



COUNTY OF ALAMEDA

**Sample Ballot and
Voter Information Pamphlet**

**CITY OF PIEDMONT
General Municipal Election**

TUESDAY, FEBRUARY 7, 2012

**POLLS OPEN AT 7 A.M.
AND CLOSE AT 8 P.M.**

***WARNING: THE LOCATION OF YOUR POLLING
PLACE MAY HAVE CHANGED***

**SEE BACK COVER FOR YOUR POLLING PLACE
LOCATION AND VOTE BY MAIL BALLOT REQUEST**

**TAKE THIS SAMPLE BALLOT TO THE POLLS
AND PRE-MARK IT TO AVOID DELAY**

001



~ INSTRUCTIONS ON HOW TO MAKE YOUR VOTE COUNT ~

Follow These Easy Steps To Ensure Your Vote Counts:

- Clearly Mark Your Ballot
- Completely Connect the Arrow Next to Your Candidate or YES/NO Measure Choice
- Use Black or Blue Ballpoint Pen Only

Vote for . . . how many? →

For most races, your choice is **ONE** but for others, you may be able to vote for two or three candidates.

REMEMBER:

- You can vote for fewer candidates than allowed

~BUT~

- If you vote for **MORE** Candidates than allowed, your vote(s) in that race will **NOT BE COUNTED**.

DIRECTOR OF ENTERTAINMENT
(Vote for ONE)

CAROLE LOMBARD

GEORGE E. JESSEL

BILLY ROSE

KATE SMITH

ISADORA DUNCAN

EDWARD ELLINGTON

Right

Wrong

Voting for a Write-In Candidate?



Remember – Only votes for **qualified** write-in candidates are counted. To obtain a list of the Qualified Write-In Candidates call (510) 272-6933 or visit our website at www.acgov.org/rov

For Your Write-In Vote to Be Counted:

- Completely Connect the Arrow Next to the Write-in Line
- Print or Write Legibly the Name of the Qualified Write-in Candidate on the Line Next to the Arrow

SERVE YOUR COMMUNITY

BILINGUAL ELECTION WORKERS ARE NEEDED FOR

JUNE AND NOVEMBER
2012 ELECTIONS

The Alameda County Registrar of Voters office is continually seeking people dedicated to the democratic process who are able to serve at a polling place on Election Day.



Bilingual Election Workers Must:

- Be FLUENT in either:
English/Chinese
English/Spanish
English/Tagalog
English/Vietnamese
- Be 18 years of age or older
- Be registered to vote
- Attend a mandatory training class

APPLICATION FORMS ARE AVAILABLE
ONLINE AT:

www.acgov.org/rov/workers.htm

EARN EXTRA MONEY AND BE PART OF THE ELECTION PROCESS

INSPECTORS

- Person in-charge
- Must have own vehicle
- Mandatory 3 hour training class
- Must be a registered voter

EARN \$180

JUDGES

- Mandatory 3 hour training class
- Must be a registered voter

EARN UP TO \$125

CLERKS

- Mandatory 2 hour training class
- Must be a registered voter

EARN UP TO \$115

STUDENTS

- Must be at least 16 years of age
- A U.S. citizen
- Have a G.P.A. of 2.5 or higher

EARN \$95

FOR MORE INFORMATION

E-MAIL: rov_pollworker@acgov.org
CALL: (510) 272-6971

CA01-1-280100-1-0001-S

OFFICIAL BALLOT / BALOTA OFICIAL

CITY OF PIEDMONT GENERAL MUNICIPAL ELECTION
 ELECCIÓN GENERAL MUNICIPAL DE LA CIUDAD DE PIEDMONT
 ALAMEDA COUNTY, FEBRUARY 7, 2012
 CONDADO DE ALAMEDA, 7 DE FEBRERO DE 2012

INSTRUCTIONS TO VOTERS: USE BLACK OR BLUE BALLPOINT PEN ONLY. To vote for a candidate of your choice, complete the arrow to the right of the candidate's name. To vote for a qualified write-in candidate, PRINT the person's name in the blank space provided and complete the arrow. To vote on any measure, complete the arrow after the word "Yes" or "No."



INSTRUCCIONES PARA LOS VOTANTES: USE UN BOLÍGRAFO CON TINTA NEGRA O AZUL SOLAMENTE.

Para votar por cualquier candidato de su selección, complete la flecha a la derecha del nombre del candidato. Para votar por un candidato calificado para inserción de su nombre por escrito, escriba EN LETRA DE MOLDE el nombre de esa persona en la línea en blanco que se le proporciona y complete la flecha. Para votar por cualquier medida, complete la flecha después de la palabra "Sí" o "No."

NONPARTISAN NO PARTIDISTA	MEASURES SUBMITTED TO THE VOTERS
CITY OF PIEDMONT CIUDAD DE PIEDMONT	MEDIDAS SOMETIDAS A LOS VOTANTES
FOR MEMBERS OF CITY COUNCIL PARA MIEMBROS DEL CONCEJO MUNICIPAL Vote for no more than Two Vote por no más de Dos	CITY OF PIEDMONT CIUDAD DE PIEDMONT
MARGARET FUJIOKA City Council Member Miembra del Concejo Municipal	A Shall Chapter 20F be added to the Piedmont City Code providing for a new 10-year Special Municipal Sewer Surtax, as more specifically set forth in Ord. 699 N.S. which is on file with the Piedmont City Clerk? ¿Debe ser añadido el Capítulo 20F al Código Municipal de Piedmont que dispone que se cree un nuevo Impuesto Complementario Especial de 10 años sobre el Drenaje Municipal, como lo describe más específicamente la Ordenanza 699 N.S. que esta archivada en la Secretaría Municipal de Piedmont?
BOB MCBAIN Retired Financial Executive Ejecutivo Financiero Jubilado	
TIM ROOD City Planning Consultant Consultor de Planificación Municipal	
 	YES / SÍ
 	NO / NO

Sample Ballot

**MEMBERS, BOARD OF EDUCATION
MIEMBROS, JUNTA DE EDUCACIÓN**

Vote for no more than Three
Vote por no más de Tres

ANDREA SWENSON
Retired Financial Executive
Ejecutiva Financiera Jubilada



RICK RAUSHENBUSH
Incumbent
Titular del Cargo



SARAH PEARSON
Pediatrician
Pediatra



JON F. ELLIOTT
Environmental Consultant, Educator
Consultor Ambiental, Educador



NANCY "SUNNY" BOSTROM



CA01-1-280100-1-0001-S

BT:1

Sample Ballot

VOTER INFORMATION PAMPHLET

The following pages may contain:
CANDIDATES' STATEMENTS & MEASURE INFORMATION

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

Not all candidates submit a statement of qualifications. For a complete list of candidates on the ballot, consult your sample ballot, which is included within this pamphlet.

Each candidate's statement of qualifications, if any, is volunteered by the candidate and is printed at the expense of the candidate, unless otherwise determined by the governing body. Statements have been printed as submitted by the candidates, including any typographical, spelling, or grammatical errors. The statements have not been checked for accuracy by the Registrar of Voters office.

**VISIT OUR WEBSITE AT: WWW.ACGOV.ORG/ROV
If you have questions about voting procedures call (510) 267-8683**

INFORMATION FOR VOTERS WITH DISABILITIES

The Alameda County Registrar of Voters has made every effort to locate accessible polling places for all elections. The accessibility of your polling place is shown on the back cover of this Voter Information Pamphlet by the words, "YES" and "NO" printed below the disability symbol.

"YES" means your polling place is accessible.

"NO" means your polling place is not accessible.



For questions about the accessibility of your polling place, call (510) 383-1717.
For the location of your polling place, call our 24-hour number at (510) 267-8683.

Other ways you can cast your ballot if your polling place is not accessible are:

REQUEST FOR A VOTE-BY-MAIL BALLOT

Any voter may request a vote-by-mail ballot. To become a permanent vote by mail voter, call the Registrar of Voters Office at (510) 272-6973 or visit our website at: www.acgov.org/rov

REQUEST ALTERNATIVE ACCESSIBLE POLLING PLACE

A voter who is unable to enter his/her polling place because it is inaccessible may request assignment to an accessible polling place by calling (510) 272-6971 no later than two weeks before the election.

CURBSIDE VOTING

You may request that a paper ballot be brought to you outside the polling place. The poll worker will bring you a ballot and deposit it in the ballot box after you have voted.

TTY (510) 208-4967

Candidates' Statements
CITY OF PIEDMONT
City Council Members

MARGARET FUJIOKA

Occupation: City Council Member

My education and qualifications are: As your Council Member for the last four years, I have worked to enhance Piedmont's services, facilities, and quality of life for residents. I was instrumental in creating the Public Safety Committee which trains residents on disaster preparedness and crime prevention. I am a strong advocate of fiscal responsibility and prudent planning. I work well with my fellow Council Members to make important decisions about municipal services, recreation programs and facilities, and city/schools collaboration. I actively listen to all viewpoints, bring a measured approach to decision-making, and work in the best interests of the whole community. I know how our city works having served as the Council Liaison to the City's Public Safety Committee, Capital Improvement Projects (CIP) Committee, Planning and Recreation Commissions, Environmental Task Force, and the League of California Cities. I served as Chair of the CIP Committee, and a member of the Centennial Committee. A municipal lawyer, I am familiar with issues facing cities. I have a B.A. from UC Berkeley and a J.D. from UC Hastings. I am grateful for the opportunity to serve our city and hope to continue my service. I ask for your support.

BOB MCBAIN

Occupation: Retired Financial Executive

Age: 58

My education and qualifications are: If elected, I will work to make the city fiscally strong by implementing the recommendations of the Municipal Tax Review Committee of which I was a member. I will strive to maintain the close relationship between the city and school district and help build consensus around difficult policies and issues. My wife and I have lived in Piedmont for 22 years and raised three children in this community. For more than a decade, I've served on city, school and community organizations. I was Chairman of the Piedmont Recreation Commission and remain on the Board of the Piedmont Education Foundation. I served on the boards of school organizations such as the Piedmont High School Parents' Club and Piedmont High School Athletic Boosters. I held leadership positions in our youth sports organizations. While I understand the challenges we face, I also see opportunities and the strong commitment that our community makes to ensure Piedmont is a great place in which to live. I've appreciated the opportunity to work with the community and look forward to serving you in the future. I ask for your vote in the February 7, 2012 election.

TIM ROOD

Occupation: City planning consultant

Age: 46

My education and qualifications are: Bachelor's cum laude, Columbia University; Masters', architecture and city planning, UC Berkeley. Licensed architect, certified planner, LEED accredited. My family moved to Piedmont in 2002 for its excellent schools, safe neighborhoods and high quality of life. But now essential city services are endangered by the Council's irresponsible spending decisions. The Municipal Tax Review Committee unanimously reported that we're on an unsustainable path toward a \$2,200,000 deficit and \$3,800,000 shortfall in essential reserves by 2016, unless there's decisive Council action. I'm committed to capping fringe benefit costs, instituting multi-year financial planning and other specific reforms to rebuild our reserves and restore fiscal discipline (see www.TimRood2012.com). Piedmont needs better oversight of public works to prevent cost overruns. I'm experienced in design and construction administration. We need open, transparent government and an inclusive, respectful public process. I have a record of achieving consensus in a political environment and have helped many communities define and implement their vision. I've been involved in Piedmont's civic affairs for years through school committees, the Swim Club board and the League of Women Voters. I have the dedication, energy and professional skills to be a leader on the Council and help Piedmont protect its high quality of life.

Candidates' Statements
CITY OF PIEDMONT
Members, Board of Education

ANDREA SWENSON

Occupation: Retired Financial Executive

Age: 53

My education and qualifications are: Piedmont is defined by its schools. Our schools are the heart and pride of our community. For the past 15 years I have been a volunteer in these schools. I know first-hand the unique collaboration between parents and the schools and the community that makes our schools great. Having worked closely with three site principals and the District administration I know first-hand the complex issues that we are facing. Before Piedmont, my perspectives and capabilities were crafted through a childhood outside New York City, a degree in Humanities from Barnard College and working for 15 years in the financial services industry with Bank of America and Lehman Brothers. I am proud to be part of a Piedmont community that values education, and provides our students an extraordinary educational experience that prepares them to be strong members of our society. In these difficult budget times we need to think about new ways to deliver this quality education and be creative about doing more with less. We need to be strategic about positioning our Piedmont schools not just for next year, but for the next 20 years. I look forward to helping to build and drive that strategy.

RICK RAUSHENBUSH

Occupation: Incumbent

Age: 53

My education and qualifications are: As the current Vice President, I have been honored to serve on the School Board since 2008. During my term, the Board has: (1) achieved continued academic excellence, adding advanced courses and initiating a new, data-driven evaluation process to identify and share "best teaching practices" to promote student learning; (2) managed severe state budget cuts through community funding and consensual staff compensation cuts; and (3) overseen the seismic strengthening of our schools, including construction of the new Havens School. If re-elected, my focus will continue to be to ensure the quality of our children's education, provide strong fiscal oversight, finish the seismic retrofit program, and plan for prudent stewardship of our community assets. I bring an analytical approach to decision-making and am not afraid to address difficult issues. Using my professional training, I will continue to provide a rigorous review of the District's service and construction contracts. My family moved to Piedmont sixteen years ago for the schools. Our daughter attended Havens and is in 6th grade at PMS. Our two sons attended Beach, PMS and PHS. I graduated from Harvard and UVA Law School, and have practiced law since 1986. I respectfully ask for your support.

SARAH PEARSON

Occupation: Pediatrician

Age: 44

My education and qualifications are: My priorities are to promote academic excellence, fiscal responsibility, and community engagement. I bring a questioning attitude and analytical approach but keep an open mind and solicit differing viewpoints to make informed decisions. I attended public schools in Palo Alto and received my undergraduate degree at Harvard and medical degree from Stanford. My husband, Evan Seevak, and I have a 3rd grade son and 5th grade daughter at Wildwood and an 8th grade daughter at Piedmont Middle School. Since moving to Piedmont eleven years ago, I've worked at the U.C. Berkeley Child Study Center, helped start the Wellness Center at Piedmont High School, and facilitated for the Piedmont Parents Network. I have also served on the Giving Campaign and Budget Advisory Committees and on the Parent Club Boards at Wildwood and Piedmont Middle School, most recently as PMS President. I co-chaired the campaign for Measures B&E in 2009, securing critical funding for our schools, and am grateful for the generosity of our citizens. I am passionate about the issues facing our schools, our children, and our community. I respectfully ask for your support.

JON F. ELLIOTT

Occupation: Environmental Consultant, Educator

Age: 55

My education and qualifications are: I've spent ten years of hands-on volunteering in our schools, consistently supporting rigorous analysis and evaluation, a rich innovative curriculum, and open processes. As a School Board member, I can contribute both deep understanding of District activities and useful new perspectives. I've worked on public issues my entire adult life, starting with an Engineering degree from Princeton and Public Policy and Law degrees from Cal. In 30 years of public and private sector jobs I've helped agencies and companies incorporate complex legal requirements into their ongoing activities. I teach compliance professionals at UC Extension and have written 20+ books covering a wide range of regulatory requirements. My school volunteering began with math/science support at Havens and grew into a rich mix of activities in individual classrooms, school-level committees, and District-wide venues. I have served on PMS and PHS Site Councils, District K-12 curriculum review and GATE planning councils, and as chair of the Citizens' Advisory Committee for Parcel Taxes. I've also helped District staff draft program and policy documents. With children in 5th, 10th and 12th grades, I'm deeply invested in the long-term strength of our schools, and in meaningful public participation and broader community-wide connection.

GO GREEN AND SAVE TAX DOLLARS

OPT-OUT OF RECEIVING YOUR SAMPLE BALLOT AND VOTER INFORMATION PAMPHLET BY MAIL

Beginning January 1, 2011, State Law (AB 1717) allows voters to “go green” by choosing to opt-out of receiving their sample ballot and voter information pamphlet by mail and accessing it online instead. Choosing the online option will help reduce County costs and save tax dollars.

If you would like to opt-out of receiving your Sample Ballot and Voter Information Pamphlet by mail, simply complete the Opt-Out/Opt-In Form on our website at: www.acgov.org/rov/sampleballotopt.htm

Sample Ballot and Voter Information Pamphlets are available online approximately 40 days before an election.



FOR MORE INFORMATION

visit our website at: www.acgov.org/rov
CALL: (510) 272-6973

CITY OF PIEDMONT MEASURE A

<p style="font-size: 2em; margin: 0;">A Shall Chapter 20F be added to the Piedmont City Code providing for a new 10-year Special Municipal Sewer Surtax, as more specifically set forth in Ord. 699 N.S. which is on file with the Piedmont City Clerk?</p>	YES
	NO

CITY ATTORNEY’S IMPARTIAL ANALYSIS OF MEASURE A

The proposed sewer surtax would secure a ten-year stream of additional revenue to meet requirements imposed on the City of Piedmont under Orders of the United States Environmental Protection Agency (EPA) and the California Regional Water Quality Control Board (RWQCB), as well as to undertake significant new tasks for the maintenance and rehabilitation of the City’s sewer system. Surtax revenue would be deposited into the City’s Municipal Sewer Tax Fund, and, in accordance with existing law, could be used in either of the City’s sanitary sewer or storm sewer systems.

Wastewater generated within the City is collected in approximately 50 miles of sanitary sewer pipelines. Since 1995, the City has undertaken a succession of construction projects to rehabilitate its sewer infrastructure, and as of the second quarter of 2011, had completed work on 14 of 23 sub-basins and almost 60% of the system’s piping.

In 2000, the voters adopted a municipal sewer tax to pay for the maintenance, construction, repair and operation of all sewer facilities and appurtenances in the City. Although revenue from the sewer tax has enabled the City to accomplish much of the work described above, the City requires additional revenue to complete work on the remaining 9 sub-basins and meet new stringent obligations under the EPA and RWQCB Orders, with the goal of achieving a fully rehabilitated sanitary sewer system within the next 8-10 years.

The proposed surtax represents an approximately fifty percent increase over the City’s 2011/12 sewer tax, as shown in the schedule below.

Parcel Type	Sewer Tax (2011/12)	Maximum Proposed Sewer Surtax	Total
Single Family Residence			
0-4,999 sq. ft.	\$471	\$236	\$707
5,000-9,999 sq. ft.	\$536	\$268	\$804
10,000-14,999 sq. ft.	\$618	\$309	\$927
15,000-20,000 sq. ft.	\$722	\$361	\$1083
Over 20,000 sq. ft.	\$849	\$425	\$1274
Developed Commercial Property			
0-10,000 sq. ft.	\$849	\$425	\$1274
Over 10,000 sq. ft.	\$1169	\$585	\$1754
Multi-Family Residence (per dwelling unit)	\$393	\$197	\$590
Parcels Divided by Tax Code Area Line (per parcel)	\$471	\$236	\$707

If passed, the measure would authorize the Council to levy the sewer surtax annually for a period up ten years, after which the surtax would expire. The surtax rate schedule described above could be adjusted annually to account for increases or decreases to the Consumer Price Index (CPI).

Prior to levying the special surtax each year, the City Council would be required to hold a noticed public hearing. After hearing from the public, the Council could impose a surtax in any amount up to the maximum limits described above, adjusted for CPI, or none at all, as necessary to meet the requirements of the EPA and RWQCB and the City’s own Sewer System Management Plan.

The sewer surtax ordinance was unanimously recommended to the City Council by the 2011 Municipal Tax Review Committee and placed on the ballot by a unanimous vote of the City Council on October 3, 2011. This ordinance requires a two-thirds vote of the voters to become effective.

s/THOMAS R. CURRY
City Attorney

ARGUMENT IN FAVOR OF MEASURE A

In 2000, Piedmont residents approved a tax which has funded the maintenance, operation, and upgrade of our sewer system. In fact, Piedmont has been improving its aging sewer system for nearly two decades, a project now 60% complete.

Since 2000 the regulatory requirements on the City have increased, culminating with a 2011 EPA Order requiring additional rehabilitation, reporting and monitoring of the sewer system. After examining these requirements and Piedmont's ability to pay for them, the Municipal Tax Review Committee (MTRC), an independent committee of Piedmont residents, unanimously recommended a temporary, ten-year, 50% increase to the sewer tax.

The MTRC reported : "Based on a thorough analysis of the ongoing requirements to renovate and upgrade the City's sewer system, maintain current services and comply with court orders and regulatory requirements, the MTRC recommends that the Sewer Tax be assessed in a manner outlined in this report... MTRC recognizes that this recommendation will represent a fifty percent increase (50%) of the Sewer Tax currently levied. This increase ("Surtax") is necessary to meet legal and regulatory obligations that the City must satisfy. . . The MTRC recommends that the Sewer Project be continued to ensure that the City satisfies all legal and regulatory obligations. Failure to comply will prove more costly than a well-planned effort to continue to improve the City's sewer system – a project that is well under way."

A vote for Measure A is a vote to fulfill Piedmont's legal and ethical responsibilities to maintain a clean and healthy San Francisco Bay region. By continuing Piedmont's impressive record of improvement to our sewer system a vote in favor of Measure A is also a vote that makes economic sense and ultimately will save money for Piedmont and its residents.

Please Vote Yes on Measure A.

s/Dean Barbieri
Mayor

s/John Chiang
Vice Mayor

s/Valerie Matzger
Former Mayor

s/Michael Rancer
Chair, Municipal Tax Review Committee

s/Bob McBain
Member, Municipal Tax Review Committee

REBUTTAL TO ARGUMENT IN FAVOR OF MEASURE A

This tax increase is *not* necessary to meet our legal and ethical obligations. Piedmont is in full compliance and not subject to any EPA penalties. The EPA is requiring a sewer replacement/monitoring schedule of East Bay cities that Piedmont is already well ahead of. The final Administrative Plan will only require Piedmont to have a ten year plan to continue its sewer rehabilitation and implement new monitoring. The EPA is *not* requiring accelerated mainline replacement. All present and future EPA requirements can be accomplished with the existing sewer tax.

The City of Oakland is the only City in the region cited by EPA for compliance failure. Oakland and Piedmont sewers are interconnected. Oakland's (population 390,724) inability to comply means Piedmont's (population 10,667) exemplary compliance efforts have had negligible consequence towards cleaning up the Bay.

This 50% increase is for 10 years. Your total sewer tax will be \$708 to \$1275 with annual CPI adjustments. Residents can put those funds to better use. Starting in 2012 parcel taxes will no longer be deductible including the Sewer, City Services and School taxes. Piedmonters are now required to test their sewer laterals at time of sale or remodel with likelihood of replacement at significant cost. In total this is an increasing financial burden to residents. The 50% sewer tax increase brought on by the accelerated sewer replacement is a significant and unnecessary expense.

Reject Measure A. Use the money for home sewer lateral replacement and TO SUPPORT THE SCHOOLS.

s/Rick Schiller
Piedmont Resident

ARGUMENT AGAINST MEASURE A

Since 1995 Piedmont has replaced 60% of its sewer system. Continuing at the current pace will complete the work by 2023. The Municipal Tax Review Committee plan will advance completion to 2018, well ahead of most East Bay cities. The City is also implementing a new monitoring program as required by Stipulated Orders. By rejecting this 50% increase and using the current sewer tax, the required monitoring programs can be implemented. Piedmont property values are a result of well maintained infrastructures, excellent safety services, outstanding schools and plentiful recreational facilities. Piedmonters value and wish to protect the environment; it is unnecessary to rush sewer system replacement.

The EPA requires testing of new sewer mains and your sewer lateral. The lateral testing is triggered at sale and remodels, plus there are other ongoing monitoring programs that detect residential lateral leaks. If your lateral fails the tests, and many will, the required replacement cost amounts to an indirect tax to homeowners starting at \$3000.

Later this year we will be asked to renew both the Municipal Services and School Parcel Taxes. We have some of the highest property taxes in the state, and unquestionably the highest School Tax. Yet generous residents continue to donate significantly to our excellent schools. The important school donations will diminish if family budgets are further burdened by this 50% sewer tax increase. Ultimately this tax increase may shift needed donations from education to sewers.

Piedmonters can continue to honor the environment and maintain a prudent financial balance for the various needs that keep Piedmont great. Continuing the sewer rehabilitation program at a moderate pace will allow additional funding for education, and be a good balance for those on a fixed income. Vote no on this initiative and send a check to the Annual Giving Campaign instead.

s/Rick Schiller
Piedmont Voter

REBUTTAL TO ARGUMENT AGAINST MEASURE A

THE CHOICE IS CLEAR: THE CITY OF PIEDMONT MUST COMPLY WITH THE 2011 EPA ORDER REQUIRING ADDITIONAL REHABILITATION, REPORTING AND MONITORING OF THE CITY'S SEWER SYSTEM, AND THE PROPOSED SPECIAL MUNICIPAL SEWER TAX ("SURTAX") IS NECESSARY TO MEET LEGAL AND REGULATORY OBLIGATIONS THAT THE CITY MUST SATISFY.

The current sewer tax raises only \$2.12 million per year; not enough to cover obligatory debt service (nearly \$700,000 per year for the next eleven years), ongoing maintenance (approximately \$1.4 million annually), and EPA requirements (\$961,000 this year).

There are three remaining phases (Phases V, VI and VII) to complete the rehabilitation of the remaining 40% of the City's aging sewer system. Without the temporary, ten-year, 50% increase to the sewer tax, the completion of the remaining phases is not possible. The completion of the remaining phases is critical to meeting the requirements of the 2011 EPA stipulated order.

Unless we want to stop maintaining our sewer system, or go into default on our existing loans, or risk violating the EPA stipulated order, we have very little choice except to approve the temporary increase to the sewer tax. The cost of noncompliance could be severe. And if we do not act now, the low cost State funding we've enjoyed may no longer be available. Additionally, most Piedmont residents would prefer to move rapidly towards stopping Piedmont's contribution to the pollution of the San Francisco Bay.

In conclusion, fiscal prudence and environmental concerns make it essential that we approve Measure A.

s/Dean Barbieri
Mayor

s/John Chiang
Vice Mayor

s/Valerie Matzger
Former Mayor

s/Bob McBain
Member, Municipal Tax Review Committee

FULL TEXT OF MEASURE A

ORDINANCE No. 699 N.S.

**AN ORDINANCE ADDING CHAPTER 20F TO THE
PIEDMONT CITY CODE TO PROVIDE FOR A
SPECIAL MUNICIPAL SEWER SURTAX**

The City Council of the City of Piedmont hereby ordains as follows:

SECTION 1

It is the intent of the City Council of the City of Piedmont in adopting this Ordinance to provide for the ability to raise sufficient funds through a special surtax for the provision of sewer services in Piedmont. This is based on the recommendation of the Municipal Tax Review Committee and in light of the mandate of the EPA Stipulated Order which requires the City to meet all previous requirements under the Cease & Desist Order of the California Regional Water Quality Control Board as well as undertake significant new tasks to maintain and rehabilitate the sewer system. Based on these requirements, it is understood that a substantial continuous source of revenue is required to provide for millions of dollars of replacement costs as well as for ongoing sewer maintenance. This special tax shall be in addition to the existing sewer tax levied in Chapter 20E of the City Code.

SECTION 2

Chapter 20F is hereby added to the Piedmont City Code to read as follows:

“Chapter 20F

SPECIAL MUNICIPAL SEWER SURTAX

SECTION 20F.1 AUTHORIZATION TO LEVY SPECIAL MUNICIPAL SEWER SURTAX

For any fiscal year commencing on or after July 1, 2012, the City Council shall determine what the total expenses will be required for compliance with sewer monitoring and maintenance requirements as issued by the California Regional Water Quality Control Board and the Environmental Protection Agency in Administrative Order No. R2-2009-0084, the requirements of the Stipulated Order for Preliminary Relief No. C09-05684 RS, as well as the proper maintenance, construction, reconstruction, repair and operation of all the sewer facilities and appurtenances within the City, it may levy a special surtax for such fiscal year on each parcel of real property within the City in a manner provided herein. This is a surtax for special governmental purposes and the funds derived from such special surtax shall be limited to the uses set forth in this Section 20F.1.

SECTION 20F.2 DETERMINATION OF AMOUNT TO BE RAISED

Each year concurrent with the adoption of the annual

budget, the City Council will determine the total amount of expenditures necessary to meet the requirements of the orders listed in Section 20F.1. This shall be the maximum amount of funds to be derived from the surtax authorized by this Ordinance for such year.

SECTION 20F.3 MAXIMUM SURTAX RATE/METHOD OF ASSESSMENT

After determining the total amount of surtax to be raised under Section 20F.2, the City Council shall apportion said amount among the parcels of real property within the City not exempted by law or exempted pursuant to Section 20B.12, as follows:

This surtax shall be assessed separately and in addition to the Municipal Sewer Tax levied under Chapter 20E of the City Code.

MAXIMUM SEWER SURTAX RATE SCHEDULE

Per Parcel According to Size	Single Family Residence	Developed Commercial Properties	Multi-Family Residence	Parcels Divided by Tax Code Area Line
0 to 4,999 sq. ft.	\$236			
5,000 to 9,999 sq. ft.	\$268			
10,000 to 14,999 sq. ft.	\$309			
15,000 to 20,000 sq. ft.	\$361			
Over 20,000 sq. ft.	\$425			
0 to 10,000 sq. ft.		\$425		
Over 10,000 sq. ft.		\$585		
Per Dwelling Unit			\$197	
Per Parcel				\$236

The foregoing surtax rate schedule shall apply for the 2012/2013 tax year commencing July 1, 2012, and ending on June 30, 2013. For each tax year thereafter commencing with the 2013/2014 tax year, the foregoing surtax rate schedule shall be adjusted as follows:

An amount equal to the percentage increase or decrease in the Consumer Price Index for all Urban Consumers (All items) (Base Year 1994 = 100) for San Francisco-Oakland, California, as published by the United States Department of Labor, Bureau of Labor Statistics, for the period from December 1999 to December of the fiscal year immediately prior to the year in which the percentage adjustment will apply, multiplied by the specific surtax rate in the foregoing Maximum Sewer Surtax Rate Schedule. For purposes of example only, if the maximum surtax rate for a single family resident parcel of 4,000 square feet is \$235.00, and the Consumer Price Index for December 2012 is 100 and for December 2013 is 106, the increase of 6 is a 6% increase, meaning an additional maximum surtax of \$14.10 for the 2014/2015 fiscal year or a total maximum surtax of \$249.10 for such fiscal year.

The records of the Alameda County Assessor as of March 1 of the fiscal year immediately preceding the fiscal year in which the special taxes are payable shall determine whether or not any particular parcel is unimproved for purposes of this Ordinance. All improved parcels which are located

entirely within the City of Piedmont shall be subject to the special taxes assessed pursuant to this Chapter 20.F. In addition, on improved parcels which are located partially within the City of Piedmont, all such parcels whose residents are eligible to register to vote in Piedmont and/or all such parcels which are eligible to receive services from the City of Piedmont pursuant to the 911 Emergency System as of March 1 of the fiscal year immediately preceding the fiscal year in which the special sewer taxes are payable shall be subject to the special taxes assessed pursuant to Chapter 20.F. Each parcel shall be taxed pursuant to this Chapter 20.F according to its actual use as of March 1 of the fiscal year immediately preceding the fiscal year in which any such special sewer surtax is payable.

SECTION 20F.4 HEARING, TAX LIEN AND INCLUSION IN CITY TAXES

Prior to levying a special surtax under this Ordinance in any fiscal year, the City Council shall conduct a public hearing on the proposed surtax. Such hearing may be conducted simultaneously with a hearing relating to the annual budget for the fiscal year in which the general surtax is to apply. Notice of such hearing shall be posted on the official bulletin board at City Hall at least 10 days prior to the hearing. All of the information and material which the City Council intends to consider at such hearing and the proposed amount of surtax to be raised shall be made available to the public by being on file in the office of the City Clerk for at least 10 days prior to said hearing.

Following said hearing, the Council may adopt a resolution fixing the total amount of the special sewer surtax to be raised.

SECTION 20F.5 COLLECTION

The City Council may elect to have any special surtax authorized under this Chapter collected either by the City or in the alternative by the Tax Collector of the County of Alameda. If the services of the Tax Collector of the County of Alameda are elected, the special surtax may only be included on the annual tax bill sent out by such Tax Collector and charges made by such Tax Collector shall be paid out of general funds deducted from the gross proceeds of the tax.

SECTION 20F.6 FUNDING AND EXPENDING PROCEEDS

Proceeds of any surtax levied under this Ordinance shall be deposited into a special Municipal Sewer Tax Fund of the City. In accordance with existing law, funds from this surtax may be used in either the sanitary sewer system or the city storm sewer system as defined in Section 30.2.2.4 of the City Code.

SECTION 20F.7 SEVERABILITY

If any provision of this Ordinance or the application thereof to any person or circumstance is held invalid, such

invalidity shall not affect any other provisions or applications, and to this end the provisions this Ordinance are declared to be severable.

SECTION 20F.8 DURATION, AMENDMENT OR REPEAL

The authorization to levy a surtax under this ordinance shall expire with the fiscal year 2021-2022 ending June 30, 2022. This Ordinance, or any provision thereof, may only be amended or repealed by approval of a two-thirds majority of the voters voting on the proposition at any initiative or referendum election.

This Ordinance shall be adopted, if approved by a two-thirds majority of the voters voting on the proposition at an election to be held on Tuesday, February 7, 2012, and shall be effective commencing with the fiscal year that begins on July 1, 2012; provided that the provisions of Chapters 20B and 20E in effect on February 7, 2012 shall remain in effect for all purposes relating to the taxes provided thereunder through the dates specified in the operative chapters.

SECTION 20F.9 EXEMPTIONS

The City Council may from time to time by Council resolution adopt exemptions to the surtax measures set further herein.”

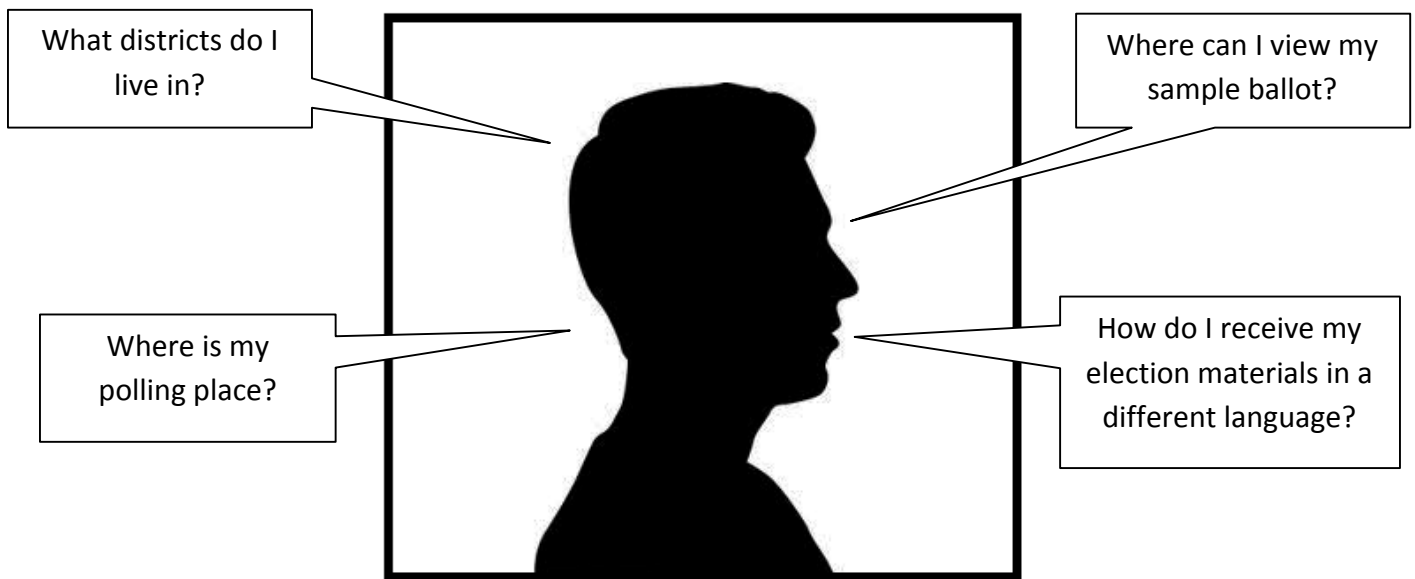
SECTION 3

This Ordinance shall require passage by a 4/5ths vote of the City Council in compliance with the provisions of Section 53724(b) of the California Government Code, shall be posted at City Hall after its second reading by the City Council for at least 30 days, and shall not become effective unless approved by a two-thirds majority of the voters voting on the proposition at an election to be held on Tuesday, February 7, 2012.

A CLICK AWAY FROM ALL YOUR VOTING NEEDS

MY VOTER PROFILE

Let's say you need to look up your polling place, view your sample ballot or even look up which districts you live in, **NOW YOU CAN!** With **MY VOTER PROFILE** there has never been an easier or faster way to access your information.



Answers to these questions and more are available online at www.acgov.org/rov/profile.htm log on today and discover the simplicity and convenience of **MY VOTER PROFILE**

FOR MORE INFORMATION

visit our website at: www.acgov.org/rov
or
contact our office at: (510)272-6973

SERVE YOUR COMMUNITY

BILINGUAL ELECTION WORKERS ARE NEEDED FOR

JUNE AND NOVEMBER
2012 ELECTIONS



Earn extra money and be a part of the
election process

Bilingual Election Workers Must:

- Be Fluent in either:
 - English/Chinese
 - English/Spanish
 - English/Tagalog
 - English/Vietnamese
- Be 18 years of age or older
- Be registered to vote
- Attend a mandatory training class

FOR MORE INFORMATION

visit our website at
www.acgov.org/rov/workers.htm
or
contact our office at (510) 272-6971

VOTING BY MAIL IS EASY & CONVENIENT

- No more waiting in line at the polls
- No more scheduling hassles on Election Day
- Carefully evaluate each issue at your leisure
- Complete your ballot in the comfort of your own home

HOW TO OBTAIN A VOTE-BY-MAIL BALLOT

Any voter may request a vote-by-mail ballot in the following ways:

- Apply online at www.acgov.org/rov/votebymail.htm
- Complete the application form on the back cover of this pamphlet and mail it to the Registrar of Voters office.
- E-MAIL, fax, or mail us a letter requesting a vote-by-mail ballot and include your name, home address, the address to which you want the ballot mailed, and your **signature**.



All requests must be received in the Registrar of Voters office no later than 7 days before an election by 5pm.

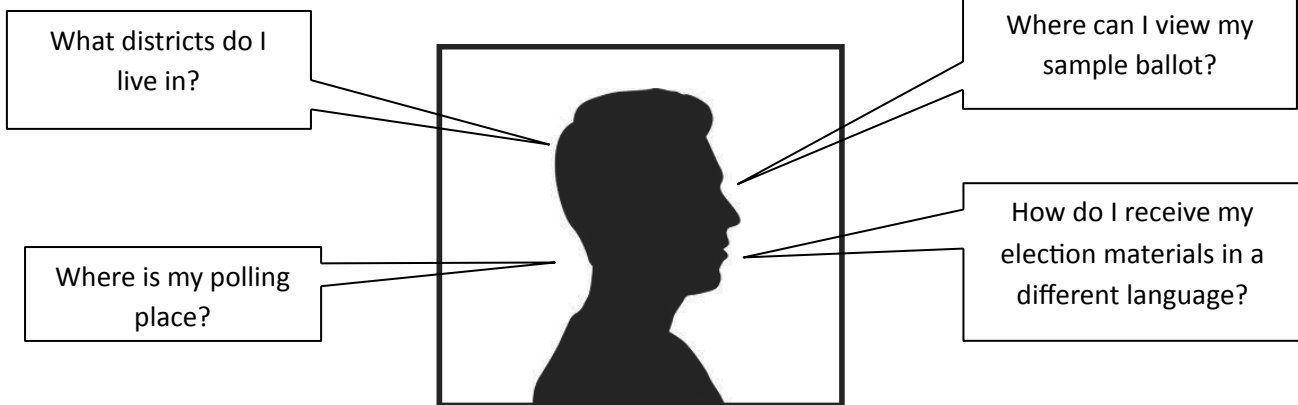
***postmarks are unacceptable**

Mail to: 1225 Fallon St. Room G-1
Oakland, CA 94612

Fax: (510) 272-6982

A CLICK AWAY FROM ALL YOUR VOTING NEEDS

MY VOTER PROFILE



Answers to these questions and more are available online at www.acgov.org/rov/profile.htm log on today and discover the simplicity and convenience of My Voter Profile.

FOR MORE INFORMATION

visit our website at: www.acgov.org/rov
or call our office (510)272-6973

GO GREEN AND SAVE TAX DOLLARS

OPT-OUT OF RECEIVING YOUR SAMPLE BALLOT AND VOTER INFORMATION PAMPHLET BY MAIL

Beginning January 1, 2011, State Law (AB 1717) allows voters to “go green” by choosing to opt-out of receiving their sample ballot and voter information pamphlet by mail and accessing it online instead. Choosing the online option will help reduce County costs and save tax dollars.



If you would like to opt-out of receiving your Sample Ballot and Voter Information Pamphlet by mail, simply complete the Opt-Out/Opt-In Form online at:

www.acgov.org/rov/sampleballotopt.htm

Sample Ballot and Voter Information Pamphlets are available online approximately 40 days before an election.



FOR MORE INFORMATION

visit our website at: www.acgov.org/rov
or contact us at: (510)272-6973

VOTING BY MAIL IS EASY & CONVENIENT

- No more waiting in line at the polls
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- Apply online at www.acgov.org/rov/votebymail.htm
- Complete the application form on the back cover of this pamphlet and mail it to the Registrar of Voters office.
- E-MAIL, fax, or mail us a letter requesting a vote-by-mail ballot and include your name, home address, the address to which you want the ballot mailed, and your **signature**.

HOW TO BECOME A PERMANENT VOTE-BY-MAIL VOTER

Any voter may request to be a permanent vote-by-mail voter in the following ways:

- Print and complete the form online at: www.acgov.org/rov/forms/permanent_absentee.pdf and mail it to the Registrar of Voters office.
- Complete the application form on the back cover of this pamphlet and check the box and initial the line next to the text "**YES**, I want to be a permanent vote by mail voter" and mail it to the Registrar of Voters office.
- E-MAIL, fax, or mail us a letter requesting to become a permanent vote-by-mail voter and include your name, home address, the address to which you want the ballot mailed, and your **signature**.

Once you become a permanent vote-by-mail voter, you will automatically receive a ballot by mail for every election.



All requests must be received in the Registrar of Voters office no later

than 7 days before an election by 5pm.

***postmarks are unacceptable**

Mail to: 1225 Fallon St. Room G-1
Oakland, CA 94612

Fax: (510) 272-6982



CHECK THE STATUS OF YOUR VOTE-BY-MAIL BALLOT

Vote-by-mail voters can check when their ballot was mailed or received by visiting our website at:

www.acgov.org/rov/voter_av_lookup.htm
or call the Registrar of Voters office at (510) 272-6973



FAQ's

When Are Ballots Mailed Out?

- By law, the first day ballots can be mailed to voters is 29 days before an election. Ballots are mailed continuously during the 29 day period.

What if I Lose My Ballot?

- Call the Registrar of Voters' Office for a replacement ballot. If it is too late for us to send you a replacement ballot, you may go to your polling place and vote on a provisional ballot.

For more FAQ's

visit our website at:

www.acgov.org/rov/faqs.htm

↓ *DETACH HERE / SEPARARE AQUI / PILASIN DITO / TÁCH RA Ở ĐÂY / 請在此撕開* ↓

FROM:



PLACE
1ST CLASS LETTER
POSTAGE
STAMP HERE

DID YOU SIGN YOUR APPLICATION?



**REGISTRAR OF VOTERS
PO BOX 23340
OAKLAND CA 94623-2334**

IBC

↓ *DETACH HERE / SEPARARE AQUI / PILASIN DITO / TÁCH RA Ở ĐÂY / 請在此撕開* ↓

VOTE BY MAIL BALLOT APPLICATION

NON-PROFIT ORG.
US POSTAGE PAID
PERMIT NO. 29
OAKLAND, CA

↓ DETACH HERE ↓

001

CITY OF PIEDMONT GENERAL MUNICIPAL ELECTION, TUESDAY, FEBRUARY 7, 2012

Mail or deliver this application directly to the Alameda County Registrar of Voters. Application must be in Registrar's office by 5:00 p.m. on January 31, 2012.

PLEASE PRINT NAME AND RESIDENCE ADDRESS (DO NOT USE P.O. BOX)

FIRST NAME	MIDDLE NAME	LAST NAME
NUMBER AND STREET (DESIGNATE N, S, E, W)		
CITY	ZIP CODE	

MAILING ADDRESS FOR BALLOT (IF DIFFERENT FROM RESIDENCE)

STREET OR BOX

CITY STATE ZIP

YES, I want to be a permanent vote by mail voter _____
(check box and initial)

X
SIGNATURE OF APPLICANT (DON'T PRINT) DATE

I attest under penalty of perjury under the laws of the State of California that the contents of my application are true and correct.

YOUR POLLING PLACE IS



TO:

✂ DETACH HERE

✂

✂ DETACH HERE

✂

To request a sample ballot in English, Chinese, Spanish, Tagalog or Vietnamese please contact us at:

ENGLISH - (510)272-6973

CHINESE - (510)208-9665

SPANISH - (510)272-6975

TAGALOG - (510)272-6952

VIETNAMESE - (510)272-6956

OR EMAIL US AT: rov_outreach@acgov.org

如想索取這選票樣本的中文版，請致電我們：中文 - (510)208-9665

或電郵至：rov_outreach@acgov.org

PARA SOLICITAR UNA BALOTA DE MUESTRA EN ESPAÑOL, POR FAVOR LLAME AL: (510)272-6975

O MANDE UN CORREO ELECTRONICO AL: rov_outreach@acgov.org

PARA HUMILING NG LIBRITO NG HALIMBAWANG BALOTA SA WIKANG TAGALOG PAKI-TAWAGAN KAMI SA : (510)272-6952

O MAG-EMAIL SA AMIN SA: rov_outreach@acgov.org

ĐỂ YÊU CẦU LÁ PHIẾU MẪU BẰNG TIẾNG VIỆT, XIN VUI LÒNG LIÊN LẠC VỚI CHÚNG TÔI TẠI: (510)272-6956

HOẶC EMAIL CHÚNG TÔI TẠI: rov_outreach@acgov.org

CUT HERE

