

Attachment 1

VOTE YES ON MEASURE _____ to preserve essential services and quality of life in the City of Santa Rosa.

Since 1970, the City of Santa Rosa has used its Utility Users Tax (UUT) on electricity, gas, cable TV, and telephone to help pay for essential services such as parks, street repair, police and fire services.

Without a YES vote on MEASURE _____ the City is at risk of losing \$1.6 million in current revenue.

Measure _____ is NOT a new tax. Measure _____ would modernize the City's existing UUT on telephone so that ALL taxpayers are treated the same regardless of the communications technology used.

Accordingly, the City's UUT on telephone would apply in the same manner whether the service is provided by landline, wirelessly, or over a broadband system like the internet. However Measure _____ would NOT impose a tax on internet access, or on digital downloads like music, games, or ringtones.

The Measure also lowers the current UUT rate for ALL utilities by 10%, from a 5% tax rate to 4.5%. By treating ALL telephone users the same, regardless of technology, it is projected that Measure _____ will generate the same, or slightly more tax revenue – using a lower percentage, spread across all users of telephone services. If revenue is higher than projected the ordinance allows the City to lower, but not increase, the rate further without a new ballot measure. Existing exemptions to the gas and electricity UUT for PG&E CARE recipients will remain in place.

A YES vote on Measure _____ will allow Santa Rosa to continue to provide programs and services for residents that make Santa Rosa a great place to live, work and play. Without it, the high quality of services Santa Rosa residents enjoy will be in jeopardy.

Please help protect our existing revenue –VOTE YES ON MEASURE _____.