



Frequently Asked Questions

Measure WW and City Finances

What is Measure WW?

Measure WW is a proposed utility users' tax at a rate of 5% that would be levied on electricity, gas, video and telecommunication services. Measure WW would provide about \$6.1 million in additional funding that can help to preserve essential city services. Seniors and low-income residents are eligible to receive an exemption from the tax.

What will the City do with funds from Measure WW?

Measure WW is a general tax that can be used for any legitimate governmental purpose. If approved by voters, funds from Measure WW could be used to preserve essential services and help the City to maintain fiscal solvency, including providing local funding for services, such as:

- Maintaining paramedic and fire protection services, 9-1-1 emergency response and emergency and disaster preparedness programs, including for a public health crisis
- Ensuring senior citizens receive support and access to food during the COVID-19 crisis and during the recovery
- Maintaining parks and streets
- Preserving youth violence prevention and drug and gang intervention programs to keep kids off the street and maintain community safety

What does 5% of a typical electric, gas, cable and telephone bill look like?

For every \$100 you spend on qualifying utility services, you can expect to pay an additional \$5 in taxes that will be collected on your bill.

How do I apply for a senior and low-income exemption under Measure WW?

Measure WW includes the following three exemptions. Eligible individuals and households can obtain the exemption upon application and City approval.

1. Residential service users that participate in the PG&E California Alternate Rates for Energy Program (CARE) program, which is a monthly discount of 20% or more on gas and electricity, are eligible for an exemption from the proposed utility users' tax. Participants qualify through income guidelines or if enrolled in certain public assistance programs, such as Women, Infants, and Children (WIC), CalFresh/SNAP (Food Stamps) and Medicaid/Medi-Cal. To apply, simply call a PG&E representative or go to PG&E's website for more information.



2. Additionally, households with a household income of less than 50% of the area median family income for the County of Alameda, as established by the United States Department of Housing and Urban Development, are eligible for an exemption from the proposed utility users' tax.
3. Finally, residential service users that are seventy years of age or older (if such service user resides alone or with a spouse or registered domestic partner and at least one spouse or partner is seventy years of age or older) are eligible for an exemption from the proposed utility users' tax. There is no income criteria for this exemption.

Who will Measure WW apply to?

Any residential or business utility service users will be subject to the proposed Measure WW utility users' tax.

Do other cities have utility users' taxes, and if so, what are their rates and what utilities does the tax apply to?

Currently, nine out of 14 cities in Alameda County have utility users' taxes, which include Alameda, Albany, Berkeley, Emeryville, Hayward, Newark, Oakland, Piedmont and San Leandro. Notably, Union City is proposing a utility users' tax that is a lower rate compared to these cities and unincorporated Alameda County. In most cases, the other jurisdictions have rates above 5%. In addition, some of these cities' utility users' taxes also tax water and waste water utility services, while Measure WW does not tax these services.

**Sourced from the League of California Cities*

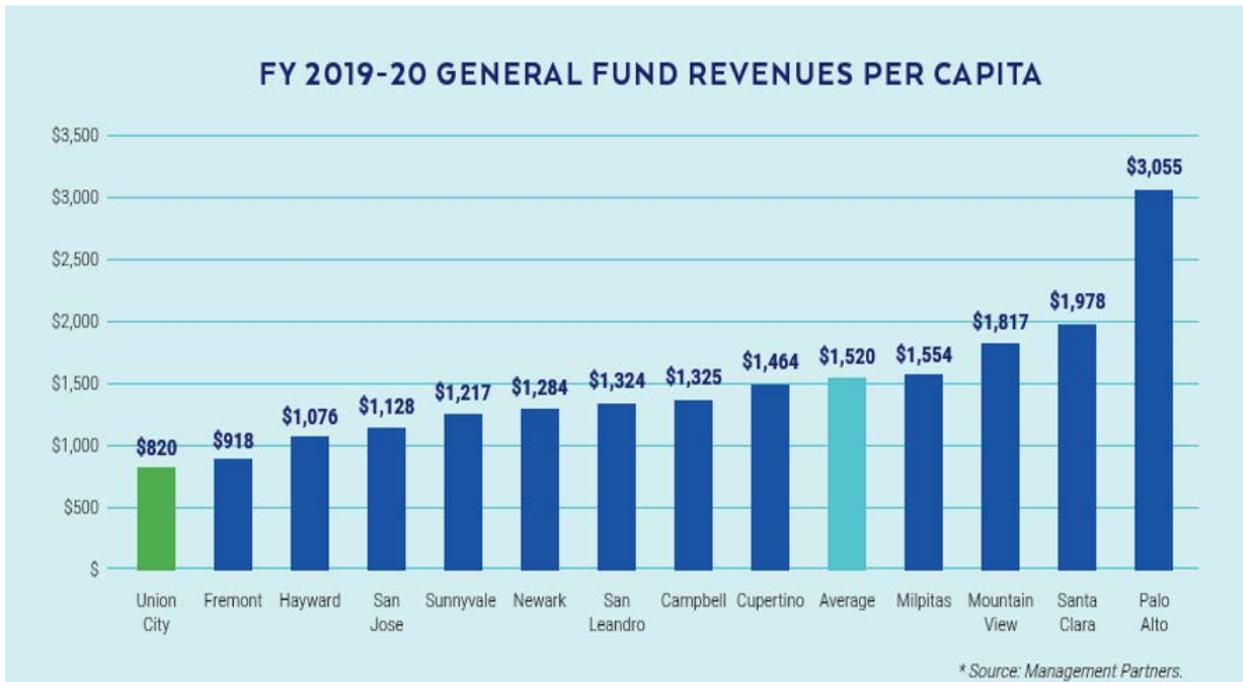
City	Utility Tax Rate
Alameda	7.5%
Albany	6.5% Tele 7.0% PG&E cable excluded
Berkeley	7.5%
Dublin	
Emeryville	5.5%
Fremont	
Hayward	5.5%
Livermore	
Newark	3.25%
Oakland	7.5%



Piedmont	7.5% some phone excluded
Pleasanton	
San Leandro	5.7% TeleC 6% PG&E and cable
Union City	5.0% proposed

Union City has the highest taxes in the area. Why does the city keep asking us to pay more taxes?

Union City does not have the highest tax burden in the area. On a per capita basis, the City collects one of the lowest amounts of General Fund revenue among Bay Area cities (as indicated in the chart below). General Fund revenue is necessary to support essential services, such as police, fire and street and park maintenance. Other cities have multiple voter-approved taxes in place, some with long-ranging sunset dates, that help to raise additional revenue to their General Funds, such as a local enhanced real property transfer taxes and utility users' taxes. Union City does not have these additional revenue sources today.





How much does Union City get from property taxes and what does the City do with that money?

Property taxes provide one of several General Fund revenue sources. The General Fund pays for essential services, like police, fire and street and park maintenance. Union City gets 17 cents out of every property tax dollar (as indicated in the picture below). That means that 83 cents of every property tax dollar goes to other public entities, such as the County, special districts and school districts. Today, property tax represents about 23% of the City's General Fund, which is about \$14 million a year. Other revenues, like voter-approved taxes, help to supplement the General Fund and are critical to maintaining essential services at current levels.

