EXHIBIT A

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