

# INFORMATION

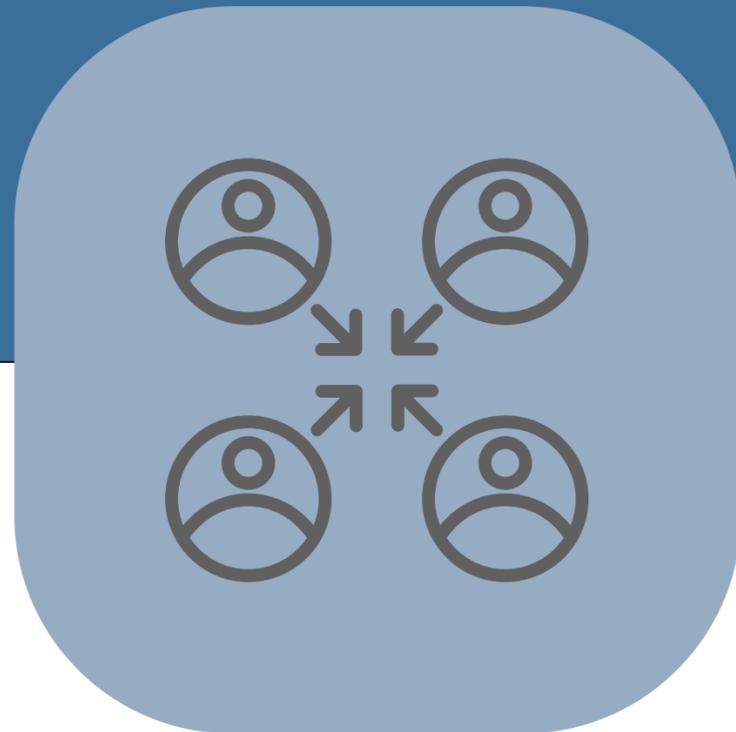
## About Campbell's November 4<sup>th</sup> Municipal Election



*Campbell, California*  
THE ORCHARD CITY

# WHY WAS MEASURE K PLACED ON THE BALLOT?

## Campbell Local Funding and Community Services Measure



### COMMUNITY ENGAGEMENT

The City conducted a Spring 2024 Survey to collect feedback from residents on the community's quality of life priorities.



### COMMUNITY FEEDBACK

Hundreds of residents were surveyed— thank you to anyone who participated, in sharing your input!



### MAINTAIN SERVICES

Measure K was placed on the ballot to maintain community services.

## **PRIORITIES IDENTIFIED BY CAMPBELL RESIDENTS**

- **Maintaining emergency medical services**
- **Maintaining local quality of life**
- **Maintaining fire protection services**
- **Maintaining Campbell's fiscal stability**
- **Maintaining 911 response times**
- **Keeping public spaces and parks safe and free of litter**

# QUALITY OF LIFE PRIORITIES

- **Maintain and improve core services**
- **Help Campbell to remain a safe, beautiful, and vibrant place to live, work and raise a family**
- **Maintain the value of our homes**

## **PUBLIC SAFETY PRIORITIES**

- **Maintain neighborhood patrols and officers on the street**
  - **Invest in tracking/investigating crime**
  - **Maintain 911 response times**
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## **FAMILY PRIORITIES**

- **Provide a local source of funds to invest in maintaining playgrounds, parks**
- **Keep kids active and learning after school and in the summertime.**

# WHAT IS MEASURE K?

**Measure K – The City of Campbell Local Funding and Community Services Measure – will appear on the Municipal Election ballot for voter consideration.**

**Measure K is a proposed locally controlled ½ cent sales tax. If enacted, it establishes a reliable source of funding to maintain:**

- Community Services**
- Public Safety**
- Parks & Rec Centers**
- Local Fiscal Stability**

# OFFICIAL MEASURE K BALLOT QUESTION

## Campbell Local Funding and Community Services Measure

Campbell Local Funding/Community Services Measure.  
Shall the measure providing funding for Campbell’s fiscal stability and general government services, such as: police/fire protection; 911 emergency medical response; road and storm drain repairs; disaster preparation; homeless services; recreation programs; keeping public spaces and parks safe/clean, by establishing a locally controlled 1/2¢ transaction and use (sales) tax providing approximately \$7,000,000 annually until ended by voters; requiring independent audits and public disclosure of spending, be adopted?

**YES**

**NO**

## Information About Measure K

### **SALES TAX FACTS**

#### **Measure K:**

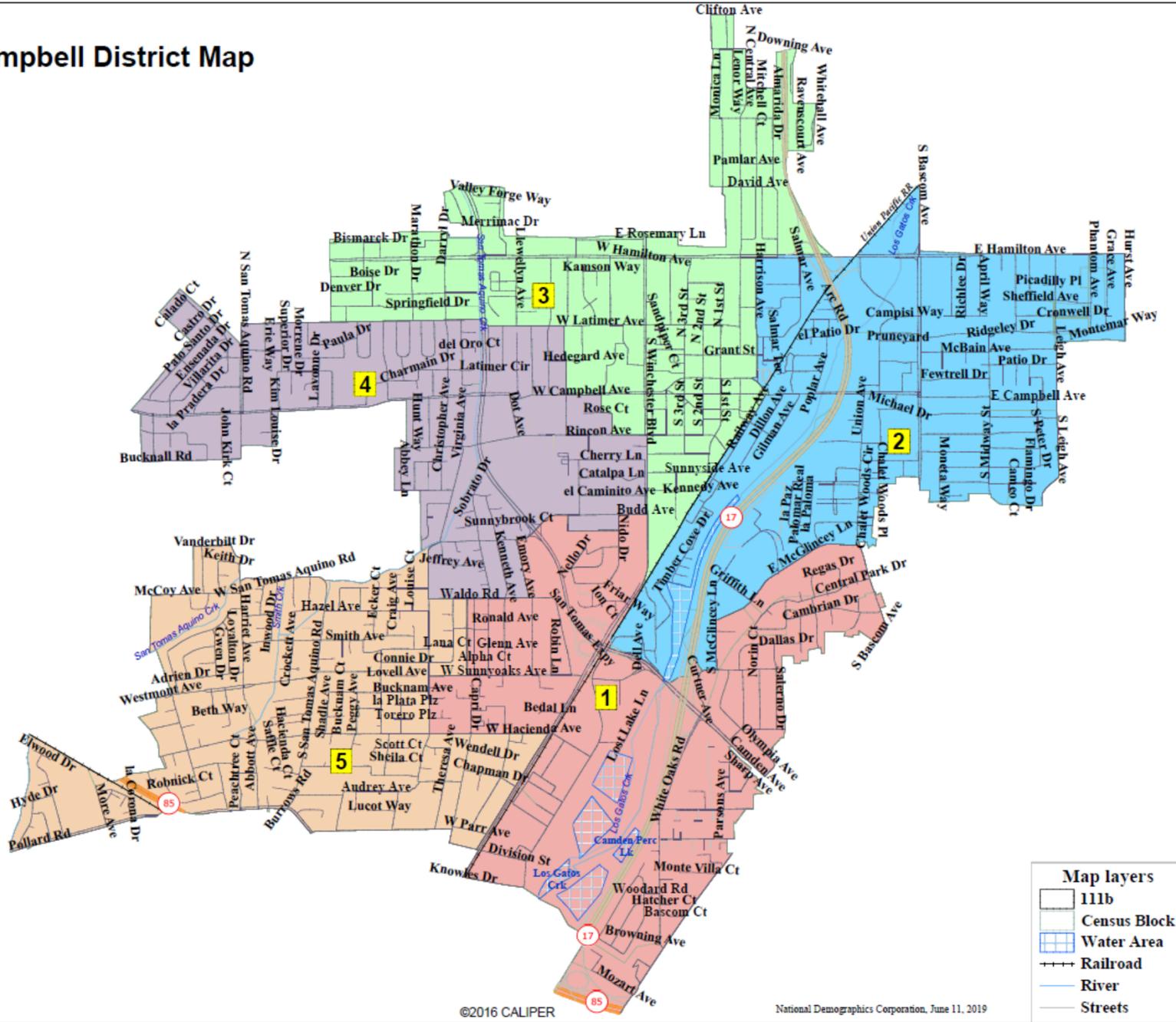
- **Does not apply to prescription medicine or food purchased as groceries.**
  - **Is not a tax on rent, homes, or property.**
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# What Else is on the Municipal Election?

- **In 2019, the City of Campbell adopted a by-district election system of five City Councilmembers for future elections.**
- **Districts 1 and 2 are up for election in the November 5th Municipal Election.**
- **Campbell voters in Districts 1 and 2 will have the opportunity to vote for a Councilmember to represent their respective districts.**



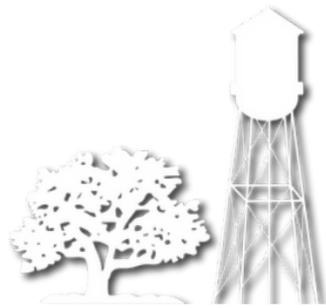
City of Campbell District Map



# Campbell City Council District Map

To check which City Council District you live in, visit:

<https://www.campbellca.gov/1444/Find-Your-District>



*Campbell, California*  
THE ORCHARD CITY



# Election Information & Resources

For more information  
on Measure K:

[www.campbellca.gov/  
MeasureK](http://www.campbellca.gov/MeasureK)



For more information  
on Campbell's  
Municipal Election:

[https://www.campbellca  
.gov/930/Elections](https://www.campbellca.gov/930/Elections)

To register to vote or  
check your voter  
registration:

[https://registertovote.ca.  
gov/](https://registertovote.ca.gov/)

If you have questions  
about voting or your  
Vote by Mail ballot,  
call County elections:

(866) 430-VOTE (8683)

**THE CITY DOES NOT ADVOCATE  
A YES OR NO VOTE ON MEASURE  
K.**

**THIS PRESENTATION IS FOR  
INFORMATIONAL PURPOSES  
ONLY.**

**The City of Campbell encourages voting participation.**