



September-October, 2018

The City of Sebastopol community newsletter is one way to stay in touch with what's going on in Sebastopol. Our web site, CityofSebastopol.org is another. It is chock-full of information on City services, public meetings, and community resources. Or, stop by City offices any time we are open!



DON'T GET STUNG!

Collisions involving pedestrians pose a significant risk of serious injury, and most occur during crossings.

Sebastopol Police Department traffic officers are actively conducting pedestrian and crosswalk stings, using decoys to lawfully cross the street and then watching for drivers who fail to stop as required. If convicted, violators face fines and increased insurance costs, as moving violation points are added to their DMV driver's record.

- California law requires drivers to yield the right-of-way to pedestrians lawfully entering a cross-walk
- Passing a vehicle that has stopped to allow a pedestrian to cross is a violation of the California Vehicle Code.

But it's not all about motorists-- part of the Sebastopol Police Department's enforcement efforts are directed at pedestrian safety violations, not only ticketing drivers who fail to yield to pedestrians, but also ticketing pedestrians who fail to follow traffic rules.

Our traffic law education and enforcement efforts are designed to reduce injury collisions and improve traffic safety within our city. Please help us by paying attention to traffic conditions and being courteous to others also using our roadways.

If you have a traffic safety question or comment, please share it with our Traffic Division officers by calling SPD at (707) 829-4400 and asking to be connected to the traffic hotline. You can also email your questions or comments to traffic@sebpd.com.

SHOP LOCAL

The closer you shop to home, the further your money goes. A whopping 53% of our city's budget comes from sales and other (non-property) taxes.

Sales tax revenue is a guaranteed funding source for essential city services, including public safety, code enforcement, parks and landscaping, streets pavement and other essential services.

City of Sebastopol Financial Statement Receives Prestigious Award

For the first time ever, the Government Finance Officers Association awarded a "Certificate of Achievement for Excellence in Financial Reporting" to the City of Sebastopol for the 2016-17 Comprehensive Annual Financial Report (CAFR). This is the first time that Sebastopol has received this prestigious award. The CAFR contains the City's audited financial statements and other financial information. It also contains information about the local economy, the structure of the City government, the City's future financial plans, the County's financial policies, and significant City projects.

ELECTIONS/BALLOT MEASURES



On May 15, 2018, the City Council discussed and approved moving forward with two ballot measures for the November 6, 2018 Ballot Election:

- 1) To extend Measure Y (1/2 cent) sales tax, indefinitely unless repealed; and
- 2) To increase the City's Transient Occupancy Tax.

As noted in the staff report from May 15, 2018, **Measure Y**, the existing half-cent local transactions and use (sales) tax measure passed by voters in 2012, has helped the City stay solvent, maintain essential services and rebuild reserve funds; however, this measure is set to expire on March 31, 2021. As a locally enacted measure, the sales tax created a funding stream that could not be taken by other entities such as the State of California. Based on City budget projections, should Measure Y expire, the City will lose approximately \$1.4 million annually. This revenue generated by Measure Y represents approximately 15% of the City's annual resources. The General Fund supports many programs and services including police, fire, public works, and administration.

The Transient Occupancy Tax (TOT) is charged to visitors who stay overnight in a hotel room, based on a percentage of the cost of the room night. Currently, the TOT in Sebastopol is equivalent to 10% of the cost of a room per night and generated approximately \$514,000 in FY 2016/17. In addition, the City has a Sonoma County Tourism Business Improvement Area, which charges an assessment of 2% of rent charged by lodging operators. This 2% is then transmitted to the Sonoma County Tax Collector for the purpose of promoting tourism in Sonoma County. The Ballot in November would ask voters to approve an increase in the TOT from 10% to 12%.

Sebastopol Receives \$25,000 Grant to Improve Bodega Corridor

The Sonoma County Board of Supervisors recently granted \$25,000 to the Sebastopol City Council to improve the Bodega corridor. Since so many non-residents use the Corridor as a means to reach the coast, Councilmember Sarah Gurney reached out to District 5 Supervisor Lynda Hopkins about some County assistance. As a result, Supervisor Hopkins requested and sponsored a \$25,000 grant disbursement from Sonoma County Tourism enhancement funds.

The County Board of Supervisors approved this initiative and intends that this initial disbursement of funds be only the first step in regional improvements.

September Is National Preparedness Month

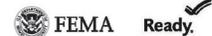
The early start to fire season was a wake-up call for all of us to be prepared well in advance of the next emergency or disaster, but fires are not the only danger. Our region is also prone to flooding and earthquakes. Will you and your family be ready?

NATIONAL PREPAREDNESS MONTH 2018

Disasters Happen

PREPARE NOW

LEARN HOW



Resources for preparing for all emergencies: ready.gov

California Wildfire preparation resources: <http://www.readyforwildfire.org>

West Sonoma County Community Housing Fair

The City of Sebastopol and the County of Sonoma will co-host a Community Housing Fair on November 4 to help educate West County residents about creative housing possibilities.

City and County agencies and service providers will be on hand with information and resources so that attendees may explore a variety of options. Stay tuned for more details.

