



Easy Voter Guide



OAKLAND EDITION

MAKING ELECTIONS MAKE SENSE

ABOUT THIS GUIDE

This voter guide gives you information about the candidates and the measures that will be on your November 2, 2010 ballot if you live in Oakland. This guide is produced and distributed as a nonpartisan educational service of the League of Women Voters of Oakland, and is also available in Chinese and Spanish versions. For more copies of this guide, contact the League of Women Voters of Oakland at info@lwvoakland.org or (510) 834-7640. You can learn more about the League of Women Voters of Oakland online at www.lwvoakland.org.

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MAYOR

The Mayor is the chief executive officer of the City of Oakland. The Mayor proposes an annual budget to the City Council, and recommends measures and legislation to the Council. The Mayor appoints most members of city boards and commissions. The term of office for the Mayor is four years.

CANDIDATE

QUALIFICATIONS

TOP PRIORITIES



Terence Candell
Educator, Businessman
Age: 47

Candellformayor.com

I have run several successful, well-known businesses in Oakland; developed budgets and yielded revenue for over 27 years; successfully provided opportunities for youth and seniors from a multiplicity of backgrounds, genders, sexual orientations, colors, and nationalities for over 32 years.

- Create revenue and successful budgets for Oakland
- \$100,000,000 Mayor's Jobs Program to put our city back to work
- Provide opportunities for seniors and youth, with Youth Center activities making streets safer



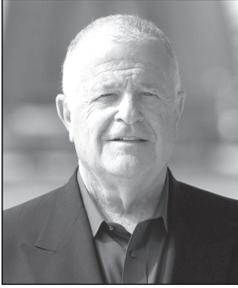
Arnold Fields
Businessman,
Entrepreneur, Visionary
Age: 44

fields4change.org

The last thing the city needs is another inside politician. I have been providing jobs, affordable housing, and creating a positive impact on the community for the last 25 years. I'm a third generation native. Vote for Fields!

- Attack crime in corporate suite as intensely as the troubled street
- Reduce tragic "drop out" rate with "drop in" centers
- Away with "pay to play," it's not who you know but "what you know"

MAYOR (CONTINUED)

CANDIDATE	QUALIFICATIONS	TOP PRIORITIES
 <p>Greg Harland Investor Age: 64</p> <p>harland4mayor.com</p>	<p>I've owned diverse businesses, including a small chain of retail stores, a manufacturing business, a computer company, and two restaurants. This experience taught me how to successfully manage complex operations, create jobs, and weather financial cycles.</p>	<ul style="list-style-type: none"> • Balance the budget by restructuring city employee compensation • Reduce crime • Build a sustainable base of employment
 <p>Marcie Hodge Peralta Colleges Trustee Age: 36</p> <p>hodge4 oaklandmayor2010.com</p>	<p>I am serving my second term as Trustee of Peralta Community College District, am a former member of the Oakland Budget Advisory Committee, a business owner, a Ph.D. candidate in Organizational Psychology, and a lifelong resident of Oakland.</p>	<ul style="list-style-type: none"> • I will present a tax structure that invites new businesses • I will keep our city safe through a collaborative relationship with law enforcement • I will build partnerships with our schools to secure funding
 <p>Rebecca Kaplan City Councilmember At-Large Age: 40</p> <p>KaplanForMayor.org</p>	<p>Oakland needs new ideas and fresh energy. I earned degrees from MIT, Masters in Urban and Environmental Policy from Tufts, and law from Stanford. I have been a member of the Transit Board and the City Council, solving real problems.</p>	<ul style="list-style-type: none"> • Create jobs: attract businesses, get Oaklanders back to work • Provide public safety: create long-term sustainability for police budget, support crime prevention/intervention programs • Improve City Hall responsiveness: use personnel/modern technology more efficiently
 <p>Donald L. Macleay Computer Network Technician Age: 52</p> <p>macleay4mayor.org</p>	<p>I am an activist, local resident, public school parent and business owner with a deep understanding of the many peoples of our city and our day-to-day problems and the challenges of running a small business in this city.</p>	<ul style="list-style-type: none"> • Crime abatement through community policing, restorative justice and preventative programs • City support of schools via shared programs and advocacy • Reforms of the city charter budget process and City Council elections
 <p>Don Perata Teacher, Public Executive Age: 55</p> <p>perata4mayor.com</p>	<p>I served 12 years in the state legislature representing Oakland, four as senate president. As leader, I didn't take credit; I delivered results. I delivered results against a Republican state bureaucracy and I'll deliver results again in Oakland.</p>	<ul style="list-style-type: none"> • Our economy: implement strict spending controls, mandate long-term budget plans, promote local business and hiring of Oakland residents • Our safety: bring OPD to full strength • Our future: build a partnership with schools

MAYOR (CONTINUED)

CANDIDATE	QUALIFICATIONS	TOP PRIORITIES
 <p>Jean Quan Oakland City Councilmember Age: 60 jeanquanforoakland.org</p>	<p>My 20-year record as an honest, hardworking public servant who gets things done: increasing police and violence prevention programs, saving libraries, revitalizing business districts, Wildfire District, expanding recycling, increasing parks, smaller class sizes, millions for school repairs, Chabot Science Center.</p>	<ul style="list-style-type: none"> • Opportunities for children: improve school, youth, and job training programs • A safer community: strengthen community policing and violence prevention • Balance the budget: increase retail and investment, cut administrative costs, renegotiate unsustainable pensions
 <p>Joe Tuman Professor, Broadcaster, Author Age: 52 joe4mayor.com</p>	<p>I have worked within bureaucracies in public universities, including working with labor unions, administrators, and educators. I have expertise in politics and governance, as both a professor and a media analyst. I have also run four small businesses.</p>	<ul style="list-style-type: none"> • Increasing public safety by hiring police officers without raising taxes • Increasing Oakland's tax base and employment opportunities through a city-wide retail and commercial development plan • Improving educational opportunities for all youths
 <p>Larry Lionel "LL" Young Jr. Teacher, Speaker, Realtor Age: 30 facebook.com/people/Larry-Lionel-Young-Jr/1145871591</p>	<p>I have an MBA. The CCAPA and the City of Emeryville awarded me a planning award. I have taught corporate executives how to speak and lead better as a Toastmasters Governor. I taught students in Oakland as an OUSD teacher.</p>	<ul style="list-style-type: none"> • After school and enrichment programs • Jobs • Safety

RANKED-CHOICE VOTING

Starting in this election, voters in Berkeley, Oakland, and San Leandro will use Ranked-Choice Voting to elect most local officials. Ranked-Choice Voting does not affect the election of county, state, and federal officials or the approval or rejection of ballot measures.

Ranked-Choice Voting (also known as instant runoff voting) allows voters to rank a first, second, and third choice candidate for a single office. This makes it possible to elect local officials by majority vote without the need for a separate run-off election.

With Ranked-Choice Voting, if a candidate receives a majority (50%+1) of the first-choice votes cast for that office, that candidate will be elected. However, if no candidate receives a majority of the first-choice votes cast, an elimination process begins. The candidate who received the fewest first-choice votes is eliminated. Next, each vote cast for that candidate will be transferred to the voter's next-ranked choice among the remaining candidates. This elimination process will continue until one candidate receives a majority and is deemed the winner.

Voters are not required to rank three choices for each office. Voters should not rank the same candidate more than once, as that does not benefit the candidate. If a voter ranks one candidate as the voter's first, second and third choice, it is the same as if the voter leaves the second or third choice blank. A voter also should not give the same ranking to more than one candidate.

CITY COUNCIL

Oakland has eight City Council members who are elected to work together. They make decisions about city services, the city budget, and local rules and laws. Each member serves a four-year term. Oakland has no limit on how many times a council member may run for re-election. Visit the League of Women Voter's Smart Voter website at www.smartvoter.org and enter your home address to find out which City Council contest will be on your ballot.

CITY COUNCIL - DISTRICT 2

CANDIDATE	QUALIFICATIONS	TOP PRIORITIES
 <p>Patricia Kernighan Oakland City Councilmember Age: 61</p> <p>patforcouncil.com</p>	<p>As a City Councilmember since 2005, I have practiced responsible leadership, cutting my own pay by 10% to meet budgetary needs, fighting to save police officer jobs, bringing new jobs to Downtown, building parks, and fighting against corruption and nepotism.</p>	<ul style="list-style-type: none"> Improving City government until it operates with the integrity our citizens deserve Fighting to save police officer jobs Getting our economy back on track with high-quality living wage jobs
 <p>Jennifer S. Pae Non-Profit Executive Age: 28</p> <p>jenniferpae.com</p>	<p>I am a Community Policing Advisory Board member, community organizer, and public policy advocate. I have experience managing start up and national non-profits, and a track record advocating for working families as the first in my family to graduate college.</p>	<ul style="list-style-type: none"> Implement a strong jobs and economic development plan Public safety: address root causes of crime and properly staff police department Invest in our future: solve high truancy and low graduation rates

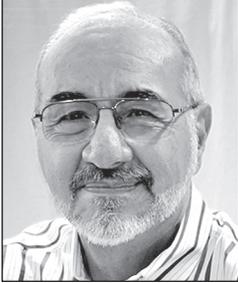
CITY COUNCIL - DISTRICT 4

CANDIDATE	QUALIFICATIONS	TOP PRIORITIES
 <p>Jill Broadhurst Community Volunteer Age: 38</p> <p>jill4oakland.com</p>	<p>Parent, Homeowner, Library Commissioner, responsible for Short Line Pocket Park, founding member of the Montclair Safety and Improvement Council, established the Wildfire Prevention District and served on its Advisory Board. Ten years of private sector experience, B.S in Business Administration/Economics.</p>	<ul style="list-style-type: none"> Crime/public safety with attention to addressing truancy Accountability/fiscal responsibility Economic development with attention to retail
 <p>Jason Gillen Financial Consultant Age: 33</p> <p>gillen4district4.com</p>	<p>I have 10 years of experience in various fields related to finance including budgeting, consulting, and implementing financial plans in the business community. I am also a concerned parent and neighbor focused on leading change in Oakland.</p>	<ul style="list-style-type: none"> Reviewing and changing Oakland's budget and its process Increasing public safety Creating jobs/economic development

CITY COUNCIL - DISTRICT 4 (CONTINUED)

CANDIDATE	QUALIFICATIONS	TOP PRIORITIES
 <p>Ralph Kanz Conservation Director Age: 55</p> <p>Kanz4Council.org</p>	<p>I bring many qualifications including being a former member of the Public Ethics Commission, and currently serving as the Conservation Director for the Alameda Creek Alliance. I have worked for the environment, with government agencies and fought to improve neighborhoods.</p>	<p>My top three priorities are ethics in government, public safety, and protecting the environment. We will make these priorities a reality by balancing the budget through long-term financial planning that brings stability to the City.</p>
 <p>Clinton Killian Attorney Age: 53</p> <p>clintonkillian.com</p>	<p>My record of dedicated public service and getting things done. I served on the AC Transit Board, maximizing revenues and services. I served on the Planning Commission during Oakland's growth period, aggressively recruiting job-producing businesses and new housing into Oakland.</p>	<ul style="list-style-type: none"> • Reducing crime with state and federal resources, stopping drug/gun sales and gang activity, and rehabilitation • Job-producing businesses to rebuild our economy • More revenue for better schools, parks, libraries, streets, and basic services
 <p>Libby Schaaf Public Policy Advisor Age: 44</p> <p>libbyforoakland.com</p>	<p>Senior Economic Development Advisor to City Council; Chief Aide to Mayor Jerry Brown and Councilman DeLaFuente; Port of Oakland Executive; Built and ran Oakland Volunteers in Public Schools; Served 12 Oakland non-profit boards and 3 Commissions.</p>	<ul style="list-style-type: none"> • Prevent Crime: support Chief Batts' strategic, progressive policing; organize and improve neighborhoods • Build a Thriving Economy: promote business-friendly practices; attract living-wage jobs; pass a balanced City budget • Support Schools: combat truancy; partner
 <p>Melanie Shelby Small Business Owner Age: 38</p> <p>shelby4oakland.com</p>	<p>My experience as a corporate executive, appointed official, youth, education and legislative advocate, and small business owner make me uniquely qualified to lead District 4 and provide new leadership to the Oakland City Council during this difficult financial crisis.</p>	<p>I will restore financial stability and support public safety initiatives to decrease violence by emphasizing grassroots activism. I will also retain, invest, and attract businesses which hire and recycle dollars locally.</p>
 <p>Daniel Swafford Business Consultant; Educator Age: 34</p> <p>VoteDaniel.org</p>	<p>I have a strong public service and professional background: Founding Chair, Neighborhood Crime Prevention Council; Chair and Director, Dimond Improvement Association/Oaktoberfest; Laney College, Instructor; Consultant in business management and performance improvement; B.A. in Economics, Political Science.</p>	<ul style="list-style-type: none"> • Public safety and crime reduction, now and through long-term preventative strategies • Address the budget deficit, correct inefficiencies in City staffing and spending • Connect young people to mentors, job training, and opportunities

CITY COUNCIL - DISTRICT 6

CANDIDATE	QUALIFICATIONS	TOP PRIORITIES
 <p>Desley Brooks City Council Member Age: 49</p> <p>re-electBrooks.com</p>	<p>I am the incumbent. I have served in this position for two terms. Prior to being elected I was chief of staff to another elected official. I am an attorney. I would be honored to have your support.</p>	<ul style="list-style-type: none"> • Public safety • Economic and community development • Continuing to advocate for greater efficiencies in city departments and fiscal responsibility
 <p>José Dorado Small Business Owner Age: 62</p> <p>doradofor citycouncil.com</p>	<p>For 20 years, I've owned Dorado & Torres Bookkeeping. Before that, I was a union warehouseman, machinist, and carpenter. I am Chair of the Maxwell Park Neighborhood Council and Measure Y Oversight Committee, and co-founded United Neighborhood Councils of Oakland.</p>	<p>Public safety must be our highest priority. I will reduce City administrative waste, which will help save police jobs; strengthen neighborhood crime-prevention partnerships; and use City resources more efficiently to create and retain small business.</p>
 <p>Nancy S. Sidebotham Tax Preparer Age: 65</p> <p>nancysidebotham.com</p>	<p>My passion and love for District 6 and Oakland. I've been involved as a community activist for over 24 years in Oakland. I have worked on many issues and been part of many endeavors to bring growth and positive change.</p>	<ul style="list-style-type: none"> • Public Safety: community policing, partnership of OPD, City, and community • Economic Revitalization: businesses, jobs, and tax base • Financial Stability: Full audit of all the books and reprioritization of how funds are distributed

STATEWIDE ELECTIONS

In addition to local elections, your ballot will also have statewide elections that you can vote in. These include:

Statewide Offices

U.S. Senator
Governor
Lieutenant Governor
Secretary of State
Controller
Treasurer
Attorney General
Insurance Commissioner
Superintendent of Public Instruction
California Supreme Court Chief Justice

Ballot Measures

Proposition 19 (Marijuana)
Proposition 20 (Redistricting 1)
Proposition 21 (State Parks)
Proposition 22 (Transportation Funds)
Proposition 23 (Global Warming)
Proposition 24 (Business Taxes)
Proposition 25 (State Budget)
Proposition 26 (Taxes and Fees)
Proposition 27 (Redistricting 2)

If you would like additional information about these candidates and measures, you can consult the state edition of the Easy Voter Guide, which is available both in print and online from the League of Women Voters of California. Call (916) 442-7215 or visit <http://ca.lwv.org> to learn more.

SCHOOL BOARD

The seven Oakland School Board members are elected to work together to make policies about how the schools in Oakland operate. Visit www.smartvoter.org to find out which School Board contest will be on your ballot.

SCHOOL BOARD - DISTRICT 2

CANDIDATE	QUALIFICATIONS	TOP PRIORITIES
 <p>David Kakishiba Non-Profit Executive Age: 50</p> <p>No website</p>	<p>I have served as a member of the Oakland Board of Education for nearly 8 years — 3 years as President and nearly 2 years as Chairperson of the Finance & Human Resources Committee.</p>	<ul style="list-style-type: none"> • Support and retain effective teachers • Expand integrated student support services • Increase the number of high school graduates

SCHOOL BOARD - DISTRICT 4

CANDIDATE	QUALIFICATIONS	TOP PRIORITIES
 <p>Benjamin Visnick High School Teacher Age: 58</p> <p>visnick4.schoolboard.org</p>	<p>I served as OEA President for 6 years. I have raised thousands of dollars for scholarships for OUSD graduates. I am a member of the Special Education Advisory Committee. My wife is a counselor at Skyline and my son attends Montera.</p>	<ul style="list-style-type: none"> • Retain qualified educators in Oakland • Reallocate resources to classrooms for 20-to-1 class size in K-3, 25-to-1 in grades 4-8, and 28-to-1 in grades 9-12 • Add revenue through progressive taxation

 <p>Gary D. Yee Incumbent, Educator Age: 64</p> <p>ousd.k12.ca.us</p>	<p>I have been on the school board for two terms. I have been a teacher and principal (for OUSD), a professor (Boston College, Saint Mary's, and Holy Names), and a vice-chancellor (Peralta Colleges). I understand school finance, instruction, and culture.</p>	<ul style="list-style-type: none"> • Implement the board's three priorities: effective instruction in every classroom; safe and supportive schools; college and career readiness • Balance the budget, pass parcel tax, and retain effective teachers • Improve transitions from elementary, middle, high schools, into post-secondary education
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SCHOOL BOARD - DISTRICT 6

CANDIDATE	QUALIFICATIONS	TOP PRIORITIES
 <p>Christopher Dobbins Incumbent Age: 38</p> <p>No website</p>	<p>As the current Vice-President of the Oakland Board of Education, a third-generation Oakland teacher, and a holder of law, business, and public administration degrees, I have the background and experience to be a director on the Oakland School Board.</p>	<p>My vision for next term is to implement our "full service schools" model, ensure that the Oakland Athletic League maintains its vibrancy, and continue to shape OUSD into a leaner but kinder school district.</p>

CITY AUDITOR

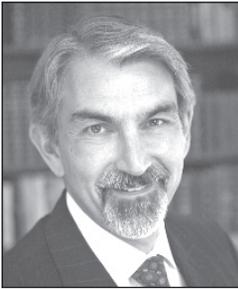
The City Auditor is elected to review and report on the finances and programs of the city. These reports are public and anyone may request them.

CANDIDATE	QUALIFICATIONS	TOP PRIORITIES
 <p>Michael Kilian Certified Public Accountant Age: 65 mkilian4auditor.com</p>	<p>My qualifications are: experience as Chief Deputy City Auditor, 20 years managing my own C.P.A. firms, client base including school districts, unions, legal assistance centers and homeowners associations, M.B.A., Certified Fraud Specialist and member of Oakland Budget Advisory Committee.</p>	<ul style="list-style-type: none"> • Serve Oakland as a tough, effective, and independent watchdog • Provide improved transparency in financial dealings • Ensure that public funds are spent appropriately and effectively
 <p>Courtney Ruby Oakland City Auditor Age: 43 electruby2010.com</p>	<p>As City Auditor for the past four years, I've turned a failing Auditor's office into an award-winning agency that meets the highest standards in government auditing while exposing unfair hiring practices and payroll abuses.</p>	<ul style="list-style-type: none"> • Examining OPD's finances to ensure safer streets • Reforming outdated systems and confusing processes that drive businesses out of Oakland • Scrutinizing parking policies to ensure ticketing is fair and reasonable

SUPERIOR COURT JUDGE

Judges of the county superior courts preside over trials arising from alleged violations of state laws. They are elected on a nonpartisan basis for terms of six years.

SUPERIOR COURT JUDGE - SEAT 9

CANDIDATE	QUALIFICATIONS	TOP PRIORITIES
 <p>John Creighton Deputy District Attorney Age: 58 creightonforjudge.com</p>	<p>With 25 years of courtroom experience in Superior Courts throughout our County, I continually work with victims, witnesses, judges, and juries. I bring to this position knowledge of criminal and civil law and a deep understanding of how courtrooms operate.</p>	<ul style="list-style-type: none"> • Presiding over an efficient court in which all who appear are treated with respect • Establishing a court focused on gang intervention and prevention • Engaging our youth to stay in school and away from high-risk activity
 <p>Victoria Kolakowski Administrative Law Judge Age: 49 Kolakowski ForJudge.com</p>	<p>For 20 years, I've worked as an administrative law judge and attorney, protecting the rights of our diverse community. I have the experience, passion for justice, and open, respectful, and deliberative demeanor to serve as Judge for all of us.</p>	<p>My priorities including making the justice system more accessible, being a fair judge in every case that comes before me, and being a role model to disenfranchised members of our community.</p>

SPECIAL DISTRICT ELECTIONS

A special district is a unit of local government that provides some service not provided by the county or city. Visit www.smartvoter.org to find out which special district contests will be on your ballot, and to learn more about the candidates involved.

PERALTA COMMUNITY COLLEGE DISTRICT BOARD OF TRUSTEES

The seven-member Peralta Board of Trustees determines general policies and fiscal matters for the four community colleges located in Oakland, Berkeley, and Alameda. Each is elected from a specific geographical area within the district.

CANDIDATE	DISTRICT
Linda L. Handy	3
Monica Tell	3
William J. Mattox	5
William "Bill" Riley	5

SAN FRANCISCO BAY AREA RAPID TRANSIT (BART) DISTRICT BOARD OF DIRECTORS

The nine-member BART Board of Directors makes policy relating to the transit system's operations and budgets. Three members are elected from each of the three BART counties.

CANDIDATE	DISTRICT
Carole Ward Allen	4
Robert Raburn	4
Monique Rivera	4

EAST BAY MUNICIPAL UTILITY DISTRICT BOARD OF DIRECTORS

The seven-member EBMUD Board of Directors determines policy for the district, whose stated mission is to provide water and wastewater services and to preserve the environment. Each member is elected from one of the wards that comprise the district. Note: Oakland ward candidates are running unopposed this year.

CANDIDATE	WARD
Katy Foulkes	3
Andy Katz	4

ALAMEDA-CONTRA COSTA TRANSIT DISTRICT BOARD OF DIRECTORS

The seven-member AC Transit Board of Directors is charged with setting policy for the district, and ultimately for overseeing all aspects of the bus system in Alameda and Contra Costa counties. Five are elected from the five wards within the district; two are elected at large.

CANDIDATE	WARD
Dollene C. Jones	3
Elsa Ortiz	3
Nancy M. Skowbo	3
Jerry Powell Ellis	At-Large
Joel B. Young	At-Large

OAKLAND BALLOT MEASURES

MEASURE L - Oakland Unified School District Parcel Tax

Needs 2/3 vote to pass

The way it is now:

The Oakland Unified School District charges a tax of \$195 per parcel to help meet expenses. This is a permanent tax.

What Measure L would do:

Add another parcel tax of \$195 per parcel that would be used to increase teacher and staff salaries at all publicly funded Oakland schools, including charter schools. The tax would end in ten years. People with low incomes do not have to pay the tax.

Effect on government spending:

Oakland schools will be able to hire more teachers, pay them better salaries, and provide them greater support. The money from this parcel tax could be used only for that purpose.

What is a parcel tax?

A parcel tax is a tax that is the same for each property or type of property. It is not based on the value of the property, but may vary based on the size or use of the property. It is paid by the person who owns the property.

What is a charter school?

A charter school is a public school that is not directly operated by a school district or county schools office. Charter schools do not have to follow all of the rules that the regular public schools do, but they must show that students are making progress according to the state testing program. Charter schools cannot charge tuition.



Arguments for Measure L

- Oakland loses good teachers every year because salaries are lower than in other Bay Area school districts.
- Measure L will also provide support for Oakland's charter schools.
- Measure L provides an exemption for low-income people to make sure that this isn't a problem for people who can't afford it.



Arguments against Measure L

- Oakland residents can't afford to pay more taxes right now, even for schools.
- The school district should not be subsidizing charter schools. Many charter schools already receive outside money so that they get higher funding than regular public schools.

City of Oakland Measures V, W, X, and BB - Why are they being proposed?

The long recession and lowered property assessments have reduced the city's income below the amount needed to pay for city services at the current level. The City Council and the Mayor have looked at a combination of ways to cut costs in the budget, and to increase income to pay for some of the current services. Seventy-five percent of the current city budget pays for police and fire protection.

MEASURE V - Marijuana Tax Increase

Needs simple majority to pass

The way it is now:

Medical marijuana dispensaries in Oakland currently pay a city business tax of 1.8%. Non-medical marijuana sales and possession are not currently legal, so they cannot currently be taxed.

What Measure V would do:

Increase the business tax for medical marijuana dispensaries from 1.8% to 5% on January 1, 2011.

If state Proposition 19 passes on November 2, the sale and possession of non-medical marijuana will become legal in California. Then the City of Oakland will be able to regulate and tax the sale of both medical and non-medical marijuana. Measure V would set the city tax on businesses selling non-medical marijuana at 10%.

Effect on government spending:

The tax could raise \$5-8 million per year to help pay for some city services such as police, firefighters, libraries, parks and streets.



Arguments for Measure V

- The revenue raised from marijuana businesses would help restore and maintain a portion of important city services, including police and fire protection, libraries, and parks.



Arguments against Measure V

- The City should not encourage marijuana sales and use in Oakland.
- Increasing the tax on marijuana dispensaries may lead buyers to go to other cities that have lower taxes on marijuana.

OAKLAND BALLOT MEASURES (CONTINUED)

MEASURE W - Telephone Access Line Tax

Needs simple majority to pass

The way it is now:

Telephone users pay taxes and fees on their phone lines. Some of these are based on the usage (number of minutes or calls), and some are the same for everyone.

What Measure W would do:

Add a fee to each phone line, including cell phones, that has a billing address in Oakland. The fee would be \$1.99 per month for each single line, and \$13 per month for each business “trunk” line by which one phone number provides access to several lines at a location.

Effect on government spending:

The tax could raise up to \$8 million per year to help pay for things like police, firefighters, libraries, parks and streets.



Arguments for Measure W

- The phone tax is modest and affordable, and will provide some of the funds needed to restore and maintain city services that Oakland residents depend on.



Arguments against Measure W

- This is an unnecessary tax and the revenues from this tax are too meager to significantly reduce Oakland’s budget deficit.

MEASURE X - City of Oakland Parcel Tax

Needs 2/3 vote to pass

The way it is now:

Declining city revenues and cuts to the city budget have led to the layoffs of city workers, including police officers. Oakland police officers do not contribute to their pension accounts. The city pays all of their pension costs as an employee benefit. They are eligible to retire at age 50.

What Measure X would do:

Add a \$360 parcel tax for residential property in Oakland. Multiple residential unit parcels and non-residential parcels will pay parcel taxes based on usage and size of parcels. All rates may increase each year by the Bay Area Consumer Price Index. The tax will be imposed for five years, but in the fifth year the tax rate will be half of that in the fourth year. Low income households will be exempt from the tax.

Money raised from the tax can be used only for support of police and fire services and for violence prevention services.

If Measure X passes, Oakland police officers will begin contributing to their pension accounts, and will not be eligible to retire until age 55. No police officers will be laid off for three years.

Effect on government spending:

The tax would raise about \$53 million per year; most of the money will be for police department staffing. The city will pay less in pension costs.



Arguments for Measure X

- Measure X will prevent layoffs of police officers and allow the city to maintain the number of officers all agree Oakland needs.
- Police personnel will contribute to their pension accounts as other city employees do.



Arguments against Measure X

- Hard times are affecting everyone, and the tax will be a burden on many.

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This guide is a publication of the League of Women Voters of Oakland, a nonpartisan political organization encouraging informed and active participation in government.

(510) 834-7640

info@lwvoakland.org

www.lwvoakland.org

OAKLAND BALLOT MEASURES (CONTINUED)

MEASURE BB - Easing of Restrictions on Use of Measure Y Funds

Needs 2/3 vote to pass

The way it is now:

In 2004, Oakland passed Measure Y, which imposed a parcel tax of \$88 to pay for more police officers assigned to community policing, firefighters, and violence prevention programs. The tax is in effect until January 1, 2015.

Measure Y requires that the city must employ at least 739 police officers in order to collect the Measure Y tax money. The City currently employs fewer than 739 officers, so the tax is not being collected for the current fiscal year, 2010-11.

Because the value of property in Oakland has gone down, the Measure Y parcel tax has not produced the amount of money that the city estimated it would when Measure Y was enacted.

What Measure BB would do:

Amends Measure Y to permit the city to collect the Measure Y parcel tax this year and every year until 2015.

The requirement that the city pay for at least 739 officers would be suspended for the remainder of the time that Measure Y is in effect.

Effect on government spending:

The city could continue to collect the Measure Y tax and spend the funds raised on the public safety programs specified in Measure Y.



Arguments for Measure BB

- Measure BB will ensure that important violence prevention programs continue in Oakland and help to prevent the layoff of more police officers.



Arguments against Measure BB

- Some of the Measure Y money has been spent on inappropriate or ineffective programs; better controls are needed to ensure that the money is used well and as intended by Measure Y.

ALAMEDA COUNTY BALLOT MEASURES

MEASURE F - Vehicle Registration Fee

Needs simple majority to pass

The way it is now:

Car owners pay a fee to the State of California to register their cars each year. The amount of the fee is based on the value of the car. County transportation agencies may also charge a vehicle registration fee (VRF) of up to \$10. This money must be used only for transportation purposes in the county.

What Measure F would do:

Charge a \$10 county vehicle registration fee for each car registered in Alameda County. The money would be used only in Alameda County to fix roads, improve bus service, and make it easier and safer for all county residents to use roads, streets, and bicycle trails.

Effect on government spending:

The fee would raise about \$11 million for transportation services in Alameda County. The money would be spent according to a plan run by the Alameda County Transportation Commission.



Arguments for Measure F

- Many streets and roads which are the responsibility of the county are in need of repair, and bus services have been cut back. Traffic congestion delays people doing important things every day.
- The county needs transportation money that it can count on in order to meet the transit needs of motorists, bicycle riders, and bus riders. The state can't take this money away from the county.



Arguments against Measure F

- People don't want to pay more to register their cars.

DON'T FORGET TO REGISTER

For more information on voter registration, call the Alameda County Registrar of Voters at (510) 267-8683 or visit www.acgov.org/rov. The deadline to register to vote in the November 2, 2010 election is October 18.