

VOTER UPDATE

VOTE ON: November 8, 2016

We hope you find the 2016 Santa Rosa City Voter Update a useful resource. Your vote is important in helping to keep the City of Santa Rosa a wonderful place to live, work and visit.

This year, there are four seats available and six candidates on the ballot. Inside, you will find a message from each of the candidates that qualified for public financing. You will also find information on the two City ballot measures. The deadline to register to vote in this election is October 24, 2016. Please VOTE on November 8! And be sure to visit the City's website at www.srcity.org for more information.

SANTA ROSA CITY COUNCIL CANDIDATES

The names of the candidates are listed in the order they will appear on the ballot. The order is determined by a randomized alphabet drawing by the Secretary of State.

Ernesto Olivares

Chris Rogers

Brandi Asker

Julie Combs**

Don Taylor

Jack Tibbetts**

** *Not a qualifying candidate*

Qualifying Candidate means a candidate for election to the City Council who has executed a voluntary election campaign spending limit agreement and filed the executed agreement with the City Clerk.

SANTA ROSA BALLOT MEASURES

Ballot Measure O

Public Safety Spending Levels

Shall the City of Santa Rosa amend the minimum funding requirements for public safety services, including police, fire, and gang-prevention, to reflect City FY 2015-16 General Fund budget levels?

Ballot Measure N

City Services Measure

To maintain financial stability and funding, without increasing taxes, for city services, such as police/fire protection; 9-1-1 emergency response; street/pothole repair; parks/recreation programs; affordable housing/homelessness services; and other general city services, shall the City of Santa Rosa extend an existing, voter-approved ¼ cent sales tax for eight additional years, providing approximately \$8 million annually; requiring independent audits, public spending review, and all funds controlled locally?



It's your vote. Be an informed voter!

There are several ways to learn more about the 2016 Santa Rosa Municipal Election. The best way to ensure elected officials represent you and to know how measures on the ballot affect you is by researching the information.

READ – candidate statements and ballot measure arguments provided in the Voter Informational Pamphlet.

STUDY – campaign materials, which provide an opportunity for candidates to introduce themselves, as well as their values and vision for the City.

VISIT – www.smartvoter.org, an unbiased, nonpartisan website made available to the public through partnerships with the League of Women Voters and election officials. Campaign disclosure statements can be viewed at www.srcity.org/election. Information about Santa Rosa's Measures O and N can be viewed at www.srcity.org/measures.

WATCH – September 29, 2016 at 6:00 p.m. Sonoma County League of Women Voters candidate forum is scheduled for playback on Comcast Channel 26 and AT&T U-verse Channel 99. Visit www.lwvsonoma.org for more information.

CONNECT – with candidates on the campaign trail. Interact with candidates directly to discuss their views and ask the questions that are important to you.

In 2002, Santa Rosa voters passed a City Charter amendment that provides public financing for City Council election campaigns. The purpose of public financing is to reduce the cost of Council election campaigns and increase the accessibility of Council candidates to the voters.

**The following candidates have qualified for public financing.
For more information about the qualifying candidates,
please visit www.srcity.org/2016candidates.**



Ernesto Olivares

*Councilmember;
Executive Director,
California Cities Violence
Prevention Network*

www.olivaresforsantarosa.com

I am committed to the total well-being of all our citizens. Currently, I represent you on various City Council and regional committees. As Mayor, I established the Mayor’s Economic Competitiveness Task Force and Mayor’s Pension Reform Task Force. This resulted in bringing thousands of jobs to Santa Rosa and passing the most meaningful pension reform in Santa Rosa’s history.

I am a strong proponent of transparency and openness in governing our city. I take pride in engaging stakeholders, working to find creative solutions to difficult issues, and implementing those solutions for significant changes.

I respectfully ask for your vote.

Miembro del Consejo; Director Ejecutivo, Red de Prevención Violencia de Ciudades de California

Estoy comprometido con el bienestar total de todos nuestros ciudadanos. Actualmente, yo te represento en varios comités de el Consejo de la Ciudad y regionales. Como Alcalde, establecí el Grupo de Competitividad Económica y el Grupo de la Reforma de Pensiones. Esto resulto en traer miles de trabajos a Santa Rosa y pasar la reforma de las pensiones más significativa en la historia de Santa Rosa.

Soy un firme defensor de la transparencia y la apertura en el gobierno de nuestra ciudad. Me enorgullezco de engranar participantes, trabajando para encontrar soluciones creativas a problemas difíciles, y la implementación de dichas soluciones para cambios significativos.

Respetuosamente pido su voto.



Chris Rogers

*Green Energy Policy
Manager*

www.voterogers.com

Santa Rosa is an incredible place and I’ve been fortunate to serve our community for the last decade. I’ve served on eight local commissions, including the Santa Rosa Community Advisory Board, the Sonoma County Taskforce for the Homeless, and the Sonoma County Area Agency on Aging.

I work for a Santa Rosa based national clean energy company, where I focus on making green energy affordable for families and businesses.

I understand the critical issues we face and care deeply about our community – it is where I was born and where I’ll raise my family.

Santa Rosa should be a place where planning for our future means investing in public transit and nearby housing that’s affordable for everyone; where anyone with a good idea can start a small business and build a life for their family; and where everyone is working together to meet our greatest challenges.

I care more about good policy than petty politics, and I have a long history of delivering for Santa Rosa. I’m honored to have the endorsement of Congressman Mike Thompson and Senator Mike McGuire and I would be honored to have your support as well.

Visit www.VoteRogers.com or call me directly at (707) 387-0015. Let’s work together to build a more livable Santa Rosa.



Brandi Asker
District Manager

www.voteasker.com

I am running for Santa Rosa City Council so I can serve my community, bring focus to the issues that matter most, and progress our city in a way that holds true to our roots. Santa Rosa is in a period of rapid growth, and I will use my expertise in business and my commitment to serving people to ensure our growth is on pace with our potential.

I've lived in Santa Rosa for 17 years, currently working as a District Manager for Starbucks Coffee in Santa Rosa. Giving back to our community is a priority of mine, and I have developed strong partnerships with local non-profits, including Social Advocates for Youth and Redwood Empire Food Bank. My professional and volunteer experience have prepared me to work proactively and diligently, and to be a dynamic, collaborative member of our City Council.

I represent women and mothers, and I care about empowering minorities. I am dedicated to hearing all voices, and adopting plans to create opportunity for all. For now, I am asking for your support and your vote. Once elected, I will be there to serve on your behalf.

Thank You!



Don Taylor
Businessman;
President, Railroad Square
Association

www.electdontaylor.com

Like you, I believe free parking is essential for a thriving downtown. Also, it is essential we fix the potholes and upgrade our streets.

My understanding of these three issues is based upon being a successful businessman for over 30 years. During the recession, I opened a second Omelette Express in Sonoma County. I was able to establish the new business and survive the financial crisis of the 2007 Recession placed on both businesses. I would like to put my business talents to work on the City Council.

The small businesses of Santa Rosa need a voice on the City Council. It is time business was properly represent when determining the future of our city. We must find strong businesslike solutions to homelessness, creating more job and workforce housing.

We have the best police and fire departments anywhere and must continue to fund them to ensure we maintain our level of public safety and response times.

Like you, I want Free Parking downtown and better streets and roads. Please vote for me, Don Taylor, for City Council and I will work hard to get the job done. Thank you.

Visit my website, www.electdontaylor.com



Dear Neighbor,

As plans are being made for the future of our City, we wanted to update you on the Santa Rosa City Council's effort to maintain our long-term financial stability.

During the Great Recession, and amid over \$25,000,000 in state takeaways, the City has managed its budget responsibly, always with long-term community priorities and fiscal sustainability in mind. Over the past several months, the City Council's Long Term Financial Policy Subcommittee has studied ways to protect the services the citizens specified as important, while keeping the City's significant financial interests in mind.

On August 9, 2016, the Santa Rosa City Council unanimously voted to place Measures O and N on the November ballot for voter consideration. If enacted by voters, Measures O and N would, without raising taxes, provide the necessary funding to address long-time financial issues. Please take a moment to review our frequently asked questions.

/s/
Sean McGlynn,
Santa Rosa City Manager

Getting More Information

If you would like to find out more about Measures O and N or to request an informational presentation to your community group, please contact Erin Morris at Measures@srcity.org or (707) 543-3189. Please visit our website at SRCity.org/Measures to view the **Impartial Analysis** along with our **Community Presentation** and **Frequently Asked Questions** for more information.



Frequently Asked Questions About Measures O and N

Q: What Are Measures O and N?

A: On August 9, 2016 the Santa Rosa City Council unanimously approved placing Measures O and N on the November 2016 ballot to protect and maintain local essential city services and our quality of life, without raising tax rates.

Measure N continues existing, voter-approved funding to maintain essential city services such as emergency response, roads, housing, and programs for at-risk youth and seniors with no increase in tax rate.

Measure O does not continue or increase taxes.

Q: What do Measures O and N do?

A: Measure O simply updates and adjusts the funding formula adopted by Santa Rosa voters in 2004 so that it is based on the current budget rather than the 2004 one. Measure O does not otherwise modify the previous voter-approved measure.

Measure N simply continues locally-enacted sales tax funding for Santa Rosa's essential services for an additional 8 years, without increasing the tax rate.

Q: Why were Measures O and N placed on the ballot?

A: To maintain the City's long-term financial stability. Over the Past 5 years, Sacramento has taken over \$25,000,000 from Santa Rosa.

Q: Will Public Safety spending be reduced under Measures O and N?

A: No. If adopted, Measure O will simply allow the city to base its minimum public safety funding formula on the 2016 rather than 2004 budget, allowing additional flexibility to address total budget needs without reducing the minimum spent on public safety today.

Measure N, if enacted, will allow the city to continue to fund essential city services residents have told us are important, including public safety services like police and fire protection, 9-1-1 emergency response times, as well as prevention programs such as school tutoring, mentoring, job training, youth programs and recreation to keep kids and teens in school, off the streets, and out of trouble.

Again, neither measure raises the tax rates the public currently pays.

Q: How do these measures affect street maintenance?

A: Without continuing to maintain existing voter-approved revenue, the City does not have adequate funding to maintain local streets and roads at the current funding level, and would likely need to defer additional maintenance. If enacted by voters, Measure N will extend existing voter-enacted funding to continue fixing potholes, repairing sidewalks, and maintaining local streets, in order to maintain safety and traffic flow throughout Santa Rosa.

Q: How can we be sure Measures O and N are accountable?

A: Measure O already requires strict accountability, including continued Independent Citizen's Oversight, mandatory financial audits, and yearly reports to the community to ensure the funds are spent responsibly. Those provisions will not change.

By law, all funds from Measure N will be required to stay in Santa Rosa, along with independent audits and publishing of expenditure reports to the community.

Q: What priorities do measures O and N address?

A: Measures O and N, if approved by voters, will provide funding to maintain the following community-identified priorities:

- Maintaining 9-1-1 emergency medical, police and fire response services
- Maintaining police response to violent crimes
- Maintaining fire protection services
- Maintaining roads and streets and repairing potholes
- Maintaining after-school recreation programs for youth
- Continuing partnerships with other government agencies and community organizations to prevent youth involvement with gangs
- Maintaining after-school tutoring and mentoring programs for youth

Q: When is the election?

A: Measures O and N are on the November 8, 2016 ballot.

Q: Where can I find more information about Measures O and N?

A: For more information about Measures O and N, visit www.srcity.org, or call 707-543-3189, or email Measures@srcity.org to arrange a community presentation.



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Voter Update.

Vote on November 8, 2016!

Voting by mail opens on October 10, 2016

Voter registration deadline is October 24, 2016

Last day to request vote by mail ballot is November 1, 2016

You may register to vote online at www.registertovote.ca.gov or at the
Sonoma County Registrar of Voters Office,
435 Fiscal Drive, Santa Rosa, California

Who May Register to Vote?

You may register to vote if you meet the following criteria:

- ✓ You are a United States Citizen and a resident of California
- ✓ You are at least 18 years old, or will be 18 on or before election day
- ✓ You are not in prison or on parole for conviction of a felony