

MEASURE C FACT SHEET



- ◆ 1/2 percent local sales tax
- ◆ Requires voter approval (50%+1)
- ◆ Funds critical facilities & services
- ◆ All revenue locally controlled
- ◆ Increase police protection
- ◆ Vital repair of City streets



BALLOT QUESTION

Sales Tax to Generally Fund Law Enforcement, Road Maintenance and Other Essential City Services

___ To pay for essential City services such as: improving law enforcement response to violent crimes, burglaries and property offenses; repairing potholes and streets; and maintaining the City's long-term financial stability, shall Ordinance #843 be adopted to **impose a 1/2 percent transaction and use (sales) tax** on an ongoing basis, providing about \$950,000 annually, with audits and all funds staying local?

YES

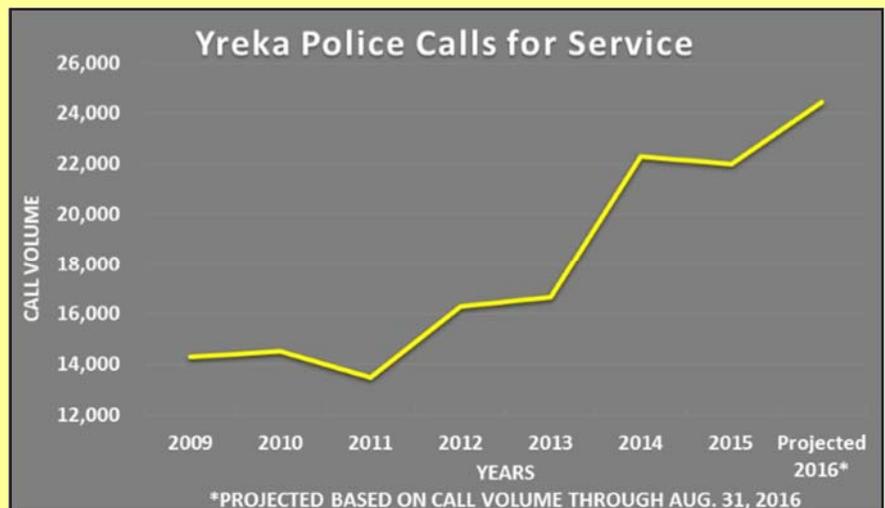
NO

Measure C was developed as a way for the City of Yreka to address long-standing infrastructural and services needs.

Less than half of the tax collected is paid by Yreka residents.

All revenue generated by the tax would stay in Yreka. No funds can be taken away by the State or used for other purposes.

The Yreka Police are responding to more calls for service. Revenue from Measure C would improve City services for police protection to neighborhoods and businesses.



QUESTIONS? Visit our website at ci.yreka.ca.us or call (530) 841-2386.

FREQUENTLY ASKED QUESTIONS



How much would this cost me?

The cost to an individual depends on the amount of qualified goods purchased. For example, the additional tax on a \$100 purchase would be 50 cents and the additional tax on a \$500 purchase would be \$2.50.

How much revenue would a local sales tax generate for the City?

The ½ percent sales tax would raise approximately \$900,000 to \$950,000 per year. This amount is dependent on the economy and the amount of sales generated in Yreka.

Why does the City need a sales tax now?

The City of Yreka has numerous road segments that are in failing or near-failing condition. The gas tax, state transportation funds and other traditional “street revenues” have steadily declined to the point where we are faced with a deteriorating infrastructure and no way to invest in all the necessary projects.

Do other cities in Siskiyou County have a local sales tax?

Yes; the other three cities in Siskiyou County that are located on the I-5 corridor (Dunsmuir, Mount Shasta and Weed) all have local sales taxes ranging from ¼ percent to ½ percent.

What types of projects will be funded with the revenue? The City's priorities for using this revenue include: 1) repairing our roads, 2) increasing our response to police calls, and 3) upgrading or replacing many critical City facilities. The City's Police Station is over 100 years old and the Fire Station was built in 1931. The City's parks and other recreational facilities such as Ringe Pool and the tennis courts have fallen into disrepair.

Will further street repair delays cost the City more?

Yes; the current amount of repairs needed today is \$30 million. The City of Yreka has 52 miles of roadways and a recent pavement condition survey gave 24 miles of those streets a failing grade. Delaying repairs means further deterioration of the roadbeds; the cost to repair then increases exponentially. Repairing streets now is a smart local investment for the City.

