



Measure K Information Sheet – An Impartial Analysis

Prepared by the League of Women Voters of the Salinas Valley
September 2009

The Question on the Ballot:

"Salinas Safe Neighborhoods / Essential Services Measure. To protect residents by increasing youth gang/violence prevention; after-school recreation/mentoring; expanding job training; hiring more police to patrol neighborhoods/schools; retaining firefighters/paramedics; establishing community policing; prostitution prevention; crime fighting technology; and protecting essential services, shall Salinas's transactions and use (otherwise known as sales) tax be increased one cent, requiring independent audits, citizens oversight, public expenditure reports, with all funds only for Salinas, not for Sacramento?"

The way it is now:

The current combined sales tax in Salinas is 8.75%. This includes a 1% temporary tax imposed by the State of California in April 2009 which will expire in July 2011, and a 0.5% local sales tax approved by the voters as Measure V which went into effect in April 2006 for a ten-year period. Of the total sales tax, the City of Salinas receives 1.5%, or one and a half cents out of every dollar spent on taxable items (not food or prescription drugs).

Background:

The City of Salinas projected a \$13.2 million budget shortfall for the current fiscal year 2009 – 2010. The City Council passed a budget that makes up the shortfall by wage reductions, elimination of 41.5 positions, reduction of services, and use of reserve funds. On July 21, 2009, the City Council approved a resolution declaring an emergency in Salinas and putting forward a sales tax measure to the voters. This declaration, with much background information on the City's finances, is available at http://www.ci.salinas.ca.us/leadership/elections/Resolution_19704.pdf

What Measure K would do:

Measure K would add a 1% sales tax on taxable purchases in the City of Salinas (except vehicle purchases which are taxed based on the residency of the buyer). The total tax rate would therefore be 9.75% until July 2011, when it would decrease to 8.75%. Of the total, the City would receive 2.5 cents on every dollar spent. The measure provides for an independent oversight committee made up of seven members of the public who are appointed by each City Council member and the Mayor. It also provides for annual audits and an annual expenditure report by the City Manager and Police Chief reviewing the status and performance of the programs and services funded by the measure.

Effect on the City budget:

Measure K would provide an estimated 18 million dollars in revenue annually. It could be slightly more or less depending on the economy. If approved, the measure would take effect on April 1, 2010. If Measure K does not pass, further cuts of approximately \$7 million are projected for FY2010-11. The planned cuts include facility closures, further reduction of police and fire personnel, and reduction of community services.

What your vote means:

A "YES" vote is a vote to approve the one percent (1.0%) transactions and use tax, with annual audits, expenditure reports and oversight by an independent committee of Salinas residents.

A "NO" vote is a vote against the tax.

A simple majority (over 50% of the votes) is required to approve the measure.

Proponents of Measure K say:	Opponents of Measure K say:
<ul style="list-style-type: none">• Measure K funds cannot be taken away by the state; all revenue stays in Salinas.• Yes on K hires more police officers and implements a new, neighborhood-oriented policing vision for Salinas.• Expands anti-gang and youth violence prevention programs, increases job training, reduces 9-1-1 response times, increases patrols near schools and in neighborhoods.• A safer community will help local property values and strengthen the economy.	<ul style="list-style-type: none">• Measure K would make the sales tax in Salinas the highest in Monterey County, and discourage people from shopping in Salinas.• General tax revenues have increased more than the cost of living. City officials have not managed the money well, as evidenced by an increase in salaries over \$100,000.• Measure K has no sunset clause.• Audits and reports cannot change anything and the oversight committee has no authority.
Website: http://www.APennyforPeace.com	Website: http://www.SVTU.org/

Additional Information:

- The Police Chief's 90-day Report to the Community, dated 21 July 2009:
<http://www.ci.salinascity.ca.us/services/police/pdf/90-DayReport-071909.pdf>
- Resolution passed by the Salinas City Council 21 July 2009:
http://www.ci.salinascity.ca.us/leadership/elections/Resolution_19704.pdf
- City Attorney Impartial Analysis of the Measure, dated 10 August 2009:
<http://www.ci.salinascity.ca.us/leadership/elections/ImpartialAnalysis.pdf>
- Primary Argument in Favor of Measure K:
<http://www.ci.salinascity.ca.us/leadership/elections/PrimaryArgumentInFavorMeasureK.pdf>
- Primary Argument Against Measure K:
<http://www.ci.salinascity.ca.us/leadership/elections/PrimaryArgumentAgainstMeasureK.pdf>
- Rebuttal Argument in Favor of Measure K:
<http://www.ci.salinascity.ca.us/leadership/elections/RebuttalArgumentByProponents.pdf>
- Rebuttal Argument Against Measure K:
<http://www.ci.salinascity.ca.us/leadership/elections/RebuttalToArgumentInFavor.pdf>

Locate your polling place, find information, forum dates and news stories, at SmartVoter.org.