

San Buenaventura, California, Sales Tax, Measure O (November 2016)


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A **sales tax measure** was on the ballot for San Buenaventura voters in Ventura County, California, on November 8, 2016. It was **approved**.

A **yes** vote was a vote in favor of establishing an additional 0.5 percent sales tax for 25 years to maintain city services.

A **no** vote was a vote against establishing an additional 0.5 percent sales tax for 25 years to maintain city services.

Election results

Measure O		
Result	Votes	Percentage
✓ Yes	28,987	58.74%
No	20,359	41.26%

Election results from Ventura County Registrar of Voters

Text of measure

Ballot question

The following question appeared on the ballot:^[1]

“ CITY CLEAN WATER/ BEACHES/ STREET REPAIRS/ SAFETY MEASURE – To help protect local water supplies, rivers, beaches from pollution; maintain City services, including: fire, paramedic, police emergency response; keep all fire stations open; repair streets; earthquake retrofit bridges; address homelessness; maintain after-school programs, services for seniors, veterans, youth; shall the City establish a ½ cent sales tax for 25 years, providing approximately \$10,800,000 annually, require independent audits, citizens oversight, and all funds used locally?^[2] ”

Impartial analysis

The following impartial analysis of the measure was prepared by the office of the San Buenaventura City Attorney:

“ The City's Clean Water/Beaches/Street Repairs/Safety Measure contains the following provisions:

- General sales (transaction & use) tax for vital City services, including, but not limited to, the following as identified in Measure O:
 - Protecting local drinking water supplies and establishing water conservation programs;
 - Maintaining and improving fire, police, and paramedic response times;
 - Keeping all fire stations open;
 - Protecting local beaches, rivers, and coast waters from pollution;
 - Keeping our neighborhood safe from gangs and drugs;
 - Effectively addressing the issue of homelessness;
 - Protecting and seismically repairing bridges;
 - Maintaining local streets, roads, and essential City services;
 - Improving services for seniors, the disabled, and veterans; and,

Measure O: San Buenaventura Sales Tax



The basics

Election date:

November 8, 2016

Status:

✓ Approved

Topic:

Local sales tax

Amount: 0.5 percent

Expires in: 25 years

Related articles

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- Any other general fund purpose.
- Sets the tax rate at one-half of one percent of every taxable sales dollar.
- Becomes effective ten days after the certification by the City Council with sufficient votes for passage; the tax becomes operative April 1, 2017 for a period of 25 years.
- Requires an independent audit of all expenditures from revenue raised by the Measure.
- Suspends the tax, after notice to the State, should the State divert this revenue for State purposes.
- Forms a Citizens' Oversight Committee of five voting members who:
 - Must be registered voters of City and no elected officials or City employees are allowed to be members.
 - Meet at least quarterly to review revenues and expenditures and report findings to the City Council.
 - Make budget recommendations to the City Council for expenditures of revenue raised prior to budget adoption.
 - Make recommendations to the City Council after review of independent City audit.
 - Are appointed to 4-year staggered terms.
- Prior to adoption of budget, City Manager and the Director of Finance and Technology present the City Council with an accounting of revenue and expenditures collected and made under the Measure.
- The City Council has the authority to amend the Measure in the following areas:
 - Composition of the Citizens Oversight Committee.
 - To suspend or not suspend the tax if the State diverts the revenue collected under the Measure on a temporary basis and to thereafter reactivate it.
 - To remain consistent with the requirements of the State to allow for the continued collection of the tax.
- Requires a further vote of the people before the tax rate may be increased or the term of the tax extended.

To pass, this Measure must obtain at least 50% plus one of those votes cast on the Measure as "yes" votes.

This Measure was placed on the ballot by a vote of the City Council.^[2]

—San Buenaventura City Attorney^[3]

Full text

The full text of the measure is available here.

Support

Supporters

The following individuals signed the official argument in favor of the measure:^[3]

- Edward Wehan, Beaches, Parks, Open Space and Water Conservation advocate
- Suz Montgomery, chair, Ventura Council for Seniors
- Jim Duran, executive director, The City Center for Homeless Families
- Don McPherson, former City of Ventura Fire Chief
- Mark Hartley, owner, Watermark on Main restaurant

Arguments in favor

Official argument

The following official argument was submitted in favor of the measure:^[3]

“ Ventura needs Measure O.

Ventura is 150 years old and showing its age. Measure O will provide critically-needed resources to ensure a better future for our City and to address Ventura's most urgent needs.

Urgent needs like protecting our local beaches and rivers, maintaining public safety funding, addressing homelessness, and repairing our deteriorating streets and sidewalks.

Urgent needs like protecting local drinking water supplies and upgrading storm drains to prevent pollution and trash from entering our beaches, rivers and coastal waters.

Urgent needs like keeping all City fire stations open and fully operational to ensure fast emergency response times for every Ventura neighborhood.

Urgent needs like maintaining after-school and summer recreational programs, as well as clean, safe parks and playgrounds, to ensure Ventura's children and teens are safe and supervised.

Measure O will help replace the state and federal funding cuts that have jeopardized the City's ability to address its urgent needs. By law, all Measure O funds must be used locally and cannot be raided by Sacramento politicians.

Vote YES on Measure O to protect water quality and improve local water resources, repair streets, fix potholes, and make necessary earthquake repairs to bridges and overpasses.

Vote YES on Measure O to address homelessness in Ventura by creating opportunities to get homeless people off the streets and into services.

Vote YES on Measure O to provide resources for our growing population of seniors and veterans.

Vote YES on Measure O to help prevent and address the growing problem of gang and drug violence in Ventura.

Measure O contains STRICT FINANCIAL ACCOUNTABILITY measures, including annual independent audits, a citizens' oversight committee to ensure funds are spent properly, and public review of all expenditures.

Join Ventura's environmental, public safety, faith, business, and civic leaders in supporting Measure O to protect Ventura's residents and our exceptional quality of life.

Vote YES on Meausure O.^[2]

Opposition

Opponents

The following individuals signed the official argument against the measure:^[3]

- Robert Alviani, retired banker
- Robert McCord, attorney
- Jack Tingstrom, former mayor of Ventura
- Ron Bamieh, attorney
- David Grau, small business owner

Arguments against

Official argument

The following official argument was submitted in opposition to the measure:^[3]

“ Attempts to increase sales taxes upon the citizens of Ventura failed in 2006 and again in 2009. Two cities, Oxnard and Port Huememe, did increase sale taxes, but that new money did not fix their problems as promised and they continue to have budget problems. Controlled SPENDING is the answer.

The City seeks to increase our sales tax to raise another \$10.8 million per year for 25 YEARS. At the end of 25 years they promise it will "sunset." In truth, it is a LIFETIME of over \$270,000,000 taxes for many citizens. Promises will be forgotten. Regardless of Ventura City Council promises on how new money will be spent; there are NO RESTRICTIONS on how this money is spent. Today's and future Ventura City Councils can and will change spending at any time.

Is this new tax truly justified? Over the last 2 years, the City of Ventura's property taxes have increased by 4.0% and sales tax revenues have increased by 9.5%. The result is in 2017 general fund revenue will be \$104 million, the highest in Ventura's history. Reserves have also increased to \$12.5 million. With more funds added to reserves, more taxes are NOT NEEDED.

The Ventura City Council conducted a citizen's poll to determine if there was support for a tax. Citizens were asked if they would support a measure to protect local water supplies, keep all fire stations open, protect local beaches, rivers and coastal waters from pollution, maintain and improve fire, police and paramedic emergency response, maintain essential city services and improve services for seniors, the disabled and veterans?

This poll was misleading. Rivers, beaches and veterans are funded by federal, state and bond budgets. Your recently increased WATERRATES of OVER 42% help fund water and wastewater issues.

There is no legitimate reason to tax ourselves more.^[2]

Path to the ballot

See also: Laws governing local ballot measures in California

This measure was put on the ballot through a vote of the governing officials of San Buenaventura, California.

Recent news

The link below is to the most recent stories in a Google news search for the terms **San Buenaventura Local sales tax**. These results are automatically generated from Google. Ballotpedia does not curate or endorse these articles; they are included to provide readers with the most recent news articles on the subject. Click here to learn more about this section.

San Buenaventura, California, Sales Tax, Measure O (November 2016) - Google News Feed

- IN BRIEF - Ventura County Reporter
- Transportation tax measure faces high bar - Ventura County Star
- Venturans support incumbents, sales tax - Ventura County Star
- Letters Election Issue | Oct. 13, 2016 - Ventura County Reporter
- FOOD Share of Ventura County names new interim CEO - Ventura County Star

See also

Local measures



- Local ballot measure elections in 2016
- Local sales tax on the ballot
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- November 8, 2016 ballot measures in California
- Local ballot measures, California
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- Preemption conflicts between state and local governments
- Using local measures to advance national agendas

External links

- [Ventura County Elections Office website](#)

Footnotes

 Suggest a link

1. *Ventura County Clerk and Recorder*, "Local Measures November 8, 2016 Presidential General Election," accessed October 17, 2016

2. Note: This text is quoted verbatim from the original source. Any inconsistencies are attributed to the original source.

3. *Ventura County Clerk and Recorder*, "Sample Ballot and Voter Information Pamphlet," accessed October 18, 2016

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