CHAPTER. Chapter 4.86 [Transactions and Use Tax] is hereby added to the Fullerton Municipal Code to read as follows:

Chapter 4.86 TRANSACTIONS AND USE TAX

4.86.010 Title. This Ordinance shall be known as the City of Fullerton Community Services, Street Repair, and Emergency Response Measure of 2020. This Ordinance shall be applicable in the incorporated territory of the City.

4.86.020 Operative Date. "Operative Date" means the first day of the first calendar quarter commencing more than 110 days after the approval of the tax set forth herein by the voters pursuant to Section 6 of this ordinance.

4.86.030 Purpose. This Ordinance is adopted to achieve the following, among other purposes, and directs that the provisions hereof be interpreted in order to accomplish those purposes:

A. To impose a retail transactions and use tax in accordance with the provisions of Part 1.6 (commencing with Section 7251) of Division 2 of the Revenue and Taxation Code and Section 7285.9 of Part 1.7 of Division 2 which authorizes the City to adopt this tax ordinance which shall be operative if a majority of the electors voting on the measure vote to approve the imposition of the tax at an election called for that purpose.



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B. To adopt a retail transactions and use tax ordinance that incorporates provisions identical to those of the Sales and Use Tax Law of the State of California insofar as those provisions are not inconsistent with the requirements and limitations contained in Part 1.6 of Division 2 of the Revenue and Taxation Code.

C. To adopt a retail transactions and use tax ordinance that imposes a tax and provides a measure therefore that can be administered and collected by the California Department of Tax and Fee Administration in a manner that adapts itself as fully as practicable to, and requires the least possible deviation from, the existing statutory and administrative procedures followed by the California Department of Tax and Fee Administration in administering and collecting the California State Sales and Use Taxes.

D. To adopt a retail transactions and use tax ordinance that can be administered in a manner that will be, to the greatest degree possible, consistent with the provisions of Part 1.6 of Division 2 of the Revenue and Taxation Code, minimize the cost of collecting the transactions and use taxes, and at the same time, minimize the burden of record keeping upon persons subject to taxation under the provisions of this Ordinance.

E. To provide transactions and use tax revenue to the City to be used for general purposes.

4.86.040 Contract with State. Prior to the operative date, the City shall contract with the California Department of Tax and Fee Administration to perform all functions incident to the administration and operation of this transactions and use tax ordinance; provided, that if the City shall not have contracted with the California Department of Tax and Fee Administration prior to the operative date, it shall nevertheless so contract and in such a case the operative date shall be the first day of the first calendar quarter following the execution of such a contract.

4.86.050 Transactions Tax Rate. For the privilege of selling tangible personal property at retail, a tax is hereby imposed upon all retailers in the incorporated territory of the City at the rate of one and 1/4 of a cent per dollar (1.25%) of the gross receipts of any retailer from the sale of all tangible personal property sold at retail in said territory on and after the operative date of this Ordinance.

4.86.060 Place of Sale. For the purposes of this Ordinance, all retail sales are consummated at the place of business of the retailer unless the tangible personal property sold is delivered by the retailer or his or her agent to an out-of-state destination or to a common carrier for delivery to an out-of-state destination. The gross receipts from such sales shall include delivery charges, when such charges are subject to the state sales and use tax, regardless of the place to which delivery is made. In the event a retailer has no permanent place of business in the State or has more than one place of business, the place or places at which the retail sales are consummated shall be determined under rules and regulations to be prescribed and adopted by the California Department of Tax and Fee Administration.

4.86.070 Use Tax Rate. An excise tax is hereby imposed on the storage, use or other consumption in the City of tangible personal property purchased from any retailer on and after the operative date of this Ordinance for storage, use or other consumption in said territory at the rate of one and 1/4 of a cent per dollar (1.25%) of the sales price of the property. The sales price shall include delivery charges when such charges are subject to state sales or use tax regardless of the place to which delivery is made.

4.86.080 Adoption of the Provisions of State Law. Except as otherwise provided in this Ordinance and except insofar as they are inconsistent with the provisions of Part 1.6 of Division 2 of the Revenue and Taxation Code, all of the provisions of Part 1 (commencing with Section 6001) of Division 2 of the Revenue and Taxation Code are hereby adopted and made a part of this Ordinance as though fully set forth herein.

4.86.090 Limitations on Adoption of State Law and Collection of Use Tax. In adopting the provisions of Part 1 of Division 2 of the Revenue and Taxation Code:

A. Wherever the State of California is named or referred to as the taxing agency, the name of this City shall be substituted therefor. However, the substitution shall not be made when:

1. The word "State" is used as a part of the title of the State Controller, State Treasurer, State Treasury, or the Constitution of the State of California.

2. The result of that substitution would require action to be taken by or against this City or any agency, officer, or employee thereof rather than by or against the California Department of Tax and Fee Administration, in performing the functions incident to the administration or operation of this ordinance.

3. In those sections, including, but not necessarily limited to sections referring to the exterior boundaries of the State of California, where the result of the substitution would be to:

i. Provide an exemption from this tax with respect to certain sales, storage, use or other consumption of tangible personal property which would not otherwise be exempt from this tax while such sales, storage, use or other consumption remain subject to tax by the State under the provisions of Part 1 of Division 2 of the Revenue and Taxation Code, or;

ii. Impose this tax with respect to certain sales, storage, use or other consumption of tangible personal property which would not be subject to tax by the State under the said provision of that code.

4. In Sections 6701, 6702 (except in the last sentence thereof), 6711, 6715, 6737, 6797 or 6828 of the Revenue and Taxation Code.

B. The word "City" shall be substituted for the word "State" in the phrase "retailer engaged in business in this State" in Section 6203 and in the definition of that phrase in Section 6203.

1. "A retailer engaged in business in the City" shall also include any retailer that, in the preceding calendar year or the current calendar year, has total combined sales of tangible personal property in this state or for delivery in the State by the retailer and all persons related to the retailer that exceeds five hundred thousand dollars (\$500,000). For purposes of this section, a person is related to another person if both persons are related to each other pursuant to Section 267(b) of Title 26 of the United States Code and the regulations thereunder.



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4.86.100 Permit Not Required. If a seller's permit has been issued to a retailer under Section 6067 of the Revenue and Taxation Code, an additional transactor's permit shall not be required by this ordinance.

4.86.110 Exemptions and Exclusions.

A. There shall be excluded from the measure of the transactions tax and the use tax the amount of any sales tax or use tax imposed by the State of California or by any city, city and county, or county pursuant to the Bradley-Burns Uniform Local Sales and Use Tax Law or the amount of any State-administered transactions or use tax.

B. There are exempted from the computation of the amount of transactions tax the gross receipts from:

1. Sales of tangible personal property, other than fuel or petroleum products, to operators of aircraft to be used or consumed principally outside the county in which the sale is made and directly and exclusively in the use of such aircraft as common carriers of persons or property under the authority of the laws of this State, the United States, or any foreign government.

2. Sales of property to be used outside the City which is shipped to a point outside the City, pursuant to the contract of sale, by delivery to such point by the retailer or his agent, or by delivery by the retailer to a carrier for shipment to a consignee at such point. For the purposes of this paragraph, delivery to a point outside the City shall be satisfied:

i. With respect to vehicles (other than commercial vehicles) subject to registration pursuant to Chapter 1 (commencing with Section 4000) of Division 3 of the Vehicle Code, aircraft licensed in compliance with Section 21411 of the Public Utilities Code, and undocumented vessels registered under Division 3.5 (commencing with Section 9840) of the Vehicle Code, by registration to an out-of-City address and by a declaration under penalty of perjury, signed by the buyer, stating that such address is, in fact, his or her principal place of residence; and

ii. With respect to commercial vehicles, by registration to a place of business out-of-City and declaration under penalty of perjury, signed by the buyer, that the vehicle will be operated from that address.

3. The sale of tangible personal property if the seller is obligated to furnish the property for a fixed price pursuant to a contract entered into prior to the operative date of this ordinance.

4. A lease of tangible personal property which is a continuing sale of such property, for any period of time for which the lessor is obligated to lease the property for an amount fixed by the lease prior to the operative date of this ordinance.

5. For the purposes of subparagraphs (3) and (4) of this section, the sale or lease of tangible personal property shall be deemed not to be obligated pursuant to a contract or lease for any period of time for which any party to the contract or lease has the unconditional right to terminate the contract or lease upon notice, whether or not such right is exercised.

C. There are exempted from the use tax imposed by this ordinance, the storage, use or other consumption in this City of tangible personal property:

1. The gross receipts from the sale of which have been subject to a transactions tax under any state-administered transactions and use tax ordinance.

2. Other than fuel or petroleum products purchased by operators of aircraft and used or consumed by such operators directly and exclusively in the use of such aircraft as common carriers of persons or property for hire or compensation under a certificate of public convenience and necessity issued pursuant to the laws of this State, the United States, or any foreign government. This exemption is in addition to the exemptions provided in Sections 6366 and 6366.1 of the Revenue and Taxation Code of the State of California.

3. If the purchaser is obligated to purchase the property for a fixed price pursuant to a contract entered into prior to the operative date of this ordinance.

4. If the possession of, or the exercise of any right or power over, the tangible personal property arises under a lease which is a continuing purchase of such property for any period of time for which the lessee is obligated to lease the property for an amount fixed by a lease prior to the operative date of this ordinance.

5. For the purposes of subparagraphs (3) and (4) of this section, storage, use, or other consumption, or possession of, or exercise of any right or power over, tangible personal property shall be deemed not to be obligated pursuant to a contract or lease for any period of time for which any party to the contract or lease has the unconditional right to terminate the contract or lease upon notice, whether or not such right is exercised.

6. Except as provided in subparagraph (7), a retailer engaged in business in the City shall not be required to collect use tax from the purchaser of tangible personal property, unless the retailer ships or delivers the property into the City or participates within the City in making the sale of the property, including, but not limited to, soliciting or receiving the order, either directly or indirectly, at a place of business of the retailer in the City or through any representative, agent, canvasser, solicitor, subsidiary, or person in the City under the authority of the retailer.

7. "A retailer engaged in business in the City" shall also include any retailer of any of the following: vehicles subject to registration pursuant to Chapter 1 (commencing with Section 4000) of Division 3 of the Vehicle Code, aircraft licensed in compliance with Section 21411 of the Public Utilities Code, or undocumented vessels registered under Division 3.5 (commencing with Section 9840) of the Vehicle Code. That retailer shall be required to collect use tax from any purchaser who registers or licenses the vehicle, vessel, or aircraft at an address in the City.

D. Any person subject to use tax under this Ordinance shall be entitled to credit against that tax any transactions tax, or to reimbursement for a transactions tax, paid to a district or retailer in a district imposing a transactions tax pursuant to Part 1.6 of Division 2 of the Revenue and Taxation Code.

4.86.120 Amendments to State Law. All amendments subsequent to the effective date of this ordinance to Part 1 of Division 2 of the Revenue and Taxation Code (commencing with Section 6001) relating to sales and use taxes and which are not inconsistent with Part 1.6 and Part 1.7 of Division 2

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of the Revenue and Taxation Code, and all amendments to Part 1.6 and Part 1.7 of Division 2 of the Revenue and Taxation Code, shall automatically become a part of this Ordinance, provided however, that no such amendment shall operate so as to affect the rate of tax imposed by this Ordinance. The City Council or the City's voters may amend this Ordinance to comply with applicable law or as may be otherwise necessary to further the Ordinance's stated purposes. However, as required by Article XIII C of the California Constitution, no amendment to this Ordinance may increase the rate of the taxes authorized by this chapter unless such amendment is submitted to and approved by the voters.

4.86.130 Enjoining Collection Forbidden. No injunction or writ of mandate or other legal or equitable process shall issue in any suit, action or proceeding in any court against the State or the City, or against any officer of the State or the City, to prevent or enjoin the collection under this ordinance, or Part 1.6 of Division 2 of the Revenue and Taxation Code, of any tax or any amount of tax required to be collected.

4.86.140 Use of Proceeds. The proceeds of the tax imposed by this ordinance shall be deposited in the general fund of the City and may be used for any lawful municipal purpose. The tax does not meet the criteria established by Section 1(d) of Article XIII C of the California Constitution for special taxes, and is a general tax imposed for general government purposes.

4.86.150 Annual Audit and Report. The proceeds of this tax shall be subject to both an annual audit by an independent certified public accountant and an annual report by the Citizen's Oversight Committee and the results of the audit and the report shall be reported to the City Council in a document or documents posted on the City's website and available for public inspection. Such audit and/or report may be done at the same time (and as a part of) the City's annual audit, and such reporting may be done as a part of the City's Consolidated Annual Financial Report.

4.86.160 Penalties. Any person violating any of the provisions of or failing to comply with any of the mandatory requirements of this Chapter may be prosecuted for a misdemeanor pursuant to the provisions of Chapter 1.08 of Title 1 of this Code.

4.86.170 Severability. If any provision of this ordinance or the application thereof to any person or circumstance is held invalid, the remainder of the ordinance and the application of such provision to other persons or circumstances shall not be affected thereby.

4.86.180 Effective Date. This ordinance relates to the levying and collecting of the City transactions and use taxes and shall take effect immediately.

4.86.190 Termination Date. The authority to levy the tax imposed by this ordinance shall not expire unless terminated by lawful vote of the electorate or as required or authorized by law.

SECTION 2. CITIZENS' OVERSIGHT. A Citizens' Oversight Committee shall be formed to review the expenditure of funds generated by this Ordinance, and to provide an annual report to the City Council on those expenditures. This Committee shall be established by the City Council at an open and public meeting after the adoption of this Ordinance and prior to collection and/or expenditure of any funds authorized hereunder. The Committee shall consist of at least three members, appointed by the City Council. Members so appointed shall serve without compensation for a term to be determined by the City Council.

The Committee shall meet at least once annually. The Committee's annual report shall be presented to the City Council and shall also be published on the City's webpage. Unless otherwise directed by resolution or ordinance of the City Council, the Committee shall not have any function, power, or authority other than those expressly provided herein. In no event shall a failure of the City Council or the Citizens' Oversight Committee to meet or to take any other action invalidate any tax collected under this Ordinance; however any court of competent jurisdiction may issue an order to the City compelling the City to comply with this Section.

SECTION 3. SEVERABILITY. If any section, subsection, subdivision, paragraph, sentence, clause, phrase or word of this ordinance, or any part thereof is for any reason held to be unconstitutional, such decision shall not affect the validity of the remaining portion of this ordinance or any part thereof. The electorate hereby declares that it would have passed each section, subsection, subdivision, paragraph, sentence, clause or phrase thereof, irrespective of the fact that any one or more section, subsection, subdivision, paragraph, sentence, clause, phrase or word be declared unconstitutional.

SECTION 4. CEQA. The adoption of this ordinance is not a "project" subject to the requirements of the California Environmental Quality Act (CEQA) (Public Resources Code § 21000 et seq.). CEQA Guideline section 15378(b)(4) provides that the creation of government funding mechanisms or other government fiscal activities that do not involve any commitment to a specific project that may result in a potentially significant physical impact on the environment are not projects subject to the requirements of CEQA.

SECTION 5. CERTIFICATION. The City Clerk of the City of Fullerton shall certify that this ordinance was passed, approved and adopted by the People of the City of Fullerton, California, voting on the 3rd day of November 2020.

SECTION 6. EFFECTIVE DATE. AND SUBMISSION TO VOTERS. This ordinance relates to the levying and collecting of City transactions and use tax and shall take effect immediately. However, no tax imposed by this ordinance shall be effective unless that tax has been approved by the voters of the City as required by Section 2(b) of Article XIII C of the California Constitution and applicable law. Furthermore, the tax shall become operative only as set forth in Section 4.86.020 (Operative Date) of Chapter 4.86 [Transactions and Use Tax] which is codified by the adoption of this Ordinance.

Ballot Measures-SImpartial Analysis
City of Fullerton
Measure S

Measure S is an ordinance authorizing the City of Fullerton to levy a one and one-quarter cent (1.25%) transactions and use tax. This type of tax, commonly referred to as a "local sales tax," is collected along with other state and local sales and use taxes and is administered by the California Department of Tax and Fee Administration. A one and one-quarter cent tax on a \$100.00 taxable purchase is, for example, one dollar and twenty-five cents (\$1.25).

The combined rate of all state and local sales taxes applicable to taxable sales in the City of Fullerton is currently 7.75%. Of this 7.75%, only a 1.0% sales tax, known as the Bradley-Burns Tax, is dedicated to the City of Fullerton. The remaining taxes are imposed by the state or by the county or its agencies. The proposed new tax would increase the combined tax rate to 9.00%.

Purchases in Fullerton that are exempt from the statewide sales tax would also be exempt from the proposed new tax. For example, most groceries, prescription drugs and purchases of services would be exempt from taxation.

The tax would be administered by the state. Proceeds of the tax, less administration costs, would be deposited in the city's general fund, controlled by the City Council of the City of Fullerton, and available for any lawful municipal purpose. Examples of permissible uses, as identified by the City Council, include fixing local streets, roads, and potholes, retaining local businesses and jobs, maintaining 911 emergency response, fire protection, firefighters, paramedics, and public safety services, addressing homelessness, cleaning up encampments, keeping public areas safe and clean, maintaining emergency public health preparedness, paramedic equipment, and other general services.

This tax would remain in effect until terminated by the voters. It is anticipated that this tax will initially generate approximately \$25,000,000 in revenue annually for the city's general fund. Proceeds of the tax may only be used by the City of Fullerton. The proceeds of the tax would be audited annually by an independent certified public accountant and subject to review and an annual report by a Citizen's Oversight Committee.

This measure was placed on the ballot by the City Council of the City of Fullerton.

A YES vote approves the measure and authorizes the proposed tax.

A NO vote rejects the measure and the proposed tax.

s/ City Attorney

The above statement is an impartial analysis of Measure S. If you desire a copy of the measure and the ordinance, please call the elections official's office at (714) 738-6350 and a copy will be mailed at no cost to you.



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Argument in Favor of Measure S

Vote YES on Measure S to repair our local streets, maintain fast 911 emergency response times, and protect essential community services to maintain our great quality of life here in Fullerton!

100% of Measure S funds will stay here in Fullerton. Currently, nearly all sales tax revenue generated in Fullerton goes to the State or County. Measure S will keep more of our local sales tax funds here, dedicated to essential city services and improved roads, with local citizens' oversight. Measure S funds cannot be touched by the State or County.

Vote YES on S to fix Fullerton streets! Professional engineers and a citizens committee who reviewed the infrastructure agree that our damaged roads impact safety for drivers, pedestrians and bicyclists, resulting in costly pothole-related car repairs. Measure S provides critically needed funding to make improvements.

"Fast 911 response times are critical to saving lives! Measure S will ensure Fullerton residents have enough firefighters, paramedics, police and dispatchers to respond quickly to 911 emergencies."

-Wolfgang Knabe, Fullerton Fire Chief, Retired

Vote YES on S to address homeless encampments in Fullerton and improve access to job training, health, mental health care and local homeless prevention services.

For decades, revenues have not kept pace with rising costs required to maintain city services, street repair and fast 911 emergency response. Despite city spending cuts and reductions in staff, existing revenues will not support the quality of life we expect.

Your YES vote on Measure S will:

- Repair our streets, roads and potholes
- Maintain 911 emergency response services
- Address homelessness
- Keep public areas safe and clean
- Retain local businesses and jobs

Join public safety, business and other community leaders and neighbors in voting Yes on S to improve the condition of our streets and to keep Fullerton safe, healthy and financially sustainable!

s/ Jennifer Fitzgerald
Mayor, City of Fullerton

s/ Thad Sandford
Chairman, Fullerton Infrastructure & Natural Resources Advisory Committee, 31-Year Resident

s/ Leonel Talavera
Neighborhood Revitalization Manager, Habitat for Humanity OC

s/ Pastor Jay Williams
Executive Director of OC United and Founder of Love Fullerton, 20-Year Resident

s/ Dr. Cherry Li-Bugg
Chair of the Board, North Orange County Chamber of Commerce

Rebuttal to Argument in Favor of Measure S

Vote NO on Measure S!

This tax increase **bails out bad management and irresponsible policy decisions.** It's designed to cover **chronic overspending** on salaries and benefits, especially pension liability costs, excessive overtime and needless, sloppy litigation costs. **Worse yet, if passed it would allow more of the same.**

Don't buy into scare tactics such as slow 911 response times, **threats to your safety**, perpetual potholes, unending/expanding homelessness, unclean and unsightly public spaces. The City **dishes out fear motivation** with little evidence of progress or improvements with existing funds. **Where is the management expertise?** It takes no talent to grab new money by scaring taxpayers.

Their assertion that this money will improve the homeless situation is **simply untrue.** It is **much more likely that further investments will merely displace state and county funding**, permanently increasing costs to Fullerton taxpayers.

Four Council Members imposed dramatically **higher water rates and increased costs** for services, fees, fines, licenses, permits, and now **they demand a 125% increase** in the city's share of sales taxes? Taxes are already too high. Those same Council Members even approved **paying consultants \$125,000 to "educate" the public** on the need for this tax increase!

We deserve **better** than manipulation and **fear tactics** from public employee unions and others who routinely benefit from such threats. Poor performance and scare tactics should not be rewarded.

Reforms are long overdue at City Hall, and it's time to send that message!

Vote NO on S!

s/ Bruce Whitaker
Fullerton City Council Member

s/ Jack Dean, President
Fullerton Association of Concerned Taxpayers (FACT)

s/ Gregory Sebourm
Former Mayor of Fullerton

s/ Chris Thompson
Former President of Fullerton School District Board

s/ Damion 'Lloyd' Planchon
Board Member, Fullerton Infrastructure & Natural Resources Advisory Committee (INRAC)



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Argument Against Measure S

VOTE NO!

Ask yourself: Does the City of Fullerton need even more money from me? If this tax passes, every time you make a purchase, you will pay **9% sales tax in Fullerton, the second highest sales tax in Orange County.**

The ballot measure **title is deceitful.** This massive tax increase is **not dedicated to fix Fullerton streets**, which are rated the **worst in Orange County** by OCTA. Rather, the money would go into the General Fund and could be used for anything.

This 1.25% sales **tax increase would be permanent.** It is general, not specific, meaning the City Council could spend this money on salaries and pension benefits for City Administrators and other City employees.

Over the past decade, Fullerton's failed leadership spent nearly all revenue increases on salaries and pension benefits:

- Since 2011, sales tax revenue grew by 51%, property tax revenues increased 52%.
- Between 2015-16, **Council majority approved \$19.5 million in pay increases.**
- Since 2011, the Council raised its two largest department budgets 41% and 55%.

In 2019 alone, according to Transparent California: 146 City of Fullerton employees received over \$200,000 in total compensation, while 51 employees received over \$249,000 in total compensation. Fullerton pension recipients collected over \$43 million.

The City has already increased water rates by a whopping 29% since June 2019, and is scheduled to increase rates again by another 11% next July 1st.

The facts are: the City had plenty of money to repair our roads many years ago had it adopted sensible reforms and reasonable, balanced budgets. Fullerton should already have smooth streets and water pipes that do not routinely burst.

Vote NO on higher sales taxes!

s/ Bruce Whitaker
Fullerton City Council Member

s/ Jack Dean
President, Fullerton Association of Concerned Taxpayers (FACT)

s/ Gregory Sebourn
Former Mayor of Fullerton

s/ Chris Thompson
Former President of Fullerton School District Board

s/ Damion 'Lloyd' Planchon
Board Member, Fullerton Infrastructure & Natural Resources Advisory Committee (INRAC)

Rebuttal to Argument Against Measure S

Opponents of Measure S have their facts wrong.

Businesses, educators, public safety leaders and long-time residents SUPPORT Measure S because it's the most fiscally responsible way to maintain critical services for Fullerton residents and make lasting improvements to our roads.

Here are the facts:

FACT: Every penny of Measure S revenue will stay here to maintain and improve essential services we rely on to keep our community safe and protect our quality of life. The State and County cannot touch Measure S funds.

FACT: Measure S includes strict taxpayer accountability provisions to ensure all funds are properly spent.

FACT: Measure S requires an independent Community Oversight Committee – a citizens' committee charged with overseeing Measure S allocations.

FACT: Measure S requires public reporting on how every penny of Measure S funds are allocated.

FACT: Existing City law (Ordinance #3285) requires at least 50% of increased revenue from sales tax must be prioritized to address the City's infrastructure need, including roads.

FACT: 911 calls continue to rise, while staffing levels have been reduced due to funding shortfalls. More than 80% of all Fire calls are for emergency medical assistance.

FACT: The City has already cut salaries, employees and services. Without Measure S, there is inadequate funding to maintain existing emergency service levels, repair our roads, help homeless persons move off the streets and protect other essential services.

Please read Measure S for yourself and see why Fullerton community leaders are united in urging your YES vote.

s/ Gretchen Cox
Fullerton Police Chief's Citizen Advisory Council Member & City Parks & Recreation Commissioner

s/ Cherry Li-Bugg
Chair, North Orange County Chamber of Commerce

s/ Thad Sandford
Chair, Infrastructure and Natural Resources Advisory Committee

s/ Joe Lins
Local Business Owner and 14-Year Fullerton Resident

s/ Molly McClanahan
North O.C. Community College District Trustee