

**VOTER'S 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.

**COUNTY OF SANTA CRUZ**

**R** **Countywide Library Improvement/Continuation Measure.** To support and maintain local public libraries and library services through acquiring books, children's educational materials, computers and technology; increase and improve children's reading, adult literacy, senior and other educational programs; and upgrade local library facilities, shall Ordinance No. 1 of the Santa Cruz County Public Library Authority be amended to continue the existing ¼ cent sales tax for libraries with no increase?

**FULL TEXT OF BALLOT MEASURE R**

**ORDINANCE NO. 4915**

**ORDINANCE AMENDING ORDINANCE NO. 1 OF THE SANTA CRUZ COUNTY PUBLIC LIBRARY AUTHORITY BY ELIMINATING THE TERMINATION DATE OF AN EXISTING TRANSACTION AND USE TAX SUPPORTING LOCAL PUBLIC LIBRARIES**

The Board of Supervisors of the County of Santa Cruz ordains as follows:

**SECTION I**

WHEREAS, in 1996, Section 7285.5 of the Revenue and Taxation Code authorized the establishment of a county-wide Public Library Authority empowered to seek voter approval of a transaction and use (sales) tax for public library funding purposes; and

WHEREAS, pursuant to Section 7285.5, the Santa Cruz County Board of Supervisors lawfully established a county wide Public Library Authority to seek voter approval of a one-quarter of one percent sales tax for library purposes; and

WHEREAS, on November 5, 1996, the voters of the County of Santa Cruz approved by a two-thirds vote, a ballot measure imposing a one-quarter of one percent sales tax for public library purposes; and

WHEREAS, the ballot measure enacted an ordinance of the Santa Cruz County Public Library Authority that imposed the sales tax and authorized an Expenditure Plan for the use of the revenues generated; and

WHEREAS, the support of existing local public libraries including their expanded and extended library services for children, young adults and seniors; their computer and technology equipment and library materials; their educational and adult literacy programs; appropriate hours of operation; and necessary maintenance, repair, upgrade or expansion of facilities remains an important public priority; and

WHEREAS, the ordinance establishing the sales tax funding the Public Library Authority expires on April 1, 2013; and

WHEREAS, Revenue and Taxation Section 7285.5 was amended by the Legislature in 2001 and now authorizes the County Board of Supervisors to seek extension of a sales tax previously enacted by a county wide public authority if approved by two-thirds vote of the Board of Supervisors and subsequently approved by two-thirds of the voters.

NOW THEREFORE, the Board of Supervisors of the County of Santa Cruz finds that there is a need to permanently extend the sales tax for public library purposes first enacted in 1996.

**SECTION II**

Ordinance No. 1 of the Santa Cruz County Public Library Authority approved by the voters of Santa Cruz County on November 5, 1996, is hereby amended by deleting Section 17 entitled "Termination Date" in its entirety.

**SECTION III**

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.

**SECTION IV**

This ordinance shall take effect as provided by law. This ordinance shall become effective according to law only if at least two-thirds of the electors voting on the measure at the election on June 3, 2008 vote to approve enactment of the ordinance.

PASSED AND ADOPTED this 26th day of February, 2008 by the Board of Supervisors of the County of Santa Cruz by the following vote:

Ayes: Supervisors Stone, Coonerty, Beautz, Campos, Pirie

Noes: Supervisors None

Absent: Supervisors None

Abstain: Supervisors None

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**IMPARTIAL ANALYSIS BY COUNTY COUNSEL**  
**BALLOT MEASURE R**

In 1996 the voters of Santa Cruz County approved a one-quarter percent increase in the sales tax applicable to all the jurisdictions within the County for public library funding purposes. The ballot measure which was approved at that time provided that the resulting ordinance and tax increment would expire on April 1, 2013.

California Revenue and Taxation Code section 7285.5 permits a County Board of Supervisors to levy, increase, or extend a transactions and use tax (i.e., a sales tax) for a specific purpose so long as the ordinance proposing the tax is approved by a two-thirds vote of the Board of Supervisors, and then subsequently approved by a two-thirds vote of the voters.

The Santa Cruz County Board of Supervisors has unanimously determined that the sales tax for library purposes described above should be permanently extended, and its termination date deleted, subject to approval of this ballot measure by two-thirds of those voting. The Board has unanimously adopted an ordinance for that purpose.

This measure would therefore permit the existing one-quarter of one percent being collected in the four cities and the unincorporated area of the County of Santa Cruz to continue indefinitely, rather than terminating on April 1, 2013. It would continue until changed by action of the voters or legislators. The cities and the unincorporated portion of the County vary as to the precise sales tax rates applicable within their jurisdictions, as the cities have independent authority to enact limited sales tax increments above the state-wide base rate to apply within their own boundaries.

A "yes" vote is to approve extension of the one-quarter percent sales tax for library purposes indefinitely.

A "no" vote is to disapprove extension of the tax, thereby keeping in place its termination on April 1, 2013.

DANA McRAE, COUNTY COUNSEL  
By Jane M. Scott, Assistant County Counsel

**FISCAL IMPACT STATEMENT BY COUNTY AUDITOR**  
**BALLOT MEASURE R**

**To Permanently Extend an Existing ¼¢ Transaction and Use Tax (Sales Tax) for Local Public Libraries**

Measure R is to permanently extend an existing ¼¢ transaction and use tax to provide funds that can only be used for local public libraries. The transaction and use tax, also known as sales tax, was originally approved by voters in 1996 as Measure B, and will terminate in 2013 unless extended.

**Fiscal Effect**

This Measure does not increase the existing sales tax rates. During fiscal year 2007-08, sales tax revenues earned for local public libraries under the existing 1996 Measure B will be approximately \$8.5 million.

Sales tax is paid by residents and visitors on all taxable sales occurring in Santa Cruz County. In general, taxable sales include all retail purchases except food. Taxable sales do not include services. The fiscal impact of a ¼¢ sales tax is 25¢ for each one hundred dollars (\$100) spent on taxable sales. Payment is collected at the time of sale.

The sales tax rate in the unincorporated County is 8.00%, of which 0.25% (25¢ per \$100 of sales) is for the Countywide Library System approved in the 1996 Measure B. Voters in the cities of Capitola, Santa Cruz, Scotts Valley and Watsonville approved additional local sales tax rates, bringing those cities' current rates to between 8.25% and 8.5%.

**Distribution and Accountability of Funds**

This Measure continues to restrict the ¼¢ sales tax for local library purposes. If this Measure passes, the sales tax revenues will continue to be distributed pursuant to the Library Financing Authority (the Authority) Agreement on the basis of population of the member agencies. During the current fiscal year, the County Auditor-Controller will distribute approximately 77% of these restricted sales tax revenues to the Cities/County Library System and 23% to the Watsonville City Library based on population.

The governing body of the Watsonville City Library is the Watsonville City Council. The governing body of the Cities/County Library System is the Library Joint Powers Board which consists of: two County Supervisors, two Santa Cruz City Councilors, one Scotts Valley City Councilor, one Capitola City Councilor, and three citizen appointees.

The Authority is required to have an annual financial audit as specified in Government Code Section 6505. If the Authority fails to have an audit performed, the Auditor-Controller shall perform or contract for the audit.

**Maintenance of Effort Requirements**

The Authority Agreement requires that these sales tax revenues cannot replace existing moneys committed by the cities and the county to support libraries. Each member agency will be required to continue contributing a Maintenance of Effort amount which is based on funding which those agencies provided during 1995-96 before Measure B, increased by the annual growth in property tax revenues each agency receives. The current Maintenance of Effort amount is approximately \$6.6 million. This Maintenance of Effort amount, together with the ¼¢ sales tax, funds the local libraries.

s/ MARY JO WALKER  
Auditor-Controller  
County of Santa Cruz

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## MEASURES, ANALYSES AND ARGUMENTS

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### ARGUMENT IN FAVOR OF MEASURE R

Vote Yes on R – Keep Local Libraries strong!

Excellent libraries are essential to our quality of life in Santa Cruz County. YES on R protects and maintains our libraries, with NO increase in taxes.

Measure R is NOT a new tax, and the tax rate will NOT increase. YES on R simply continues existing library funding before it expires. Without your vote, our libraries will lose more than half of their funding, and will be forced to make deep cutbacks in book collections, services, and hours.

Our libraries are critical to promoting childhood learning and development. Last year over 600,000 children's books were checked out — and 40,000 kids attended library reading/education programs.

YES on R maintains programs, summer Reading Clubs, and Story Time, and provides books for children.

YES on R increases resource materials for school-age children, and continues programs for teens/pre-teens.

By providing adult literacy and outreach services for seniors and the homebound, YES on R makes our libraries accessible to all. By updating book collections, electronic databases and other technologies, YES on R ensures that information is freely available to everyone. By laying the groundwork for a new Felton Branch Library, YES on R continues to build the library system we need!

With 1.5 million library visits and 2.5 million items checked out in the past year, our libraries are places to learn for kids, families and communities. Measure R ensures that our Boulder Creek, Felton, Scotts Valley, Garfield, Santa Cruz, Branciforte, Live Oak, Soquel, Aptos, LaSelva Beach, Freedom and Watsonville libraries can continue to serve you.

YES on R includes strong fiscal accountability requirements, such as annual, independent financial audits and independent Citizen's Oversight to ensure money is spent as promised.

Vote YES on R – for our libraries now and in the future. Visit [KeepOurLibrariesStrong.com](http://KeepOurLibrariesStrong.com) for information or a lawn sign.

s/ Gayle T. Ortiz  
Owner, Gayle's Bakery; Former Capitola Councilmember

s/ George Ow, Jr.  
Local Business Owner and Philanthropist

s/ Mary E. Hammer  
Community Volunteer

s/ Tila Guerrero  
Business Owner, Community Volunteer

s/ Dan Haifley  
Director, O'Neill Sea Odyssey, Environmental Educator

### REBUTTAL TO ARGUMENT IN FAVOR OF MEASURE R

Vote NO on Measure R

#### ***THERE'S NO REASON TO CHANGE***

**Q: Why change the original agreement made with the voters in 1996?**

**A: Measure R is a classic case of over-reach by Bureaucrats.**

Few quarrel with the improved library services that happened after the ¼ cent Countywide Sales Tax took effect. Unfortunately, now the politicians want to mess with success at your expense.

#### ***OVER \$150,000 OF UNNECESSARY JUNE ELECTION COSTS***

**Q: Why permanently cement a tax that doesn't expire for 5 more years?**

**A: Politicians want to end taxpayer oversight.**

The 16-year "Sunset Clause" is in danger of being erased 5 years too early! Instead of being satisfied with the Measure B agreement, suddenly they want to create **A PERMANENT TAX**. This could result in higher labor contracts and soaring capital costs.

#### ***WE HAVE TEMPORARY TAXES FOR GOOD REASONS***

**Q: With the bad economy, are the Libraries facing new funding problems?**

**A: Over the next 5 years, Measure R will NOT PROVIDE one extra dollar.**

Our libraries could be facing large deficits due to ever-expanding personnel costs, however, your oversight board has little say in labor negotiations. Unfortunately, these pay packages are negotiated by the City of Santa Cruz, not the Library JPA.

#### ***DO YOU TRUST THESE PEOPLE?***

Sadly, even the Friends of the Library, a tax-exempt organization, has been pulled into the political fray. **They admit using scarce donated funds for political "seed money" in this campaign for a Permanent Tax.**

#### ***SAVE YOUR OVERSIGHT RIGHTS***

Vote NO on Measure R

s/ Doug Austin  
Financial & Insurance Services Professional

s/ Rey Retzlaff  
Former Mayor of Scotts Valley  
Monteville Park Creator

s/ Ed Mazenko  
Retired Businessman  
Former Branciforte Fire Director

s/ Robert Jones  
Community Activist

s/ Joseph D. Panaro  
Treasurer, Senior Coalition

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### ARGUMENT AGAINST MEASURE R

#### Vote NO on Measure R

#### **Don't give away your Last Oversight over Bureaucrats and Politicians!**

Voting NO on Measure R keeps our libraries funded exactly as they are today. In fact, the current Library tax doesn't expire until 2012. The politicians hope you give them **PERMANENT CONTROL** over our Library money.

**Sunset Clauses Work!** The original tax created more open hours and better services for patrons. A good part of that success can be attributed to your veto power with a sunset clause. **DON'T LOSE IT!**

**Measure R removes the last shred of citizen accountability** from the Library Board by making the current Countywide ¼% sales tax permanent. Giving up your taxpayer control allows them to divert important operational funds to other pet projects.

#### **LIBRARY BOARD POLITICIANS REQUIRE MORE OVERSIGHT—NOT LESS!**

- Board members have forbidden even minor capitol spending until Felton's Library is done. This could delay critical, cost-effective branch improvements in Aptos, Capitola, Santa Cruz and Scotts Valley. Great for Felton! Bad for everyone else.
- **There is no representation on the Countywide Library Board south of the City of Capitola and there is no direct-line Board control over the management staff.**
- Hundreds of Thousands of Tax Dollars have been wasted through sky-high worker's compensation claims caused by poor management.
- **The Board admits that it has \$500,000 in operating deficits looming and Measure R does nothing to close this deficit gap.**
- Despite being broke, the Board wasted over \$150,000 of our Library money by holding this vote in June instead of November.

**Your Libraries are safe and strong until 2012 with a NO vote on Measure R.**

#### Vote NO on Measure R

Citizens for Accountability in Government  
s/ Robert Suhr, Chairman

### REBUTTAL TO ARGUMENT AGAINST MEASURE R

The opponent's argument is simply untrue. Don't be misled.

**FACT:** Every dime generated by Measure R can only be spent on our libraries—not for anything else. Without Measure R funds, our libraries will lose OVER HALF of their funding, forcing drastic cuts in open hours, collections and future improvements.

**FACT:** Measure R requires strict financial accountability and oversight, beyond that required by law. Published independent, annual audits and Citizens' Oversight ensure expenses are controlled and funds are spent as promised to voters.

**FACT:** Measure R ensures every community in our county monitors Library spending. Library Oversight Boards include elected officials and citizens from throughout the county.

**FACT:** Measure R WON'T increase taxes. It simply CONTINUES support for the excellent libraries our community values – now and in the future.

**FACT:** Measure R funds programs, books, and electronic resources for EVERY branch library — Boulder Creek, Felton, Scotts Valley, Garfield, Santa Cruz, Capitola, Branciforte, Live Oak, Soquel, Aptos, La Selva Beach, Freedom and Watsonville.

**FACT:** Replacing the Felton branch is a top priority, but there are also long-range plans for Scotts Valley, Capitola and Aptos. Measure R demonstrates sound planning. It ensures every branch library gets its fair share with stable funding for current needs, future operations, and improvements.

Voter funding has expanded Library children's programs and outreach services to seniors, increased and updated book and other collections, and increased open hours by almost 70%.

Make sure our kids, seniors, and community continue to have the resources they need.

#### Vote YES on R

[www.KeepOurLibrariesStrong.com](http://www.KeepOurLibrariesStrong.com)

s/ Mary Lou Goeke  
Community Volunteer and Executive Director, Local Human Services Organization

s/ Karen Delaney  
Director, Non-profit literacy program Live Oak Library patron

s/ Michael C. Watkins  
Santa Cruz County Superintendent of Schools

s/ Bruce McPherson  
Former State Senator

s/ Robert E. Locatelli  
Pharmacist and Local Business Owner