

**City of Hayward – Half Cent Sales Tax Extension Ballot Measure
Election Day: November 5, 2024**

Argument in Favor of Measure _

WITHOUT increasing local tax rates, VOTE YES on Measure _ to protect Hayward’s future, keeping our city moving forward with continued funding for VITAL City of Hayward services.

Ten years ago, Hayward voters overwhelmingly approved a ½ cent sales tax to fund priority city services and upgrade aging public facilities. With this funding, the City constructed a comprehensive Regional Fire Training Center; renovated five City fire stations; built Hayward’s award-winning, state-of-the-art downtown Library and Community Learning Center; completed the City’s largest road improvement project in history; reduced graffiti and illegal dumping; added 14 Hayward Police Department positions, and more.

City Hall has kept its promises. However, Hayward still has significant unmet facility and service needs. Continuing **WITHOUT increasing** this vital funding is the most fair, affordable solution to meet our city’s needs.

Measure _ will:

- **Improve** public safety and emergency response
- **Maintain** local streets and roads
- **Invest in** disaster preparedness
- **Provide** safety net services for those most in need
- **Upgrade** aging facilities that provide vital city services

Measure _ **WON’T raise Hayward’s sales tax rate. VOTING YES** simply extends the authorization voters already approved in 2014, keeping the sales tax rate FLAT going forward. By law, the State cannot take this funding away.

Taxpayer protections are REQUIRED. Annual audits and public reporting ensure funds are spent properly. Measure _ lasts 20 years **ONLY**. It cannot be extended without a new vote.

Basic necessities like groceries and prescription medications WON’T be taxed. Visitors to Hayward will pay their fair share, so residents won’t shoulder the entire cost.

Please join local firefighters, police officers, neighborhood advocates, seniors, parents, civic, labor and business leaders, and residents across Hayward united in supporting Measure _.

Keep our city moving forward, ***without raising Hayward’s sales tax rate.***

VOTE YES on Measure _.

www.protecthaywardsfuture.com

Mark Salinas, Mayor of Hayward

Elisa Márquez, Alameda County Supervisor, 46-year Hayward Resident

Toney Chaplin, Retired Chief of Police (Hayward)

Dr. Paulina Del Rio, DDS, Small Business Owner, Hayward Dentist

Michael Sweeney, Retired Hayward Mayor