



**SPECIAL MEETING AGENDA
OF THE
ARVIN CITY COUNCIL / SUCCESSOR AGENCY TO THE
ARVIN COMMUNITY REDEVELOPMENT AGENCY / ARVIN HOUSING
AUTHORITY / ARVIN PUBLIC FINANCING AUTHORITY**

THURSDAY JUNE 25, 2026 5:00p.m.

**CITY HALL COUNCIL CHAMBERS
200 CAMPUS DRIVE, ARVIN**

CALL TO ORDER

Mayor Olivia Calderón

PLEDGE OF ALLEGIANCE

INVOCATION

ROLL CALL

Olivia Calderón	Mayor
Jaime Perez	Mayor Pro Tem
Susana Reyes	Councilmember
Donny Horton	Councilmember
Tim Tarver	Councilmember

STAFF

Jeff Jones	City Manager
Stephanie Gutierrez	City Attorney – Burke, Williams & Sorensen, LLP
Cecilia Vela	City Clerk



I pledge allegiance to the flag of the United States of America
and to the Republic for which it stands, one nation, under
God, indivisible, with liberty and justice for all.

PUBLIC COMMENTS:

The meetings of the City Council and all municipal entities, commissions, and boards (“the City”) are open to the public. At regularly scheduled meetings, members of the public may address the City on any item listed on the agenda, or on any non-listed matter over which the City has jurisdiction. At special or emergency meetings, members of the public may only address the City on items listed on the agenda. Such comments shall be made in person and before the City during the meeting as prescribed below. There is a time limitation of two (2) minutes per person. However, the City shall allow a speaker using a translator four (4) minutes to ensure that non-English speakers receive the same opportunity to directly address the City. Sixteen Minutes (16) total (plus additional time based on use of a translator, if any) will be allowed for any one subject. For any item that is not on the agenda and within the jurisdiction or interest of the City, please come to the podium at this time. The Brown Act does not permit any action or discussion on items not listed on the agenda. If you wish to speak regarding a scheduled agenda item, please come to the podium when the item number and subject matter are announced, and the Mayor or Chair opens Public Comment on the item. When recognized, please begin by providing your name and address for the record (optional). Anyone wishing to submit written information at the meeting needs to furnish ten (10) copies to the City Clerk in advance to allow for distribution to City Council, staff and the media. Willful disruption of the meeting shall not be permitted. If the Mayor finds that there is in fact willful disruption of any City Council Meeting, he/she may order the disrupting parties out of the room and subsequently conduct the City’s business without them present.

In accordance with the Brown Act, all matters to be acted on by the City must be posted at least 72 hours prior to a regular meeting. In cases of an emergency, or when a subject matter needs immediate action or comes to the attention of the City subsequent to the agenda being posted, upon making certain findings, the City may act on an item that was not on the posted agenda.

AGENDA STAFF REPORTS AND HANDOUTS:

Staff reports and other disclosable public records related to open session agenda items are available at City Hall, 200 Campus Drive, Arvin, CA 93203 during regular business hours.

CONDUCT IN THE CITY COUNCIL CHAMBERS:

Rules of Decorum for the Public

Members of the audience shall not engage in disorderly or boisterous conduct, including the utterance of loud, threatening or abusive language, clapping, whistling, stamping of feet or other acts which disturb, disrupt, impede or otherwise render the orderly conduct of the City meeting infeasible. A member of the audience engaging in any such conduct shall, at the discretion of the presiding officer or a majority of the City, be subject to ejection from the meeting per Gov. Code Sect. 54954.3(c).

Removal from the Council Chambers:

Any person who commits the following acts in respect to a meeting of the City shall be removed from the Council Chambers per Gov. Code Sect. 54954.3(c).

- (a) Disorderly, contemptuous or insolent behavior toward the City or any member thereof, tending to interrupt the due and orderly course of said meeting;
- (b) A breach of the peace, boisterous conduct or violent disturbance, tending to interrupt the due and orderly course of said meeting;
- (c) Disobedience of any lawful order of the Mayor, which shall include an order to be seated or to refrain from addressing the City; and
- (d) Any other unlawful interference with the due and orderly course of said meeting.

AMERICANS with DISABILITIES ACT:

In compliance with the ADA, if you need special assistance to participate in a City meeting or other services offered by the City, please contact the City Clerk’s office, (661) 854-3134. Notification of at least 48 hours prior to the meeting or time when services are needed will assist the City staff in assuring that reasonable arrangements can be made to provide accessibility to the meeting or service.

1. APPROVAL OF AGENDA AS TO FORM.

Motion _____ Second _____ Vote _____

Roll Call: CM Tarver ____ CM Horton ____ CM Reyes ____ MPT Perez ____ Mayor Calderón ____

2. PRESENTATION(S)

- A.** Presentation Related to Impact of 1% Sales Tax Increase
Mayor Saul Ayon – City of McFarland

3. ACTION ITEM(S)

- A.** Consideration and Approval of:

Option 1: *(Includes the Measure)*

A Resolution of the City Council of the City of Arvin, California Calling and Giving Notice of the Holding of A General Municipal Election to be held on Tuesday, November 03, 2026 for the Election of Three (3) Members of the City Council and For Submission to the Voters A Question Relating to the Establishment of A 1% Transactions and Use Tax. (4/5 Vote Required);

A Resolution of the City Council of the City of Arvin, California Setting Priorities for Filing Written Arguments Regarding a City Measure and Directing the City Attorney to Prepare an Impartial Analysis;

A Resolution of the City Council of the City of Arvin, California Providing for the Filing of Rebuttal Arguments for City Measures Submitted at Municipal Elections;

and

A Resolution of the City Council of the City of Arvin, California Requesting the Board of Supervisors of the County of Kern to Consolidate A General Municipal Election to be held on Tuesday November 03, 2026 with the Statewide General Election to be held on the Same Date.

OR

Option 2: *(Does not include Measure)*

A Resolution of the City Council of the City of Arvin, California Calling and Giving Notice of the Holding of A General Municipal Election to be held on Tuesday, November 03, 2026 for the Election of Three (3) Members of the City Council;

and

A Resolution of the City Council of the City of Arvin, California Requesting the Board of Supervisors of the County of Kern to Consolidate A General Municipal Election to be held on Tuesday November 03, 2026 with the Statewide General Election to be held on the Same Date.

Staff recommends adoption of the four (4) resolutions listed above in Option 1.

Motion _____ Second _____ Vote _____

Roll Call: CM Tarver ____ CM Horton ____ CM Reyes ____ MPT Perez ____ Mayor Calderón ____

- B.** Consideration and Approval of Professional Services Agreement with William Berry Campaigns for Public Information and Educational Services Related to a Potential November 2026 Local Sales Tax Measure.

Staff recommends approval of the Professional Services Agreement.

Motion _____ Second _____ Vote _____

Roll Call: CM Tarver ____ CM Horton ____ CM Reyes ____ MPT Perez ____ Mayor Calderón ____

4. CLOSED SESSION ITEM(S)

A. PUBLIC EMPLOYEE APPOINTMENT

Government Code Section 54957(b)

Title: City Manager

5. ADJOURNMENT

I hereby certify under penalty of perjury under the laws of the State of California that the foregoing agenda was posted on the Arvin City Council Chambers Bulletin Board not less than 24 hours prior to the meeting. Dated June 24, 2026.



Cecilia Vela, City Clerk



Measure M: A Catalyst for Organizational Transformation

Presented by Mayor Saul Ayon

June 25, 2026

Why We Are Here

Many communities are considering local revenue measures.

The question is not simply:

"Can we pass a tax measure?"

The question is:

"Have we built the public trust necessary for voters to support it?"

McFarland in 2020: The Reality We Inherited

- Nearly \$3 million deficit
- Financial Audits delinquent from 2015-2020
- 3 Full-Time Police Officers, Part Time Coverage
- Unpaid Fire Services Contract
- Aging water and sewer infrastructure
- Deteriorating roadways
- Leadership instability
- Community trust at historic lows

Before asking voters for additional revenue, we first had to earn their confidence.

Review of Organizational Structure

- Eliminated or restructured bad contracts
- Improved accountability across the organization
- Reorganized departments
- Established a culture of performance and responsibility
- Creation of Subcommittees for increased transparency

A safe community is the foundation of every successful city

Public Safety: First Operational Priority

- Recruit experienced leadership
- Build a professional police department
- Invest in officer training
- Restore responsive policing
- Rebuild community confidence

Once public safety was stabilized, the City turned its attention to restoring its finances

Building Trust Through Financial Stewardship

- Brought all audits current
- Adopted balanced budgets
- Improved transparency
- Strengthened financial reporting
- Professionalized operations

We couldn't ask residents to invest more until we demonstrated we could responsibly manage what we already had

November 2022

Measure M

**The Community Chose to Invest
in McFarland's Future**

Measure M wasn't the finish line

It became the catalyst

Our Strategy

Strengthen the organization

- People
- Technology
- Partnerships

These three investments stretched every Measure M dollar.

Investing in People

Building Internal Capacity – Increased Staffing levels 52 to 80 full time employees

- Finance - From contract leadership to Internal finance team
- Facilities - From outside contractors to Construction expertise in-house
- Utilities - From contract operators to Certified City Staff
- Project Management - From engineering consultants to Internal project oversight
- Police – Increased sworn personnel, School Resource Officers, detective and K9 units

Knowledge now stays with the City instead of leaving when a contract ends

Investing in Tech

Finance

- Budget modernization, Financial reporting improvements, Process automation

Public Works

- Road AI Pavement Management technology, Asset management tools

Police

- Flock cameras, Drones, Body cameras

Community Development

- Modern permitting tools, Digital processes

Technology allowed a small city to perform like a much larger organization

Partnerships Multiply Every Dollar



State Water
Resources
Control Board



California
Transportation
Commission



Local investment unlocked Regional,
State and Federal investment

Stretching Every Tax Dollar

Local Revenue



Operational Efficiency



Grant Competitiveness

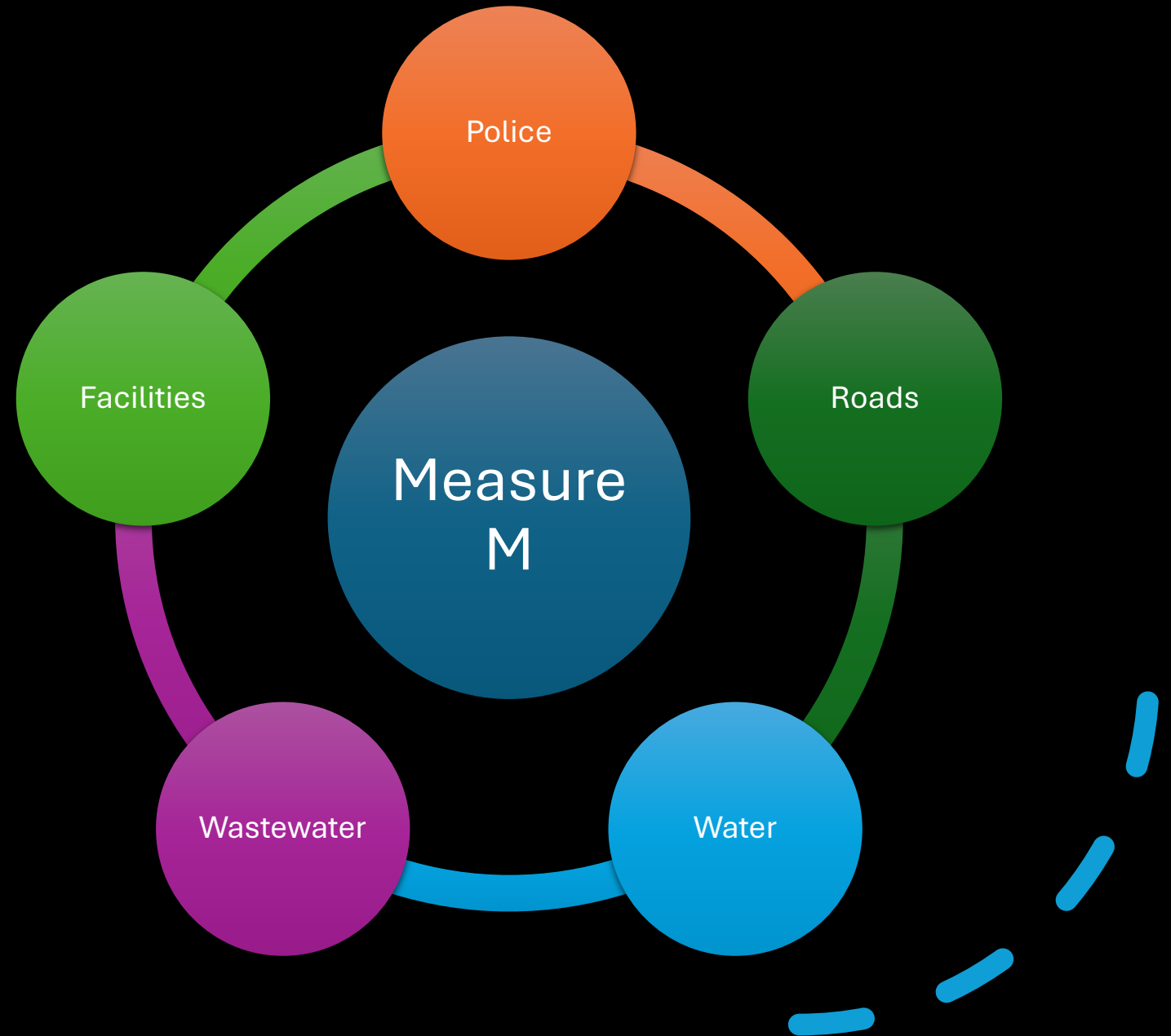


Outside Funding



More Community Investment

Reinvesting in McFarland



Public Safety Today

- Modern policing
- Drone
- Flock
- Body Cameras
- K-9
- Mobile Command Post
- Reestablished the Cadet Program
- New Police Headquarters

The transformation began with public safety and continues today



MCFARLAND
POLICE

K-9

EMERGENCY
9-1-1



Millennium Trailer
800-916-5225

McFarland Police
Department

McFarland Police Department Mobile Command
DUI Enforcement

Drive Sober or
Get Pulled Over

5004074

Police Cadet Program





2024-01-23 17:27:35
35.668359°N 119.230537°W 425.252ft

**Future Site of The Mcfarland Police Station
“Purchased” for \$1 from The GEO Group**



McFarland
ORNIA



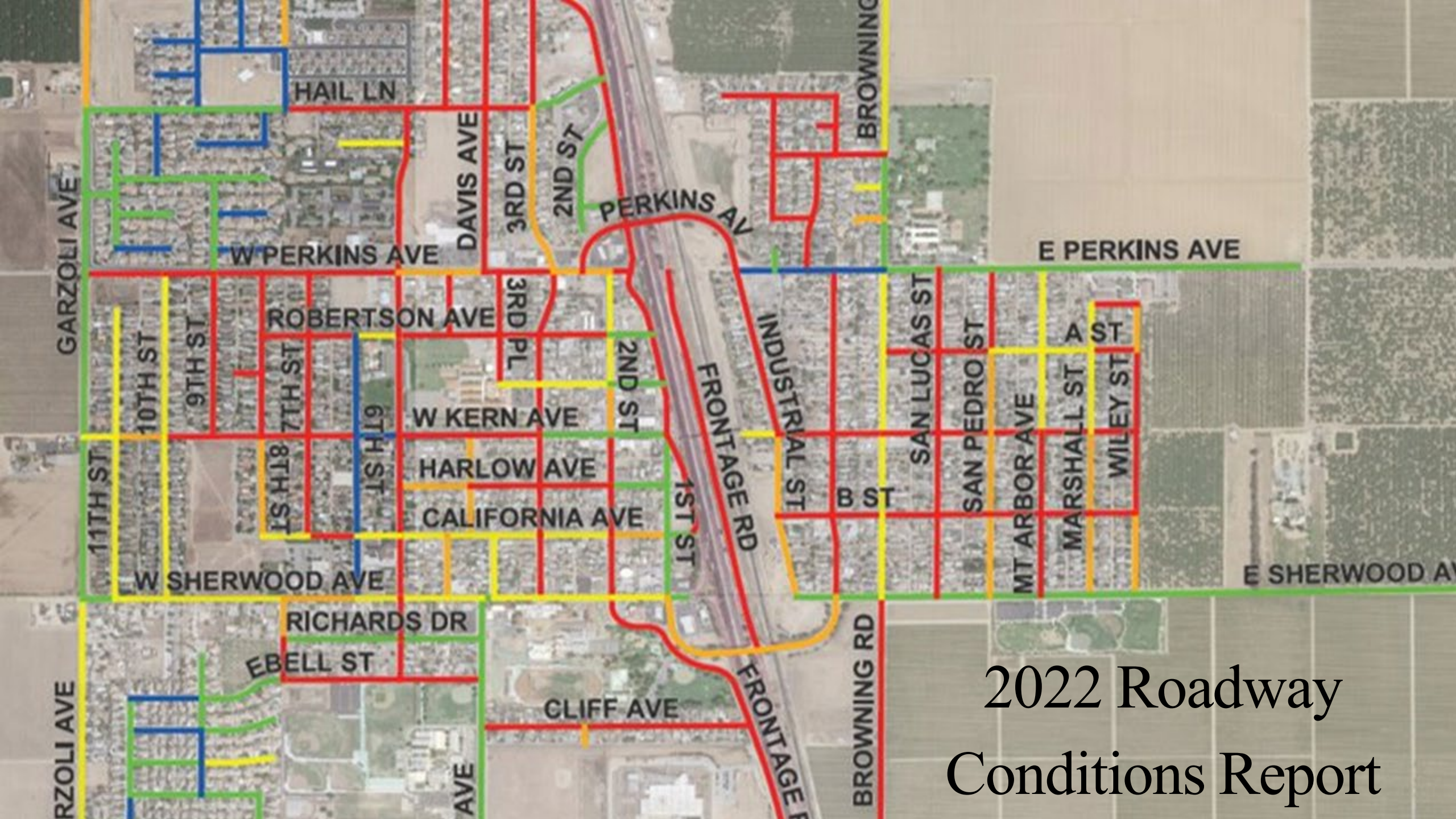


McFARLAND
POLICE DEPARTMENT
402 MAST AVENUE

Roads

- Road rehabilitation
- Preventive maintenance
- Future reconstruction

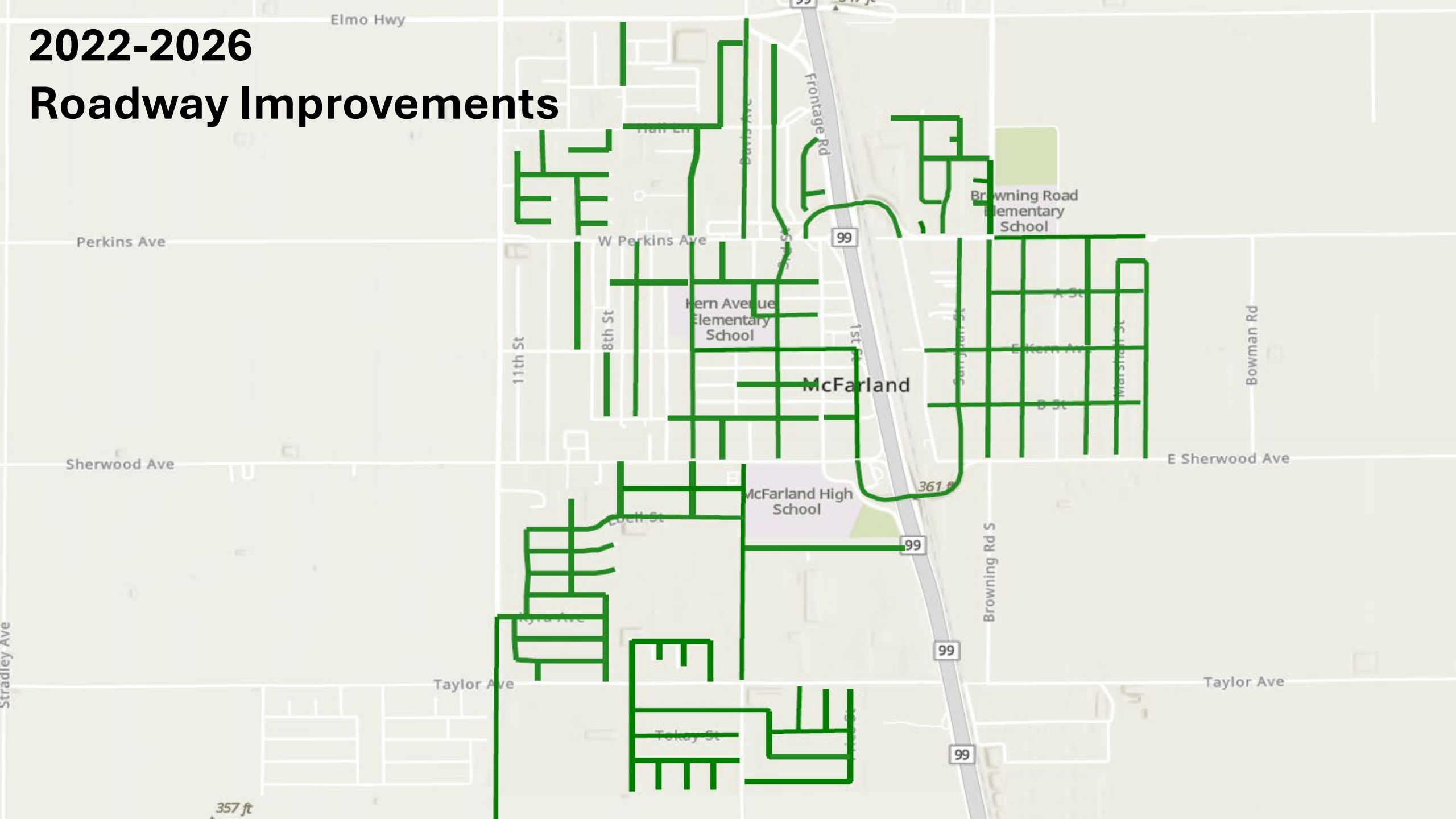
**Visible improvements strengthen
community confidence**



2022 Roadway Conditions Report

2022-2026

Roadway Improvements





Davis Ave
BEFORE

Davis Ave

AFTER





San Juan St.

BEFORE



San Juan

AFTER



Wiley
BEFORE



Wiley
AFTER



Ebel

BEFORE



Ebel
AFTER



San Lucas

BEFORE



San Lucas

AFTER



5th Street

BEFORE



5th Street

AFTER



SLOW

SCHOOL

ZONE



SHARE
THE
ROAD





Cliff Ave
BEFORE



Cliff Ave
AFTER



W Kern Ave

Kern Ave

BEFORE

Kern Ave

AFTER





Sherwood Overpass



Sherwood Overpass After

Reclamite Treatment



Slurry Seal



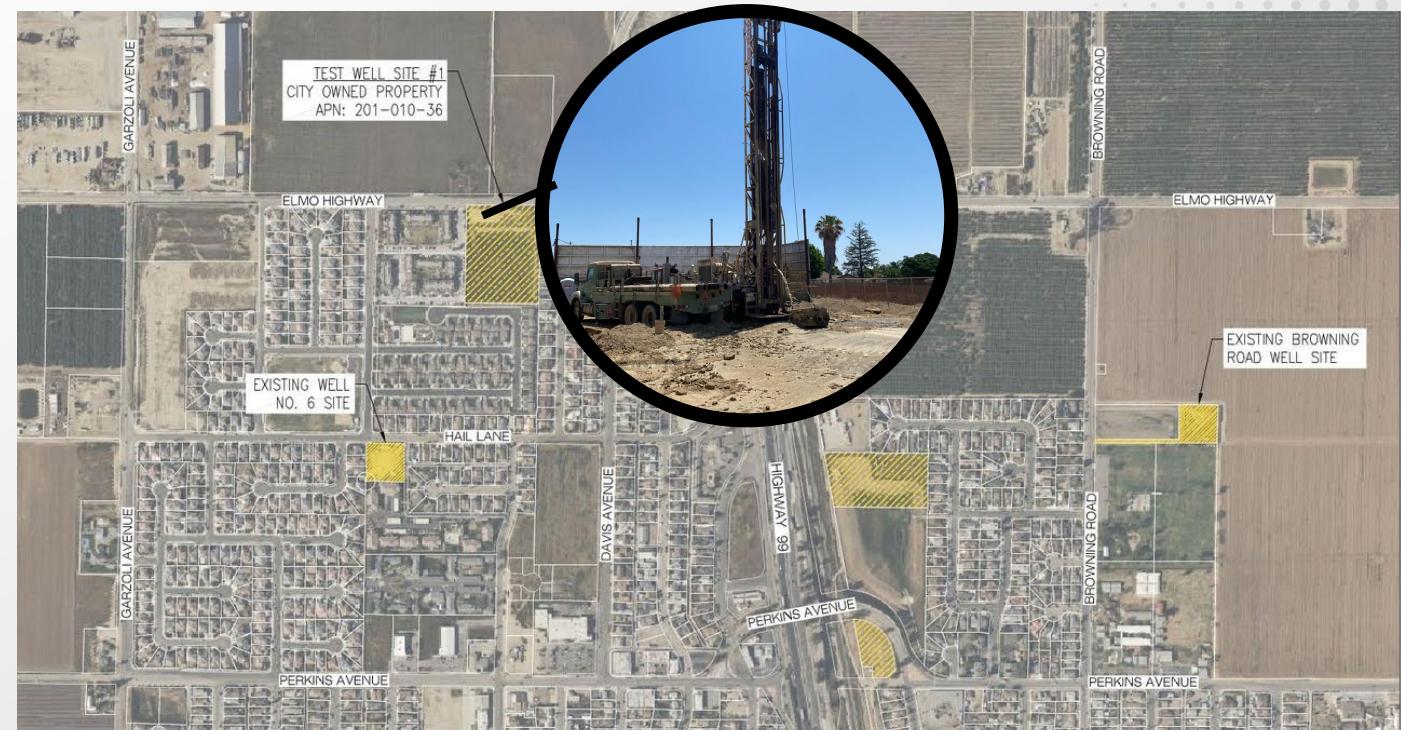
Water & Wastewater

- New wells
- Wastewater expansion
- Future capacity

**Investing today prepares the City
for tomorrow's growth**

Future Well Site #1

Fully Funded through the State Revolving Fund



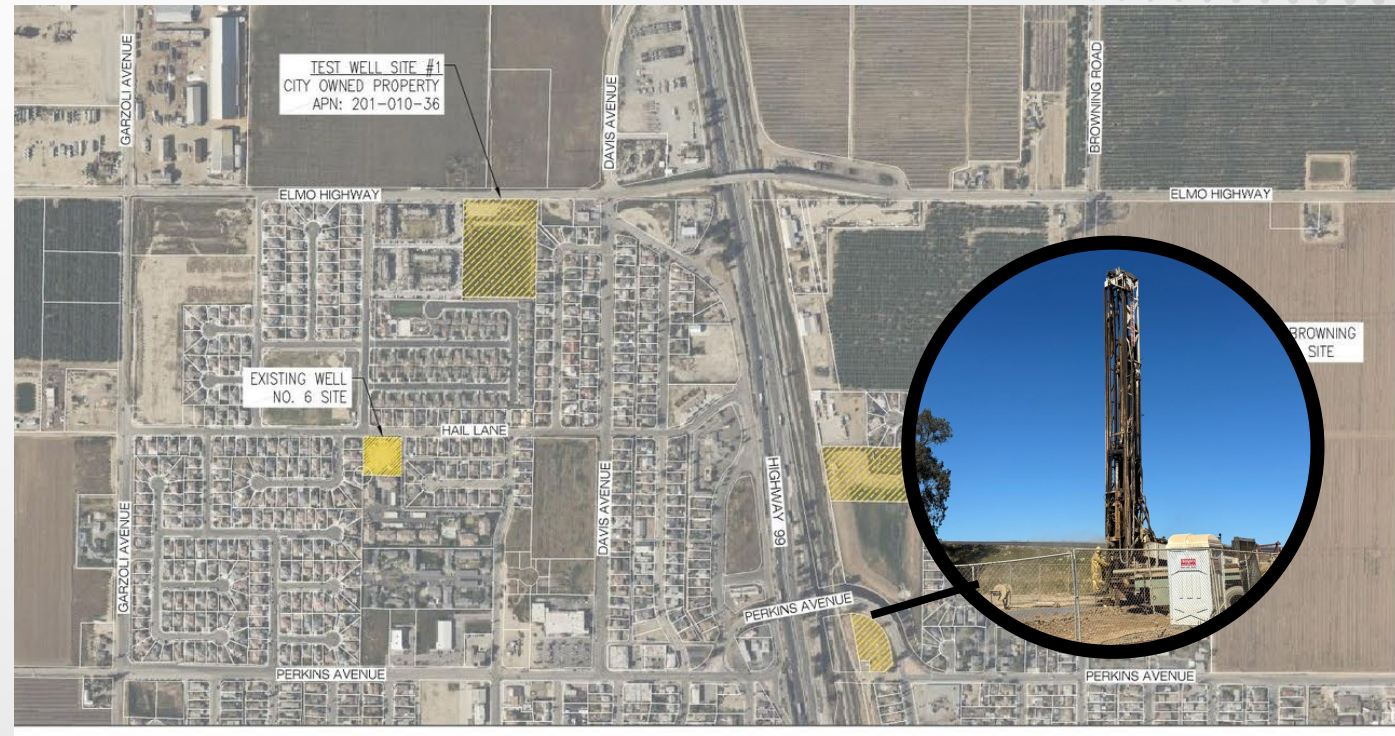
Future Well Site #2

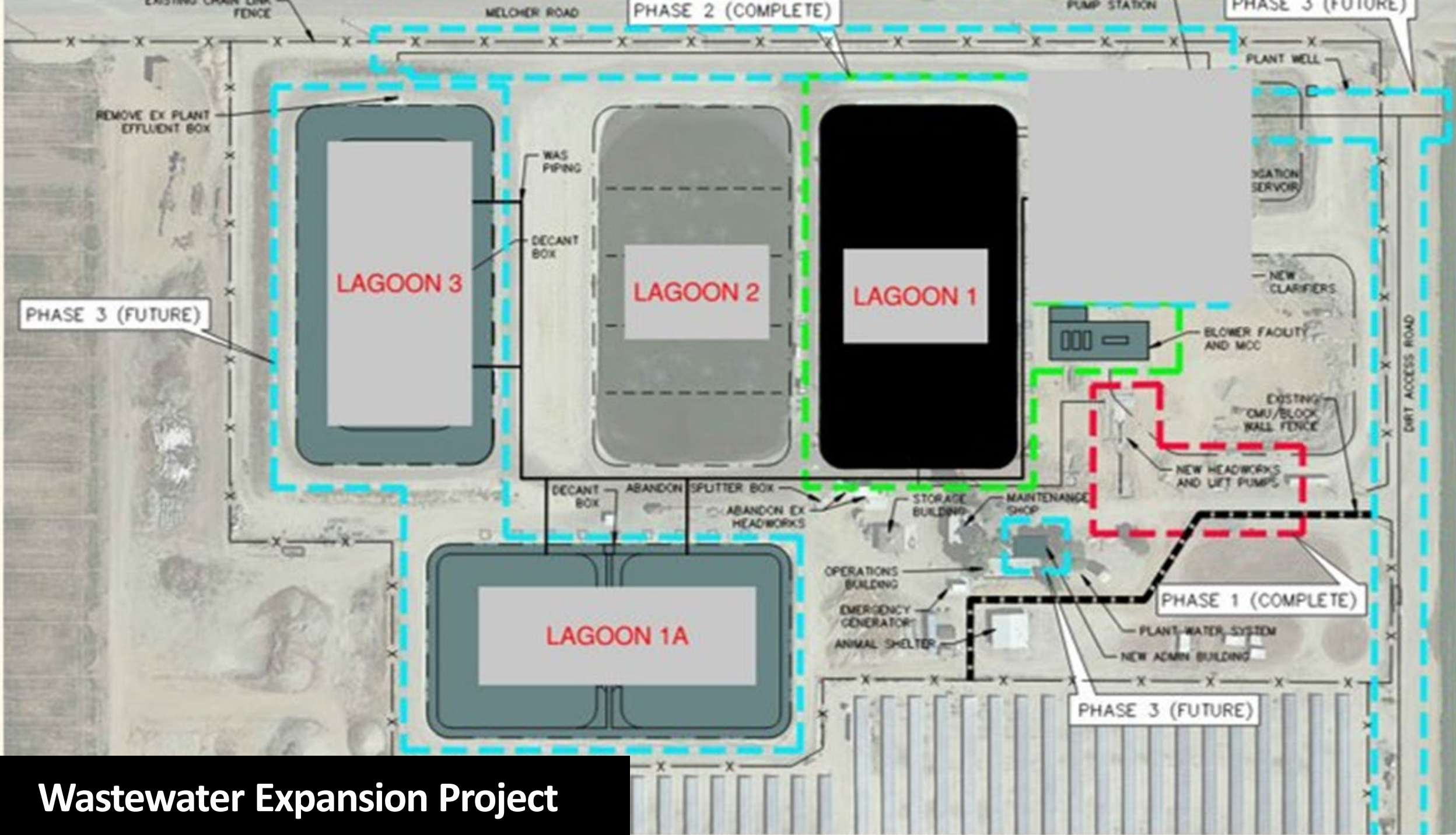
Developer Funded



Future Well Site #3

Funded with a combination of local and federal funds





Wastewater Expansion Project

Recurring flooding from Poso Creek threatens homes, businesses, and future development

Flood Mitigation

- Wonderful Company – Donated 12 acres for a regional retention basin
- SB 556 – Positions the City to pursue up to \$20 million for flood mitigation
- Regional Collaboration – State, local, and private partners working together

Measure M strengthened our local foundation—but partnerships multiplied our impact

Wonderful Company 12-acre site “Purchased” for \$1



Potential Prop 4 River Restoration Sites



Mc

WELCO
CELEBRATION OF ADV
OODPLAIN RES
Poso Creek Floo

Together, we celebrate progress, advocac

Growing the Tax Base

- Annexations 18, 19 and 20
- Innovation Hub
- Commercial Growth

**Long-term financial stability
comes from economic growth—
not tax increases alone**

Sustainable Growth: Expansion Through Annexations

- **Annexation 18 – Economic Driver**
 - Adds over 2100 acres.
- **Annexations 19 & 20 Balanced Growth**
 - Adds over 300 acres.



Investing in the Next Generation

- Leadership development
- College interns
- High school interns
- Employee development
- Professional certifications

**Our greatest investment isn't
infrastructure—it's people**

The Results

- ✓ Financially Stable
 - ✓ Modern Police Department
 - ✓ Improved Roads
 - ✓ Water Investments
 - ✓ Economic Development
 - ✓ Technology Modernization
 - ✓ Stronger Organization
-

Challenges Still Ahead

- Fire services
- Water reliability
- Housing
- Infrastructure
- Public safety staffing

Measure M positioned us to tackle these challenges responsibly—not eliminate them overnight

Lessons Learned

- ✓ Leadership comes first
- ✓ Public safety builds confidence
- ✓ Fiscal responsibility earns trust
- ✓ Invest in people before consultants
- ✓ Technology multiplies every dollar
- ✓ Growth creates sustainability



THANK YOU

The greatest transformation wasn't in our buildings or our streets—it was in our organization. Measure M gave us the opportunity, but our Council, our employees, and our community made the transformation possible.

My Hope for the City of Arvin is simple:

Learn from McFarland's journey so you never have to overcome the challenges we inherited

Build Early
Invest Wisely
Lead Boldly

Serve Others, Accountability and deliver Real Results

Final Message



Questions



CITY OF ARVIN
Staff Report

Special Meeting Date: June 25, 2026

TO: Arvin City Council

FROM: Jeff Jones, City Manager

SUBJECT: Consideration and Approval of Resolutions Related to Calling and Giving Notice of the Holding of A General Election to be held on Tuesday, Nov. 3, 2026 for the Election of Three (3) Members of the City Council, Setting Priorities for the filing of Arguments, Directing the City Attorney to Draft an Impartial Analysis, Authorizing Rebuttal Arguments; and Requesting the Board of Supervisors of the County of Kern to Consent and Agree to Consolidate the General Municipal Election with the Statewide General Election to be held on the Same Date; with Option to Add a One Percent Transactions & Use Tax Measure to the Ballot.

OVERVIEW:

The City Council is being asked to approve several resolutions related to the upcoming General Municipal Election on November 3, 2026. This election will include:

1. The selection of three (3) Members of City Council; and
2. Potentially, a local ballot measure.

These actions are required to ensure the election is conducted in accordance with California law and that the voters receive clear and accurate information.

BACKGROUND:

Pursuant to California Elections Code § 1301 and Arvin Municipal Code § 1.06.010, the City of Arvin (“City”) is required to hold its General Municipal Election on the first Tuesday after the first Monday in November of each even-numbered year. Accordingly, the next election will take place on November 3, 2026, in coordination with the statewide general election.

At this election, three (3) City Council seats will be on the ballot. These seats are currently held by Councilmembers Susana Reyes, Donny Horton, and Tim Tarver.

To formally initiate the election process, the City Council must adopt resolutions that:

- Call and provide official notice of the General Municipal Election; and
- Request that the Kern County Board of Supervisors consolidate the City’s election with the statewide election.

Consolidation with the County allows Kern County Elections to administer the election on the City’s behalf, including services such as ballot processing, canvassing of results, and compliance with state election laws. The City is responsible for reimbursing the County for the actual costs of these services.

In addition to the required election actions, staff recommends that the City Council consider placing a one percent (1%) Transactions and Use Tax measure on the ballot. If approved by voters, this measure would provide a local funding source to support essential City services, including:

- Police and fire protection
- 911 emergency response services
- Street and road maintenance
- Parks and recreational programs
- Youth and senior services
- Other general municipal services

While the placement of a tax measure on the ballot is optional, the City is required to conduct the election for City Council seats. For this reason, staff recommends that, at a minimum, the City Council approve the resolutions listed under Option 1, which are necessary to proceed with the election.

Option 1, which reflects staff's full recommendation, includes additional resolutions related to a potential ballot measure. Two of these resolutions apply only if the Council chooses to place a measure on the ballot.

Option 1: *(Includes the measure)*

A Resolution of the City Council of the City of Arvin, California Calling and Giving Notice of the Holding of A General Municipal Election to be held on Tuesday, November 03, 2026 for the Election of Three (3) Members of the City Council and For Submission to the Voters A Question Relating to the Establishment of a 1% Transactions and Use Tax; (4/5 Vote Required);

A Resolution of the City Council of the City of Arvin, California Setting Priorities for Filing Written Arguments Regarding a City Measure and Directing the City Attorney to Prepare an Impartial Analysis;

A Resolution of the City Council of the City of Arvin, California Providing for the Filing of Rebuttal Arguments for City Measures Submitted at Municipal Elections;

and

A Resolution of the City Council of the City of Arvin Requesting the Board of Supervisors of the County of Kern to Consolidate A General Municipal Election to be held on Tuesday November 03, 2026 with the Statewide General Election to be held on the Same Date.

OR

Option 2: *(Does not include the measure)*

A Resolution of the City Council of the City of Arvin, California Calling and Giving Notice of the Holding of A General Municipal Election to be held on Tuesday, November 03, 2026 for the Election of Three (3) Members of the City Council;

and

A Resolution of the City Council of the City of Arvin Requesting the Board of Supervisors of the County of Kern to Consolidate A General Municipal Election to be held on Tuesday November 03, 2026 with the Statewide General Election to be held on the Same Date.

KEY DECISIONS BEFORE THE CITY COUNCIL:***Calling and Noticing the Election***

The City Council must formally approve a resolution to declare that the election will take place on November 3, 2026, specify that three (3) Council seats will be on the ballot and provide official public notice of the election.

Consolidating with the Statewide Election

The Council may also approve a resolution requesting Kern County to combine the City's election with the Statewide General Election on November 3, 2026, and provide election services, such as ballot processing and result certification. Staff views this action as mandatory given that this helps reduce costs and ensures efficient election administration.

Possible Ballot Measure (OPTIONAL)

The Council is being asked to consider placing a 1% Transactions and Use (Sales) Tax measure on the ballot. If approved by voters, this measure could generate an estimated \$2,350,000 annually to support services such as public safety (police and fire), emergency response (911), street and road repairs, parks and community programs and other general city services.

IF THE MEASURE IS INCLUDED:

If the Council chooses to place the measure on the ballot, two (2) additional resolutions would help ensure voters receive fair and understandable information:

Written Arguments and Impartial Analysis (OPTIONAL)

This resolution, if adopted, establishes rules for submitting written arguments for and against the measure, sets deadlines, format requirements, and who may submit arguments. Additionally, this resolution directs the City Attorney to prepare an impartial analysis explaining what the measure does, its potential impacts and key provisions in plain language. The purpose of this resolution is to ensure voters receive both advocacy perspectives and a neutral explanation.

Rebuttal Arguments (OPTIONAL)

This resolution, if adopted, allows supporters and opponents to submit rebuttal arguments responding to each other's claims. These responses appear in the voter guide alongside main arguments and help voters better understand differing viewpoints.

IMPORTANT DATES:

The filing period for nomination papers will be July 13, 2026, through August 7, 2026. The nomination period will be extended to August 12, 2026, should an incumbent not file by the deadline. The last day for the County to certify the election results is December 3rd, 2026.

STAFF RECOMMENDATION:

Staff recommends adoption of the four (4) resolutions listed above in Option 1.

FINANCIAL IMPACT:

FY 26-27 general funds will be utilized. The City is due to reimburse the County for the City's share of costs. The cost of every election varies based on a variety of factors. The total cost of the 2022 General Municipal Election when 3 council seats were on the ballot was approximately \$4,300. If the proposed

measure relating to the establishment of a 1% Transactions and Use Tax is approved by the voters, then it is estimated to generate approximately \$2,350,000 annually.

ATTACHMENTS:

- Resolutions

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ARVIN, CALIFORNIA CALLING AND GIVING NOTICE OF THE HOLDING OF A GENERAL MUNICIPAL ELECTION TO BE HELD ON TUESDAY, NOVEMBER 03, 2026, FOR THE ELECTION OF THREE (3) MEMBERS OF THE CITY COUNCIL AND FOR SUBMISSION TO THE VOTERS A QUESTION RELATING TO THE ESTABLISHMENT OF A 1% TRANSACTIONS AND USE TAX.

WHEREAS, pursuant to California Elections Code Section 1301 and Arvin Municipal Code Section 1.06.010, the Municipal Election for electing three (3) Members of the City Council for the City of Arvin, shall be held concurrently with the California State Election on Tuesday, November 03, 2026; and

WHEREAS, the City Council also desires to submit to the voters at the election a question relating to the establishment of a 1% transactions and use tax.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF ARVIN, CALIFORNIA, DOES RESOLVE, DECLARE, DETERMINE AND ORDER AS FOLLOWS:

SECTION 1. That pursuant to the requirements of California Elections Code Section 1301 and Arvin Municipal Code Section 1.06.010 there is called and ordered to be held in the City of Arvin, California, on Tuesday, November 03, 2026, a General Municipal Election for the purpose of electing three (3) Members of the City Council for the full term of four (4) years each.

SECTION 2. That the City Council, pursuant to its right and authority, does order submitted to the voters at the General Municipal Election the following question:

To protect funding for the City of Arvin’s local public safety, police and fire departments, 911 emergency response, street and road repairs, parks, youth and senior services, and other general city services, shall the measure establishing a 1% transactions and use tax in the City of Arvin, providing approximately \$2,350,000 annually, until ended by voters, with all funds staying local, independent audits, and public disclosure, be adopted?	YES
	NO

SECTION 3. That the proposed complete text of the measure submitted to the voters is attached hereto as Exhibit A and incorporated herein by this reference. Further, pursuant to Revenue and Taxation Code Section 7285.9, the City Council hereby approves the proposed complete text of the measure in the form as provided in Exhibit A and the submission thereof to the voters of the City.

SECTION 4. That the vote requirement for the measure to pass is a majority (50% +1) of the votes cast.

SECTION 5. That the ballots to be used at the election shall be in form and content as required by law.

SECTION 6. That the City Clerk is authorized, instructed and directed to coordinate with the County of Kern Elections Department to procure and furnish any and all official ballots, notices, printed matter and all supplies, equipment and paraphernalia that may be necessary in order to properly and lawfully conduct the election.

SECTION 7. That the polls for the election shall be open at seven o'clock a.m. the day of the election and shall remain open and continuously from that time until eight o'clock p.m. of the same day when the polls (vote centers) shall be closed, pursuant to Election Code Section 10242, except as provided in Sections 14212, 14401 of the Elections Code of the State of California.

SECTION 8. That in all particulars not recited in this resolution, the election shall be held and conducted as provided by law for holding municipal elections.

SECTION 9. That notice of the time and place of holding of the election is given and that the City Clerk is authorized, instructed, and directed to give further or additional notice of the election, in time, form and manner as required by law.

SECTION 10. That in the event of a tie vote (if any two or more persons received an equal and the highest number of votes for an office) as certified by the County of Kern Elections Department, the City Council, in accordance with Election Code §15651(b), shall conduct a special runoff election to resolve the tie vote and such special runoff election is to be held on a Tuesday not less than 40 days nor more than 125 days after the administrative or judicial certification of the election which resulted in a tie vote.

SECTION 11. The City Clerk and City Manager are authorized to take all actions as necessary to effectuate the purposes of this Resolution and the election. The City Manager is authorized to make any typographical, clerical, and non-substantive corrections and such other revisions as may be required to this Resolution and its exhibits/attachments, including such typographical, clerical, and non-substantive corrections and/or such other revisions as may be required by the California Department of Fee and Tax Administration.

SECTION 12. The City Council finds the adoption and approval of this Resolution and the Measure are not subject to the California Environmental Quality Act ("CEQA"), because the enactment of this Resolution and the Proposed Ordinance: (1) do not constitute a "project" as defined by CEQA pursuant to California Code of Regulations, Title 14, Sections 15060(c)(3) and 15378; (2) will not result in a direct or reasonably foreseeable indirect physical change in the environment pursuant to California Code of Regulations, Title 14, Section 15060(c)(2); and (3) is covered by the general rule that CEQA applies only to projects which have the potential for causing a significant effect on the environment pursuant to California Code of Regulations, Title 14, Section 15061(b)(3).

I HEREBY CERTIFY that the foregoing resolution was passed and adopted by the City Council of the City of Arvin at a special meeting thereof held on the 25th day of June 2026 by the following vote:

AYES: _____

NOES: _____

ABSTAIN: _____

ABSENT: _____

ATTEST

CECILIA VELA, City Clerk

CITY OF ARVIN

By: _____
OLIVIA CALDERÓN, Mayor

APPROVED AS TO FORM:

By: _____
STEPHANIE GUTIERREZ, City Attorney
Burke, Williams, & Sorensen, LLP

Exhibit A: An Ordinance of the City Council of the City of Arvin Adding Chapter 3.36 to Title 3 of the Arvin Municipal Code to Establish A New Transactions and Use (Sales) Tax at the Rate of One Percent (1.0%) to be Administered by the California Department of Tax and Fee Administration.

I, _____, City Clerk of the City of Arvin, California, DO HEREBY CERTIFY that the foregoing is a true and accurate copy of the Resolution passed and adopted by the City Council of the City of Arvin on the date and by the vote indicated herein.

**EXHIBIT A
PROPOSED COMPLETE TEXT OF THE MEASURE**

ORDINANCE NO. _____

AN ORDINANCE OF THE CITY OF ARVIN, CALIFORNIA, ADDING CHAPTER 3.36 TO TITLE 3 OF THE ARVIN MUNICIPAL CODE TO ESTABLISH A NEW TRANSACTIONS AND USE (SALES) TAX AT THE RATE OF ONE PERCENT (1.0%) TO BE ADMINISTERED BY THE CALIFORNIA DEPARTMENT OF TAX AND FEE ADMINISTRATION

WHEREAS, pursuant to Article XIIC of the California Constitution, Section 53720 et seq. of the California Government Code, the City of Arvin (“City”) has the authority to levy a general tax, including, but not limited to, increasing an existing tax; and

WHEREAS, Article XIIC, Section 2, of the California Constitution requires that the election at which a general tax increase is submitted to the electorate shall be consolidated with a regularly scheduled general election for members of the governing body of the local government, except in cases of emergency declared by a unanimous vote of the governing body; and

WHEREAS, Part 1.6 (commencing with Section 7251) of Division 2 of the California Revenue and Taxation Code, and Section 7285.9 of the California Revenue and Taxation Code, authorizes a city to adopt a transactions and use tax ordinance, which shall be operative if a majority of the electors voting on the measure vote to approve the imposition of the tax at an election called for that purpose; and

WHEREAS, Tuesday, November 3, 2026, is the date of the general municipal election, which has been consolidated with the statewide general election occurring on the same date, at which members of the City Council will be elected.

NOW, THEREFORE, the People of the City of Arvin, California do hereby ordain as follows:

Section 1. Recitals. The recitals set forth above are incorporated herein by this reference.

Section 2. Chapter 3.36. Chapter 3.36, entitled “Transactions and Use Tax of 2026,” is hereby added to Title 3 of the City of Arvin Municipal Code as follows:

Chapter 3.36 - ARVIN ESSENTIAL CITY SERVICES SALES TAX MEASURE

3.36.010 – Title.

This Chapter shall be known as the “Arvin Essential City Services Sales Tax Measure.” The City of Arvin hereinafter shall be called "City." This Chapter shall be applicable in the incorporated territory of the City.

3.36.020 – Operative Date.

"Operative Date" means the first day of the first calendar quarter commencing more than 110 days after the adoption of this Chapter. For purposes of Revenue and Taxation Code section 7265, this Chapter shall be considered adopted on the date of the election in which it is approved by the qualified voters of the City.

3.36.030 – Purpose.

This Chapter is adopted to achieve the following, among other purposes, and directs that the provisions hereof be interpreted in order to accomplish those purposes:

A. To impose a retail transactions and use tax in accordance with the provisions of Part 1.6 (commencing with Section 7251) of Division 2 of the Revenue and Taxation Code and Section 7285.9 of Part 1.7 of Division 2 which authorizes the City to adopt this tax ordinance which shall be operative if a majority of the electors voting on the measure vote to approve the imposition of the tax at an election called for that purpose.

B. To adopt a retail transactions and use tax ordinance that incorporates provisions identical to those of the Sales and Use Tax Law of the State of California insofar as those provisions are not inconsistent with the requirements and limitations contained in Part 1.6 of Division 2 of the Revenue and Taxation Code.

C. To adopt a retail transactions and use tax ordinance that imposes a tax and provides a measure therefore that can be administered and collected by the California Department of Tax and Fee Administration in a manner that adapts itself as fully as practicable to, and requires the least possible deviation from, the existing statutory and administrative procedures followed by the California Department of Tax and Fee Administration in administering and collecting the California State Sales and Use Taxes.

D. To adopt a retail transactions and use tax ordinance that can be administered in a manner that will be, to the greatest degree possible, consistent with the provisions of Part 1.6 of Division 2 of the Revenue and Taxation Code, minimize the cost of collecting the transactions and use taxes, and at the same time, minimize the burden of record keeping upon persons subject to taxation under the provisions of this Chapter.

3.36.040 – Contract with State.

Prior to the operative date, the City shall contract with the California Department of Tax and Fee Administration to perform all functions incident to the administration and operation of this transactions and use tax ordinance; provided, that if the City shall not have contracted with the California Department of Tax and Fee Administration prior to the operative date, it shall nevertheless so contract and in such a case the operative date shall be the first day of the first calendar quarter following the execution of such a contract.

3.36.050 – Transactions Tax Rate.

For the privilege of selling tangible personal property at retail, a tax is hereby imposed upon all retailers in the incorporated territory of the City at the rate 1.0% of the gross receipts of any retailer from the sale of all tangible personal property sold at retail in said territory on and after the operative date of this Chapter.

3.36.060 – Place of Sale.

For the purposes of this Chapter, all retail sales are consummated at the place of business of the retailer unless the tangible personal property sold is delivered by the retailer or his agent to an out-of-state destination or to a common carrier for delivery to an out-of-state destination. The gross receipts from such sales shall include delivery charges, when such charges are subject to the state sales and use tax, regardless of the place to which delivery is made. In the event a retailer has no permanent place of business in the State or has more than one place of business, the place or places at which the retail sales are consummated shall be determined under rules and regulations to be prescribed and adopted by the California Department of Tax and Fee Administration.

3.36.070 – Use Tax Rate.

An excise tax is hereby imposed on the storage, use or other consumption in the City of tangible personal property purchased from any retailer on and after the operative date of this Chapter for storage, use or other consumption in said territory at the rate of 1.0% of the sales price of the property. The sales price shall include delivery charges when such charges are subject to state sales or use tax regardless of the place to which delivery is made.

3.36.080 – Adoption of Provisions of State Law.

Except as otherwise provided in this Chapter and except insofar as they are inconsistent with the provisions of Part 1.6 of Division 2 of the Revenue and Taxation Code, all of the provisions of Part 1 (commencing with Section 6001) of Division 2 of the Revenue and Taxation Code are hereby adopted and made a part of this Chapter as though fully set forth herein.

3.36.090 – Limitations on Adoption of State Law and Collection of Use Taxes.

In adopting the provisions of Part 1 of Division 2 of the Revenue and Taxation Code:

A. Wherever the State of California is named or referred to as the taxing agency, the name of this City shall be substituted therefor. However, the substitution shall not be made when:

1. The word "State" is used as a part of the title of the State Controller, State Treasurer, State Treasury, or the Constitution of the State of California.
2. The result of that substitution would require action to be

taken by or against this City or any agency, officer, or employee thereof rather than by or against the California Department of Tax and Fee Administration, in performing the functions incident to the administration or operation of this Chapter.

3. In those sections, including, but not necessarily limited to sections referring to the exterior boundaries of the State of California, where the result of the substitution would be to:

a. Provide an exemption from this tax with respect to certain sales, storage, use or other consumption of tangible personal property which would not otherwise be exempt from this tax while such sales, storage, use or other consumption remain subject to tax by the State under the provisions of Part 1 of Division 2 of the Revenue and Taxation Code, or;

b. Impose this tax with respect to certain sales, storage, use or other consumption of tangible personal property which would not be subject to tax by the state under the said provision of that code.

4. In Sections 6701, 6702 (except in the last sentence thereof), 6711, 6715, 6737, 6797 or 6828 of the Revenue and Taxation Code.

B. The word "City" shall be substituted for the word "State" in the phrase "retailer engaged in business in this State" in Section 6203 and in the definition of that phrase in Section 6203.

1. "A retailer engaged in business in the District" shall also include any retailer that, in the preceding calendar year or the current calendar year, has total combined sales of tangible personal property in this state or for delivery in the State by the retailer and all persons related to the retailer that exceeds five hundred thousand dollars (\$500,000). For purposes of this section, a person is related to another person if both persons are related to each other pursuant to Section 267(b) of Title 26 of the United States Code and the regulations thereunder.

3.36.100 – Permit Not Required.

If a seller's permit has been issued to a retailer under Section 6067 of the Revenue and Taxation Code, an additional transactor's permit shall not be required by this chapter.

3.36.110 – Exemptions and Exclusions.

A. There shall be excluded from the measure of the transactions tax and the use tax the amount of any sales tax or use tax imposed by the State of California or by any city, city and county, or county pursuant to the Bradley-Burns Uniform Local Sales and Use Tax Law or the amount of any state-administered transactions or use tax.

B. There are exempted from the computation of the amount of transactions tax the gross receipts from:

1. Sales of tangible personal property, other than fuel or petroleum products, to operators of aircraft to be used or consumed principally outside the county in which the sale is made and directly and exclusively in the use of such aircraft as common carriers of persons or property under the authority of the laws of this State, the United States, or any foreign government.

2. Sales of property to be used outside the City which is shipped to a point outside the City, pursuant to the contract of sale, by delivery to such point by the retailer or his agent, or by delivery by the retailer to a carrier for shipment to a consignee at such point. For the purposes of this paragraph, delivery to a point outside the City shall be satisfied:

a. With respect to vehicles (other than commercial vehicles) subject to registration pursuant to Chapter 1 (commencing with Section 4000) of Division 3 of the Vehicle Code, aircraft licensed in compliance with Section 21411 of the Public Utilities Code, and undocumented vessels registered under Division 3.5 (commencing with Section 9840) of the Vehicle Code by registration to an out-of-City address and by a declaration under penalty of perjury, signed by the buyer, stating that such address is, in fact, his or her principal place of residence; and

b. With respect to commercial vehicles, by registration to a place of business out-of-City and declaration under penalty of perjury, signed by the buyer, that the vehicle will be operated from that address.

3. The sale of tangible personal property if the seller is obligated to furnish the property for a fixed price pursuant to a contract entered into prior to the operative date of this Chapter.

4. A lease of tangible personal property which is a continuing sale of such property, for any period of time for which the lessor is obligated to lease the property for an amount fixed by the lease prior to the operative date of this Chapter.

5. For the purposes of subparagraphs (3) and (4) of this section, the sale or lease of tangible personal property shall be deemed not to be obligated pursuant to a contract or lease for any period of time for which any party to the contract or lease has the unconditional right to terminate the contract or lease upon notice, whether or not such right is exercised.

C. There are exempted from the use tax imposed by this Chapter, the storage, use or other consumption in this City of tangible personal property:

1. The gross receipts from the sale of which have been subject to a transactions tax under any state-administered transactions and use tax ordinance.

2. Other than fuel or petroleum products purchased by operators of aircraft and used or consumed by such operators directly and

exclusively in the use of such aircraft as common carriers of persons or property for hire or compensation under a certificate of public convenience and necessity issued pursuant to the laws of this State, the United States, or any foreign government. This exemption is in addition to the exemptions provided in Sections 6366 and 6366.1 of the Revenue and Taxation Code of the State of California.

3. If the purchaser is obligated to purchase the property for a fixed price pursuant to a contract entered into prior to the operative date of this Chapter.

4. If the possession of, or the exercise of any right or power over, the tangible personal property arises under a lease which is a continuing purchase of such property for any period of time for which the lessee is obligated to lease the property for an amount fixed by a lease prior to the operative date of this Chapter.

5. For the purposes of subparagraphs (3) and (4) of this section, storage, use, or other consumption, or possession of, or exercise of any right or power over, tangible personal property shall be deemed not to be obligated pursuant to a contract or lease for any period of time for which any party to the contract or lease has the unconditional right to terminate the contract or lease upon notice, whether or not such right is exercised.

6. Except as provided in subparagraph (7), a retailer engaged in business in the City shall not be required to collect use tax from the purchaser of tangible personal property, unless the retailer ships or delivers the property into the City or participates within the City in making the sale of the property, including, but not limited to, soliciting or receiving the order, either directly or indirectly, at a place of business of the retailer in the City or through any representative, agent, canvasser, solicitor, subsidiary, or person in the City under the authority of the retailer.

7. "A retailer engaged in business in the City" shall also include any retailer of any of the following: vehicles subject to registration pursuant to Chapter 1 (commencing with Section 4000) of Division 3 of the Vehicle Code, aircraft licensed in compliance with Section 21411 of the Public Utilities Code, or undocumented vessels registered under Division 3.5 (commencing with Section 9840) of the Vehicle Code. That retailer shall be required to collect use tax from any purchaser who registers or licenses the vehicle, vessel, or aircraft at an address in the City.

D. Any person subject to use tax under this Chapter may credit against that tax any transactions tax or reimbursement for transactions tax paid to a district imposing, or retailer liable for a transactions tax pursuant to Part 1.6 of Division 2 of the Revenue and Taxation Code with respect to the sale to the person of the property the storage, use or other consumption of which is subject to the use tax.

3.36.120 – Amendments.

All amendments subsequent to the effective date of this Chapter to Part 1 of Division 2 of the Revenue and Taxation Code relating to sales and use taxes and which are not inconsistent with Part 1.6 and Part 1.7 of Division 2 of the Revenue and Taxation Code, and all amendments to Part 1.6 and Part 1.7 of Division 2 of the Revenue and Taxation Code, shall automatically become a part of this Chapter, provided however, that no such amendment shall operate so as to affect the rate of tax imposed by this Chapter.

3.36.130 – Enjoining Collection Forbidden.

No injunction or writ of mandate or other legal or equitable process shall issue in any suit, action or proceeding in any court against the State or the City, or against any officer of the State or the City, to prevent or enjoin the collection under this Chapter, or Part 1.6 of Division 2 of the Revenue and Taxation Code, of any tax or any amount of tax required to be collected.

3.36.140 – Severability.

If any provision of this Chapter or the application thereof to any person or circumstance is held invalid, the remainder of the Chapter and the application of such provision to other persons or circumstances shall not be affected thereby.

3.36.150 – Effective Date.

Pursuant to Elections Code Section 9217, this Chapter shall be considered adopted on the date that the City Council declares that the voters of the City of Arvin have approved Ordinance No. _____ by a vote of no less than a majority of the votes cast by the electors voting at the election held on Tuesday, November 3, 2026, and shall go into effect ten (10) days thereafter.

3.36.160 – Termination Date.

The taxes imposed by this Chapter shall remain in effect until repealed by the voters of the City of Arvin.

3.36.170 – General Tax.

The proceeds from the tax imposed by this Chapter shall be for unrestricted general revenue purposes of the City and shall be placed into the General Fund of the City.

3.36.180 – Amendment by City Council.

The City Council has the right and authority to amend this Chapter, to further its purposes and intent (including but not limited to amendment for more efficient administration as determined by the City Council), in any manner that does not increase a tax rate, or otherwise constitute a tax increase for which voter approval is required by Article XIII C of the California Constitution, pursuant to Section 9217 of the California Elections Code.

3.36.190 – Annual Audit.

The proceeds resulting from this transactions and use tax shall be deposited into the City’s general fund and become subject to the same independent annual audit requirements as other general fund revenue. The independent auditor’s report, which shall include an accounting of the revenues received and expenditures made from the transactions and use tax, will be presented annually to the City Council and made available for public review. Further, such independent auditor’s report and such presentation thereof to the City Council may be combined with the City’s annual financial audit.

Section 3. Council Authority to Amend. The City Council has the right and authority to amend this Ordinance, to further its purposes and intent (including but not limited to amendment for more efficient administration as determined by the City Council), in any manner that does not increase a tax rate, or otherwise constitute a tax increase for which voter approval is required by Article XIII C of the California Constitution, pursuant to Section 9217 of the California Elections Code.

Section 4. Environmental Compliance. The City hereby determines that this Ordinance is not in-and-of-itself a “project” pursuant to the California Environmental Quality Act, Public Resources Code section 21000 et seq., including without limitation California Code of Regulations, Title 14, Sections 15378(b)(4) and 15061(b)(3), as it can be seen with certainty that there is no possibility that the adoption of the ordinance itself may have a significant effect on the environment. This Ordinance relates to a transactions and use tax and relates to the creation of City funding mechanisms and City fiscal activities, which does not involve any commitment to any project which may result in a potentially significant physical impact on the environment.

Section 5. Severability. Should any section, subsection, paragraph, sentence, clause, or phrase of this Ordinance be declared unconstitutional or invalid for any reason, such declaration shall not affect the validity of the remaining portions of this Ordinance.

Section 6. Date of Adoption; Effective Date. Pursuant to Elections Code Section 9217, this Ordinance shall be considered adopted on the date that the City Council declares that the voters of the City of Arvin have approved this Ordinance by a vote of no less than a majority of the votes cast by the electors voting at the General Municipal Election held on Tuesday, November 3, 2026, and shall go into effect ten (10) days thereafter.

Section 7. Execution. The Mayor shall sign this Ordinance and the City Clerk shall attest and certify to the passage and adoption of this Ordinance if a majority of the voters voting in the City’s general municipal election on November 3, 2026, approve it.

Section 8. Publication. The City Clerk shall cause this Ordinance to be published in the manner required by law.

PASSED, APPROVED AND ADOPTED BY THE PEOPLE OF THE CITY OF ARVIN at the General Municipal Election held on November 3, 2026.

APPROVED

Olivia Calderón
Mayor

ATTEST

Cecilia Vela
City Clerk

Shall the measure establishing 1% transactions and use tax be adopted?

To protect funding for the City of Arvin's local public safety, police and fire departments, 911 emergency response, street and road repairs, parks, youth and senior services, and other general city services , shall the measure establishing a 1% transactions and use tax in the City of Arvin, providing approximately \$2,350,000 annually, until ended by voters, with all funds staying local, independent audits, and public disclosure, be adopted?

RESOLUTION NO. _____**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ARVIN, CALIFORNIA SETTING PRIORITIES FOR FILING WRITTEN ARGUMENTS REGARDING A CITY MEASURE AND DIRECTING THE CITY ATTORNEY TO PREPARE AN IMPARTIAL ANALYSIS.**

WHEREAS, a General Municipal Election is to be held in the City of Arvin, California (“City”) on November 03, 2026, at which there will be submitted to the voters the following measure:

To protect funding for the City of Arvin’s local public safety, police and fire departments, 911 emergency response, street and road repairs, parks, youth and senior services, and other general city services, shall the measure establishing a 1% transactions and use tax in the City of Arvin, providing approximately \$2,350,000 annually, until ended by voters, with all funds staying local, independent audits, and public disclosure, be adopted?

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF ARVIN DOES RESOLVE, DECLARE, DETERMINE AND ORDER AS FOLLOWS:

SECTION 1. That the City Council authorizes ALL members of the City Council to file (a) written argument(s) In Favor of or Against the City measure not exceeding 300 words, accompanied by the printed name(s) and signature(s) of the author(s) submitting it, in accordance with Article 4, Chapter 3, Division 9 of the Elections Code of the State of California. The arguments may be changed or withdrawn until and including the date fixed by the City Clerk after which no arguments for or against the City measure may be submitted to the City Clerk.

The arguments shall be filed with the City Clerk, signed, with the printed name(s) and signature(s) of the author(s) submitting it, or if submitted on behalf of an organization, the name of the organization, and the printed name and signature of at least one of its principal officers who is the author of the argument. The arguments shall be accompanied by the Form of Statement to Be Filed By Author(s) of Argument.

SECTION 2. That the City Council directs the City Clerk to transmit a copy of the measure to the City Attorney, unless the organization or salaries of the office of the City Attorney are affected.

- A. The City Attorney shall prepare an impartial analysis of the measure not exceeding 500 words showing the effect of the measure on the existing law and the operation of the measure. If the measure affects the organization or salaries of the office of the City Attorney, the City Clerk shall prepare the impartial analysis.
- B. The analysis shall include a statement indicating whether the measure was placed on the ballot by a petition signed by the requisite number of voters or by the governing body of the City.

I HEREBY CERTIFY that the foregoing resolution was passed and adopted by the City Council of the City of Arvin at a special meeting thereof held on the 25th day of June 2026 by the following vote:

AYES: _____

NOES: _____

ABSTAIN: _____

ABSENT: _____

ATTEST

CECILIA VELA, City Clerk

CITY OF ARVIN

By: _____
OLIVIA CALDERÓN, Mayor

APPROVED AS TO FORM:

By: _____
STEPHANIE GUTIERREZ, City Attorney
Burke, Williams, & Sorensen, LLP

Exhibit A: An Ordinance of the City Council of the City of Arvin Adding Chapter 3.36 to Title 3 of the Arvin Municipal Code to Establish A New Transactions and Use (Sales) Tax at the Rate of One Percent (1.0%) to be Administered by the California Department of Tax and Fee Administration.

I, _____, City Clerk of the City of Arvin, California, DO HEREBY CERTIFY that the foregoing is a true and accurate copy of the Resolution passed and adopted by the City Council of the City of Arvin on the date and by the vote indicated herein.

**EXHIBIT A
PROPOSED COMPLETE TEXT OF THE MEASURE**

ORDINANCE NO. _____

AN ORDINANCE OF THE CITY OF ARVIN, CALIFORNIA, ADDING CHAPTER 3.36 TO TITLE 3 OF THE ARVIN MUNICIPAL CODE TO ESTABLISH A NEW TRANSACTIONS AND USE (SALES) TAX AT THE RATE OF ONE PERCENT (1.0%) TO BE ADMINISTERED BY THE CALIFORNIA DEPARTMENT OF TAX AND FEE ADMINISTRATION

WHEREAS, pursuant to Article XIIC of the California Constitution, Section 53720 et seq. of the California Government Code, the City of Arvin (“City”) has the authority to levy a general tax, including, but not limited to, increasing an existing tax; and

WHEREAS, Article XIIC, Section 2, of the California Constitution requires that the election at which a general tax increase is submitted to the electorate shall be consolidated with a regularly scheduled general election for members of the governing body of the local government, except in cases of emergency declared by a unanimous vote of the governing body; and

WHEREAS, Part 1.6 (commencing with Section 7251) of Division 2 of the California Revenue and Taxation Code, and Section 7285.9 of the California Revenue and Taxation Code, authorizes a city to adopt a transactions and use tax ordinance, which shall be operative if a majority of the electors voting on the measure vote to approve the imposition of the tax at an election called for that purpose; and

WHEREAS, Tuesday, November 3, 2026, is the date of the general municipal election, which has been consolidated with the statewide general election occurring on the same date, at which members of the City Council will be elected.

NOW, THEREFORE, the People of the City of Arvin, California do hereby ordain as follows:

Section 1. Recitals. The recitals set forth above are incorporated herein by this reference.

Section 2. Chapter 3.36. Chapter 3.36, entitled “Transactions and Use Tax of 2026,” is hereby added to Title 3 of the City of Arvin Municipal Code as follows:

Chapter 3.36 - ARVIN ESSENTIAL CITY SERVICES SALES TAX MEASURE

3.36.010 – Title.

This Chapter shall be known as the “Arvin Essential City Services Sales Tax Measure.” The City of Arvin hereinafter shall be called "City." This Chapter shall be applicable in the incorporated territory of the City.

3.36.020 – Operative Date.

"Operative Date" means the first day of the first calendar quarter commencing more than 110 days after the adoption of this Chapter. For purposes of Revenue and Taxation Code section 7265, this Chapter shall be considered adopted on the date of the election in which it is approved by the qualified voters of the City.

3.36.030 – Purpose.

This Chapter is adopted to achieve the following, among other purposes, and directs that the provisions hereof be interpreted in order to accomplish those purposes:

A. To impose a retail transactions and use tax in accordance with the provisions of Part 1.6 (commencing with Section 7251) of Division 2 of the Revenue and Taxation Code and Section 7285.9 of Part 1.7 of Division 2 which authorizes the City to adopt this tax ordinance which shall be operative if a majority of the electors voting on the measure vote to approve the imposition of the tax at an election called for that purpose.

B. To adopt a retail transactions and use tax ordinance that incorporates provisions identical to those of the Sales and Use Tax Law of the State of California insofar as those provisions are not inconsistent with the requirements and limitations contained in Part 1.6 of Division 2 of the Revenue and Taxation Code.

C. To adopt a retail transactions and use tax ordinance that imposes a tax and provides a measure therefore that can be administered and collected by the California Department of Tax and Fee Administration in a manner that adapts itself as fully as practicable to, and requires the least possible deviation from, the existing statutory and administrative procedures followed by the California Department of Tax and Fee Administration in administering and collecting the California State Sales and Use Taxes.

D. To adopt a retail transactions and use tax ordinance that can be administered in a manner that will be, to the greatest degree possible, consistent with the provisions of Part 1.6 of Division 2 of the Revenue and Taxation Code, minimize the cost of collecting the transactions and use taxes, and at the same time, minimize the burden of record keeping upon persons subject to taxation under the provisions of this Chapter.

3.36.040 – Contract with State.

Prior to the operative date, the City shall contract with the California Department of Tax and Fee Administration to perform all functions incident to the administration and operation of this transactions and use tax ordinance; provided, that if the City shall not have contracted with the California Department of Tax and Fee Administration prior to the operative date, it shall nevertheless so contract and in such a case the operative date shall be the first day of the first calendar quarter following the execution of such a contract.

3.36.050 – Transactions Tax Rate.

For the privilege of selling tangible personal property at retail, a tax is hereby imposed upon all retailers in the incorporated territory of the City at the rate 1.0% of the gross receipts of any retailer from the sale of all tangible personal property sold at retail in said territory on and after the operative date of this Chapter.

3.36.060 – Place of Sale.

For the purposes of this Chapter, all retail sales are consummated at the place of business of the retailer unless the tangible personal property sold is delivered by the retailer or his agent to an out-of-state destination or to a common carrier for delivery to an out-of-state destination. The gross receipts from such sales shall include delivery charges, when such charges are subject to the state sales and use tax, regardless of the place to which delivery is made. In the event a retailer has no permanent place of business in the State or has more than one place of business, the place or places at which the retail sales are consummated shall be determined under rules and regulations to be prescribed and adopted by the California Department of Tax and Fee Administration.

3.36.070 – Use Tax Rate.

An excise tax is hereby imposed on the storage, use or other consumption in the City of tangible personal property purchased from any retailer on and after the operative date of this Chapter for storage, use or other consumption in said territory at the rate of 1.0% of the sales price of the property. The sales price shall include delivery charges when such charges are subject to state sales or use tax regardless of the place to which delivery is made.

3.36.080 – Adoption of Provisions of State Law.

Except as otherwise provided in this Chapter and except insofar as they are inconsistent with the provisions of Part 1.6 of Division 2 of the Revenue and Taxation Code, all of the provisions of Part 1 (commencing with Section 6001) of Division 2 of the Revenue and Taxation Code are hereby adopted and made a part of this Chapter as though fully set forth herein.

3.36.090 – Limitations on Adoption of State Law and Collection of Use Taxes.

In adopting the provisions of Part 1 of Division 2 of the Revenue and Taxation Code:

A. Wherever the State of California is named or referred to as the taxing agency, the name of this City shall be substituted therefor. However, the substitution shall not be made when:

1. The word "State" is used as a part of the title of the State Controller, State Treasurer, State Treasury, or the Constitution of the State of California.
2. The result of that substitution would require action to be

taken by or against this City or any agency, officer, or employee thereof rather than by or against the California Department of Tax and Fee Administration, in performing the functions incident to the administration or operation of this Chapter.

3. In those sections, including, but not necessarily limited to sections referring to the exterior boundaries of the State of California, where the result of the substitution would be to:

a. Provide an exemption from this tax with respect to certain sales, storage, use or other consumption of tangible personal property which would not otherwise be exempt from this tax while such sales, storage, use or other consumption remain subject to tax by the State under the provisions of Part 1 of Division 2 of the Revenue and Taxation Code, or;

b. Impose this tax with respect to certain sales, storage, use or other consumption of tangible personal property which would not be subject to tax by the state under the said provision of that code.

4. In Sections 6701, 6702 (except in the last sentence thereof), 6711, 6715, 6737, 6797 or 6828 of the Revenue and Taxation Code.

B. The word "City" shall be substituted for the word "State" in the phrase "retailer engaged in business in this State" in Section 6203 and in the definition of that phrase in Section 6203.

1. "A retailer engaged in business in the District" shall also include any retailer that, in the preceding calendar year or the current calendar year, has total combined sales of tangible personal property in this state or for delivery in the State by the retailer and all persons related to the retailer that exceeds five hundred thousand dollars (\$500,000). For purposes of this section, a person is related to another person if both persons are related to each other pursuant to Section 267(b) of Title 26 of the United States Code and the regulations thereunder.

3.36.100 – Permit Not Required.

If a seller's permit has been issued to a retailer under Section 6067 of the Revenue and Taxation Code, an additional transactor's permit shall not be required by this chapter.

3.36.110 – Exemptions and Exclusions.

A. There shall be excluded from the measure of the transactions tax and the use tax the amount of any sales tax or use tax imposed by the State of California or by any city, city and county, or county pursuant to the Bradley-Burns Uniform Local Sales and Use Tax Law or the amount of any state-administered transactions or use tax.

B. There are exempted from the computation of the amount of transactions tax the gross receipts from:

1. Sales of tangible personal property, other than fuel or petroleum products, to operators of aircraft to be used or consumed principally outside the county in which the sale is made and directly and exclusively in the use of such aircraft as common carriers of persons or property under the authority of the laws of this State, the United States, or any foreign government.

2. Sales of property to be used outside the City which is shipped to a point outside the City, pursuant to the contract of sale, by delivery to such point by the retailer or his agent, or by delivery by the retailer to a carrier for shipment to a consignee at such point. For the purposes of this paragraph, delivery to a point outside the City shall be satisfied:

a. With respect to vehicles (other than commercial vehicles) subject to registration pursuant to Chapter 1 (commencing with Section 4000) of Division 3 of the Vehicle Code, aircraft licensed in compliance with Section 21411 of the Public Utilities Code, and undocumented vessels registered under Division 3.5 (commencing with Section 9840) of the Vehicle Code by registration to an out-of-City address and by a declaration under penalty of perjury, signed by the buyer, stating that such address is, in fact, his or her principal place of residence; and

b. With respect to commercial vehicles, by registration to a place of business out-of-City and declaration under penalty of perjury, signed by the buyer, that the vehicle will be operated from that address.

3. The sale of tangible personal property if the seller is obligated to furnish the property for a fixed price pursuant to a contract entered into prior to the operative date of this Chapter.

4. A lease of tangible personal property which is a continuing sale of such property, for any period of time for which the lessor is obligated to lease the property for an amount fixed by the lease prior to the operative date of this Chapter.

5. For the purposes of subparagraphs (3) and (4) of this section, the sale or lease of tangible personal property shall be deemed not to be obligated pursuant to a contract or lease for any period of time for which any party to the contract or lease has the unconditional right to terminate the contract or lease upon notice, whether or not such right is exercised.

C. There are exempted from the use tax imposed by this Chapter, the storage, use or other consumption in this City of tangible personal property:

1. The gross receipts from the sale of which have been subject to a transactions tax under any state-administered transactions and use tax ordinance.

2. Other than fuel or petroleum products purchased by operators of aircraft and used or consumed by such operators directly and

exclusively in the use of such aircraft as common carriers of persons or property for hire or compensation under a certificate of public convenience and necessity issued pursuant to the laws of this State, the United States, or any foreign government. This exemption is in addition to the exemptions provided in Sections 6366 and 6366.1 of the Revenue and Taxation Code of the State of California.

3. If the purchaser is obligated to purchase the property for a fixed price pursuant to a contract entered into prior to the operative date of this Chapter.

4. If the possession of, or the exercise of any right or power over, the tangible personal property arises under a lease which is a continuing purchase of such property for any period of time for which the lessee is obligated to lease the property for an amount fixed by a lease prior to the operative date of this Chapter.

5. For the purposes of subparagraphs (3) and (4) of this section, storage, use, or other consumption, or possession of, or exercise of any right or power over, tangible personal property shall be deemed not to be obligated pursuant to a contract or lease for any period of time for which any party to the contract or lease has the unconditional right to terminate the contract or lease upon notice, whether or not such right is exercised.

6. Except as provided in subparagraph (7), a retailer engaged in business in the City shall not be required to collect use tax from the purchaser of tangible personal property, unless the retailer ships or delivers the property into the City or participates within the City in making the sale of the property, including, but not limited to, soliciting or receiving the order, either directly or indirectly, at a place of business of the retailer in the City or through any representative, agent, canvasser, solicitor, subsidiary, or person in the City under the authority of the retailer.

7. "A retailer engaged in business in the City" shall also include any retailer of any of the following: vehicles subject to registration pursuant to Chapter 1 (commencing with Section 4000) of Division 3 of the Vehicle Code, aircraft licensed in compliance with Section 21411 of the Public Utilities Code, or undocumented vessels registered under Division 3.5 (commencing with Section 9840) of the Vehicle Code. That retailer shall be required to collect use tax from any purchaser who registers or licenses the vehicle, vessel, or aircraft at an address in the City.

D. Any person subject to use tax under this Chapter may credit against that tax any transactions tax or reimbursement for transactions tax paid to a district imposing, or retailer liable for a transactions tax pursuant to Part 1.6 of Division 2 of the Revenue and Taxation Code with respect to the sale to the person of the property the storage, use or other consumption of which is subject to the use tax.

3.36.120 – Amendments.

All amendments subsequent to the effective date of this Chapter to Part 1 of Division 2 of the Revenue and Taxation Code relating to sales and use taxes and which are not inconsistent with Part 1.6 and Part 1.7 of Division 2 of the Revenue and Taxation Code, and all amendments to Part 1.6 and Part 1.7 of Division 2 of the Revenue and Taxation Code, shall automatically become a part of this Chapter, provided however, that no such amendment shall operate so as to affect the rate of tax imposed by this Chapter.

3.36.130 – Enjoining Collection Forbidden.

No injunction or writ of mandate or other legal or equitable process shall issue in any suit, action or proceeding in any court against the State or the City, or against any officer of the State or the City, to prevent or enjoin the collection under this Chapter, or Part 1.6 of Division 2 of the Revenue and Taxation Code, of any tax or any amount of tax required to be collected.

3.36.140 – Severability.

If any provision of this Chapter or the application thereof to any person or circumstance is held invalid, the remainder of the Chapter and the application of such provision to other persons or circumstances shall not be affected thereby.

3.36.150 – Effective Date.

Pursuant to Elections Code Section 9217, this Chapter shall be considered adopted on the date that the City Council declares that the voters of the City of Arvin have approved Ordinance No. _____ by a vote of no less than a majority of the votes cast by the electors voting at the election held on Tuesday, November 3, 2026, and shall go into effect ten (10) days thereafter.

3.36.160 – Termination Date.

The taxes imposed by this Chapter shall remain in effect until repealed by the voters of the City of Arvin.

3.36.170 – General Tax.

The proceeds from the tax imposed by this Chapter shall be for unrestricted general revenue purposes of the City and shall be placed into the General Fund of the City.

3.36.180 – Amendment by City Council.

The City Council has the right and authority to amend this Chapter, to further its purposes and intent (including but not limited to amendment for more efficient administration as determined by the City Council), in any manner that does not increase a tax rate, or otherwise constitute a tax increase for which voter approval is required by Article XIII C of the California Constitution, pursuant to Section 9217 of the California Elections Code.

3.36.190 – Annual Audit.

The proceeds resulting from this transactions and use tax shall be deposited into the City’s general fund and become subject to the same independent annual audit requirements as other general fund revenue. The independent auditor’s report, which shall include an accounting of the revenues received and expenditures made from the transactions and use tax, will be presented annually to the City Council and made available for public review. Further, such independent auditor’s report and such presentation thereof to the City Council may be combined with the City’s annual financial audit.

Section 3. Council Authority to Amend. The City Council has the right and authority to amend this Ordinance, to further its purposes and intent (including but not limited to amendment for more efficient administration as determined by the City Council), in any manner that does not increase a tax rate, or otherwise constitute a tax increase for which voter approval is required by Article XIII C of the California Constitution, pursuant to Section 9217 of the California Elections Code.

Section 4. Environmental Compliance. The City hereby determines that this Ordinance is not in-and-of-itself a “project” pursuant to the California Environmental Quality Act, Public Resources Code section 21000 et seq., including without limitation California Code of Regulations, Title 14, Sections 15378(b)(4) and 15061(b)(3), as it can be seen with certainty that there is no possibility that the adoption of the ordinance itself may have a significant effect on the environment. This Ordinance relates to a transactions and use tax and relates to the creation of City funding mechanisms and City fiscal activities, which does not involve any commitment to any project which may result in a potentially significant physical impact on the environment.

Section 5. Severability. Should any section, subsection, paragraph, sentence, clause, or phrase of this Ordinance be declared unconstitutional or invalid for any reason, such declaration shall not affect the validity of the remaining portions of this Ordinance.

Section 6. Date of Adoption; Effective Date. Pursuant to Elections Code Section 9217, this Ordinance shall be considered adopted on the date that the City Council declares that the voters of the City of Arvin have approved this Ordinance by a vote of no less than a majority of the votes cast by the electors voting at the General Municipal Election held on Tuesday, November 3, 2026, and shall go into effect ten (10) days thereafter.

Section 7. Execution. The Mayor shall sign this Ordinance and the City Clerk shall attest and certify to the passage and adoption of this Ordinance if a majority of the voters voting in the City’s general municipal election on November 3, 2026, approve it.

Section 8. Publication. The City Clerk shall cause this Ordinance to be published in the manner required by law.

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PASSED, APPROVED AND ADOPTED BY THE PEOPLE OF THE CITY OF ARVIN at the General Municipal Election held on November 3, 2026.

APPROVED

Olivia Calderón
Mayor

ATTEST

Cecilia Vela
City Clerk

RESOLUTION NO. _____**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ARVIN, CALIFORNIA PROVIDING FOR THE FILING OF REBUTTAL ARGUMENTS FOR CITY MEASURES SUBMITTED AT MUNICIPAL ELECTIONS.**

WHEREAS, Section 9282 of the Elections Code of the State of California provides for written arguments to be filed in favor of or against city measures not to exceed 300 words in length; and

WHEREAS, Section 9285 of the Elections Code of the State of California authorizes the City Council, by majority vote, to adopt provisions to provide for the filing of rebuttal arguments for city measures submitted at municipal elections.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF ARVIN DOES RESOLVE, DECLARE, DETERMINE AND ORDER AS FOLLOWS:

SECTION 1. That pursuant to Section 9285 of the Elections Code of the State of California, when the election official has selected the arguments for and against the measure (not exceeding 300 words each) which will be printed and distributed to the voters, the election official shall send a copy of an argument in favor of the proposition to the authors of any argument against the measure and a copy of an argument against the measure to the authors of any argument in favor of the measure immediately upon receiving the arguments.

The author or a majority of the authors of an argument relating to a city measure may prepare and submit a rebuttal argument not exceeding 250 words or may authorize in writing any other person or persons to prepare, submit, or sign the rebuttal argument.

A rebuttal argument may not be signed by more than five authors.

The rebuttal arguments shall be filed with the City Clerk, signed, with the printed name(s) and signature(s) of the author(s) submitting it, or if submitted on behalf of an organization, the name of the organization, and the printed name and signature of at least one of its principal officers, not more than 10 days after the final date for filing direct arguments. The rebuttal arguments shall be accompanied by the Form of Statement to Be Filed By Author(s) of Argument.

Rebuttal arguments shall be printed in the same manner as the direct arguments. Each rebuttal argument shall immediately follow the direct argument which it seeks to rebut.

SECTION 2. That all previous resolutions providing for the filing of rebuttal arguments for city measures are repealed.

SECTION 3. That the provisions of Section 1 shall apply only to the election to be held on November 3, 2026, and shall then be repealed

SECTION 4. That the City Clerk shall certify to the passage and adoption of this resolution and enter it into the book of original resolutions.

I HEREBY CERTIFY that the foregoing resolution was passed and adopted by the City Council of the City of Arvin at a regular meeting thereof held on the 25th day of June 2026 by the following vote:

AYES: _____

NOES: _____

ABSTAIN: _____

ABSENT: _____

ATTEST

CECILIA VELA, City Clerk

CITY OF ARVIN

By: _____
OLIVIA CALDERÓN, Mayor

APPROVED AS TO FORM:

By: _____
STEPHANIE GUTIERREZ, City Attorney
Burke, Williams, & Sorensen, LLP

I, _____, City Clerk of the City of Arvin, California, DO HEREBY CERTIFY that the foregoing is a true and accurate copy of the Resolution passed and adopted by the City Council of the City of Arvin on the date and by the vote indicated herein.

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ARVIN, CALIFORNIA REQUESTING THE BOARD OF SUPERVISORS OF THE COUNTY OF KERN TO CONSOLIDATE A GENERAL MUNICIPAL ELECTION TO BE HELD ON TUESDAY NOVEMBER 03, 2026, WITH THE STATEWIDE GENERAL ELECTION TO BE HELD ON THE SAME DATE.

WHEREAS, the City Council of the City of Arvin called a General Municipal Election to be held on November 03, 2026, for the purpose of the election of three (3) Members of the City Council of the City of Arvin; and

WHEREAS, the City Council is submitting to the voters the question relating to the establishment of a 1% transactions and use tax; and

WHEREAS, it is desirable that the General Municipal Election be consolidated with the Statewide General election to be held on the same date and that within the City the precincts, polling places (vote centers) and election officers of the two elections be the same, and that the county election department of the County of Kern canvass the returns of the General Municipal Election and that the election be held in all respects as if there were only one election.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF ARVIN DOES RESOLVE, DECLARE, DETERMINE AND ORDER AS FOLLOWS:

SECTION 1. That pursuant to the requirements of Section 10403 of the Elections Code, the Board of Supervisors of the County of Kern is hereby requested to consent and agree to the consolidation of a General Municipal Election with the Statewide General Election on Tuesday, November 03, 2026, for the purpose of the election of three (3) Members of the City Council of the City of Arvin for the full term of four (4) years each.

SECTION 2. The measure is to appear on the ballot as follows:

To protect funding for the City of Arvin’s local public safety, police and fire departments, 911 emergency response, street and road repairs, parks, youth and senior services, and other general city services, shall the measure establishing a 1% transactions and use tax in the City of Arvin, providing approximately \$2,350,000 annually, until ended by voters, with all funds staying local, independent audits, and public disclosure, be adopted?	YES
	NO

SECTION 3. That the proposed complete text of the measure submitted to the voters is attached hereto as Exhibit A and incorporated herein by this reference. Further, pursuant to Revenue and Taxation Code Section 7285.9, the City Council hereby approves the proposed complete text of the measure in the form as provided in Exhibit A and the submission thereof to the voters of the City.

SECTION 4. That the vote requirement for the measure to pass is a majority (50% +1) of the votes cast.

SECTION 5. That the county election department of the County of Kern is authorized to canvass the returns of the General Municipal Election. The election shall be held in all respects as if there were only one election, and only one form of ballot shall be used. The election will be held and conducted in accordance with the provisions of law regulating the statewide election, including, without limitation, Elections Code Section 10418.

SECTION 6. That the Board of Supervisors is requested to issue instructions to the county election department to take any and all steps necessary for the holding of the consolidated election.

SECTION 7. That the City of Arvin recognizes that additional costs will be incurred by the County of Kern by reason of this consolidation and agrees to reimburse the County of Kern for any costs.

SECTION 8. That the City Clerk of the City of Arvin is hereby directed to file a certified copy of this resolution with the Board of Supervisors and the Elections Department of the County of Kern.

SECTION 9. That the City Clerk shall certify to the passage and adoption of this resolution and enter it into the book of original resolutions.

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I HEREBY CERTIFY that the foregoing resolution was passed and adopted by the City Council of the City of Arvin at a special meeting thereof held on the 25th day of June 2026 by the following vote:

AYES: _____

NOES: _____

ABSTAIN: _____

ABSENT: _____

ATTEST

CECILIA VELA, City Clerk

CITY OF ARVIN

By: _____
OLIVIA CALDERÓN, Mayor

APPROVED AS TO FORM:

By: _____
STEPHANIE GUTIERREZ, City Attorney
Burke, Williams, & Sorensen, LLP

Exhibit A: An Ordinance of the City Council of the City of Arvin Adding Chapter 3.36 to Title 3 of the Arvin Municipal Code to Establish A New Transactions and Use (Sales) Tax at the Rate of One Percent (1.0%) to be Administered by the California Department of Tax and Fee Administration.

I, _____, City Clerk of the City of Arvin, California, DO HEREBY CERTIFY that the foregoing is a true and accurate copy of the Resolution passed and adopted by the City Council of the City of Arvin on the date and by the vote indicated herein.

EXHIBIT A

ORDINANCE NO. _____

AN ORDINANCE OF THE CITY OF ARVIN, CALIFORNIA, ADDING CHAPTER 3.36 TO TITLE 3 OF THE ARVIN MUNICIPAL CODE TO ESTABLISH A NEW TRANSACTIONS AND USE (SALES) TAX AT THE RATE OF ONE PERCENT (1.0%) TO BE ADMINISTERED BY THE CALIFORNIA DEPARTMENT OF TAX AND FEE ADMINISTRATION

WHEREAS, pursuant to Article XIIC of the California Constitution, Section 53720 et seq. of the California Government Code, the City of Arvin ("City") has the authority to levy a general tax, including, but not limited to, increasing an existing tax; and

WHEREAS, Article XIIC, Section 2, of the California Constitution requires that the election at which a general tax increase is submitted to the electorate shall be consolidated with a regularly scheduled general election for members of the governing body of the local government, except in cases of emergency declared by a unanimous vote of the governing body; and

WHEREAS, Part 1.6 (commencing with Section 7251) of Division 2 of the California Revenue and Taxation Code, and Section 7285.9 of the California Revenue and Taxation Code, authorizes a city to adopt a transactions and use tax ordinance, which shall be operative if a majority of the electors voting on the measure vote to approve the imposition of the tax at an election called for that purpose; and

WHEREAS, Tuesday, November 3, 2026, is the date of the general municipal election, which has been consolidated with the statewide general election occurring on the same date, at which members of the City Council will be elected.

NOW, THEREFORE, the People of the City of Arvin, California do hereby ordain as follows:

Section 1. Recitals. The recitals set forth above are incorporated herein by this reference.

Section 2. Chapter 3.36. Chapter 3.36, entitled "Transactions and Use Tax of 2026," is hereby added to Title 3 of the City of Arvin Municipal Code as follows:

Chapter 3.36 - ARVIN ESSENTIAL CITY SERVICES SALES TAX MEASURE

3.36.010 – Title.

This Chapter shall be known as the "Arvin Essential City Services Sales Tax Measure." The City of Arvin hereinafter shall be called "City." This Chapter shall be applicable in the incorporated territory of the City.

3.36.020 – Operative Date.

"Operative Date" means the first day of the first calendar quarter commencing more

than 110 days after the adoption of this Chapter. For purposes of Revenue and Taxation Code section 7265, this Chapter shall be considered adopted on the date of the election in which it is approved by the qualified voters of the City.

3.36.030 – Purpose.

This Chapter is adopted to achieve the following, among other purposes, and directs that the provisions hereof be interpreted in order to accomplish those purposes:

A. To impose a retail transactions and use tax in accordance with the provisions of Part 1.6 (commencing with Section 7251) of Division 2 of the Revenue and Taxation Code and Section 7285.9 of Part 1.7 of Division 2 which authorizes the City to adopt this tax ordinance which shall be operative if a majority of the electors voting on the measure vote to approve the imposition of the tax at an election called for that purpose.

B. To adopt a retail transactions and use tax ordinance that incorporates provisions identical to those of the Sales and Use Tax Law of the State of California insofar as those provisions are not inconsistent with the requirements and limitations contained in Part 1.6 of Division 2 of the Revenue and Taxation Code.

C. To adopt a retail transactions and use tax ordinance that imposes a tax and provides a measure therefore that can be administered and collected by the California Department of Tax and Fee Administration in a manner that adapts itself as fully as practicable to, and requires the least possible deviation from, the existing statutory and administrative procedures followed by the California Department of Tax and Fee Administration in administering and collecting the California State Sales and Use Taxes.

D. To adopt a retail transactions and use tax ordinance that can be administered in a manner that will be, to the greatest degree possible, consistent with the provisions of Part 1.6 of Division 2 of the Revenue and Taxation Code, minimize the cost of collecting the transactions and use taxes, and at the same time, minimize the burden of record keeping upon persons subject to taxation under the provisions of this Chapter.

3.36.040 – Contract with State.

Prior to the operative date, the City shall contract with the California Department of Tax and Fee Administration to perform all functions incident to the administration and operation of this transactions and use tax ordinance; provided, that if the City shall not have contracted with the California Department of Tax and Fee Administration prior to the operative date, it shall nevertheless so contract and in such a case the operative date shall be the first day of the first calendar quarter following the execution of such a contract.

3.36.050 – Transactions Tax Rate.

For the privilege of selling tangible personal property at retail, a tax is hereby

imposed upon all retailers in the incorporated territory of the City at the rate 1.0% of the gross receipts of any retailer from the sale of all tangible personal property sold at retail in said territory on and after the operative date of this Chapter.

3.36.060 – Place of Sale.

For the purposes of this Chapter, all retail sales are consummated at the place of business of the retailer unless the tangible personal property sold is delivered by the retailer or his agent to an out-of-state destination or to a common carrier for delivery to an out-of-state destination. The gross receipts from such sales shall include delivery charges, when such charges are subject to the state sales and use tax, regardless of the place to which delivery is made. In the event a retailer has no permanent place of business in the State or has more than one place of business, the place or places at which the retail sales are consummated shall be determined under rules and regulations to be prescribed and adopted by the California Department of Tax and Fee Administration.

3.36.070 – Use Tax Rate.

An excise tax is hereby imposed on the storage, use or other consumption in the City of tangible personal property purchased from any retailer on and after the operative date of this Chapter for storage, use or other consumption in said territory at the rate of 1.0% of the sales price of the property. The sales price shall include delivery charges when such charges are subject to state sales or use tax regardless of the place to which delivery is made.

3.36.080 – Adoption of Provisions of State Law.

Except as otherwise provided in this Chapter and except insofar as they are inconsistent with the provisions of Part 1.6 of Division 2 of the Revenue and Taxation Code, all of the provisions of Part 1 (commencing with Section 6001) of Division 2 of the Revenue and Taxation Code are hereby adopted and made a part of this Chapter as though fully set forth herein.

3.36.090 – Limitations on Adoption of State Law and Collection of Use Taxes.

In adopting the provisions of Part 1 of Division 2 of the Revenue and Taxation Code:

A. Wherever the State of California is named or referred to as the taxing agency, the name of this City shall be substituted therefor. However, the substitution shall not be made when:

1. The word "State" is used as a part of the title of the State Controller, State Treasurer, State Treasury, or the Constitution of the State of California.

2. The result of that substitution would require action to be taken by or against this City or any agency, officer, or employee thereof rather than

by or against the California Department of Tax and Fee Administration, in performing the functions incident to the administration or operation of this Chapter.

3. In those sections, including, but not necessarily limited to sections referring to the exterior boundaries of the State of California, where the result of the substitution would be to:

a. Provide an exemption from this tax with respect to certain sales, storage, use or other consumption of tangible personal property which would not otherwise be exempt from this tax while such sales, storage, use or other consumption remain subject to tax by the State under the provisions of Part 1 of Division 2 of the Revenue and Taxation Code, or;

b. Impose this tax with respect to certain sales, storage, use or other consumption of tangible personal property which would not be subject to tax by the state under the said provision of that code.

4. In Sections 6701, 6702 (except in the last sentence thereof), 6711, 6715, 6737, 6797 or 6828 of the Revenue and Taxation Code.

B. The word "City" shall be substituted for the word "State" in the phrase "retailer engaged in business in this State" in Section 6203 and in the definition of that phrase in Section 6203.

1. "A retailer engaged in business in the District" shall also include any retailer that, in the preceding calendar year or the current calendar year, has total combined sales of tangible personal property in this state or for delivery in the State by the retailer and all persons related to the retailer that exceeds five hundred thousand dollars (\$500,000). For purposes of this section, a person is related to another person if both persons are related to each other pursuant to Section 267(b) of Title 26 of the United States Code and the regulations thereunder.

3.36.100 – Permit Not Required.

If a seller's permit has been issued to a retailer under Section 6067 of the Revenue and Taxation Code, an additional transactor's permit shall not be required by this chapter.

3.36.110 – Exemptions and Exclusions.

A. There shall be excluded from the measure of the transactions tax and the use tax the amount of any sales tax or use tax imposed by the State of California or by any city, city and county, or county pursuant to the Bradley-Burns Uniform Local Sales and Use Tax Law or the amount of any state-administered transactions or use tax.

B. There are exempted from the computation of the amount of transactions tax the gross receipts from:

1. Sales of tangible personal property, other than fuel or petroleum products, to operators of aircraft to be used or consumed principally outside the county in which the sale is made and directly and exclusively in the use of such aircraft as common carriers of persons or property under the authority of the laws of this State, the United States, or any foreign government.

2. Sales of property to be used outside the City which is shipped to a point outside the City, pursuant to the contract of sale, by delivery to such point by the retailer or his agent, or by delivery by the retailer to a carrier for shipment to a consignee at such point. For the purposes of this paragraph, delivery to a point outside the City shall be satisfied:

a. With respect to vehicles (other than commercial vehicles) subject to registration pursuant to Chapter 1 (commencing with Section 4000) of Division 3 of the Vehicle Code, aircraft licensed in compliance with Section 21411 of the Public Utilities Code, and undocumented vessels registered under Division 3.5 (commencing with Section 9840) of the Vehicle Code by registration to an out-of-City address and by a declaration under penalty of perjury, signed by the buyer, stating that such address is, in fact, his or her principal place of residence; and

b. With respect to commercial vehicles, by registration to a place of business out-of-City and declaration under penalty of perjury, signed by the buyer, that the vehicle will be operated from that address.

3. The sale of tangible personal property if the seller is obligated to furnish the property for a fixed price pursuant to a contract entered into prior to the operative date of this Chapter.

4. A lease of tangible personal property which is a continuing sale of such property, for any period of time for which the lessor is obligated to lease the property for an amount fixed by the lease prior to the operative date of this Chapter.

5. For the purposes of subparagraphs (3) and (4) of this section, the sale or lease of tangible personal property shall be deemed not to be obligated pursuant to a contract or lease for any period of time for which any party to the contract or lease has the unconditional right to terminate the contract or lease upon notice, whether or not such right is exercised.

C. There are exempted from the use tax imposed by this Chapter, the storage, use or other consumption in this City of tangible personal property:

1. The gross receipts from the sale of which have been subject to a transactions tax under any state-administered transactions and use tax ordinance.

2. Other than fuel or petroleum products purchased by operators of aircraft and used or consumed by such operators directly and

exclusively in the use of such aircraft as common carriers of persons or property for hire or compensation under a certificate of public convenience and necessity issued pursuant to the laws of this State, the United States, or any foreign government. This exemption is in addition to the exemptions provided in Sections 6366 and 6366.1 of the Revenue and Taxation Code of the State of California.

3. If the purchaser is obligated to purchase the property for a fixed price pursuant to a contract entered into prior to the operative date of this Chapter.

4. If the possession of, or the exercise of any right or power over, the tangible personal property arises under a lease which is a continuing purchase of such property for any period of time for which the lessee is obligated to lease the property for an amount fixed by a lease prior to the operative date of this Chapter.

5. For the purposes of subparagraphs (3) and (4) of this section, storage, use, or other consumption, or possession of, or exercise of any right or power over, tangible personal property shall be deemed not to be obligated pursuant to a contract or lease for any period of time for which any party to the contract or lease has the unconditional right to terminate the contract or lease upon notice, whether or not such right is exercised.

6. Except as provided in subparagraph (7), a retailer engaged in business in the City shall not be required to collect use tax from the purchaser of tangible personal property, unless the retailer ships or delivers the property into the City or participates within the City in making the sale of the property, including, but not limited to, soliciting or receiving the order, either directly or indirectly, at a place of business of the retailer in the City or through any representative, agent, canvasser, solicitor, subsidiary, or person in the City under the authority of the retailer.

7. "A retailer engaged in business in the City" shall also include any retailer of any of the following: vehicles subject to registration pursuant to Chapter 1 (commencing with Section 4000) of Division 3 of the Vehicle Code, aircraft licensed in compliance with Section 21411 of the Public Utilities Code, or undocumented vessels registered under Division 3.5 (commencing with Section 9840) of the Vehicle Code. That retailer shall be required to collect use tax from any purchaser who registers or licenses the vehicle, vessel, or aircraft at an address in the City.

D. Any person subject to use tax under this Chapter may credit against that tax any transactions tax or reimbursement for transactions tax paid to a district imposing, or retailer liable for a transactions tax pursuant to Part 1.6 of Division 2 of the Revenue and Taxation Code with respect to the sale to the person of the property the storage, use or other consumption of which is subject to the use tax.

3.36.120 – Amendments.

All amendments subsequent to the effective date of this Chapter to Part 1 of Division 2 of the Revenue and Taxation Code relating to sales and use taxes and which are not inconsistent with Part 1.6 and Part 1.7 of Division 2 of the Revenue and Taxation Code, and all amendments to Part 1.6 and Part 1.7 of Division 2 of the Revenue and Taxation Code, shall automatically become a part of this Chapter, provided however, that no such amendment shall operate so as to affect the rate of tax imposed by this Chapter.

3.36.130 – Enjoining Collection Forbidden.

No injunction or writ of mandate or other legal or equitable process shall issue in any suit, action or proceeding in any court against the State or the City, or against any officer of the State or the City, to prevent or enjoin the collection under this Chapter, or Part 1.6 of Division 2 of the Revenue and Taxation Code, of any tax or any amount of tax required to be collected.

3.36.140 – Severability.

If any provision of this Chapter or the application thereof to any person or circumstance is held invalid, the remainder of the Chapter and the application of such provision to other persons or circumstances shall not be affected thereby.

3.36.150 – Effective Date.

Pursuant to Elections Code Section 9217, this Chapter shall be considered adopted on the date that the City Council declares that the voters of the City of Arvin have approved Ordinance No. _____ by a vote of no less than a majority of the votes cast by the electors voting at the election held on Tuesday, November 3, 2026, and shall go into effect ten (10) days thereafter.

3.36.160 – Termination Date.

The taxes imposed by this Chapter shall remain in effect until repealed by the voters of the City of Arvin.

3.36.170 – General Tax.

The proceeds from the tax imposed by this Chapter shall be for unrestricted general revenue purposes of the City and shall be placed into the General Fund of the City.

3.36.180 – Amendment by City Council.

The City Council has the right and authority to amend this Chapter, to further its purposes and intent (including but not limited to amendment for more efficient administration as determined by the City Council), in any manner that does not increase a tax rate, or otherwise constitute a tax increase for which voter approval is required by Article XIII C of the California Constitution, pursuant to Section 9217 of the California Elections Code.

3.36.190 – Annual Audit.

The proceeds resulting from this transactions and use tax shall be deposited into the City’s general fund and become subject to the same independent annual audit requirements as other general fund revenue. The independent auditor’s report, which shall include an accounting of the revenues received and expenditures made from the transactions and use tax, will be presented annually to the City Council and made available for public review. Further, such independent auditor’s report and such presentation thereof to the City Council may be combined with the City’s annual financial audit.

Section 3. Council Authority to Amend. The City Council has the right and authority to amend this Ordinance, to further its purposes and intent (including but not limited to amendment for more efficient administration as determined by the City Council), in any manner that does not increase a tax rate, or otherwise constitute a tax increase for which voter approval is required by Article XIII C of the California Constitution, pursuant to Section 9217 of the California Elections Code.

Section 4. Environmental Compliance. The City hereby determines that this Ordinance is not in-and-of-itself a “project” pursuant to the California Environmental Quality Act, Public Resources Code section 21000 et seq., including without limitation California Code of Regulations, Title 14, Sections 15378(b)(4) and 15061(b)(3), as it can be seen with certainty that there is no possibility that the adoption of the ordinance itself may have a significant effect on the environment. This Ordinance relates to a transactions and use tax and relates to the creation of City funding mechanisms and City fiscal activities, which does not involve any commitment to any project which may result in a potentially significant physical impact on the environment.

Section 5. Severability. Should any section, subsection, paragraph, sentence, clause, or phrase of this Ordinance be declared unconstitutional or invalid for any reason, such declaration shall not affect the validity of the remaining portions of this Ordinance.

Section 6. Date of Adoption; Effective Date. Pursuant to Elections Code Section 9217, this Ordinance shall be considered adopted on the date that the City Council declares that the voters of the City of Arvin have approved this Ordinance by a vote of no less than a majority of the votes cast by the electors voting at the General Municipal Election held on Tuesday, November 3, 2026, and shall go into effect ten (10) days thereafter.

Section 7. Execution. The Mayor shall sign this Ordinance and the City Clerk shall attest and certify to the passage and adoption of this Ordinance if a majority of the voters voting in the City’s general municipal election on November 3, 2026, approve it.

Section 8. Publication. The City Clerk shall cause this Ordinance to be published in the manner required by law.

PASSED, APPROVED AND ADOPTED BY THE PEOPLE OF THE CITY OF ARVIN at the General Municipal Election held on November 3, 2026.

APPROVED

Olivia Calderón
Mayor

ATTEST

Cecilia Vela
City Clerk

RESOLUTION NO. _____**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ARVIN, CALIFORNIA CALLING AND GIVING NOTICE OF THE HOLDING OF A GENERAL MUNICIPAL ELECTION TO BE HELD ON TUESDAY, NOVEMBER 03, 2026, FOR THE ELECTION OF THREE (3) MEMBERS OF THE CITY COUNCIL.**

WHEREAS, pursuant to California Elections Code § 1301 and Arvin Municipal Code Section 1.06.010, the Municipal Election for electing three (3) Members of the City Council for the City of Arvin, shall be held concurrently with the California State Election on Tuesday, November 03, 2026;

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF ARVIN, CALIFORNIA, DOES RESOLVE, DECLARE, DETERMINE AND ORDER AS FOLLOWS:

SECTION 1. That pursuant to the requirements of California Elections Code §1301 and Arvin Municipal Code Section 1.06.010 there is called and ordered to be held in the City of Arvin, California, on Tuesday, November 03, 2026, a General Municipal Election for the purpose of electing three (3) Members of the City Council for the full term of four years each.

SECTION 2. That the ballots to be used at the election shall be in form and content as required by law.

SECTION 3. That the City Clerk is authorized, instructed and directed to coordinate with the County of Kern Elections Department to procure and furnish any and all official ballots, notices, printed matter and all supplies, equipment and paraphernalia that may be necessary in order to properly and lawfully conduct the election.

SECTION 4. That the polls for the election shall be open at seven o'clock a.m. the day of the election and shall remain open and continuously from that time until eight o'clock p.m. of the same day when the polls (vote centers) shall be closed, pursuant to Election Code Section 10242, except as provided in Sections 14212, 14401 of the Elections Code of the State of California.

SECTION 5. That in all particulars not recited in this resolution, the election shall be held and conducted as provided by law for holding municipal elections.

SECTION 6. That notice of the time and place of holding of the election is given and that the City Clerk is authorized, instructed, and directed to give further or additional notice of the election, in time, form and manner as required by law.

SECTION 7. That in the event of a tie vote (if any two or more persons received an equal and the highest number of votes for an office) as certified by the County of Kern Elections Department, the City Council, in accordance with Election Code §15651(b), shall conduct a special runoff election to resolve the tie vote and such special runoff election is to be held on a Tuesday not less

than 40 days nor more than 125 days after the administrative or judicial certification of the election which resulted in a tie vote.

SECTION 8. That the City Clerk shall certify to the passage and adoption of this Resolution and enter it into the book of original Resolutions.

I HEREBY CERTIFY that the foregoing resolution was passed and adopted by the City Council of the City of Arvin at a special meeting thereof held on the 25th day of June 2026 by the following vote:

AYES: _____

NOES: _____

ABSTAIN: _____

ABSENT: _____

ATTEST

CECILIA VELA, City Clerk

CITY OF ARVIN

By: _____
OLIVIA CALDERON, Mayor

APPROVED AS TO FORM:

By: _____
STEPHANIE GUTIERREZ, City Attorney
Burke, Williams, & Sorensen, LLP

I, _____, City Clerk of the City of Arvin, California, DO HEREBY CERTIFY that the foregoing is a true and accurate copy of the Resolution passed and adopted by the City Council of the City of Arvin on the date and by the vote indicated herein.

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ARVIN, CALIFORNIA REQUESTING THE BOARD OF SUPERVISORS OF THE COUNTY OF KERN TO CONSOLIDATE A GENERAL MUNICIPAL ELECTION TO BE HELD ON TUESDAY NOVEMBER 03, 2026 WITH THE STATEWIDE GENERAL ELECTION TO BE HELD ON THE SAME DATE.

WHEREAS, the City Council of the City of Arvin called a General Municipal Election to be held on November 03, 2026, for the purpose of the election of three (3) Members of the City Council of the City of Arvin; and

WHEREAS, it is desirable that the General Municipal Election be consolidated with the Statewide General election to be held on the same date and that within the City the precincts, polling places and election officers of the two elections be the same, and that the county election department of the County of Kern canvass the returns of the General Municipal Election and that the election be held in all respects as if there were only one election;

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF ARVIN DOES RESOLVE, DECLARE, DETERMINE AND ORDER AS FOLLOWS:

SECTION 1. That pursuant to the requirements of Section 10403 of the Elections Code, the Board of Supervisors of the County of Kern is hereby requested to consent and agree to the consolidation of a General Municipal Election with the Statewide General Election on Tuesday, November 03, 2026, for the purpose of the election of three (3) Members of the City Council of the City of Arvin for the full term of four years each.

SECTION 2. That the county election department of the County of Kern is authorized to canvass the returns of the General Municipal Election. The election shall be held in all respects as if there were only one election, and only one form of ballot shall be used. The election will be held and conducted in accordance with the provisions of law regulating the statewide election, including, without limitation, Elections Code Section 10418.

SECTION 3. That the Board of Supervisors is requested to issue instructions to the county election department to take any and all steps necessary for the holding of the consolidated election.

SECTION 4. That the City of Arvin recognizes that additional costs will be incurred by the County of Kern by reason of this consolidation and agrees to reimburse the County of Kern for any costs.

SECTION 5. That the City Clerk of the City of Arvin is hereby directed to file a certified copy of this resolution with the Board of Supervisors and the Elections Department of the County of Kern.

SECTION 6. That the City Clerk shall certify to the passage and adoption of this resolution and enter it into the book of original resolutions.

I HEREBY CERTIFY that the foregoing resolution was passed and adopted by the City Council of the City of Arvin at a special meeting thereof held on the 25th day of June 2026 by the following vote:

AYES: _____

NOES: _____

ABSTAIN: _____

ABSENT: _____

ATTEST

CECILIA VELA, City Clerk

CITY OF ARVIN

By: _____
OLIVIA CALDERON, Mayor

APPROVED AS TO FORM:

By: _____
STEPHANIE GUTIERREZ, City Attorney
Burke, Williams, & Sorensen, LLP

I, _____, City Clerk of the City of Arvin, California, DO HEREBY CERTIFY that the foregoing is a true and accurate copy of the Resolution passed and adopted by the City Council of the City of Arvin on the date and by the vote indicated herein.



CITY OF ARVIN Staff Report

Meeting Date: June 25, 2026

TO: Arvin City Council

FROM: Jeff Jones, City Manager

SUBJECT: Professional Services Agreement with William Berry Campaigns for Public Information and Educational Services Related to a Potential November 2026 Local Sales Tax Measure

BACKGROUND:

The City of Arvin is evaluating whether to place a local sales tax measure before voters in November 2026 to support and maintain essential municipal services. These services include, but are not limited to, police protection, 911 emergency response, fire services, street maintenance, and other core operations relied upon by residents.

As part of this process, the City must ensure that any public communications regarding a potential ballot measure are legally compliant, factual, and educational in nature, consistent with California law governing public agency communications. To support this effort, the City solicited a proposal for professional services to assist in the preparation of informational materials that clearly explain the purpose, potential impacts, and accountability measures associated with a prospective ballot measure.

William Berry Campaigns (WBC), a firm with extensive experience assisting California public agencies with revenue measure communications, submitted a proposal dated June 2, 2026. The proposal is included in the Professional Services Agreement as Exhibit A.

ANALYSIS

Scope of Services

The proposed agreement provides a limited-scope package of informational and educational services designed to support the City's public communication responsibilities. The services are intended to inform residents about a potential tax measure without advocating for a particular outcome.

The scope of work includes the preparation of the following deliverables:

- 75-word ballot question/label language
- City website Frequently Asked Questions (FAQ) document

- Up to three one-page informational handouts
- Messaging memorandum with key communication guidance
- Targeted messaging for tax-sensitive and conservative residents
- Informational PowerPoint presentation (10–15 slides)
- Ten informational social media posts

The materials are intended to clearly explain the City’s financial needs and service challenges, describe how potential revenues could be used, provide transparency regarding accountability measures such as audits and oversight and address common community questions in plain language. The proposal emphasizes a neutral and informational approach, ensuring compliance with legal standards that prohibit the use of public resources for campaign advocacy.

Consultant Qualifications

William Berry Campaigns has nearly three decades of experience assisting California cities and public agencies with revenue measure communication and public information strategies. The firm has worked with numerous jurisdictions across the state and specializes in developing clear, compliant, and effective public materials.

Approval of this agreement will provide the City with professional support to develop clear, factual, and legally compliant informational materials regarding a potential local sales tax measure. These efforts will help ensure that residents are well-informed about the City’s financial considerations and the potential implications of a ballot measure.

STAFF RECOMMENDATION:

Authorize the City Manager to negotiate and execute a Professional Services Agreement with William Berry Campaigns for an amount not to exceed \$26,200, to provide limited educational and informational services related to a potential November 2026 local sales tax measure, subject to approval as to form by the City Attorney.

FINANCIAL IMPACT:

The total cost for the proposed services is \$26,200. The proposal does not include additional services such as polling, paid advertising or campaign management.

ATTACHMENTS:

- A. Draft Professional Services Agreement with WBC

AGREEMENT NO. [Click here to enter text.](#)
PROFESSIONAL SERVICES AGREEMENT
BETWEEN
THE CITY OF ARVIN AND
WILLIAM BERRY CAMPAIGNS
FOR LIMITED EDUCATIONAL AND INFORMATIONAL SERVICES IN ADVANCE
OF POTENTIAL NOVEMBER 2026 LOCAL SALES TAX MEASURE

THIS AGREEMENT is entered into this 25th day of June, 2026, by and between the CITY OF ARVIN, a municipal corporation and general law city (“CITY”) and William Berry Campaigns, a California **sole proprietorship** (“CONSULTANT”). CITY and CONSULTANT may be referred to, individually or collectively, as “party” or “parties.”

1. CONSIDERATION.

- A. As partial consideration, CONSULTANT agrees to perform the work listed in the SCOPE OF SERVICES, below;
- B. As additional consideration, CONSULTANT and CITY agree to abide by the terms and conditions contained in this Agreement;
- C. As additional consideration, CITY agrees to pay CONSULTANT a sum not to exceed twenty six thousand two hundred dollars (\$26,200.00) for CONSULTANT’s services. CITY may modify this amount as set forth below. Unless otherwise specified by written amendment to this Agreement, CITY will pay this sum as specified in the attached Exhibit “A,” which is incorporated by reference.

2. SCOPE OF SERVICES.

- A. CONSULTANT will perform services listed in the attached Exhibit “A,” which is incorporated by reference.
- B. CONSULTANT will, in a professional manner, furnish all of the labor, technical, administrative, professional and other personnel, all supplies and materials, equipment, printing, vehicles, transportation, office space and facilities, and all tests, testing and analyses, calculation, and all other means whatsoever, except as herein otherwise expressly specified to be furnished by CITY, necessary or proper to perform and complete the work and provide the professional services required of CONSULTANT by this Agreement.

3. PERFORMANCE STANDARDS. While performing this Agreement, CONSULTANT will use the appropriate generally accepted professional standards of practice existing at the time of performance utilized by persons engaged in providing similar services. CITY will continuously monitor CONSULTANT’s services. CITY will notify CONSULTANT of any deficiencies and CONSULTANT will have fifteen (15) days after such notification to cure any shortcomings to CITY’s satisfaction. Costs associated with curing the deficiencies will be borne by CONSULTANT.

4. PAYMENTS. For CITY to pay CONSULTANT as specified by this Agreement, CONSULTANT must submit a detailed invoice to CITY which lists the hours worked and

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William Berry Campaigns
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hourly rates for each personnel category and reimbursable costs (all as set forth in Exhibit “A”) the tasks performed, the percentage of the task completed during the billing period, the cumulative percentage completed for each task, the total cost of that work during the preceding billing month and a cumulative cash flow curve showing projected and actual expenditures versus time to date.

5. **NON-APPROPRIATION OF FUNDS.** Payments due and payable to CONSULTANT for current services are within the current budget and within an available, unexhausted and unencumbered appropriation of the CITY. In the event the CITY has not appropriated sufficient funds for payment of CONSULTANT services beyond the current fiscal year, this Agreement will cover only those costs incurred up to the conclusion of the current fiscal year.

6. **ADDITIONAL WORK.**

- A. CITY’s city manager (“Manager”) may determine, at the Manager’s sole discretion, that CONSULTANT must perform additional work (“Additional Work”) to complete the Scope of Work. If Additional Work is needed, the Manager will give written authorization to CONSULTANT to perform such Additional Work.
- B. If CONSULTANT believes Additional Work is needed to complete the Scope of Work, CONSULTANT will provide the Manager with written notification that contains a specific description of the proposed Additional Work, reasons for such Additional Work, and a detailed proposal regarding cost.
- C. Payments over \$35,000.00 for Additional Work must be approved by CITY’s city council. All Additional Work will be subject to all other terms and provisions of this Agreement.

7. **FAMILIARITY WITH WORK.**

- A. By executing this Agreement, CONSULTANT agrees that it has:
 - i. Carefully investigated and considered the scope of services to be performed;
 - ii. Carefully considered how the services should be performed; and
 - iii. Understands the facilities, difficulties, and restrictions attending performance of the services under this Agreement.
- B. If services involve work upon any site, CONSULTANT agrees that CONSULTANT has or will investigate the site and is or will be fully acquainted with the conditions there existing, before commencing the services hereunder. Should CONSULTANT discover any latent or unknown conditions that may materially affect the performance of the services, CONSULTANT will immediately inform CITY of such fact and will not proceed except at CONSULTANT’s own risk until written instructions are received from CITY.

8. **TERM.** The term of this Agreement will be from June 25, 2026 to **November 3, 2026**. Unless otherwise determined by written amendment between the parties, this Agreement will terminate in the following instances:

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- A. Completion of the work specified in Exhibit "A";
 - B. Termination as stated in Section 16.
9. **TIME FOR PERFORMANCE.**
- A. CONSULTANT will not perform any work under this Agreement until:
 - i. CONSULTANT furnishes proof of insurance as required under Section 23 of this Agreement; and
 - ii. CITY gives CONSULTANT a written notice to proceed.
 - B. Should CONSULTANT begin work on any phase in advance of receiving written authorization to proceed, any such professional services are at CONSULTANT's own risk.
10. **TIME EXTENSIONS.** Should CONSULTANT be delayed by causes beyond CONSULTANT's control, CITY may grant a time extension for the completion of the contracted services. If delay occurs, CONSULTANT must notify the Manager within forty-eight hours (48 hours), in writing, of the cause and the extent of the delay and how such delay interferes with the Agreement's schedule. The Manager will extend the completion time, when appropriate, for the completion of the contracted services.
11. **CONSISTENCY.** In interpreting this Agreement and resolving any ambiguities, the main body of this Agreement takes precedence over the attached Exhibits; this Agreement supersedes any conflicting provisions.
12. **CHANGES.** CITY may order changes in the services within the general scope of this Agreement, consisting of additions, deletions, or other revisions, and the contract sum and the contract time will be adjusted accordingly. All such changes must be authorized in writing, executed by CONSULTANT and CITY. The cost or credit to CITY resulting from changes in the services will be determined in accordance with written agreement between the parties.
13. **TAXPAYER IDENTIFICATION NUMBER.** CONSULTANT will provide CITY with a Taxpayer Identification Number.
14. **PERMITS AND LICENSES.** CONSULTANT, at its sole expense, will obtain and maintain during the term of this Agreement, all necessary permits, licenses, and certificates that may be required in connection with the performance of services under this Agreement.
15. **WAIVER.** CITY's review or acceptance of, or payment for, work product prepared by CONSULTANT under this Agreement will not be construed to operate as a waiver of any rights CITY may have under this Agreement or of any cause of action arising from CONSULTANT's performance. A waiver by CITY of any breach of any term, covenant, or condition contained in this Agreement will not be deemed to be a waiver of any subsequent breach of the same or any other term, covenant, or condition contained in this Agreement, whether of the same or different character.
16. **TERMINATION.**
- A. Except as otherwise provided, CITY may terminate this Agreement at any time

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with or without cause.

- B. CONSULTANT may terminate this Agreement at any time with CITY's mutual consent. Notice will be in writing at least thirty (30) days before the effective termination date.
- C. Upon receiving a termination notice, CONSULTANT will immediately cease performance under this Agreement unless otherwise provided in the termination notice. Except as otherwise provided in the termination notice, any additional work performed by CONSULTANT after receiving a termination notice will be performed at CONSULTANT's own cost; CITY will not be obligated to compensate CONSULTANT for such work.
- D. Should termination occur, all finished or unfinished documents, data, studies, surveys, drawings, maps, reports and other materials prepared by CONSULTANT will, at CITY's option, become CITY's property, and CONSULTANT will receive just and equitable compensation for any work satisfactorily completed up to the effective date of notice of termination, not to exceed the total costs under Section 1(C).
- E. Should the Agreement be terminated pursuant to this Section, CITY may procure on its own terms services similar to those terminated.
- F. By executing this document, CONSULTANT waives any and all claims for damages that might otherwise arise from CITY's termination under this Section.

17. **OWNERSHIP OF DOCUMENTS; EXCEPTIONS; WARRANTY.** Except as otherwise provided below, all documents, data, studies, drawings, maps, models, photographs and reports prepared by CONSULTANT (collectively, "Documents") under this Agreement are CITY's property. CONSULTANT may retain copies of such Documents as desired but will deliver all original materials to CITY upon CITY's written notice. CITY agrees that use of CONSULTANT's completed work product, for purposes other than identified in this Agreement, or use of incomplete work product, is at CITY's own risk. CONSULTANT warrants that all Documents it drafts and completes pursuant to this Agreement constitutes original work. Specifically, CONSULTANT understands and agrees that use of artificial intelligence (AI) tools including, without limitation, ChatGPT, Microsoft's Bing Chat, Google's Bard, and Meta's LLaMA (Large Language Model Meta AI), in the performance of this Agreement does not constitute an original work, i.e., submitting Documents generated by such AI tools to CITY and representing it as CONSULTANT's original work constitutes a material breach of this Agreement, constitutes a false claim, and may also violate applicable intellectual property right laws including, without limitation, United States Copyright Law. Accordingly, and notwithstanding any other provision of this Agreement as to ownership, CITY specifically rejects ownership of such Documents. CONSULTANT is required to indemnify and defend CITY to the fullest extent allowed by applicable law should it violate this Section.

18. **PUBLICATION OF DOCUMENTS.** Except as necessary for performance of service under this Agreement, no copies, sketches, or graphs of materials, including graphic art work, prepared pursuant to this Agreement, will be released by CONSULTANT to any other person or

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public CITY without CITY's prior written approval. All press releases, including graphic display information to be published in newspapers or magazines, will be approved and distributed solely by CITY, unless otherwise provided by written agreement between the parties.

19. **INDEMNIFICATION.**

A. CONSULTANT agrees to the following:

- i. *Indemnification for Professional Services.* CONSULTANT will hold harmless and indemnify and at CITY's request reimburse defense costs for CITY and all its officers, volunteers, employees and representatives from and against any and all suits, actions, or claims, of any character whatever, brought for, or on account of, any injuries or damages sustained by any person or property resulting or arising from any negligent or wrongful act, error or omission by CONSULTANT or any of CONSULTANT's officers, agents, employees, or representatives, in the performance of this Agreement, except for such loss or damage arising from CITY's sole negligence or willful misconduct.
- ii. *Indemnification for other Damages.* CONSULTANT will indemnify and hold CITY harmless from and against any claim, action, damages, costs (including, without limitation, attorneys' fees), injuries, or liability, arising out of this Agreement, or its performance, except for such loss or damage arising from CITY's sole negligence or willful misconduct. Should CITY be named in any suit, or should any claim be brought against it by suit or otherwise, whether the same be groundless or not, arising out of this Agreement, or its performance, CONSULTANT will defend CITY (at CITY's request and with counsel satisfactory to CITY) and will indemnify CITY for any judgment rendered against it or any sums paid out in settlement or otherwise.

- B. For purposes of this section "CITY" includes CITY's officers, officials, employees, agents, representatives, and certified volunteers.
- C. It is expressly understood and agreed that the foregoing provisions will survive termination of this Agreement.
- D. The requirements as to the types and limits of insurance coverage to be maintained by CONSULTANT as required by Section 23, and any approval of said insurance by CITY, are not intended to and will not in any manner limit or qualify the liabilities and obligations otherwise assumed by CONSULTANT pursuant to this Agreement, including, without limitation, to the provisions concerning indemnification.

20. **ASSIGNABILITY.** This Agreement is for CONSULTANT's professional services. CONSULTANT's attempts to assign the benefits or burdens of this Agreement without CITY's written approval are prohibited and will be null and void.

21. **INDEPENDENT CONTRACTOR.** CITY and CONSULTANT agree that CONSULTANT will act as an independent contractor and will have control of all work and the manner in which is it performed. CONSULTANT will be free to contract for similar service to be performed for other employers while under contract with CITY. CONSULTANT is not an agent or employee of CITY and is not entitled to participate in any pension plan, insurance, bonus or similar benefits CITY provides for its employees. Any provision in this Agreement that may appear to give CITY the right to direct CONSULTANT as to the details of doing the work or to exercise a measure of control over the work means that CONSULTANT will follow the direction of the CITY as to end results of the work only.

22. **AUDIT OF RECORDS.** CONSULTANT will maintain full and accurate records with respect to all services and matters covered under this Agreement. CITY will have free access at all reasonable times to such records, and the right to examine and audit the same and to make transcript therefrom, and to inspect all program data, documents, proceedings and activities. CONSULTANT will retain such financial and program service records for at least three (3) years after termination or final payment under this Agreement.

23. **INSURANCE.**

A. Before commencing performance under this Agreement, and at all other times this Agreement is effective, CONSULTANT will procure and maintain the following types of insurance with coverage limits complying, at a minimum, with the limits set forth below:

<u>Type of Insurance</u>	<u>Limits</u>
Commercial general liability:	\$2,000,000
Professional Liability	\$1,000,000
Business automobile liability	\$1,000,000
Workers compensation	Statutory requirement

B. Commercial general liability insurance will meet or exceed the requirements of the most recent ISO-CGL Form. The amount of insurance set forth above will be a combined single limit per occurrence for bodily injury, personal injury, and property damage for the policy coverage. Liability policies will be endorsed to name CITY, its officials, and employees as “additional insureds” under said insurance coverage and to state that such insurance will be deemed “primary” such that any other insurance that may be carried by CITY will be excess thereto. Such endorsement must be reflected on ISO Form No. CG 20 10 11 85 or 88, or equivalent. Such insurance will be on an “occurrence,” not a “claims made,” basis and will not be cancelable or subject to reduction except upon thirty (30) days prior written notice to CITY.

C. Professional liability coverage will be on an “occurrence basis” if such coverage is available, or on a “claims made” basis if not available. When coverage is provided on a “claims made basis,” CONSULTANT will continue to renew the insurance for a period of three (3) years after this Agreement expires or is terminated. Such

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insurance will have the same coverage and limits as the policy that was in effect during the term of this Agreement, and will cover CONSULTANT for all claims made by CITY arising out of any errors or omissions of CONSULTANT, or its officers, employees or agents during the time this Agreement was in effect.

- D. Automobile coverage will be written on ISO Business Auto Coverage Form CA 00 01 06 92, including symbol 1 (Any Auto).
- E. CONSULTANT will furnish to CITY duly authenticated Certificates of Insurance evidencing maintenance of the insurance required under this Agreement and such other evidence of insurance or copies of policies as may be reasonably required by CITY from time to time. Insurance must be placed with insurers with a current A.M. Best Company Rating equivalent to at least a Rating of "A:VII."
- F. Should CONSULTANT, for any reason, fail to obtain and maintain the insurance required by this Agreement, CITY may obtain such coverage at CONSULTANT's expense and deduct the cost of such insurance from payments due to CONSULTANT under this Agreement or terminate pursuant to Section 16.
- G. Self-Insured Retention/Deductibles. All policies required by this Agreement must allow CITY, as additional insured, to satisfy the self-insured retention ("SIR") and deductible of the policy in lieu of CONSULTANT (as the named insured) should CONSULTANT fail to pay the SIR or deductible requirements. The amount of the SIR or deductible is subject to the approval of the Assistant City Attorney and the Finance Director. CONSULTANT understands and agrees that satisfaction of this requirement is an express condition precedent to the effectiveness of this Agreement. Failure by CONSULTANT as primary insured to pay its SIR or deductible constitutes a material breach of this Agreement. Should CITY pay the SIR or deductible on CITY's behalf upon the CONSULTANT'S failure or refusal to do so in order to secure defense and indemnification as an additional insured under the policy, CITY may include such amounts as damages in any action against CONSULTANT for breach of this Agreement in addition to any other damages incurred by CITY due to the breach.
24. **USE OF SUBCONTRACTORS.** CONSULTANT must obtain CITY's prior written approval to use any consultants while performing any portion of this Agreement. Such approval must approve of the proposed consultant and the terms of compensation.
25. **INCIDENTAL TASKS.** CONSULTANT will meet with CITY monthly to provide the status on the project, which will include a schedule update and a short narrative description of progress during the past month for each major task, a description of the work remaining and a description of the work to be done before the next schedule update.
26. **NOTICES.** All communications to either party by the other party will be deemed made when received by such party at its respective name and address as follows:

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 William Berry Campaigns
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If to CONSULTANT:

Attention: William Berry
 William Berry Campaigns
Address
City, State, Zip
 916.508.8215
 wbcampaigns@gmail.com

If to CITY:

Attention: City Manager
 City of Arvin
 200 Campus Drive
 Arvin, CA 93203
 661.854.3134

With a copy to: Stephanie Gutierrez, City Attorney
 Burke, Williams & Sorensen LLP
 1770 Iowa Avenue, Suite 240
 Riverside, CA 92507-2479
 Phone: 951.801.6623
 Email:sgutierrez@bwslaw.com

Any such written communications by mail will be conclusively deemed to have been received by the addressee upon deposit thereof in the United States Mail, postage prepaid and properly addressed as noted above. In all other instances, notices will be deemed given at the time of actual delivery. Changes may be made in the names or addresses of persons to whom notices are to be given by giving notice in the manner prescribed in this paragraph.

27. **CONFLICT OF INTEREST.** CONSULTANT will comply with all conflict of interest laws and regulations including, without limitation, CITY's conflict of interest regulations.

28. **SOLICITATION.** CONSULTANT maintains and warrants that it has not employed nor retained any company or person, other than CONSULTANT's bona fide employee, to solicit or secure this Agreement. Further, CONSULTANT warrants that it has not paid nor has it agreed to pay any company or person, other than CONSULTANT's bona fide employee, any fee, commission, percentage, brokerage fee, gift or other consideration contingent upon or resulting from the award or making of this Agreement. Should CONSULTANT breach or violate this warranty, CITY may rescind this Agreement without liability.

29. **THIRD PARTY BENEFICIARIES.** This Agreement and every provision herein is generally for the exclusive benefit of CONSULTANT and CITY and not for the benefit of any other party. There will be no incidental or other beneficiaries of any of CONSULTANT's or CITY's obligations under this Agreement.

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30. **INTERPRETATION.** This Agreement was drafted in, and will be construed in accordance with the laws of the State of California, and exclusive venue for any action involving this agreement will be in Kern County.
31. **COMPLIANCE WITH LAW.** CONSULTANT agrees to comply with all federal, state, and local laws applicable to this Agreement.
32. **ENTIRE AGREEMENT.** This Agreement, and its Attachments, sets forth the entire understanding of the parties. There are no other understandings, terms or other agreements expressed or implied, oral or written. There are one (1) attachments to this Agreement. This Agreement will bind and inure to the benefit of the parties to this Agreement and any subsequent successors and assigns.
33. **RULES OF CONSTRUCTION.** Each Party had the opportunity to independently review this Agreement with legal counsel. Accordingly, this Agreement will be construed simply, as a whole, and in accordance with its fair meaning; it will not be interpreted strictly for or against either Party.
34. **SEVERABILITY.** If any portion of this Agreement is declared by a court of competent jurisdiction to be invalid or unenforceable, then such portion will be deemed modified to the extent necessary in the opinion of the court to render such portion enforceable and, as so modified, such portion and the balance of this Agreement will continue in full force and effect.
35. **AUTHORITY/MODIFICATION.** The Parties represent and warrant that all necessary action has been taken by the Parties to authorize the undersigned to execute this Agreement and to engage in the actions described herein. This Agreement may be modified by written amendment. CITY's Manager, or designee, may execute any such amendment on behalf of CITY.
36. **ELECTRONIC SIGNATURES.** This Agreement may be executed by the Parties on any number of separate counterparts, and all such counterparts so executed constitute one Agreement binding on all the Parties notwithstanding that all the Parties are not signatories to the same counterpart. In accordance with Government Code §16.5, the Parties agree that this Agreement, Agreements ancillary to this Agreement, and related documents to be entered into in connection with this Agreement will be considered signed when the signature of a party is delivered by electronic transmission. Such electronic signature will be treated in all respects as having the same effect as an original signature.
37. **CAPTIONS.** The captions of the paragraphs of this Agreement are for convenience of reference only and will not affect the interpretation of this Agreement.
38. **TIME IS OF ESSENCE.** Time is of the essence for each and every provision of this Agreement.
39. **FORCE MAJEURE.** Should performance of this Agreement be prevented due to fire, flood, explosion, acts of terrorism, war, embargo, government action, civil or military authority, the natural elements, or other similar causes beyond the Parties' reasonable control, then the Agreement will immediately terminate without obligation of either party to the other.
40. **STATEMENT OF EXPERIENCE.** By executing this Agreement, CONSULTANT represents that it has demonstrated trustworthiness and possesses the quality, fitness and capacity

City of Arvin
Agreement No. enter no.
William Berry Campaigns
Page 10 of 12

to perform the Agreement in a manner satisfactory to CITY. CONSULTANT represents that its financial resources, surety and insurance experience, service experience, completion ability, personnel, current workload, experience in dealing with private consultants, and experience in dealing with public agencies all suggest that CONSULTANT is capable of performing the proposed contract and has a demonstrated capacity to deal fairly and effectively with and to satisfy a public CITY.

[SIGNATURES ON NEXT PAGE]

DRAFT

City of Arvin
Agreement No. **enter no.**
William Berry Campaigns
Page 11 of 12

IN WITNESS WHEREOF, the parties hereto have executed this Agreement the day and year first hereinabove written.

“CONSULTANT”
William Berry Campaigns

“CITY”
City of Arvin, a municipal corporation

By: _____
William Berry, Principal

By: _____
Jeff Jones, City Manager

Date: _____

Date: _____

ATTEST

By: _____
Cecilia Vela, City Clerk

APPROVED AS TO FORM
Burke, Williams & Sorensen LLP

By: _____
Stephanie Gutierrez, City Attorney

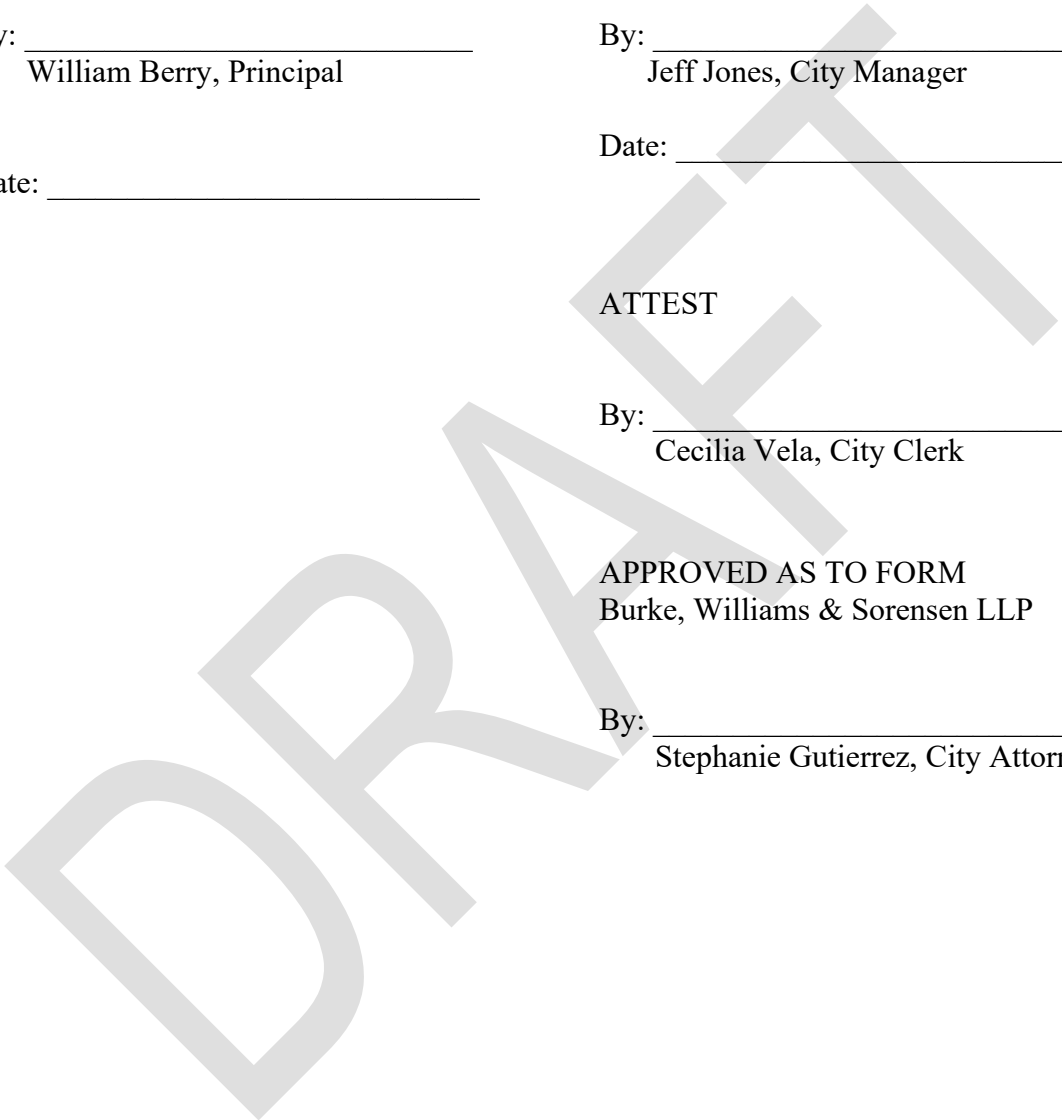


EXHIBIT “A”

**Limited Educational
and Informational Services
In Advance of a Potential
November 2026
Local Sales Tax Measure**

DRAFT



**Proposal to
the City of Arvin**

**Limited Educational
and Informational Services
In Advance of a Potential
November 2026
Local Sales Tax Measure**

Submitted by:
William Berry Campaigns
William Berry, Principal
916-508-8215
wbcampaigns@gmail.com
www.underdogcampaigns.com



June 2, 2026

Dear Mr. Jones:

Arvin is the kind of city where essential services are not abstract.

They are the police officer responding to a family in crisis. The fire crew arriving before a small emergency becomes a disaster. The 911 system people rely on when there is no time to wait. The road that needs repair. The neighborhood that needs to feel safe. The city services residents expect because they are basic, local, and necessary.

As the City of Arvin considers whether to place a local sales tax measure before voters in November 2026, the City will need a clear, legally compliant, and carefully written public information effort.

Not a campaign. Not advocacy. Not slogans.

Just straight, useful information that helps residents understand what is being considered, why it is being considered, what services could be protected, how funds would be used, and what accountability safeguards would be included.

William Berry Campaigns is pleased to submit this limited-scope proposal to assist the City of Arvin with educational and informational materials related to a potential local sales tax measure.

This proposal is designed to be focused, efficient, and practical. It does not include a full voter survey, citywide outreach campaign, paid advertising program, or comprehensive consulting retainer.

Instead, it provides the core written and strategic materials the City will need to communicate responsibly and clearly with residents.

We would be honored to help Arvin present this important decision in a way that is understandable, transparent, and worthy of public trust.

Sincerely,

William Berry
Principal, William Berry Campaigns

Executive Summary.

The City of Arvin is considering placing a local sales tax measure on the November 2026 ballot to help maintain and protect essential city services.

A successful public information effort must do three things well:

- First, it must explain the need clearly. Residents need to understand what financial pressures the City faces, what services are affected, and why local funding is being considered.
- Second, it must be legally compliant. City communications must inform and educate voters, not urge a yes or no vote.
- Third, it must speak to the real concerns of Arvin voters, including cost-of-living pressures, skepticism about government spending, conservative voter concerns, and the need for local control, accountability, and fiscal restraint.

William Berry Campaigns will provide a limited but highly strategic package of written materials and messaging support, including:

- 75-word ballot question/ballot label language
- City website FAQ
- One-page informational handouts
- Messaging memo
- Targeted messaging for conservative and tax-sensitive voters
- Informational PowerPoint presentation
- 10 informational social media posts
- Optional City Manager informational letter at additional cost

The goal is simple: give the City of Arvin strong, factual, plain-English materials that help residents understand the choice before them.

Understanding Arvin's Moment.

Arvin is a working city.

It is a city of families, workers, small businesses, farmworkers, young people, homeowners, renters, seniors, and residents who expect their city government to focus on the basics.

- Fast emergency response.
- Safe neighborhoods.
- Police protection.
- 911 services.
- Street repair.
- Public accountability.
- Money spent locally.

Those are the issues that matter.

But Arvin's voters are also cost-sensitive. Many households are dealing with higher prices for food, gas, rent, insurance, utilities, and daily necessities. That means any local tax measure must be explained with respect and restraint.

The City cannot simply say, "We need more money."

It must explain:

- What problem is the City trying to solve?
- What services are at risk or under pressure?
- How much would the measure cost?
- What would the measure fund?
- Would the money stay in Arvin?
- Would there be oversight?
- Would there be audits?
- How would residents know the money is being used properly?

That is where careful public information matters.

- The strongest message for Arvin is not about expanding government. It is about protecting essential services and keeping local funds under local control.

Scope of Work.

Ballot Language: 75-Word Ballot Question

William Berry Campaigns will draft a clear, legally appropriate 75-word ballot question for review by the City Attorney, City Manager, and City Council.

The language will be designed to be:

- Clear and understandable
- Focused on essential services
- Legally compliant
- Readable to everyday voters
- Specific about accountability
- Appropriate for a local sales tax measure
- Consistent with California ballot language requirements

The ballot language may reference essential services such as:

- Police protection
- 911 emergency response
- Street repair and maintenance
- Public safety
- Local control
- Annual audits
- Citizen oversight
- Funds that cannot be taken by the State

Deliverable:

Draft 75-word ballot question, with up to five rounds of revisions.

City Website FAQ

WBC will write a plain-English FAQ for the City’s website explaining the potential local sales tax measure.

The FAQ will be informational, not promotional. It will answer the questions residents are most likely to ask, including:

- What is the City of Arvin considering?
- Why is the City considering a local sales tax measure?
- What services could be funded?
- How much would the measure cost?
- Would the money stay in Arvin?
- Could the State take the money?
- Would there be citizen oversight?
- Would there be annual audits?
- Would groceries or prescription medicine be taxed?
- How would the measure affect residents?
- What happens if the measure is not approved?
- When would voters decide?

The FAQ will be written in a neutral, public-agency-appropriate style that residents can understand.

Deliverable:

Website FAQ, approximately 15–25 questions and answers.

One-Page Informational Handouts.

WBC will write one-page informational handouts that the City can use at public meetings, community events, counters, presentations, and online.

The handouts will be designed to explain the measure quickly and visually.

Possible handout topics include:

Handout 1: What Arvin Is Considering

A simple explanation of the potential local sales tax measure, what it would fund, and when voters would decide.

Handout 2: Essential Services and Local Control

A focus on police, 911, streets, and the importance of keeping local funding in Arvin.

Handout 3: Accountability and Oversight

A clear explanation of audits, public reporting, citizen oversight, and transparency. Each handout will be written so it can be designed by the City or by WBC's designer if the City wants design services added.

Deliverable:

Copy and design for up to three one-page informational handouts.

Messaging Memo.

WBC will prepare a messaging memo that gives the City a clear, disciplined framework for talking about the potential measure.

The memo will include:

- Core message
- Supporting messages
- Words and phrases to use
- Words and phrases to avoid
- Likely voter concerns
- Response to common criticisms
- Conservative voter messaging
- Accountability messaging
- Local control messaging
- Essential services messaging
- "What happens if nothing changes?" messaging

The memo will help City staff, Councilmembers, and communicators stay consistent. The goal is to avoid vague or bureaucratic language and instead use clear, responsible, everyday language.

Deliverable:

Messaging memo, approximately 5–8 pages.

Targeted Messaging to Conservative and Tax-Sensitive Voters.

A local sales tax measure in Arvin cannot be written only for voters who already support city services. It must also speak respectfully to voters who are skeptical of taxes, cautious about government spending, or politically conservative.

For those voters, the message should not sound like “government needs more.”

It should sound like:

- Local control
- No Sacramento control
- Essential services first
- Fiscal responsibility
- Public safety
- Roads and infrastructure
- Accountability
- Audits
- Citizen oversight
- Funds that stay in Arvin
- A practical solution for a practical city

WBC will write specific message language for conservative and tax-sensitive voters that can be used in FAQs, handouts, presentations, and public remarks.

Deliverable:

Targeted conservative voter message section included in the messaging memo.

Informational PowerPoint Presentation.

WBC will prepare an informational PowerPoint presentation that City staff can use for City Council meetings, community presentations, stakeholder briefings, and public education. The presentation will be factual, neutral, and visually organized.

Potential slide sections include:

1. Why the City is discussing local funding
2. Essential services in Arvin
3. Police, 911, streets, and core services
4. Rising costs and local budget pressures
5. What a local sales tax measure could fund
6. Local control: funds stay in Arvin
7. Accountability: oversight, audits, public reports
8. What voters would decide in November 2026
9. Frequently asked questions
10. How residents can learn more

Deliverable:

Informational PowerPoint deck, approximately 10–15 slides, with suggested talking points.

Ten Informational Social Media Posts

WBC will write 10 informational social media posts for the City to use on its official channels. The posts will be short, clear, and legally appropriate for public agency use.

Topics may include:

- What the City is considering
- Essential services
- Local control
- Accountability
- Public safety
- 911 response
- Streets and infrastructure
- Citizen oversight
- Annual audits
- Election date and voter information

Each post will include suggested visual direction, such as:

- Simple “Did you know?” graphics
- Local control icons
- Oversight checklist
- Election information graphic
- FAQ-style question cards

Deliverable:

10 social media posts with captions and suggested graphics.

Optional City Manager Informational Letter

Additional Cost

WBC can also draft an informational letter from the City Manager to Arvin residents. This letter would explain, in a direct and respectful tone:

- Why the City is considering a local sales tax measure
- What essential services are under discussion
- How local control would work
- What accountability measures would be included
- How residents can learn more
- When voters would make the decision

The letter would be written in the City Manager's voice and could be used as:

- A website letter
- Utility bill insert
- Community newsletter article
- Direct mail letter
- Email to residents
- Opening message for the City's information page

Deliverable:

City Manager informational letter, approximately 600–900 words.

Fee:

Additional cost to be determined based on length, revisions, and whether design/direct mail support is requested.

Communications Approach.

William Berry Campaigns uses a simple rule for public agency information:

- Tell the truth clearly.
- That means no exaggeration.
- No scare tactics.
- No bureaucratic fog.
- No campaign slogans disguised as information.

For Arvin, the communication should be plainspoken and grounded in the daily life of the city.

Residents should understand that the measure is about practical local services:

- Can police respond when needed?
- Can firefighters and emergency responders be ready?
- Can 911 services remain reliable?
- Can streets be maintained?
- Can local money stay local?
- Can residents see how the money is spent?

The best public information is not loud. It is clear.

Recommended Message Framework.

Core Message

The City of Arvin is considering a local sales tax measure to help protect essential services such as police, fire, 911 emergency response, street repair, and other basic city services. If approved by voters, funds would stay local, could not be taken by the State, and would be subject to public accountability, including annual audits and citizen oversight.

Supporting Message 1: Essential Services First

This measure is not about extras. It is about maintaining the basic services residents expect and rely on every day: public safety, emergency response, streets, and local infrastructure.

Supporting Message 2: Local Control

Every dollar generated by the measure would stay in Arvin for Arvin services. The State could not take these funds.

Supporting Message 3: Accountability

The measure should include strong accountability protections, including citizen oversight, annual audits, and public reports so residents can see how funds are used.

Supporting Message 4: Fiscal Responsibility

Before asking voters to consider any local funding measure, the City should clearly explain what it has done to manage costs, pursue grants, prioritize essential services, and use existing funds responsibly.

Supporting Message 5: Conservative and Tax-Sensitive Voters

For voters skeptical of taxes, the strongest message is not “more revenue.” It is local control, public safety, accountability, and protecting essential services without relying on Sacramento or outside agencies.

Proposed Fee Structure.

Because this is a limited-scope informational project, WBC proposes a focused project fee rather than a full campaign consulting retainer.

Core Limited-Scope Package Includes:

- 75-word ballot language
- FAQ for City website
- Up to three one-page informational handouts
- Messaging memo
- Conservative voter messaging
- Informational PowerPoint presentation
- 10 informational social media posts
- Weekly Conference Calls

Proposed Project Fee:

\$26,200

This limited proposal does not include:

- Scientific voter survey
- Paid advertising
- Direct mail production or postage
- Graphic design beyond basic art direction
- Spanish translation
- Website programming
- Video production
- Community meeting facilitation
- Full campaign management
- Campaign committee advocacy work

These services can be added if requested.

Why William Berry Campaigns

William Berry Campaigns has spent nearly three decades helping California cities, schools, community colleges, and local agencies communicate clearly with voters about local funding, essential services, and public accountability.

Partial Client List.

William Berry Campaigns has worked with cities and public agencies across California, including:

- City of McFarland
- City of Ceres
- City of Orange Cove
- City of Turlock
- City of Manteca
- City of Fairfield
- City of Vacaville
- City of Salinas
- City of Placentia
- City of Benicia
- City of Suisun City
- City of Marysville
- City of Dixon
- City of Oakley
- City of Petaluma
- City of Norco
- City of Daly City
- City of Napa
- City of Palm Springs

A more complete list of clients and work samples is available at:
www.underdogcampaigns.com

City of Arvin By-the-Numbers.

<u>Data Segment</u>	<u>Voters</u>
• TOTAL	6,493
• DEMOCRAT	3,399
• REPUBLICAN	1,019
• ALL OTHER	2,075
• INDEPENDENT	1,926
• DTS/NPP ONLY	1,640
• PURE DEM	1,925
• AGE 18-34	3,318
• AGE 35-49	1,451
• AGE 50-64	923
• MALE	3,002
• FEMALE	3,127
• HOMEOWNER	3,201
• NO HOMEOWNER IN HOUSE	2,365
• APT. RENTER	584
• HAS EMAIL	2,482
• LATINO	5,731
• NOT AFAM, ASIAN OR LATINO	699

Arvin and its Voters.

Arvin sits at the southern edge of the San Joaquin Valley, a city shaped by work that starts early, weather that can be unforgiving, and families who know how quickly a “normal week” can turn into a hard one.

It’s a place where the essentials are not abstract: safe streets, fast 911 response, reliable fire protection, decent roads, and a city government that answers the phone and fixes what breaks.

People in Arvin tend to judge government by outcomes, not slogans—by whether patrols show up, whether the siren comes fast enough, whether the pothole gets filled, whether the park feels safe at dusk, whether the water system and basic infrastructure hold up through heat and heavy use.

Arvin’s voters are also practical because they must be. Many residents live on tight household budgets and are sensitive to rising costs—gas, groceries, rent, utilities.

That reality makes any new tax measure a high bar, even when the need is real. Support isn’t driven by “nice-to-haves.” It’s driven by a clear explanation of what’s at risk, what will be protected, and how the city will make sure the money doesn’t drift away from the promise.

What Arvin voters care about most commonly clusters into a few buckets:

- Public safety and response time. In smaller cities, “public safety” often means coverage—enough officers to respond quickly, enough staffing and equipment to handle emergencies without relying on luck or long waits, and coordination with fire and EMS so the system doesn’t feel stretched thin. Voters may not follow line items in a budget, but they understand what it feels like when response times slip, when calls stack up, or when staffing is thin across shifts.
- Fire protection and readiness. In the Valley, heat, wind, and dry conditions can turn routine incidents into serious events. Even when wildfire risk isn’t the headline, everyday fire and medical calls are. Voters respond to preparedness: modern equipment, training, and the capacity to handle simultaneous calls.
- Streets, lighting, and “basic order.” Road conditions, streetlights, graffiti removal, illegal dumping, and code enforcement affect people’s daily experience. These aren’t glamorous priorities, but they’re often the most visible proof that a city is functioning. When they slide, residents feel it immediately.
- Parks and youth safety. For many families, parks and community spaces are where quality of life shows up—whether kids have safe places to play, whether fields are maintained, whether programming exists, and whether public spaces feel secure and clean.

- Local control and fairness. A recurring theme in communities like Arvin is a desire for money to stay in Arvin and be used for Arvin priorities—not disappear into some larger system. Voters want to know that their city isn't being asked to “do more with less” indefinitely while costs rise.

Budget priorities in Arvin, like most cities, are constrained by the reality that public safety and core services consume the bulk of flexible dollars.

The City's general fund (or equivalent discretionary funding) typically must cover staffing, basic operations, and maintenance—costs that rise over time even if service levels don't improve.

That creates a familiar problem: if revenues don't keep pace with inflation, contracts, fuel, and equipment, the city either cuts services, delays maintenance, or relies on temporary fixes. Residents may not describe it as “structural,” but they recognize the symptoms: deferred street work, fewer positions filled, reduced hours, slower response, and a sense that the city is always catching up.

So, what would it take for Arvin voters to support a local tax measure for essential services?

- Make it about protection, not expansion. The strongest case in a cost-sensitive community is protecting what people already rely on: maintaining police and 911 response, sustaining fire readiness, keeping streets safe and drivable. Voters are more receptive to “preventing cuts” than to new programs that feel optional or uncertain.
- Be specific and simple about spending. The measure needs a short, concrete list of allowable uses that match daily concerns: police/911, fire and emergency response, street repair and maintenance, and maintaining neighborhood services like lighting, clean-up, and parks. The more the language feels like plain English, the more trustworthy it is.
- Show the math in human terms. Voters don't need a finance lecture, but they do need clarity: what the measure would cost a typical household, what it would raise annually (ballpark), and what that buys in real service terms (e.g., staffing stability, equipment replacement schedules, street repair capacity). And just as importantly: what happens if nothing changes—service reductions, delayed maintenance, slower response, less capacity during peak demand.
- Build trust with accountability that feels real. Arvin voters will look for guardrails: funds staying local, annual public reporting, independent oversight, and audits. But “oversight committee” only matters if it is described in a way that feels tangible—who can serve, what they review, what gets published, and how often.
- Demonstrate fiscal responsibility first. The city's credibility matters. Voters want to hear what the City has already done to control costs, pursue grants, prioritize essentials, and tighten

operations. A tax measure is easier to support when it's clearly the last piece of a larger plan—not the first move.

- Engage community messengers. In Arvin, credibility often travels through relationships—local leaders, neighborhood voices, faith communities, youth sports networks, small business owners, and long-tenured residents. Voters need to feel heard before they're asked to weigh in on a measure.

Ultimately, Arvin voters can support a local tax measure when it is framed as a local, accountable tool to protect essential services—police, fire, 911 response, and basic infrastructure—from cuts that would be felt immediately.

The winning formula is clarity, restraint, and trust: a measure that is narrowly focused on essentials, transparent about cost, honest about tradeoffs, and backed by enforceable accountability so residents know the promise won't drift after Election Day.

Deliverables.

WBC will provide a full package including: a research memo, interview summaries, a survey instrument, topline, crosstabs, a narrative analysis, a Council presentation, a “Measure Options Memo,” a voter information toolkit (FAQs, graphics, fact sheets), a complete timeline of election milestones, and a content calendar.

Why WBC. Arvin needs a consultant who can combine:

- Plainspoken communication that respects residents
- Data-driven decisions (not guesswork)
- Design quality that elevates trust
- Multichannel community reach
- Deep familiarity with how revenue measures succeed or fail in small and midsize cities
- A disciplined approach to legal compliance for public agency communication

Understanding of Arvin’s Moment.

Arvin sits at the intersection of three pressures that many California cities feel—but smaller cities feel first:

1. Cost pressures: Public safety staffing, overtime, benefits, equipment, and service demands are growing faster than general revenues.
2. Service expectation: Residents reasonably expect rapid emergency response, visible policing, and reliable fire protection. In smaller cities, delays and gaps are felt personally.
3. Trust and clarity: In communities where every dollar matters, voters want simple answers:
 - What problem are we solving?
 - For what will funds be used?
 - Who controls the money?
 - How do we prevent waste?
 - What happens if we do nothing?

A revenue measure is not “a communications problem.” It’s a trust-and-clarity problem. Our work is to help Arvin tell the truth clearly—with evidence—and to create a decision process residents can respect even if they disagree.

That starts with research, continues with listening, and ends with an education program that makes it easy for voters to understand the choice in front of them.