



LOCAL REVENUE MEASURE

ANNUAL COMMUNITY REPORT IN BRIEF

Fiscal Year 2015–16

WHAT IS THE LOCAL REVENUE MEASURE?

The Local Revenue Measure was approved by City voters in November 2006 to preserve essential services for the community. The measure established a one-half percent local sales tax with an eight-year sunset clause. Voters approved its extension for an additional eight years during the 2014 General Election. The Local Revenue Measure is subject to voter extension by March 31, 2023.

The Local Revenue Measure is a general purpose measure and, as such, the proceeds are not restricted to specific purposes. This provides the Council with flexibility to respond to new circumstances and challenges.

The voter-approved ballot language provides guidance to use local sales tax revenue to protect and maintain essential services and facilities, and identifies examples of services and projects that achieve this objective. These community spending priorities help guide the Citizen's Revenue Enhancement Oversight Commission (REOC) when making recommendations to the Council about Local Revenue Measure uses. The Council uses the REOC's input, and additional public feedback, to prioritize the use of Local Revenue Measure funding as part of the City's two-year financial planning process.

For every \$1 of revenue generated by the Local Revenue Measure, **\$.72** is paid by **visitors** and **\$.28** is paid by **City residents**. (2014 Retail Sales Analysis)

LOCAL REVENUE MEASURE BALLOT LANGUAGE (MEASURE G)

To protect and maintain essential services and facilities – such as open space preservation; bike lanes and sidewalks; public safety; neighborhood street paving and code enforcement; flood protection; senior programs; and other vital services and capital improvement projects – shall the City's Municipal Code be amended to extend the current one-half percent local sales tax for eight years, with independent annual audits, public goal-setting and budgeting, and a Citizens' Oversight Commission?

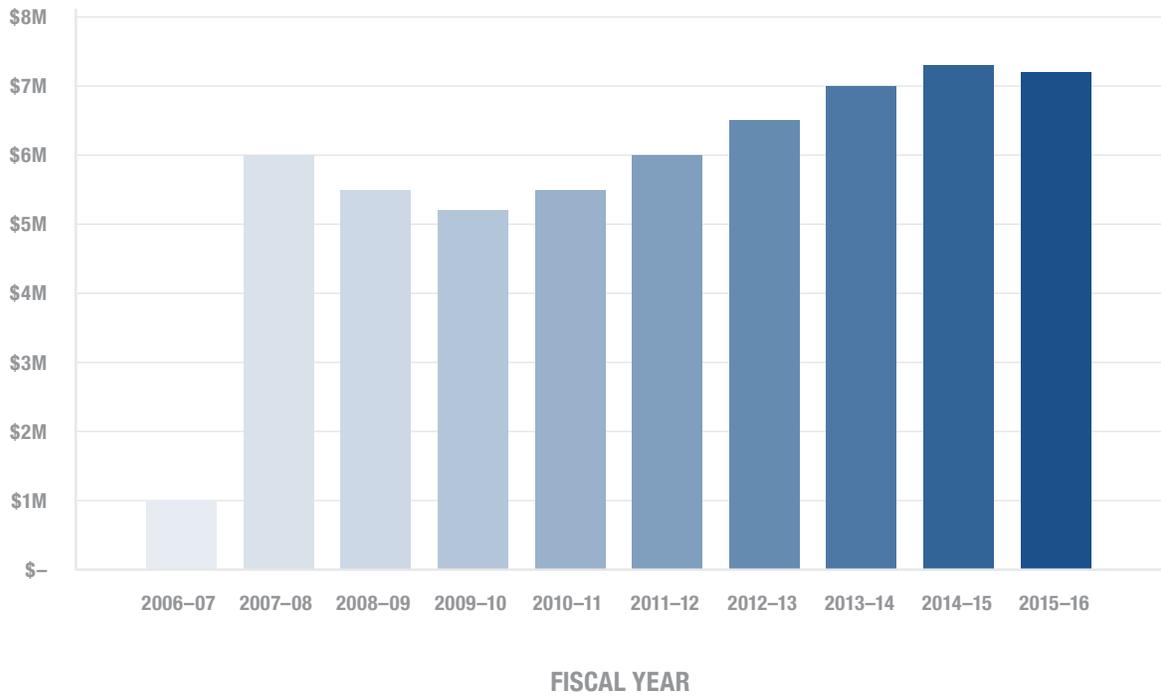


The Local Revenue Measure paid for open space maintenance projects completed in 2015–16, including trailhead enhancement, such as new kiosks and pet waste bag stations.

REVENUES

Local half-percent sales tax revenue totaled \$7.2M in 2015–16, which adds approximately 10 percent to the general fund. The Local Revenue Measure has generated over \$57M since its original adoption in November 2006.

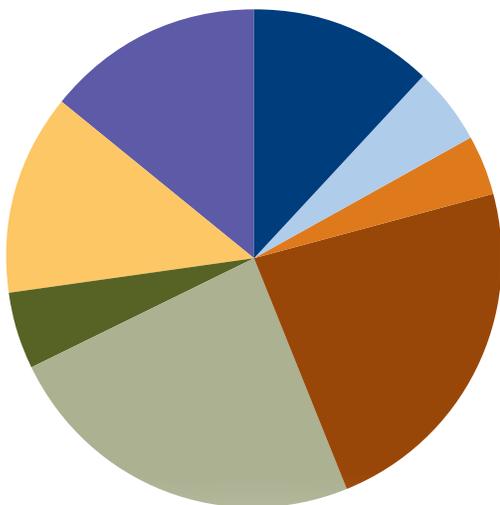
LOCAL REVENUE MEASURE REVENUES



USES 2015–16

2015-16 Local Revenue Measure funds were used on Council-adopted priorities, including Open Space Preservation, Bicycle and Pedestrian Improvements, Traffic Congestion Relief/Safety Improvements, Public Safety, Neighborhood Street Paving, Code Enforcement, Flood Protection, Parks and Recreation/Senior Programs and Facilities.

2015–16 LOCAL REVENUE MEASURE USES (\$4.9M)



-  **12% // OPEN SPACE PRESERVATION**
-  **5% // BICYCLE AND PEDESTRIAN IMPROVEMENTS**
-  **4% // TRAFFIC CONGESTION RELIEF/SAFETY IMPROVEMENTS**
-  **23% // PUBLIC SAFETY**
-  **24% // NEIGHBORHOOD STREET PAVING (INCLUDES IMPROVEMENTS TO BIKE LANES)**
-  **5% // CODE ENFORCEMENT**
-  **13% // FLOOD PROTECTION**
-  **14% // PARKS AND RECREATION/SENIOR PROGRAMS AND FACILITIES**

The Local Revenue Measure paid for the replacement of the shell plaster at the SLO Swim Center's pool at Sinsheimer Park, which was 17 years old and showing signs of deterioration and water loss.

