



Z City of Orange, Public Safety/City Services Measure

Shall the measure providing funding for City of Orange’s general government use such as maintaining 911 response, fire/police protection/paramedic services; recruiting/retaining well-trained police/firefighters; preventing property crimes/thefts; addressing homelessness; keeping public areas/parks safe/clean; maintaining safe routes to school; repairing streets/potholes by establishing a 0.5% transactions and use tax (sales tax) providing approximately \$19,000,000 annually expiring after 10 years; requiring audits, spending disclosure, all funds benefiting City of Orange residents, be adopted?

What your vote means

YES	NO
A “yes” vote on Measure Z will authorize the one-half percent (0.5%) sales tax which will expire in ten years.	A “no” vote on Measure Z will not authorize the sales tax.

For and against

FOR	AGAINST
<p>Miguel Gonzalez President, Orange City Firefighters</p> <p>Russell J. Barrios Orange COY; Pres. OUSD (ret.); Founder OTPA</p> <p>Carolyn Cavecche Orange Small Business Owner President & CEO, Orange County Taxpayers Association (ret.) Mayor of Orange (ret.)</p> <p>Mike Spurgeon Orange City Councilmember (ret.) Board Member, Orange Chamber of Commerce (ret.)</p> <p>Patricia Buttress Founder, Youth Centers of Orange Chair, Orange Planning Commission (ret.) Chair, Orange Senior Center (ret.)</p>	<p>Fred M. Whitaker Member, Orange City Council 2010-2018</p>



Ballot Measures-Z

Impartial Analysis City of Orange Measure Z

The City Council of the City of Orange is submitting Measure Z to the voters for consideration at the November 5, 2024, General Municipal Election. If adopted, Measure Z would amend the Orange Municipal Code to add Chapter 3.23 which in part, creates a one-half percent (0.5%) transactions and use tax locally, in the City of Orange. A transactions and use tax is commonly known as a “sales tax” and is applied to purchases of goods. The sales tax does not apply to food purchased as groceries, prescription medication, housing, or personal services including medical, legal, or dental services. Out-of-town shoppers visiting Orange will also pay the sales tax.

The sales tax would be a general tax, meaning that revenues raised from the tax would go into the City’s general fund and may be used for general governmental purposes of the City, including 9-1-1 emergency response, police, firefighter and paramedic services, street repairs, gang/drug abuse prevention, addressing homelessness and other city services. The City would not be required to use the revenues raised by the measure for any special purpose. The measure is intended to minimize impacts to general City services such as those mentioned above, resulting from revenue shortfalls caused by recent economic factors such as inflation and unfunded mandates.

The proposed one-half percent (0.5%) sales tax would be paid in addition to current sales tax and would be collected at the same time and in the same manner. All revenues raised by the proposed one-half percent (0.5%) sales tax would belong to the City of Orange and could not be taken by, or shared with, the State or any other agency. The City estimates that the proposed one-half percent (0.5%) sales tax will generate an additional \$19,000,000 million annually, but the actual amounts raised will vary based on the level of certain retail sales occurring in Orange. This sales tax will remain in effect for ten years, then automatically expire.

The measure requires the City Council to appoint an Independent Citizens’ Advisory Committee to review and report on the revenue and expenditure from funds raised by the measure.

A “yes” vote on Measure Z will authorize the one-half percent (0.5%) sales tax which will expire in ten years.

A “no” vote on Measure Z will not authorize the sales tax.

The above statement is an impartial analysis of Measure Z. If you desire a copy of the proposed ordinance, please call the Orange City Clerk’s office at (714) 744-5500 and a copy will be mailed at no cost to you. It is also available online at www.cityoforange.org.

s/ Michael Vigliotta
City Attorney



Ballot Measures-Z

Argument in Favor of Measure Z

We love Orange! It's an amazing community with a wonderful quality of life. We're fighting to keep it that way: vote **Yes on Measure Z to save Orange's quality of life!**

Sacramento took away tens of millions of dollars from the City of Orange's budget.

Measure Z dollars are required to stay in Orange to benefit our residents.

Yes on Measure Z protects lifesaving, 911 public safety services. Permanent brain damage can begin just four minutes after someone stops breathing. Seconds count in emergency situations. Vote YES on Measure Z, so our city can hire more emergency personnel for any Orange resident or family who needs 911 medical response.

Vote Yes on Measure Z to:	Maintain 911 response, fire, police, and paramedic services
	Prevent theft and property crimes
	Keep parks safe and clean
	Prepare and respond to wildfires
	Ensure children have safe places to play and safe routes to school
	Reduce homelessness

City of Orange fire engines **don't have enough firefighters to meet National Fire Protection Association standards** for safe firefighting levels – we're 25% short.

Orange has added only 3 police officer positions in the last 25 years. Meanwhile, in the last 10 years alone, Anaheim added 37, Garden Grove added 24, and Tustin added 8.

You may hear the opponents of Measure Z say that the City of Orange needs to tighten the belt, but our City Council has already done that: \$5,000,000 in budget cuts this year, millions in deferred maintenance, 40 City government positions being kept vacant, and even 5 firefighter positions being kept vacant.

This sales tax does **not** apply to important necessities, including groceries (fruits, vegetables, other uncooked foods), medicine, medical care, dental services, rent, mortgages, insurance, or property taxes. This half-cent sales tax **expires automatically after 10 years – and nobody can extend it except the voters of Orange.**

Vote Yes on Measure Z!

s/ Miguel Gonzalez
President, Orange City Firefighters

s/ Russell J. Barrios
Orange COY; Pres. OUSD (ret.); Founder OPA

s/ Carolyn Cavecche
Orange Small Business Owner
President & CEO, Orange County Taxpayers Association (ret.)
Mayor of Orange (ret.)

s/ Mike Spurgeon
Orange City Councilmember (ret.)
Board Member, Orange Chamber of Commerce (ret.)

s/ Patricia Buttress
Founder, Youth Centers of Orange
Chair, Orange Planning Commission (ret.)
Chair, Orange Senior Center (ret.)

Rebuttal to Argument in Favor of Measure Z

After reading the opposing ballot statement, it is important to share **the facts** so you, the voters, can make an informed decision.

Do you really trust that this city – a government that has increased overall spending more than 20% in the last two years, will do the right thing with **more** of your money? The city overspent, and now they want to increase **YOUR** taxes to pay for it.

Here are the facts.

Claim: The city tells you this tax increase will go to 911 response.
False: Not one penny of this tax increase is specifically dedicated toward public safety.

Claim: This tax increase will prevent homelessness.
False: California has spent BILLIONS on homelessness. Has it gotten better anywhere? Throwing money at the issue **has not helped.**

Claim: The city has already made drastic cuts.
False: The budget has drastically increased, and they've added **34 new full-time positions in the past three years alone!**

We should all be concerned by those misleading us about how the taxes will be spent, it is hard to believe that those **who increased spending by \$42 MILLION**, will now do the right thing with another \$200 million more of your money.

With larger budgets and more staff, is your city safer or cleaner, than it was just 3 years ago? NO. They overspent and underdelivered, and now they want you, the taxpayer, to pick up the tab.

It is time to send a message.

Say NO to Measure Z!

s/ Sara Catalán
Executive Director, Orange County Taxpayers Assoc.



Ballot Measures-Z

Argument Against Measure Z

The city is selling this general-purpose sales tax as a public safety tax. That is **NOT** true. This is a \$200 million general tax increase for any purpose, that averages out to \$400 per household every single year! Families will have to choose between Christmas presents, or shopping in neighboring cities without this tax.

The state of California has

- The highest statewide sales tax,
- The highest gas tax,
- The highest graduated income tax and capital gains tax, in the USA!
- And now Orange wants to make it worse!

Orange is known for its 'small town charm' full of local businesses who support the community. Yet right now all these small businesses have one thing in common--they are hurting financially. Businesses are facing increased labor, energy and materials costs. Most are barely hanging on, and this tax increase will force shoppers to other cities, putting them out of business! This tax will devastate struggling families and small business owners.

During the Great Recession, the city had a similar problem and tightened its belt without raising taxes. From 2011-2014, the city had well under 700 employees, the budget was balanced, and we were safe. In three years, the city increased spending on new hires, salaries and benefits by more than 41%, and total spending by \$42MM! In 2023 **77** city employees made **over \$250,000** in pay and benefits (<https://transparentcalifornia.com/salaries/2023/orange/>).

Now the city says they're out of money and they want to take MORE from you by raising your taxes. We say no!

Tell the city to stop overspending, excessive raises, and like the council in 2011 cut their own benefits and salary before raising our taxes!

Say NO to overspending
Say NO to hurting working families and small businesses.
Vote NO on Measure Z

stopthetaxorange.com

s/ Fred M. Whitaker
Member, Orange City Council 2010-2018

Rebuttal to Argument Against Measure Z

To preserve our safe, clean community and the services we depend on, we have run out of time to continue doing things the same way the opponent advocates. **Please join Orange's first responders and vote Yes on Measure Z.**

The opponent would have you believe Orange just needs more budget cuts. This crisis is the result of poor management that must be rectified. The current council has made cuts and is determined to rebuild economic development. However, that will not be enough to stay ahead of rising costs and inflation to **maintain Orange's quality of life** and the safety of our families.

The Orange Police Department is struggling to recruit and retain the quality police officers that our community needs and deserves. Many are considering leaving and already transferring to other cities. Police officers are under siege nationwide, and the threat of lower police staffing levels resulting in higher crime is here.

How will Orange remain a safe place to live without enough officers patrolling our neighborhoods, parks, and schools? Unfortunately, it won't. Without this desperately needed funding, we will lose our city's honest and hardworking police officers and firefighters to neighboring cities. We cannot risk negatively impacting our community's safety. The price is too high.

Yes on Z will **keep our tax dollars local** to address our local priorities – not Sacramento or corporate interests.

Join a broad coalition of first responders, public safety advocates, neighbors, and business leaders and **Vote Yes on Z!**

www.OrangeStrong.org

s/ Augusto (Augie) Rocha
President, City of Orange Police Association

s/ Katey Sullivan
Orange City Firefighters Board Member

s/ Thomas (TJ) Lockwood
Vice President, City of Orange Police Association

s/ Moira Singer
Orange Citizen of the Year

s/ Rob Boice
President, Old Towne Preservation Association