

# 2011

POLLING PLACE  
LOCATION  
ON BACK COVER  
POLLS OPEN  
NOVEMBER 8, 2011  
7:00 a.m. to 8:00 p.m.

LAST DAY TO  
REGISTER TO VOTE  
OCTOBER 24, 2011

**VOTE-BY-MAIL**  
OCTOBER 10 – NOVEMBER 1  
APPLICATION ON BACK COVER

IF YOU HAVE NOT  
MAILED YOUR VOTED BALLOT  
BEFORE ELECTION DAY  
IT MAY BE DROPPED OFF AT  
ANY POLLING PLACE  
IN THE COUNTY OR AT  
THE REGISTRAR OF VOTERS  
OFFICE BY 8:00 P.M. ON  
ELECTION DAY TO COUNT.

**POSTMARK NOT ACCEPTED**



RIVERSIDE COUNTY REGISTRAR OF VOTERS  
2724 Gateway Drive, Riverside, CA 92507  
951-486-7200 \* 800-773-VOTE (8683)  
TTY: 951-697-8966  
[www.voteinfo.net](http://www.voteinfo.net)

## COUNTY OF RIVERSIDE SAMPLE BALLOT AND INFORMATION PAMPHLET



### CONSOLIDATED GENERAL ELECTION TUESDAY, NOVEMBER 8, 2011

#### AVISO IMPORTANTE

Una traducción en Español de esta Boleta de Muestra y Folleto de Información  
al Votante puede obtenerse en la oficina del Registro de Votantes Llame al  
(951) 486-7200 o 1 (800) 773-VOTE (8683)  
o visite nuestra sitio [www.voteinfo.net](http://www.voteinfo.net)

# VOTE-BY-MAIL

*Vote first, Count first!*



## ***Did You Know...***

- Vote-by-mail ballots are the first to be counted Election Night
- Any voter can vote-by-mail
- You can opt to vote-by-mail once or choose to receive all future ballots by mail
- Vote-by-mail ballots are mailed to voters up to 29 days before Election Day
- A vote-by-mail voter can check online to see if the Registrar has received their ballot
- Vote-by-mail ballots can be returned:
  - \* by mail
  - \* at a vote-by-mail drop off box at participating locations
  - \* at any polling place in the County on Election Day
- The back of this pamphlet includes a vote-by-mail application

## **YOU HAVE THE OPTION TO**

### **OPT-IN TO VIEW YOUR SAMPLE BALLOT ONLINE!**

Voters, you have the option to view your current Sample Ballot Information Pamphlet online instead of receiving the pamphlet in the mail.

*It's easy and it's great for the environment.*

You can view online all future sample ballots and have 24/7 access all at your convenience.

For more information visit [www.voteinfo.net](http://www.voteinfo.net)  
or call 951-486-7200 or 1-800-773-VOTE(8683)



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**Kari Verjil**  
Registrar of Voters



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**Rebecca Spencer**  
Assistant Registrar of Voters

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**REGISTRAR OF VOTERS**  
COUNTY OF RIVERSIDE

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Dear Voter:

November 8, 2011 is Election Day. Your ballot may contain contests for Cities, Schools and/or Special Districts in Riverside County. This *Sample Ballot and Information Pamphlet* provides ballot marking instructions, polling place hours, candidate and measure information, and other election details that are important for you to review before you vote. You may mark your selections on your sample ballot and take it with you to the polls for easy reference.

Did you know that Vote-by-Mail ballots received in the Registrar of Voters office before Election Day are the first ballots counted on Election Night? You can learn more about **Vote First, Count First** by reviewing this pamphlet or by visiting [www.voteinfo.net](http://www.voteinfo.net). A Vote-by-Mail application can be found on the back of this pamphlet. Simply follow the instructions, and we will mail you a ballot.

Be sure to follow the Registrar of Voters on **facebook** and **twitter**, so you can receive timely election updates and be informed about the election process.

The Registrar of Voters team is here to serve you. Please contact us anytime, so we can help make your voting experience a positive one. Thank you for participating in this election, and remember, your vote counts!

Sincerely,

A handwritten signature in cursive script that reads "Kari Verjil".

Kari Verjil  
Registrar of Voters

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**CAN'T MAKE IT ON ELECTION DAY?  
WE'RE MAKING IT EASY TO VOTE EARLY**

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**AT THE FOLLOWING LOCATIONS**

**THE REGISTRAR OF VOTERS OFFICE**  
2724 Gateway Drive, Riverside, CA 92507

**October 10 through November 7**  
(excluding Holidays)

**Monday through Friday**  
8:00 a.m. to 5:00 p.m.

**Saturday, November 5**  
9:00 a.m. to 4:00 p.m.

**Election Day, November 8**  
7:00 a.m. to 8:00 p.m.

**Westfield** Palm Desert  
**Shopping Center**  
72-840 HIGHWAY 111  
Palm Desert, CA 92260

**Saturday, November 5**  
9:00 a.m. to 4:00 p.m.



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**VOTE-BY-MAIL**

You can request your OFFICIAL VOTE-BY-MAIL BALLOT by using the application on the back of this sample ballot booklet. Return your vote-by-mail ballot by mail or for your convenience, you can return your ballot at the following drop-off locations throughout Riverside County October 11 to November 7:

- City Clerk's Offices (as listed)
- County-run Libraries (as listed)
- The Registrar of Voters Office up until close of polls on Election Day.
- The Registrar of Voters 24-hour Drop Box is available east of the main entry doors.
- At any polling place in Riverside County on Election Day.

**CITIES**

Blythe  
Coachella  
Desert Hot Springs  
Indian Wells  
Norco  
Palm Springs  
Riverside

**COUNTY LIBRARIES**

Coachella  
Desert Hot Springs  
Highgrove  
Norco  
Palm Desert  
Paloma Valley  
Perris  
Romoland  
Sun City  
Woodcrest



Check out our website  
for all of the drop-off  
locations throughout  
Riverside County at  
[WWW.VOTEINFO.NET](http://WWW.VOTEINFO.NET)  
or  
call our office at  
951-486-7200 or  
1-800-773-VOTE(8683)



# TO PROPERLY MARK YOUR OFFICIAL PAPER BALLOT

Please refer to the following instructions on how to properly complete your official paper ballot.

- ✓ Connect the head and tail of the arrow that points to your choice, like the example provided. Check both front and back of ballot for voting contests
- ✓ Use a black ball point pen. Do not use felt tip, red or gel ink
- ✓ One line connecting the arrow is preferred
- ✓ Vote for no more than the number of votes allowed in each contest (e.g. vote for one, vote for no more than two, etc.)
- ✓ Please keep the vote-by-mail ballot folded the same way you received it

## TO MARK YOUR VOTE DRAW A LINE



**VOTE!!!**

**VERY IMPORTANT!!!  
IF YOU ARE A VOTE-BY-MAIL VOTER, YOU MUST FILL OUT AND  
SIGN YOUR RETURN ENVELOPE!**

For a demonstration on marking your ballot please visit our website at [www.voteinfo.net](http://www.voteinfo.net)

**MAKE YOUR VOTE COUNT... MARK YOUR BALLOT CORRECTLY**

## EXAMPLE

**CORRECT**



**INCORRECT**



# SAMPLE BALLOT / BOLETA EJEMPLAR

## CONSOLIDATED GENERAL ELECTION

## ELECCIÓN GENERAL CONSOLIDADA

November 8, 2011 / 8 de noviembre de 2011

Mark your choices on your sample ballot, then refer to it when you vote  
Marque sus opciones en su boleta ejemplar, luego, refiérase a el cuando esté votando

| MEASURES SUBMITTED TO THE VOTERS<br>MEDIDAS SOMETIDAS A LOS VOTANTES                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CITY / CIUDAD                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| CITY OF COACHELLA<br>CIUDAD DE COACHELLA                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>K</b>                                                                                                                                                                         | <b>COACHELLA CITY SERVICES MEASURE.</b> Shall the ordinance adding Chapter 4.26 to the City Code to approve a 1/2 percent sales and use tax, in order to continue funding general municipal services, be adopted?<br><b>MEDIDA DE SERVICIOS DE LA CIUDAD DE COACHELLA.</b> ¿Se deberá adoptar la ordenanza que agrega el Capítulo 4.26 al Código Municipal, el cual aprueba un impuesto sobre las ventas y el uso del ½ por ciento, para poder seguir financiando los servicios municipales generales?                                                                                                                                                                                               |
| Yes / Sí       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| No / No        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| ADVISORY VOTE ONLY<br>VOTACIÓN CONSULTIVA SOLAMENTE                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>L</b>                                                                                                                                                                         | If the City's Sales and Use Tax is increased by 0.5%, should the City solely allocate the additional revenue towards purchasing and constructing park and recreational facilities and providing related park and recreational services, and prohibit the additional revenue from being used for general City operations?<br>Si el impuesto sobre las ventas y el uso de la Ciudad se aumenta en un 0.5%, ¿debería asignar la ciudad los ingresos adicionales solamente para la compra y construcción de instalaciones recreativas y parques, y para brindar servicios recreativos y de parques, y prohibir el uso de los ingresos adicionales para financiar las actividades generales de la Ciudad? |
| Yes / Sí   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| No / No    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |



# **VOTER'S PAMPHLET INFORMATION SECTION**

**The following pages contain voter information applicable to your ballot which may include the following items:**

- **CANDIDATE STATEMENTS**
- **BALLOT MEASURES**
- **ANALYSES**
- **ARGUMENTS IN SUPPORT & IN OPPOSITION**

This pamphlet section may not contain a complete list of candidates. A complete list of candidates appears on the Sample Ballot section of this pamphlet. Each candidate's statement in this pamphlet is volunteered by the candidate and is printed at the expense of the candidate unless otherwise determined by the governing body. Deposit amounts required for publication of candidate statements are listed at [www.voteinfo.net](http://www.voteinfo.net).

Statements made on the following pages represent the views of the authors and are not endorsed by the County of Riverside. Internet web site addresses included in any statements are provided by the authors. The County of Riverside assumes no liability for the accuracy or content of web sites listed therein.

Arguments in support of or in opposition to the ballot measures are opinions of the authors.

The text, grammar, and spelling are as submitted by the authors.

## **POLLING PLACE REMINDER NO ELECTIONEERING!**



All electioneering, voter solicitation, etc. is prohibited within 100 feet in any direction of the room where voters are casting ballots.

Avoid wearing or displaying campaign buttons, hats, t-shirts, and other political items.

CALIFORNIA ELECTIONS CODE §§18370, 18371

**MEASURE “K”**

**ORDINANCE NO. 1030**

**AN ORDINANCE OF THE CITY OF COACHELLA  
IMPOSING A TRANSACTIONS AND USE TAX TO BE  
ADMINISTERED BY THE STATE BOARD OF EQUALIZATION**

The City Council of the City of Coachella does hereby ordain as follows:

**Section 1. Purpose.** The purpose of this Ordinance is to add Chapter 4.26 to the Coachella Municipal Code to adopt a transactions and use tax of one-half percent (0.5%).

**Section 2. Authority.** The City Council enacts this Ordinance under the authority granted to cities by Article XI, Section 7 of the California Constitution, Part 1.6 of Division 2 of the California Revenue and Taxation Code, and Chapter 2.3 of Part 1.7 of Division 2 of the California Revenue and Taxation Code.

**Section 3. Addition.** Chapter 4.26 is hereby added to the Coachella Municipal Code to read as follows:

**Chapter 4.26 – Transactions and Use Tax**

**Sections:**

- 4.26.010 – Title.
- 4.26.020 – Operative Date.
- 4.26.030 – Purpose.
- 4.26.040 – Contract with State.
- 4.26.050 – Transactions Tax Rate.
- 4.26.060 – Place of Sale.
- 4.26.070 – Use Tax Rate.
- 4.26.080 – Adoption of Provisions of State Law.
- 4.26.090 – Limitations on Adoption of State Law and Collection of Use Taxes.
- 4.26.100 – Permit Not Required.
- 4.26.110 – Exemptions and Exclusions.
- 4.26.120 – Amendments
- 4.26.130 – Enjoining Collection Forbidden.
- 4.26.140 – Severability.

**4.26.010 – Title.**

This chapter shall be known as the “City of Coachella Transactions and Use Tax Ordinance.” The city of Coachella hereinafter shall be called “City.” This chapter shall be applicable in the incorporated territory of the City.

**4.26.020 – Operative Date.**

“Operative Date” means the first day of the first calendar quarter commencing more than 110 days after the adoption of this chapter, the date of such adoption being as set forth below.

**4.26.030 – Purpose.**

This chapter is adopted to achieve the following, among other purposes, and directs that the provisions hereof be interpreted in order to accomplish those purposes:

A. To impose a retail transactions and use tax in accordance with the provisions of Part 1.6 (commencing with Section 7251) of Division 2 of the Revenue and Taxation Code and Section 7285.9 of Part 1.7 of Division 2 which authorizes the City to adopt this chapter which shall be operative if a majority of the electors voting on the measure vote to approve the imposition of the tax at an election called for that purpose.

B. To adopt a retail transactions and use tax ordinance that incorporates provisions identical to those of the Sales and Use Tax Law of the State of California insofar as those provisions are not inconsistent with the requirements and limitations contained in Part 1.6 of Division 2 of the Revenue and Taxation Code.

C. To adopt a retail transactions and use tax ordinance that imposes a tax and provides a measure therefore that can be administered and collected by the State Board of Equalization in a manner that adapts itself as fully as practicable to, and requires the least possible deviation from, the existing statutory and administrative procedures followed by the State Board of Equalization in administering and collecting the California State Sales and Use Taxes.

D. To adopt a retail transactions and use tax ordinance that can be administered in a manner that will be, to the greatest degree possible, consistent with the provisions of Part 1.6 of Division 2 of the Revenue and Taxation Code, minimize the cost of collecting the transactions and use taxes, and at the same time, minimize the burden of record keeping upon persons subject to taxation under the provisions of this chapter.

#### **4.26.040 – Contract With State.**

Prior to the operative date, the City shall contract with the State Board of Equalization to perform all functions incident to the administration and operation of this chapter; provided, that if the City shall not have contracted with the State Board of Equalization prior to the operative date, it shall nevertheless so contract and in such a case the operative date shall be the first day of the first calendar quarter following the execution of such a contract.

#### **4.26.050 – Transactions Tax Rate.**

For the privilege of selling tangible personal property at retail, a tax is hereby imposed upon all retailers in the incorporated territory of the City at the rate of one-half percent (0.5%) of the gross receipts of any retailer from the sale of all tangible personal property sold at retail in said territory on and after the operative date of this chapter.

#### **4.26.060 – Place of Sale.**

For the purposes of this chapter, all retail sales are consummated at the place of business of the retailer unless the tangible personal property sold is delivered by the retailer or his agent to an out-of-state destination or to a common carrier for delivery to an out-of-state destination. The gross receipts from such sales shall include delivery charges, when such charges are subject to the state sales and use tax, regardless of the place to which delivery is made. In the event a retailer has no permanent place of business in the State or has more than one place of business, the place or places at which the retail sales are consummated shall be determined under rules and regulations to be prescribed and adopted by the State Board of Equalization.

#### **4.26.070 – Use Tax Rate.**

An excise tax is hereby imposed on the storage, use or other consumption in the City of tangible personal property purchased from any retailer on and after the operative date of this chapter for storage, use or other consumption in said territory at the rate of one-half percent (0.5%) of the sales price of the property. The sales price shall include delivery charges when such charges are subject to state sales or use tax regardless of the place to which delivery is made.

#### **4.26.080 – Adoption of Provisions of State Law.**

Except as otherwise provided in this chapter and except insofar as they are inconsistent with the provisions of Part 1.6 of Division 2 of the Revenue and Taxation Code, all of the provisions of Part 1 (commencing with Section 6001) of Division 2 of the Revenue and Taxation Code are hereby adopted and made a part of this chapter as though fully set forth herein.

#### **4.26.090 – Limitations on Adoption of State Law and Collection of Use Taxes.**

In adopting the provisions of Part 1 of Division 2 of the Revenue and Taxation Code:

A. Wherever the State of California is named or referred to as the taxing agency, the name of this City shall be substituted therefor. However, the substitution shall not be made when:

1. The word "State" is used as a part of the title of the State Controller, State Treasurer, State Board of Control, State Board of Equalization, State Treasury, or the Constitution of the State of California;

2. The result of that substitution would require action to be taken by or against this City or any agency, officer, or employee thereof rather than by or against the State Board of Equalization, in performing the functions incident to the administration or operation of this chapter.

3. In those sections, including, but not necessarily limited to sections referring to the exterior boundaries of the State of California, where the result of the substitution would be to:

a. Provide an exemption from this tax with respect to certain sales, storage, use or other consumption of tangible personal property which would not otherwise be exempt from this tax while such sales, storage, use or other consumption remain subject to tax by the State under the provisions of Part 1 of Division 2 of the Revenue and Taxation Code, or;

b. Impose this tax with respect to certain sales, storage, use or other consumption of tangible personal property which would not be subject to tax by the state under the said provision of that code.

4. In Sections 6701, 6702 (except in the last sentence thereof), 6711, 6715, 6737, 6797 or 6828 of the Revenue and Taxation Code.

B. The word "City" shall be substituted for the word "State" in the phrase "retailer engaged in business in this State" in Section 6203 and in the definition of that phrase in Section 6203.

#### **4.26.100 – Permit Not Required.**

If a seller's permit has been issued to a retailer under Section 6067 of the Revenue and Taxation Code, an additional transactor's permit shall not be required by this chapter.

#### **4.26.110 – Exemptions and Exclusions.**

A. There shall be excluded from the measure of the transactions tax and the use tax the amount of any sales tax or use tax imposed by the State of California or by any city, city and county, or county pursuant to the Bradley-Burns Uniform Local Sales and Use Tax Law or the amount of any state-administered transactions or use tax.

B. There are exempted from the computation of the amount of transactions tax the gross receipts from:

1. Sales of tangible personal property, other than fuel or petroleum products, to operators of aircraft to be used or consumed principally outside the county in which the sale is made and directly and exclusively in the use of such aircraft as common carriers of persons or property under the authority of the laws of this State, the United States, or any foreign government.

2. Sales of property to be used outside the City which is shipped to a point outside the City, pursuant to the contract of sale, by delivery to such point by the retailer or his agent, or by delivery by the retailer to a carrier for shipment to a consignee at such point. For the purposes of this paragraph, delivery to a point outside the City shall be satisfied:

a. With respect to vehicles (other than commercial vehicles) subject to registration pursuant to Chapter 1 (commencing with Section 4000) of Division 3 of the Vehicle Code, aircraft licensed in compliance with Section 21411 of the Public Utilities Code, and undocumented vessels registered under Division 3.5 (commencing with Section 9840) of the Vehicle Code by registration to an out-of-City address and by a declaration under penalty of perjury, signed by the buyer, stating that such address is, in fact, his or her principal place of residence; and

b. With respect to commercial vehicles, by registration to a place of business out-of-City and declaration under penalty of perjury, signed by the buyer, that the vehicle will be operated from that address.

3. The sale of tangible personal property if the seller is obligated to furnish the property for a fixed price pursuant to a contract entered into prior to the operative date of this chapter.

4. A lease of tangible personal property which is a continuing sale of such property, for any period of time for which the lessor is obligated to lease the property for an amount fixed by the lease prior to the operative date of this chapter.

5. For the purposes of subparagraphs (3) and (4) of this section, the sale or lease of tangible personal property shall be deemed not to be obligated pursuant to a contract or lease for any period of time for which any party to the contract or lease has the unconditional right to terminate the contract or lease upon notice, whether or not such right is exercised.

C. There are exempted from the use tax imposed by this chapter, the storage, use or other consumption in this City of tangible personal property:

1. The gross receipts from the sale of which have been subject to a transactions tax under any state-administered transactions and use tax ordinance.

2. Other than fuel or petroleum products purchased by operators of aircraft and used or consumed by such operators directly and exclusively in the use of such aircraft as common carriers of persons or property for hire or compensation under a certificate of public convenience and necessity issued pursuant to the laws of this State, the United States, or any foreign government. This exemption is in addition to the exemptions provided in Sections 6366 and 6366.1 of the Revenue and Taxation Code of the State of California.

3. If the purchaser is obligated to purchase the property for a fixed price pursuant to a contract entered into prior to the operative date of this chapter.

4. If the possession of, or the exercise of any right or power over, the tangible personal property arises under a lease which is a continuing purchase of such property for any period of time for which the lessee is obligated to lease the property for an amount fixed by a lease prior to the operative date of this chapter.

5. For the purposes of subparagraphs (3) and (4) of this section, storage, use, or other consumption, or possession of, or exercise of any right or power over, tangible personal property shall be deemed not to be obligated pursuant to a contract or lease for any period of time for which any party to the contract or lease has the unconditional right to terminate the contract or lease upon notice, whether or not such right is exercised.

6. Except as provided in subparagraph (7), a retailer engaged in business in the City shall not be required to collect use tax from the purchaser of tangible personal property, unless the retailer ships or delivers the property into the City or participates within the City in making the sale of the property, including, but not limited to, soliciting or receiving the order, either directly or indirectly, at a place of business of the retailer in the City or through any representative, agent, canvasser, solicitor, subsidiary, or person in the City under the authority of the retailer.

7. "A retailer engaged in business in the City" shall also include any retailer of any of the following: vehicles subject to registration pursuant to Chapter 1 (commencing with Section 4000) of Division 3 of the Vehicle Code, aircraft licensed in compliance with Section 21411 of the Public Utilities Code, or undocumented vessels registered under Division 3.5 (commencing with Section 9840) of the Vehicle Code. That retailer shall be required to collect use tax from any purchaser who registers or licenses the vehicle, vessel, or aircraft at an address in the City.

D. Any person subject to use tax under this chapter may credit against that tax any transactions tax or reimbursement for transactions tax paid to a district imposing, or retailer liable for a transactions tax pursuant to Part 1.6 of Division 2 of the Revenue and Taxation Code with respect to the sale to the person of the property the storage, use or other consumption of which is subject to the use tax.

#### **4.26.120 – Amendments.**

All amendments subsequent to the effective date of this chapter to Part 1 of Division 2 of the Revenue and Taxation Code relating to sales and use taxes and which are not inconsistent with Part 1.6 and Part 1.7 of Division 2 of the Revenue and Taxation Code, and all amendments to Part 1.6 and Part 1.7 of Division 2 of the Revenue and Taxation Code, shall automatically become a part of this chapter, provided however, that no such amendment shall operate so as to affect the rate of tax imposed by this chapter.

#### **4.26.130 – Enjoining Collection Forbidden.**

No injunction or writ of mandate or other legal or equitable process shall issue in any suit, action or proceeding in any court against the State or the City, or against any officer of the State or the City, to prevent or enjoin the collection under this chapter, or Part 1.6 of Division 2 of the Revenue and Taxation Code, of any tax or any amount of tax required to be collected.

#### **4.26.140 – Severability.**

If any provision of this chapter or the application thereof to any person or circumstance is held invalid, the remainder of the chapter and the application of such provision to other persons or circumstances shall not be affected thereby.

**Section 4.**        **Effective Date.** This Ordinance relates to the levying and collecting of the City transactions and use taxes and shall take effect immediately.

**PASSED, APPROVED and ADOPTED** this 27th day of July, 2011, by the City Council of the City of Coachella, California by the following vote:

**AYES:**            Councilmember Aviles, Councilmember Martinez, Councilmember Ramirez and Mayor Garcia.

**NOES:**            None.

**ABSENT:**        Mayor Pro Tem Hernandez.

**ABSTAIN:**       None.

Signed: Eduardo Garcia, Mayor

ATTEST: Isabel Castillon, City Clerk

## IMPARTIAL ANALYSIS OF MEASURE “K”

Measure “K” is a one-half percent (0.5%) transactions and use (sales) tax measure to provide additional revenue to fund essential City services in the City of Coachella. The tax would be paid in addition to current State and local sales taxes and would be collected at the same time and in the same manner as the existing sales tax.

This tax would be adopted as a general tax. As a result, revenues from the tax would be placed in the City’s general fund and could be used for any legal purpose. Measure “K” is intended to prevent significant cuts to general City services resulting from revenue shortfalls caused by decreased state funding and other recent economic factors. Further, since this is a local tax adopted by the people of Coachella it cannot be taken away by the State of California, County of Riverside or other government entity.

State law authorizes cities to adopt transactions and use (sales) tax ordinances with voter approval and to have those taxes administered by the State Board of Equalization. Pursuant to law, Measure “K” was placed on the ballot by the Coachella City Council to ask the voters of Coachella to approve the tax at a rate of one-half percent (0.5%). The tax would be paid in addition to current sales and use taxes and would increase the City-imposed sales tax rate from one percent (1%) to one and one-half percent (1.5%) percent.

By placing Measure “K” on the ballot, the City complies with Article XIIC of the California Constitution (Proposition 218), which requires the voters to approve an ordinance which establishes a general tax. Measure “K” must be approved by a majority of the voters.

Dated August 22, 2011

By: Carlos Campos, City Attorney, City of Coachella

## ARGUMENT IN FAVOR OF MEASURE “K”

### Measure “K” Supports Parks and Recreation in Coachella

Your vote in favor of **Measure “K”** is critical to help the city of Coachella develop and properly maintain much needed public park space, community center facilities and recreational opportunities. Voting “Yes” for Measure “K” supports the growing need of Coachella’s families, children and seniors as our parks and public facilities are often overcrowded and in need of repairs.

A vote for Measure “K”, a half-cent sales tax, will allow residents young and old throughout the city to be healthier through outdoor activities, sports leagues and community events.

We all know that there are simply too many people and organizations competing to use too little park space and community facilities in Coachella. By normal standards Coachella is short of needed park space by 142 acres – a very large deficit. For example, there are 3,000 registered players in organized leagues and a population of more than 40,000 trying to share very limited field space.

A great benefit of the Measure “K” funding plan is that it would be paid for by both visitors and residents because anyone shopping in the city, including the vehicles utilizing our major fuel center on I-10, will help finance these improvements.

Primary facility improvements that Measure “K” would finance include the construction and maintenance of community centers; expanded senior services; recreational programs; community based family events; basketball courts; baseball/softball fields; soccer fields; football fields; passive parks and aquatic facilities.

Please join your neighbors, local church leaders, teachers, parents and youth advocates, police officers, and firefighters by voting **YES on Measure “K”**.

Vote **YES for Measure “K”** because a greener, more active city is a healthier and safer city for residents of all ages.

By: Emmanuel Martinez,  
Councilmember

Rudy Gutierrez,  
CYSA Little League-President  
City of Coachella-Planning Commissioner

Johnny Ortiz,  
President Coachella Little Arabs Youth Football

Victor H. Polanco,  
Vice-President Coachella Valley Desert Soccer League

Eduardo Garcia,  
Mayor City of Coachella

**NO ARGUMENT FILED AGAINST MEASURE “K”**

**IMPARTIAL ANALYSIS OF MEASURE "L"**

**ADVISORY VOTE MEASURE**

Measure "L" is an advisory vote concerning the expenditure of any new City of Coachella sales tax revenues approved by the voters.

Measure "L" does not increase taxes. Rather, Measure "L" allows voters within the City of Coachella to voice their opinions on whether new sales tax revenues, if approved by the voters under Measure "K", should be solely allocated towards purchasing and constructing park and recreation facilities and providing related park and recreational services, and if the City should be prohibited from using the new sales tax revenues for general City operations.

Measure "L" is for advisory purposes only and will not in any manner control the City Council's allocation or expenditure of new sales tax revenues.

Dated August 22, 2011

By: Carlos Campos, City Attorney, City of Coachella

**NO ARGUMENTS FILED IN FAVOR OR AGAINST MEASURE "L"**



# Important Dates!

OCTOBER 11TH  
FIRST DAY YOU CAN VOTE

OCTOBER 24TH  
CLOSE OF REGISTRATION

NOVEMBER 1ST  
LAST DAY TO REQUEST A  
VOTE-BY-MAIL BALLOT



NOVEMBER 8TH ELECTION DAY  
VOTE AT YOUR POLLING PLACE  
DROP OFF YOUR BALLOT AT ANY POLLING PLACE  
VOTE AT THE REGISTRAR OF VOTERS OFFICE BY 8:00 P.M.

FROM

\_\_\_\_\_  
\_\_\_\_\_



\_\_\_\_\_  
DID YOU SIGN YOUR APPLICATION?

**REGISTRAR OF VOTERS  
2724 GATEWAY DRIVE  
RIVERSIDE CA 92507-0923**



## NOTICE TO THE VOTER WITH SPECIAL NEEDS:

A "YES" or "NO" printed under the disabled symbol/arrow on the back cover of this pamphlet indicates whether or not your assigned polling place is accessible to physically disabled voters. Please be advised of the following alternate ways you may cast your ballot.

- **By mail.** You may request a vote-by-mail ballot. Simply complete the application on the back cover of this pamphlet. The application must be mailed to reach the Registrar of Voters Office by the deadline given.
- **Early Voting.** You may vote at the Registrar of Voters office located at 2724 Gateway Drive, Riverside, CA 92507, October 10 - November 7 (excluding Holidays), Monday through Friday, 8:00 a.m. to 5:00 p.m.; Saturday, November 5, 9:00 a.m. to 4:00 p.m.; and Election Day, November 8, 7:00 a.m. to 8:00 p.m.
- **Curbside Voting on Election Day.** If you are unable to enter the polling place due to a physical disability, you may request Curbside Voting at your assigned polling place. Upon arrival at the polling place, you will be allowed to vote in a location as near as possible to the entrance that is accessible to the physically disabled. If you require Curbside Voting, please call 1-877-663-9906 before going to your assigned polling place and/or when you arrive at the facility. An Election Officer will be contacted prior to your arrival to meet you at the curb.

REGISTRAR OF VOTERS  
2724 GATEWAY DRIVE  
RIVERSIDE, CA 92507-0918



NONPROFIT  
U.S. POSTAGE  
**PAID**  
Registrar of Voters  
Riverside

## VOTE-BY-MAIL BALLOT APPLICATION

**APPLICATION MUST BE RECEIVED NO LATER THAN NOVEMBER 1, 2011**

I hereby request a ballot for the Consolidated General Election, November 8, 2011.

PLEASE PRINT:

NAME AS REGISTERED

RESIDENCE ADDRESS AS REGISTERED

CITY

STATE

ZIP

MAIL BALLOT TO:

ADDRESS (IF DIFFERENT)

CITY

STATE

ZIP

☐ ☒ Check this box to request PERMANENT VOTE-BY-MAIL status.

I declare, under penalty of perjury that the information provided is true and correct to the best of my knowledge.

↓ POSTMASTER DELIVER TO ↓

SIGNATURE  
REQUIRED

SIGNATURE OF VOTER

DATE

33-BCov GENERAL 11-08-11

BALLOT  
TYPE BT017

✓ **You May Cast Your Vote Early**  
At

**THE REGISTRAR OF VOTERS OFFICE**  
2724 Gateway Drive, Riverside, CA 92507

October 10 through November 7 (excluding Holidays)  
Monday through Friday, 8:00 a.m. to 5:00 p.m.  
Saturday, November 5, 9:00 a.m. to 4:00 p.m.

**Election Day November 8**  
7:00 a.m. to 8:00 p.m.

\*\*\*\*\*

### IMPORTANT NOTICE!!!

Accessible Voting Unit available at all polling locations.

TO MARK YOUR VOTE  
DRAW A LINE



VOTE!!!

For a demonstration on marking your ballot visit [www.voteinfo.net](http://www.voteinfo.net)

**VOTE EARLY**

IT'S QUICK  
IT'S EASY

IT'S CONVENIENT

**GET OUT OF LINE ON ELECTION DAY!**

**VOTE-BY-MAIL**

↓ LOCATION OF YOUR POLLING PLACE ↓



ACCESS?

