



Frequently Asked Questions and Answers

Q: What is Measure S? Why did City Council place this Measure on the local ballot?

A: Measure S is a funding Measure that will appear on the November 3rd, 2020, ballot. The specific ballot language is:

“To continue funding that cannot be seized by the State, but stays in San Pablo for Public Safety, gang prevention, youth services, job creation, training and job placement for local residents (including the disenfranchised) and all other general city services, shall San Pablo re-enact a half-cent sales tax for 5 years (generating approximately \$1,450,000 annually), then reduced to one-quarter cent for 5 years (generating approximately \$725,000 annually), then terminate; and include citizen oversight and annual audits?”

Q: Is Measure S a new tax? Will the passage of Measure S increase my taxes?

A: Measure S is not a new tax; rather, it is a continuation of an existing sales tax that was authorized by 74% of San Pablo voters in 2012; at that time, it was called **Measure Q**.

Specifically, the passage of Measure S will cause this sales tax to revert back to 1/2-cent on taxable items (to 8.75%) for 5 years...then be reduced by 1/4-cent (to 8.5%) for the next 5 years...after 10 years, the temporary sales tax will be terminated (eliminated). This is, literally, a re-enactment of Measure Q, which is currently in place. Thus, Measure S will not increase local taxes beyond what was originally approved as Measure Q; however, it will appear on the November ballot as Measure S.

Q: How much will this sales tax cost consumers when making taxable purchases in the City of San Pablo?



A: If passed in November, Measure S will cost San Pablo residents, and consumers from outside the City who purchase goods while visiting San Pablo, less than 1 penny for every \$1 spent locally.

Q: Will this tax apply to food (groceries) and medicines (prescription drugs)?

A: No. In California, most foods (groceries) and medicines (prescription drugs) are exempt from being charged a sales tax.

Q: What will the funds be used for?

A: If Measure S passes, the funds will be deposited into the City's General Fund and used to sustain the services and programs presently being provided to San Pablo residents through the Measure Q revenue stream from being dramatically cut back or eliminated, altogether. These programs and services include, but are not limited to:

- **Public Safety**, such as the Gang Resistance Education and Training (G.R.E.A.T.) program, a nationally recognized program that serves over 300 6th graders in San Pablo. This program includes the Priority Oriented Policing (POP) program, which has been proven to reduce gang-related crimes in San Pablo through targeted enforcement of gang members and by teaching local youth about gang awareness and gang prevention.
- **Job Creation, Training, and Job Placement** for local residents, including youth and the disenfranchised (those with barriers to employment) who reside in San Pablo. This includes job training programs and workforce development services through the San Pablo Economic Development Corporation, which includes funding for the Contra Costa College Career Technical Education (CTE) & Early Learning Center, Emergency Response Training, Michael's Transportation Services Truck Driving Academy, Moler Barber College,

Removing Barriers to employment such as Tattoo Removal, RichmondBUILD & Rising Sun Energy Center Construction/Carpentry Pre-Apprenticeship, and other Job Readiness Support programs.

- **Youth services** (to keep kids off the streets and out of gangs). This includes funding for at-risk youth prevention activities and services to the San Pablo youth and families at all six (6) San Pablo local schools (i.e. Bayview, Dover, Downer, Lake, and Riverside Elementary Schools, and Helms Middle School).
- Fund **local school-based programs** and services that focus on supporting academics, mental health, childhood obesity prevention programs, and more.
- **Other City services** vital to the preservation of public peace, health & safety of San Pablo residents.

Q: Why a sales tax; why not some other funding mechanism?

A: The City decided to meet its needs with a sales tax, instead of some other funding mechanism, for the following reasons:

- This sales tax provides funding that cannot be seized (taken away) by the State. Thus, Measure S revenues will remain in San Pablo to benefit local residents.
- This tax is paid by non-City residents in addition to City residents; thus, money is brought into the community from people who reside outside the community to benefit San Pablo residents. For example, commuters who purchase gas, frequent local restaurants, and shop in San Pablo will be helping to fund services for San Pablo residents.
- The tax is not paid on such life necessities as food (groceries) or medicine purchases.

Q: What impact has the COVID-19 Pandemic had, to date, on the City's finances?

A: The COVID-19 Pandemic has had a huge negative impact (approximately \$17 million) on the City's General Fund. Specifically, income from Measure Q funding (due to the *Shelter-in-Place* mandate) has decreased by more than one-third, to date. Fiscal analysis indicates that the financial loss to the City's General Fund could be as much as 50% by the end of the current fiscal year, which ends on June 30, 2021.

Q: What will happen if Measure S fails to secure simple-majority support?

A: If Measure S fails to secure simple-majority support from San Pablo voters, the existing revenue stream will terminate in September 2022.

If the Measure Q revenue stream is allowed terminate, gang prevention activities through the San Pablo Police Department would be reduced. Further, a host of youth services will be cut back or altogether eliminated, such as after-school programs, child care, and youth summer employment. Funding for job creation, job training, and job placement for local residents will be cut in half. And, other key City-funded programs and services, such as senior services, will have to be cut back or altogether eliminated

Q: Has crime in San Pablo gone up or down over the past 15 years?

A: As seen in the graphic below, the level of a series of major types of crime in San Pablo has gone down by 25% from 2004 thru 2019.

Type of Crime	2004-2011	2012-2019	% CHANGE
Homicides	41	26	-37%
Robbery	1,162	913	-23%
Assaults	1,092	861	-22%
Burglary	2,823	2,281	-21%
Larceny Theft	5,559	4,667	-18%
Stolen Vehicles	4,636	3,224	-31%
OVERALL (for these crimes)			-25%

Q: Can the State take these monies to use as it sees fit?

A: No. Not one penny of these funds can be seized by the State; these monies will remain in San Pablo and used to benefit San Pablo residents.

Q: Were local residents asked for their input?

A: Yes. The decision to place Measure S on the local ballot followed a process in which the City's voters were surveyed about their priorities and the Citizen's Oversight Committee from Measure Q (comprised of community leaders), which monitors the expenditures from this revenue stream to ensure that the funds are spent as promised, discussed priorities and ultimately recommended that Measure S be placed on the November 2020 ballot.

Q: How much money has Measure Q generated, to date, and how have the monies been invested on behalf of San Pablo residents?

A: To date, the Measure Q revenue stream has generated approximately \$8.4 million from 2012 through June 30, 2019. These monies have been used for those public safety programs that were identified above; for job creation, job training and job placement for local residents (especially for local youth and the disenfranchised); to fund local school-based programs and services that focus on supporting academics; mental health; childhood obesity prevention programs; and to support other city services designed to enhance the *quality of life* for all San Pablo residents.

Q: Why can't the City use its reserves to fund many of these programs/services?

A: City reserves are used when the City is faced with unforeseen emergencies, like earthquakes or other natural disasters. These are one-time funds; once they are used, they are gone, forever.

Due to the COVID-19 pandemic, the City was forced to use some of its reserves to pay for certain operating costs and to sustain certain critical services; however, since these are one-time funds, the City cannot continue to rely on these funds, going forward.

Q: How do we know the funds will be spent responsibly? Will there be citizen oversight?

A: As in the past 10 years, a Citizen's Oversight Committee, comprised of five community leaders, will monitor expenditures to ensure that Measure S funds are spent as promised; assuming Measure S passes, of course. Further, as in the past, annual audits will be conducted and made public. In fact, these steps are required throughout the duration of the tax by Ordinance, which is available on the City's website at: www.sanpabloca.gov.

Q: How can I get more information?

A: As we continue to address the fiscal challenges facing the City of San Pablo, we will work hard to keep you informed of City Actions. Please visit the City's website at www.sanpabloca.gov/2694/MeasureS or contact the City Manager (contact information below).

For further information, contact: Matt Rodriguez, City Manager
13831 San Pablo Avenue
San Pablo, California 94806
feedback@sanpabloca.gov
(510) 215-3000 City Hall