



CITY OF ALAMEDA
2263 Santa Clara Avenue
Alameda, CA 94501

www.AlamedaCA.gov



Your feedback is important to us.



City of Alameda

Comment
Card Inside

*Your feedback is
important to us.*

Please Read:
Important information inside
about steps Alameda is considering
to protect our quality of life.

PLACE
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STAMP
HERE

CITY OF ALAMEDA

2263 Santa Clara Avenue
Alameda, CA 94501

Provided by Staff



City of Alameda

une 2016

Dear Alameda Resident:

Our input is needed as the City of Alameda makes important decisions about protecting our quality of life and essential city services. City Council is considering placing a measure, called the Utilities Modernization Act (UMA), on the November ballot. This measure would allow Alameda to maintain essential city services such as police, fire and emergency response, street and sidewalk repairs, park maintenance and library services, by modernizing our existing Utility Users Tax (UUT) and confirming Alameda Municipal Power's (AMP) historical support of city services.

This measure reinforces existing laws and allows the City to maintain city services. It will not increase current tax rates; however, it will clarify the scope of what the UUT covers.

There are two reasons for this measure. First, our UUT has not been modernized in 30 years. Nearly every other city in Alameda County has modernized its UUT to take into account the new technologies that have occurred since the 1970s. Bundled services and many newer technologies like wireless, VoIP, and conferencing are not specifically described in the existing UUT. This measure would provide needed clarifications to all aspects of the UUT and ensure that all users are treated the same regardless of technology.

Second, since 1914 AMP has transferred funds to the City of Alameda to pay for essential services. This measure, without raising rates or taxes, would confirm the transfer and allow our municipal utility to continue supporting critical city services.

Please take a moment to provide your feedback. Complete the reply card or if you prefer, respond online at: **www.alamedaca.gov** or email: **manager@alamedaca.gov**

Thank you! We would like to hear from you before we finalize the details and consider whether to put this measure on the ballot. We will share your input with the City Council before critical decisions are made.

Brian Herrera Spencer, Mayor

Jill Keimach, City Manager



The Utilities Modernization Act (UMA) will protect critical City services.

What: The Utilities Modernization Act will update the existing Utility Users Tax (UUT) and confirm the annual transfer of funds from Alameda Municipal Power (AMP) to the City, which will protect core city services without raising taxes.

Benefits: The UMA will allow Alameda to maintain its high quality of life, including funding for police, fire and emergency response, street and sidewalk repairs, park maintenance and library services.

No increase in tax rate: It clarifies the scope of what the UUT covers, as well as modernizes and confirms our existing law, allowing the City to maintain core services for Alameda residents. This measure will not increase current tax rates.

Alameda Residents and Property Owners:
Your feedback is important!
City Council will take action soon!

For additional information, please visit:
www.alamedaca.gov
or contact City Manager Jill Keimach at:
☎ (510) 747-4700 ✉ manager@alamedaca.gov

Provided as a public service from the City of Alameda

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Please provide your feedback here or online at:
www.alamedaca.gov

What do you think about the proposal to modernize the existing UUT and confirm the AMP transfer? Do you need more information?

Are there other City services, in addition to public safety, street maintenance, libraries and parks that you would like to see the City prioritize?

Comments or questions:

Contact Information (optional)

NAME		
ADDRESS		
CITY	STATE	ZIP
PHONE		E-MAIL

☐ Please email me updates from the City.