

**VOTER INFORMATION PAMPHLET**  
**MEASURES, ANALYSES AND ARGUMENTS**

(whichever is applicable to your ballot)  
Arguments in support of, or in opposition to, the proposed laws are the opinions of the authors.

**CITY OF WATSONVILLE**

**R** ADVISORY VOTE ONLY. Shall the City of Watsonville use the funds from Measure Q, if approved by the voters, for police, fire, parks and recreation services?

**IMPARTIAL ANALYSIS BY CITY ATTORNEY**  
**MEASURE R**

**“Advisory Vote Only”**

Measure R is an advisory vote concerning the expenditure of funds from a proposed sales and use tax increase in the City of Watsonville if approved by the voters. As the Measure states, its purpose is not to increase taxes. Rather, Measure R’s purpose is to indicate the general opinion of City voters whether the revenue from the proposed sales and use tax increase, if approved by the voters, shall be used to pay for police, fire, parks and recreation services.

Section 9603(c) of the California Elections Code governing the purpose and effect of such an advisory vote states:

“... ‘advisory vote’ means an indication of general voter opinion regarding the ballot proposal. The results of the advisory vote will in no manner be controlling on the sponsoring legislative body.”

The opinion expressed through the vote on this advisory Measure, while of interest to the Watsonville City Council, is not in any manner legally controlling on the City Council’s use of the proceeds of the 1/4% sales and use tax increase.

s/ Alan J. Smith

**ARGUMENT IN FAVOR OF MEASURE R**

(ADVISORY VOTE)

Watsonville has always been managed in a financially responsible manner and has consistently focused on serving city residents. Unfortunately, the State of California has continued to take money away from local governments to balance the state budget. This has created financial hardships for our city and placed us in a position of having to cut back on essential services.

This year alone, the State has taken almost \$500,000 from the City of Watsonville. At the same time, the economic downturn has resulted in less revenue to our city.

The Watsonville City Council and City staff are committed to providing the types of services needed by the community. Feedback from our community tells us that you would like us to protect and enhance Police, Fire, Paramedic Services, and Parks and Recreation.

Today you have the opportunity to vote “YES” on *Measure Q (sales tax)* and *Save Our Services*. You also have the opportunity to let us know which services are most important to you.

A “YES” vote on Measure R will let the City Council and City staff know that your priorities are Police, Fire and Parks and Recreation.

A “NO” vote on Measure R will let the City Council and City staff know that you would prefer less emphasis on Public Safety, Parks and Recreation, and would like to see the sales tax revenues expended on other services.

Make sure you let us know what your priorities are!

s/ Judy Doering-Nielsen, Mayor, City of Watsonville  
s/ Carlos J. Palacios, City Manager, City of Watsonville  
s/ Terry A. Medina, Police Chief  
s/ Ben Evans, Fire Chief  
s/ Patricia Donohue, Director, Parks & Community Services Dept.

**NO ARGUMENT AGAINST MEASURE R WAS FILED.**