



August 31, 2018

Dear Neighbor,

On August 9, 2018, the Antioch City Council placed Measure W on the November 6, 2018 ballot. Measure W is intended to maintain Antioch's quality of life and City services.

As you may know, previous Antioch ballot measures helped ensure the City could fund police, emergency response and code enforcement services – just the basics. If approved, Measure W extends the existing, voter-approved sales tax at the one-cent rate to increase investment in code enforcement, blight removal, youth and senior services, and business and job generation.

If approved, Measure W continues to maintain Antioch's safety by funding police patrols, 911 emergency response, youth violence and gang prevention, traffic enforcement patrols and preparing public safety personnel for rapid, coordinated responses to natural disasters. Other priorities Measure W would address, if approved, include:

- Ensuring water quality and safety
- Maintaining Antioch's quality of life and financial stability
- Cleaning up illegal dumping
- Restoring after-school and summer programs for youth

Measure W would cost one-cent in sales tax for a one-dollar purchase. Critical products such as food purchased as groceries and prescription medications are exempt.

If you would like the City to provide an informational presentation regarding Measure W to your community group, please feel free to contact me at (925) 779-7011 or via email at [rbernal@ci.antioch.ca.us](mailto:rbernal@ci.antioch.ca.us).

For more information about Measure W and Antioch's effort to address the needs for Antioch's quality of life and City services, visit [www.ci.antioch.ca.us](http://www.ci.antioch.ca.us).

Sincerely,

A handwritten signature in blue ink that reads 'Ron Bernal'.

**Ron Bernal**  
*City Manager*



## Frequently Asked Questions and Answers About Measure W

**Q: What is Measure W?**

**A:** On August 9, 2018, the Antioch City Council placed Measure W to renew existing, voter-approved sales tax funding at the one-cent rate -- on the November 6, 2018 ballot. If approved, Measure W is intended to maintain financial stability and quality of life priorities such as: public safety, water quality, cleaning up illegal dumping, and after-school and summer programs for youth.

**Q: Why is Measure W on the ballot?**

**A:** Previous Antioch ballot measures helped maintain local funding for police, emergency response, and code enforcement services – just the basics. Measure W renews this funding and increases investment in code enforcement, blight removal, youth and senior services, and attracting new business and jobs to Antioch.

**Q: Does Measure W continue to fund police officers?**

**A:** Yes. Measure W will continue to fund police patrols, 911 emergency response, youth violence and gang prevention, traffic enforcement patrols and preparing public safety personnel for rapid, coordinated responses to natural disasters.

**Q: Do our youth benefit from Measure W?**

**A:** With more than one-quarter of Antioch's population under the age of 18 and many parents commuting hours to work each day, Measure W can help provide and restore the programs that keep kids off the streets and out of trouble, while providing them safe and healthy places to learn and play.

**Q: Can Sacramento take Measure W money?**

**A:** No, Measure W legally requires that these taxpayer funds continue to stay locally in the City of Antioch, maximizing local control for local needs.

**Q: What are Measure W's fiscal accountability protections?**

**A:** Measure W legally requires guaranteed annual independent audits and a citizens oversight committee to ensure funds are spent properly. Food purchased as groceries and prescription medications are exempt from Measure W, and out-of-town visitors who shop in our City help pay for the cost of using our roads and public safety services.

**Q: Where can I get more information?**

**A:** For more information about Measure W and Antioch's quality of life services and priorities, visit [www.ci.antioch.ca.us](http://www.ci.antioch.ca.us).