

[CITY OF CAMPBELL SALES TAX]
ARGUMENT IN FAVOR OF MEASURE K

Maintain Campbell's safety and amazing quality of life--vote **Yes on K!**

Our City needs additional, locally controlled funding that cannot be taken by the State or County. **Yes on K** supports services that keep Campbell a safe, vibrant place to live, raise a family, or operate a local business.

We all chose to raise our children or locate our businesses in Campbell because it is a safe city. Keep it that way by voting **Yes on K!**

Yes on K maintains and improves police and fire protection, neighborhood patrols, and officers on the street. Measure K invests in tracking and investigating crime, and maintaining 911 response times -- keeping us all safe.

In today's digital age, it's more important than ever to give Campbell youth opportunities for sports and recreation. **Yes on K** invests in playgrounds, parks, and programs that keep kids active and learning, especially after school and in the summertime.

Here's what **Yes on K** does to maintain Campbell's quality of life and fiscal stability:

- Maintains emergency medical services
- Maintains fire protection services
- Maintains 911 response times
- Keeps our public spaces and parks safe, and free of litter
- Maintains local streets, sidewalks, sports/recreation centers

Here's what Measure K isn't:

- Measure K is not a tax on your home or property.
- Measure K is not applied to prescription medicine or food purchased as groceries.

Every dime of **Measure K funding stays local** -- not a penny can be taken by Sacramento politicians! All funds are legally required to be spent locally to benefit Campbell residents.

Campbell exercises transparent, responsible fiscal stewardship. All Measure K money is subject to annual financial audits and full public disclosure of spending. The City will continue to spend any voter-approved funds efficiently, effectively, and as promised.

For official information about Measure K: www.campbellca.gov

