

**City of Crescent City**  
**Measure S - Sales Tax Measure**  
**Frequently Asked Questions**

**What contributes to Crescent City's high quality of life?**

Crescent City residents value the high quality of life and excellent city services. We believe that we are all neighbors and strive to be good partners to our community. Important priorities include maintaining emergency response services, safe streets and sidewalks in our city and our community pool which provides safety and wellness services to our children, families, seniors and persons with disabilities.

As Crescent City plans for the future in this difficult economic climate, the City is working hard to preserve city services and maintain residents' quality of life.

**Is the City facing any financial difficulties?**

Over the past decade, the City's revenues have not kept pace with the growing costs of providing city services to local residents, and the recent COVID-19 crisis has only exacerbated these economic challenges. Despite being fiscally conservative and proactively cutting costs, the City is projecting a deficit of over \$500,000, putting many city services at risk. To see more information about the City budget, please visit [here](#).

**How has COVID-19 impacted the City?**

Like every other city across the nation, Crescent City's revenues have declined due to economic downturn. While not the sole cause of our financial woes, the loss of revenue due to COVID underscores that previous service levels are no longer sustainable, even in a post-COVID era, and that our reserves are not sufficient to weather the downturn. While the City will continue to tighten its belt, it is also important to evaluate how we will deliver services in the future and what new revenue sources of funding or service level reduction measures will be necessary.

**What has the City done to address the budget shortfall?**

The City has implemented budget cuts in nearly every department throughout the city. Examples of cuts include reduced training for police and fire department personnel, all training for administrative positions, reduced parts and supplies budget for the maintenance department and the City pool will remain closed until additional funding is available to support its operation.

**What services are in need of funding?**

Public Safety:

Over the past 5 years, calls for 911 emergency response have risen 35%, with over 63% of those for medical emergencies. Even with 20 active volunteer firefighters and 12 police officers, there are simply not enough police officers, firefighters and EMTs in Crescent City today to meet the current needs. Ensuring that the City has enough police officers, firefighters and EMTs to respond quickly to 911 emergencies is critical to keeping our community a safe place to live, maintaining response times and saving lives.

### The City Pool:

The Fred Endert Municipal Swimming Pool provides immense value to the Crescent City community by offering recreational, wellness and fitness, instructional and competitive aquatic opportunities. In addition, each year students in the 4<sup>th</sup> grade benefit from swimming lessons provided at the pool to help keep them safe and healthy. While the pool has been closed due to the pandemic, it will remain closed until additional funding is available to support its operation.

### Streets and Sidewalks:

Our coast-side City has immense beauty which we all appreciate, but we also understand that local weather patterns greatly impact our over 400 blocks of city streets and sidewalks. The growing need for ongoing maintenance has developed due to decades of hard coast-side weather and requires significant investment for noticeable and sustainable improvements. With minimal funds available from the state or county to help, the current ongoing maintenance is beyond current available resources. If we do not address these issues now, it will be more expensive to repair and maintain them in the future.

### **How is the City developing a local solution to its funding needs?**

Our City's first priority is protecting the safety of our residents and maintaining a quality of life that we all value. In order to provide stable, local funding to meet these needs, the City Council unanimously voted to place Measure S, a 1% sales tax measure, on the November 2020 ballot. The measure would generate approximately \$1.3 million annually in locally-controlled funding, until ended by voters. This would translate to an additional \$1 on a \$100 taxable purchase.

### **What specific city services could Measure S support?**

Funding from Measure S would support essential city services, such as:

- Maintaining 911 emergency response times
- Repairing potholes, resurfacing city streets and installing and repairing sidewalks
- Increasing fire and police department staff to meet current needs
- Repairing and sustaining operation of community pool to provide health and safety services to youth, families, seniors and persons with disabilities
- Providing disaster and public health emergency preparedness

### **How would a local funding measure work?**

If approved by Crescent City voters, Measure S would increase the local sales tax by one percent, generating about \$1.3 million annually, with 100% of this revenue staying local. Measure S will be paid for not just by Crescent City residents, but also those who work, visit and shop in Crescent City. Purchases such as groceries, prescription medicine and other essential purchases would be exempt from Measure S.

### **What types of fiscal accountability will Measure S include?**

The City of Crescent City is committed to accountability and transparency with local funds. Measure S has a clear system of fiscal accountability.

- By law, all funds raised by Measure S would be used to fund community services in the City of Crescent City
- No funds could be taken away by the State
- An independent citizens' oversight community and annual audits would ensure the funds are spent as voters intended
- Essential items, such as groceries and prescription medicine would be excluded from Measure S

**Could the State cut or take local sales tax funding away from Crescent City?**

No. By law, all funds from a local voter approved sales tax measure must be spent locally to address local needs.

**What level of support would Measure S need to pass?**

Measure S would need a majority vote (50% + 1) in order to pass. All registered voters living in the City of Crescent City would be eligible to vote Measure S.

**How can I register to vote or learn more about voting?**

You can register to vote at [www.registertovote.ca.gov](http://www.registertovote.ca.gov). To find out more about voting in the November 3, 2020 election, please contact the City Clerk at (707) 464-7483, x223.

**Is this the right time to consider an investment in our City?**

The City of Crescent City in partnership with the County commissioned a survey of local residents that found the vast majority of residents believe that there is a need for additional funding. Addressing needs now is more cost effective than waiting, especially when it comes to investing in needed repairs to streets and roads which, if further postponed, would become even more expensive to fix.

**How can I learn more?**

You can learn more by visiting [here](#). You can also contact City Manager Eric Wier at (707) 464-7483 with any questions or comments.