

PLACER

COUNTY OF



City of Rocklin

All Mail Ballot Special Municipal Election

Instructions to Voters
and Voter Information Pamphlet

Election Day
Tuesday, August 25, 2009

**Make sure your voice is
heard...**

Voted ballots must be received by
the Elections Division no later than
8:00 PM on Tuesday, August 25th in
order to be counted. A postmark is not
acceptable.

VOTER ALERT

There is no polling
place for this election.
The enclosed ballot is
your official mail-in
ballot.

THIS IS AN ALL MAIL BALLOT ELECTION FOR THE CITY OF ROCKLIN

Compiled and distributed by Jim McCauley, Placer County Clerk-Recorder-Registrar of Voters
Placer County Elections Division
2956 Richardson Drive
Auburn, CA 95603



TELEPHONE: 530-886-5650 or toll-free in California 1-800-824-8683

FAX: 530-886-5688

WEBSITE: www.placer.ca.gov/elections

E-MAIL: election@placer.ca.gov

VOTER INSTRUCTIONS

VOTING INSTRUCTIONS: To vote on a measure, COMPLETELY DARKEN IN THE OVAL next to the word "YES" if you desire to vote in favor of the measure or next to the word "NO" if you desire to vote against the measure. Please use a pencil or pen with blue or black ink and darken in the oval completely (●).

MARKS NOT ALLOWED: All distinguishing marks on the ballot (such as your name, written comments, drawings, etc.) or erasures are forbidden and can void your ballot.

DAMAGED BALLOTS: If you incorrectly mark, tear or deface any portion of your ballot sheet, contact the Placer County Elections Division (numbers are listed on the front cover) and request a replacement ballot to be sent to you. You may also come in person to the Elections Division in Auburn or to the voting location in Rocklin through Election Day. See the next column for specific dates/times.

IF YOU LOSE YOUR BALLOT: If you lose or discard your ballot, you may request a replacement ballot to be sent to you or vote a ballot at the Placer County Elections Division in Auburn beginning July 27, 2009. Contact the Elections Division (numbers are listed on the front cover) for more information.

AFTER YOU HAVE COMPLETED VOTING, place the voted ballot into the postage-paid return envelope provided with this pamphlet, **sign the envelope where requested,** and return your ballot to the Placer County Elections Division.

THERE IS MORE THAN ONE WAY TO RETURN YOUR VOTED BALLOT:

By Mail – The ballot must be received by the Placer County Elections Division no later than 8:00 PM on August 25, 2009. Your ballot cannot be counted if received after 8:00 PM on Election Day, regardless of the postmark. Consider mailing back your ballot early.

By You in Person Before or on Election Day – There will be two voting locations for your convenience:

- Rocklin Fire Station #2, 3401 Crest Dr. (access Whitney Blvd.) Rocklin.
- Placer County Elections Division, 2956 Richardson Drive, Auburn.

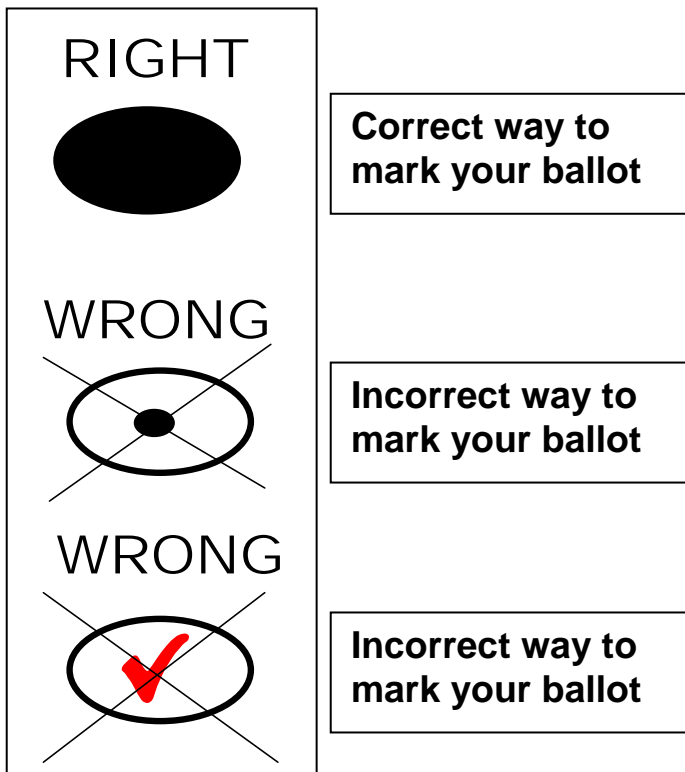
Starting on Monday, August 17, 2009 through Monday, August 24, 2009 Elections staff will be at both locations from 8:00 AM to 5:00 PM weekdays, 9:00 AM to 4:00 PM weekend days, and on Election Day, August 25, 2009, from 7:00 AM to 8:00 PM for any voter who

- wishes to deliver his/her ballot in person;
- needs a replacement ballot;
- has questions about his/her eligibility to vote; or
- requires assistance with voting.

Look for the "VOTE HERE" signs.

After-Hours Drop-Off – the Elections Division has a 24-hour drive-up drop-off box located in front of our office. For directions to our office, please call 530-886-5650 or toll-free in California 1-800-824-8683.

By Your Authorized Representative – If you are unable to deliver your ballot personally because of illness or other physical disability, you may designate one of the following to return the ballot for you: spouse, child, parent, grandparent, grandchild, brother, sister or a person residing in your household. Please complete the required information on the return envelope and have your ballot delivered by your authorized representative.



★ **A Special Message from Jim McCauley, Placer County Clerk-Recorder-Registrar** ★

Dear Voter,

In accordance with its authority granted under the Rocklin Municipal Code, the City Council of the City of Rocklin has issued Resolution No. 2009-82, calling for an *All Mail Ballot Special Municipal Election* on Tuesday, August 25, 2009. You are receiving this mailing because the City Council has engaged the Placer County Elections Division to conduct this election on its behalf.

The purpose of this election is to place "Measure A, Park Development and Maintenance," on a ballot for voter approval. Detailed information about Measure A is provided inside this pamphlet, as well as on the City Clerk's page of the City of Rocklin Web site (http://www.rocklin.ca.gov/government/city_hall/city_clerk/elections_n_fair_political_practices/default.asp) and the Placer County Elections Department Web site (www.placer.ca.gov/elections). To obtain a printed copy of Resolution 2009-82 free of charge, please contact Placer County Elections by phone or by mail at the address below.

The City Council has designated this election as an All Mail Ballot Election; therefore, there will be no polling places. Your official ballot and a postage-paid return envelope are enclosed with this pamphlet. ***Do not throw the enclosed ballot away as this is your official ballot.*** The pamphlet provides instructions on how to vote your ballot and return it by mail or in person.

For your convenience, from August 17, 2009 through August 24, 2009 from 8:00 AM to 5:00 PM weekdays, 9:00 AM to 4:00 PM weekend days, and on Election Day, August 25, 2009, from 7:00 AM to 8:00 PM, Placer County Elections staff will be at the following voting locations to accept voted ballots, issue replacement ballots, and to assist voters:

Rocklin Fire Station #2, 3401 Crest Drive (access Whitney Drive), Rocklin, CA 95765

Placer County Elections Division: 2956 Richardson Drive, Auburn, CA 95603
Telephone: 530-886-5650

Your voted ballot must be received by the Placer County Elections Division in the enclosed return envelope, which must be signed by you, no later than 8:00 PM on Tuesday, August 25, 2009. Please consider mailing back your ballot early or return your ballot in person on Election Day at either Rocklin Fire Station #2 or the Placer County Elections Division in Auburn. The Elections Division in Auburn also has an after hours drive-up drop-off box to return voted ballots up until 8:00 PM on August 25, 2009.

We are here to be of service to you. Please contact my office if you have any questions or need assistance. Be sure to vote, and make your voice heard!

Sincerely,

Jim McCauley, Registrar of Voters

Voter Pamphlet

The following pages contain:

- **BALLOT MEASURE TEXT**
- **IMPARTIAL ANALYSIS BY THE CITY OF ROCKLIN ATTORNEY**
- **BALLOT ARGUMENTS**

By law, ballot arguments are printed exactly as submitted; this includes any spelling or grammatical errors submitted by the authors on their original documents.

ARGUMENTS IN SUPPORT OF OR IN OPPOSITION TO THE PROPOSED LAW ARE THE OPINIONS OF THE AUTHORS.

MEASURE A

CITY OF ROCKLIN

To keep park and recreation facilities safe, clean and well maintained, shall Rocklin City Ordinance No. 949, reenacting the Park Maintenance and Development Act of 1998, be approved which would allow the City to continue to collect a \$10.00 to \$30.00 per year special tax to be used only for park maintenance and development?

YES _____ NO _____

IMPARTIAL ANALYSIS BY THE CITY OF ROCKLIN ATTORNEY

Effect of Measure on Existing Law

Under current law, the Rocklin Park Maintenance and Development Act of 1998 levies an annual special tax on all residential parcels within the City in the amount of \$30 per year for each single-family dwelling. The assessment for each multi-family dwelling (condominiums, duplexes, triplexes, and apartments) mobile home units, and vacant residential lots ranges from \$10 to \$30 per year. The current tax has a 10 year sunset provision and will expire in June of 2009. The tax levy amounts have been unchanged over the term of the Rocklin Park Maintenance and Development Act of 1998.

This measure, if approved by two-thirds of the voters voting on the measure, would reenact the annual special tax for Park Maintenance and Development and continue this existing special tax in the same amounts previously established. The tax would be unchanged from the current amounts which levy on residential properties a base amount of \$30 per year for each single-family dwelling. Seniors age 62 and over are eligible for a discounted rate of \$10 per year which is also unchanged from the existing tax. The tax would be levied and collected in the same manner as the current Park Maintenance and Development annual special tax. The complete table of tax rates proposed to be readopted can be found at Section 3.34.030 of the Rocklin Municipal Code.

Operation of Measure

The measure would:

- Continue the current Park Development and Maintenance annual special tax. The amount to be levied would remain the same at \$30 per year per single-family residence. The

assessment for each multi-family dwelling (condominiums, duplexes, triplexes, and apartments) mobile home units, and vacant residential lots would also remain the same, which amounts range from \$10 to \$30 per year.

- Include a senior discount program for eligible residents age 62 and over providing for a discounted rate of \$10 per year which is unchanged from the existing tax.
- Prohibit the City Council from increasing the tax rate without voter approval.
- Require the special tax revenues to be used only for park development and maintenance purposes.
- Include a sunset provision. The tax would have to be reauthorized by the voters in ten years; if it were not reauthorized, it would expire on June 30, 2019.

Fiscal Impact

The current revenues generated from the Park Development and Maintenance Tax of 1998 are approximately \$498,000 for fiscal year 2008/09. Since the proposed special tax rates are unchanged from existing rates, if this measure is approved, the Park Development & Maintenance Tax revenues would continue to generate approximately \$498,000 per year.

The above statement is an impartial analysis of Ordinance No. 949. If you desire a copy of the ordinance, please call the office of the Rocklin City Clerk at (916) 625-5060 and a copy will be mailed at no cost to you.

ARGUMENT IN FAVOR OF MEASURE A

We want to be clear; Measure A is not a tax increase.

In fact, Measure A doesn't change anything; it simply continues everything as it is.

To properly maintain parks in our community, Rocklin residents 20 years ago requested an annual park assessment. Measure A would continue that funding at the same annual rate it has been for the past 20 years: \$30 for single-family homes, \$20 for apartments/condos, and \$10 for mobile homes per year. Nothing changes.

The 30 parks in Rocklin provide wonderful places for family picnics and safe places for our children to play. Our Little Leagues, soccer clubs, Pony Baseball, Girls Fast Pitch Softball, and Junior Thunder Football teams host countless practices and games on our outstanding fields. We have water parks for little kids, a skateboard park, tennis courts, basketball courts, walking paths, a roller hockey rink, snack bars, shade structures, and more.

Quality parks also enhance our property values, and, in these tough times, we need to do everything we can to keep our community desirable. Our parks are an important part of what makes Rocklin the kind of community we love to be a part of—a premier city to live in and raise our families.

Under this proposal, seniors—62 and older—could

continue to request a reduced rate of \$10 per year. If you have a Mello-Roos, it does not affect it in any way.

Remember, Measure A will not increase taxes. It simply continues the same exact funding we requested in 1987, overwhelmingly voted to continue in 1998, and desperately need in 2009.

Please join the broad cross section of our community who has come together in a grass roots effort to make sure our parks remain well maintained.

Join us in Voting Yes on Measure A.

Visit www.rocklinparks.com

Paul Ruhkala, Rocklin Park and Recreation
Commissioner

Kenneth Broadway, President, Rocklin Girls Fast Pitch
Softball

Jim Barnes, Past Chairman, California Taxpayers
Association

Francine M. Yorde, Member, Friends of the Library

Tammy J. Cooper, Chairwoman, Rocklin Area Chamber
of Commerce

REBUTTAL TO THE ARGUMENT IN FAVOR OF MEASURE A

Measure A is a **TAX INCREASE** that we cannot afford. Public records confirm that the old tax already expired. Don't be fooled by dishonest campaign rhetoric. Read Ordinance 781 for yourself.

This outrageous tax increase is targeted at homeowners, particularly working families struggling to get through the worst recession in our lifetimes. Many have already lost their homes. Many are already paying Mello-Roos bonds for parks; now they are being asked to pay again!

This unfair tax increase is supported by the Past Chairman of the California Taxpayers Association -- an organization that opposed Proposition 13, demanded tax increases last year, and supported Proposition 1A this year. The corporations that run CalTax probably love the fact that commercial properties are exempt from this tax, even if they directly benefit from local parks.

The Chairwoman of the Rocklin Chamber of Commerce is also supporting this misguided tax, which only applies to homeowners rather than businesses. The California Chamber of Commerce supported the massive statewide tax increases this year, after the Legislature

approved enormous tax breaks for the multistate corporations that run the Chamber.

Don't let corporations that are exempt from this tax trick you into supporting Measure A!

Parks should be a priority for Rocklin, not a budgetary afterthought. Yet the City Council is holding the parks hostage and claiming they will not be maintained unless they can extort higher taxes from local families. That is unacceptable. They will not stop until we stop them.

Please vote NO on Measure A.

Ed Rowen, Small Businessman

Tom Hudson, Chairman, Placer County Republican
Party

George E. Park Jr., President, Placer County Republican
Assembly

Mike Spence, President, California Taxpayer Protection
Committee

ARGUMENT AGAINST MEASURE A

Measure A is a **TAX INCREASE** that we cannot afford. Taxes are high enough already — many Rocklin families are struggling just to keep their homes. We are already facing higher income taxes, higher sales taxes, higher car taxes, new property tax assessments, etc. The last thing we need is another local tax increase!

Only your NO vote will send a clear message to City Hall. We need to tell them to live within their means. No more tax increases!

Instead of raising taxes to support overpaid bureaucrats, we need to find cheaper ways to run parks. Private vendors could maintain our parks more efficiently, eliminating the need for tax increases. Many neighbors would lend a hand if we paid them a small fraction of what we pay the bureaucrats. Many others would help for free. The bureaucrats are too worried that volunteers might take their jobs, so they demand tax increases instead of spending reform.

Besides property taxes, most Rocklin residents are already paying Mello-Roos bonds to support parks and other public facilities. Check your property tax bill to find out what you are paying. Now they want more? Will they ever be satisfied? The politicians will never change

their tune until we tell them “Enough is enough!” Irresponsible spending is the problem and higher taxes will not solve that problem.

This special election is a great example of the way the City wastes money. It would have been far cheaper to combine this special election with the statewide election last May or the primary election next June, but our politicians are up to their old tricks, squandering our money while claiming to have nothing left for parks.

Please vote NO on Measure A.

Tax increases should be the last resort, not the first option.

Ed Rowen, Small Business Owner

George E. Park Jr., President, Placer County Republican Assembly

Mike Spence, President, California Taxpayer Protection Committee

Tom Hudson, Chairman, Placer County Republican Party

REBUTTAL TO THE ARGUMENT AGAINST MEASURE A

Measure A does not increase your taxes.

Those opposing Measure A want to mislead you. The fact is Measure A doesn't change a thing. It simply continues park funding at the same level that was requested by Rocklin citizens 20 years ago.

Contrary to the opponents' charges, the City does live within its means. For many years, it has cut park maintenance costs by contracting with private companies, permitting cell phone companies to install cell towers in parks to generate revenue, and coordinating volunteer efforts to maintain and improve our parks.

Measure A is supported unanimously by all Rocklin youth sports leagues, a wide cross-section of Rocklin residents, the Rocklin Area Chamber of Commerce and every member of the Rocklin School Board, Rocklin Recreation Commission, Rocklin Planning Commission, and Rocklin City Council.

In contrast, those opposing Measure A live in Roseville, in unincorporated Placer County, and even 400 miles away in Los Angeles County. Who do you think should be deciding issues in Rocklin: you or people who live in Los Angeles County?

It is time once again for us to continue the commitment we've made to our Rocklin parks for the past 20 years, with no increase in cost. It is a common sense investment that will benefit our children, our property values, and our community.

Remember, Measure A is not a tax increase and all money collected must be used for park maintenance.

Please join us in voting Yes on Measure A.

Joyce M. Marcroft, Springfield Resident

Eric Dollar, Rocklin Police Officers' Association Board Member

Dean R. Bender, CPA, MBA, Rocklin Redevelopment Advisory Committee Member

Angie Langstrom, President, Rocklin Youth Soccer Club

Krista M. Johnson, President, Women's Council of Realtors Placer County Chapter

**Our number one goal is to count every ballot. We need your help!
Make sure you do not fall into any of the categories listed below.**

- 1. NO SIGNATURE ON ENVELOPE.** State law requires the Elections Division to match the signature on your registration card to the signature on the outside of your return envelope before we count your ballot. You must sign your return envelope or your ballot cannot be counted.
- 2. SIGNATURE AND/OR IDENTIFIABLE MARKINGS ON YOUR BALLOT.** We cannot count your ballot if you make any identifiable markings on it (like a signature or printed name). Sign your return envelope – not your official ballot.
- 3. UNAUTHORIZED RETURN.** While most vote-by-mail voters return their voted ballots by mail, you may choose to return your ballot in person to the voting location in Rocklin or the Placer County Elections Division office in Auburn. Dates and hours vary, see the inside front cover for information. You may also authorize certain people to return your ballot, but you must sign your envelope where required and the designee must print his/her name and sign the authorization box on the return envelope or we cannot accept your ballot from that person.
- 4. BALLOT ARRIVES AFTER 8:00 PM ON ELECTION DAY.** We must receive your ballot at the voting location in Rocklin or the Elections Division in Auburn no later than 8:00 PM on Election Day for it to count. An Election Day postmark does not allow us to count your ballot if delivered after Election Day, so mail back your ballot as early as possible.
- 5. RETURNING YOUR BALLOT IN A PLAIN ENVELOPE.** In most instances, state law does not allow the Elections Division to count your ballot unless the ballot is returned in the envelope we have provided to you. If you lose your return envelope, call us at 530-886-5650 or toll-free in California at 1-800-824-8683 and we will send you another return envelope.



**Consider mailing
back your ballot
early and make
your voice heard!**