



CITY OF MONTCLAIR ESSENTIAL SERVICES PROTECTION MEASURE

Measure L – the Montclair Essential Services Protection Measure – would provide the funding necessary to maintain essential services and address the City’s \$3.5 million in economic losses due to the COVID-19 pandemic, the shutdown of the economy, and declines in sales and property tax revenues.

The City of Montclair offers numerous programs and services to our residents and businesses. These programs and services include emergency response and public safety services; youth services, including afterschool programs and parks and recreation activities; senior services such as transportation and meals to those in need; infrastructure repair and maintenance of streets and sidewalks; low-cost health care services; homeless outreach services, and programs designed to promote and retain local businesses and jobs.

MEASURE L FUNDING FOR

Public
Safety

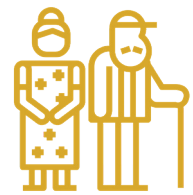
Streets &
Sidewalks

Parks
& Rec

Youth &
Senior



A PENNY
PER \$1 SPENT



MONTCLAIR ESSENTIAL SERVICES PROTECTION MEASURE OVERVIEW

The Montclair City Council unanimously agreed to place **Measure L** before Montclair’s voters on the November 3, 2020, General Municipal Election ballot. If approved by voters, **Measure L** will take the City’s sales tax from the current rate of 8.0% to 9.0%.

Measure L will generate approximately **\$7 million per year** in local revenue to protect the City’s long-term finances and ensure that our residents and businesses continue to receive essential services including 911 emergency response and public safety services to keep our community safe and protected, youth services such as afterschool programs and anti-gang programs for at-risk youth, meals and transit services for seniors and other residents in need, street maintenance and infrastructure improvement, and programs designed to retain local businesses and jobs.

DOES NOT APPLY TO:



unprocessed
groceries



prescription
medicine



real estate
& **rent**



personal services
medical, legal, dental

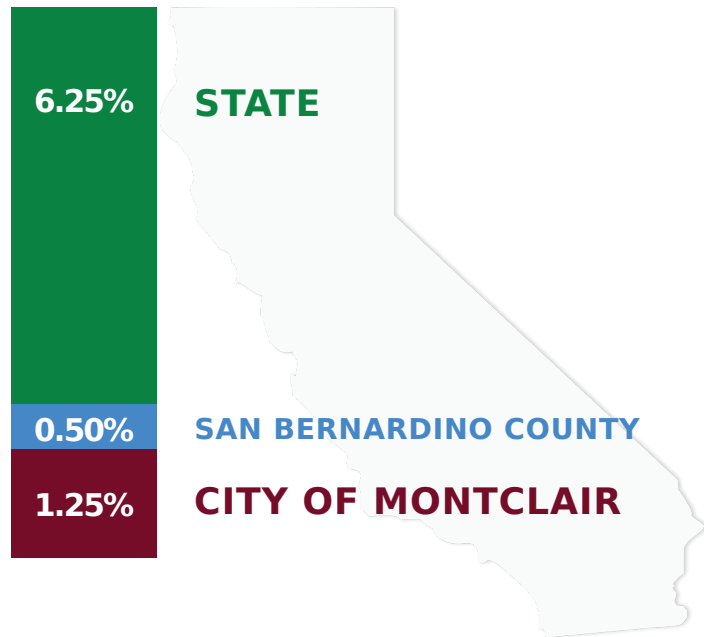


MONTCLAIR RECEIVES 1.25% OF CURRENT SALES TAX

6.75% GOES TO THE STATE AND COUNTY

Revenue from **Measure L** could allow the City to address an estimated \$32 million in unfunded infrastructure and maintenance projects for our streets, bridges, and parks, upgrade and maintain Montclair's sewer and storm water systems, and enforce storm water runoff and National Pollutant Discharge and Elimination System standards and requirements to help prevent contamination of our local water sources.

All revenue raised by **Measure L** will stay in Montclair to maintain essential services, and cannot be taken by the State, County, regional agencies or special districts.



THE STEPS WE'VE TAKEN

Since the 2008-09 "Great Recession", the Montclair City Council has taken several steps to reduce operating costs. These efforts include the following:

- Personnel reductions totaling approximately \$3.5 million.
- Elimination of 51 full-time staff positions.
- Renegotiation of labor agreements with employees resulting in short- and long-term savings through the implementation of controls on wage- and benefit-related costs.

In response to the ongoing COVID-19 public health crisis and its fiscal impacts on the economy, the City Council reduced Fiscal Year 2020-21 departmental operating expenditures by approximately \$3.5 million below the previous fiscal year, postponed spending on new infrastructure and capital projects, and instituted a citywide hiring freeze.

ACCOUNTABILITY AND LOCAL CONTROL

Measure L includes accountability requirements such as public disclosure of all spending and an annual independent financial audit, to be available for viewing on the City's website. Accountability requirements ensure funds are used effectively and as stated. Every penny raised from **Measure L** is legally required to stay in Montclair.

WHAT ARE THE NEXT STEPS?

We will engage and educate community members about **Measure L** and solutions that will ensure Montclair can continue to offer essential services and programs to our residents and businesses.

For additional information on **Measure L** and the November 3, 2020 General Municipal Election, please visit www.MontclairMeasureL.org.

75%
collected from
Approx. based on market studies

