

# FACT SHEET



## CITY OF HAYWARD HEART OF THE BAY

### MEASURE C

- ½-cent local sales tax
- Requires voter approval (50%+1)
- Funds critical facilities & services
- All revenue locally controlled
- Sunsets at 20 years



**M**easure C was developed as a way for the City of Hayward to address long-standing infrastructural and services needs. If approved by the voters, the measure would generate revenue for the City of Hayward to fund a mix of critical facilities projects and public safety initiatives.

The City conducted an extensive community outreach process to determine residents' priorities before finalizing the measure. The final ballot question **reflects the input of nearly 4,000 registered Hayward voters**, received via mail-in responses, door-to-door conversations and an online survey.

All revenue generated by the measure would stay in Hayward. No funds could be taken away by the state or used for other purposes.

All items currently exempt from sales tax – groceries, prescription medications, items purchased with food stamps – would continue to be exempt.

### BALLOT QUESTION

To restore and maintain Hayward city services and facilities, including firefighting/emergency medical services; improving police protection for neighborhoods; replacing the aging library with a 21st century facility including safe space for after-school homework and tutoring; repairing potholes and streets; updating aging neighborhood fire stations; and other city services; shall the City of Hayward increase the sales tax by ½ percent, for twenty years only, providing locally controlled funding that cannot be taken by the State?

# FREQUENTLY ASKED QUESTIONS

## WHY THE NEED FOR LOCAL REVENUE?

The City provides residents with a wide range of public services, including police, fire, public works, maintenance and library services, among many others. State takeaways and the fallout of the Great Recession have severely impacted the City budget, making it impossible to fund needed repairs and upgrades to deteriorating facilities while maintaining or improving critical services for the community.

Measure C revenue **cannot be taken away by the state**. Furthermore, it will be paid by **everyone in the community**, as well as visitors making qualified purchases in Hayward.

## HOW MUCH WILL IT COST ME?

The cost to an individual depends on the amount of qualified goods or services he or she purchases. **The additional cost to purchase a \$1,200 television would be \$6.** For the purchase of a \$50 item, the local sales tax would amount to 25 cents.

## WHAT IS TAXED AND WHAT ISN'T?

Measure C would apply to the same goods and services as the existing state sales tax. For example: furniture, cars, giftware, toys, antiques and clothing would all be subject to the tax.

Items that are **exempt from sales tax** include **groceries**, sales to the U.S. government, sales of **prescription medicine** and certain **medical devices**, and sales of items paid for with **food stamps**.

## HOW LONG WILL THE MEASURE LAST?

Measure C would sunset after 20 years. A vote of the people would be required for renewal.

## HOW MUCH REVENUE WILL THE MEASURE GENERATE FOR THE CITY?

Measure C would raise about \$10 million per year. This revenue is dependent on the economy and the amount of goods sold in Hayward.

## WHAT TYPES OF PROJECTS WILL BE FUNDED WITH THE REVENUE?

In addition to funding enhanced public safety services and road maintenance efforts, revenue generated by the measure would be used to upgrade or replace many critical City facilities, including many of our aging fire stations and the Main Library, which provides critical homework help and tutoring services to Hayward students. Many of these facilities were built more than 50 years ago, when the City's population was less than 1/10<sup>th</sup> of what it is currently. Today, many of these buildings have grown old, deteriorated or have become unsafe over many decades of constant use.

## HOW HAS THE CITY BEEN MANAGING ITS FINANCES RESPONSIBLY?

The City has made significant changes to its personnel structure, compensation guidelines and operating strategies in an effort to keep the City financially stable. City employees, executives and elected officials have all made substantial sacrifices to aid in this effort by contributing more towards the costs of benefits, all while maintaining a high level of service to the community.

## NEED MORE INFORMATION?

EMAIL QUESTIONS TO:

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