



# CITY OF MONTCLAIR ESSENTIAL SERVICES PROTECTION MEASURE

## > FREQUENTLY ASKED QUESTIONS <

### WHAT IS MEASURE L AND WHY IS IT NEEDED?

After several months of surveying residents about a potential sales tax measure and gathering community input about priorities for Montclair, the City Council unanimously agreed to place Measure L, the *Montclair Essential Services Protection Measure*, on the November 3, 2020 General Municipal Election ballot. Measure L proposes a 1¢ sales tax increase that would protect and maintain essential City services.

In its adoption of a Fiscal Year 2020-21 budget, the Montclair City Council avoided a structural deficit — a gap between ongoing revenues and ongoing costs — by reducing expenditures by approximately \$3.5 million. Based on current trends, the City will be required to maintain an estimated \$5 million in reduced expenditures for services and personnel over the next several years. Without additional revenue, the City Council would need to use unrestricted reserve funds to close funding gaps, and these reserve funds could run out in approximately two years, further reducing the City's ability to deliver essential services.

### WHAT WOULD MEASURE L PROVIDE FOR THE CITY?

Measure L is estimated to generate **\$7 million per year** in local revenue to safeguard the City's long-term finances. It would ensure that our residents and businesses continue to have access to essential City services including public safety and 911 emergency response, maintenance of streets and sidewalks, parks, recreation programs, low-cost health services, affordable housing, assistance and advocacy services for homeless persons and youth and senior services.

### CAN MEASURE L REVENUE BE USED OUTSIDE OF MONTCLAIR?

All revenue raised by Measure L would stay in Montclair to improve our local community and cannot be taken by the State, County, and regional governments or special districts. This year, Montclair is expected to send up to \$67 million in locally generated sales taxes to Sacramento, and \$4.6 million to San Bernardino County. Of the total sales tax revenue generated in our City, only \$11.1 million is returned to Montclair.

### HOW DOES MEASURE L AFFECT LOCAL 911 EMERGENCY RESPONSE AND PUBLIC SAFETY?

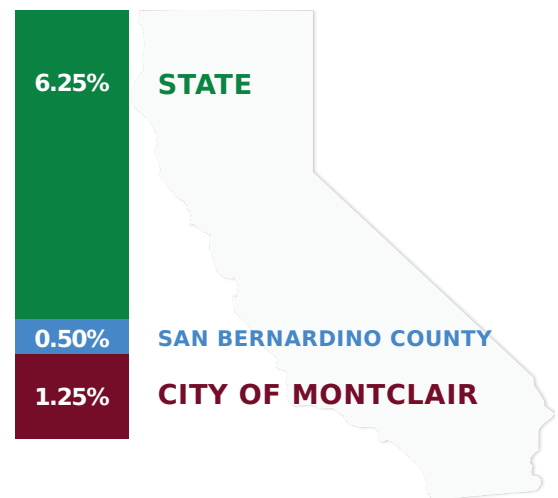
Measure L would provide funding to help ensure our community has adequate public safety patrols and 911 emergency response services to keep Montclair safe and protected. Measure L would also provide for maintenance and upgrades to emergency communications systems, additional paramedic services and emergency equipment.



**A PENNY**  
PER \$1 SPENT

**MONTCLAIR RECEIVES 1.25%  
OF CURRENT SALES TAX**

**6.75% GOES TO THE STATE AND COUNTY**



## IF MEASURE L DOES NOT PASS, WHAT CUTS CAN WE EXPECT THE CITY TO MAKE TO ITS OPERATING BUDGET?

If additional tax revenues are not generated to support City-provided services, the Montclair City Council may need to consider new cuts to essential services. These operating reductions could include services such as emergency response and public safety, afterschool and gang prevention programs for at-risk youth, transit services for seniors and disabled residents, meals for seniors and other residents in need, street and pothole repairs and maintenance, parks maintenance, recreation programs, senior and youth programs, and City department staffing hours.

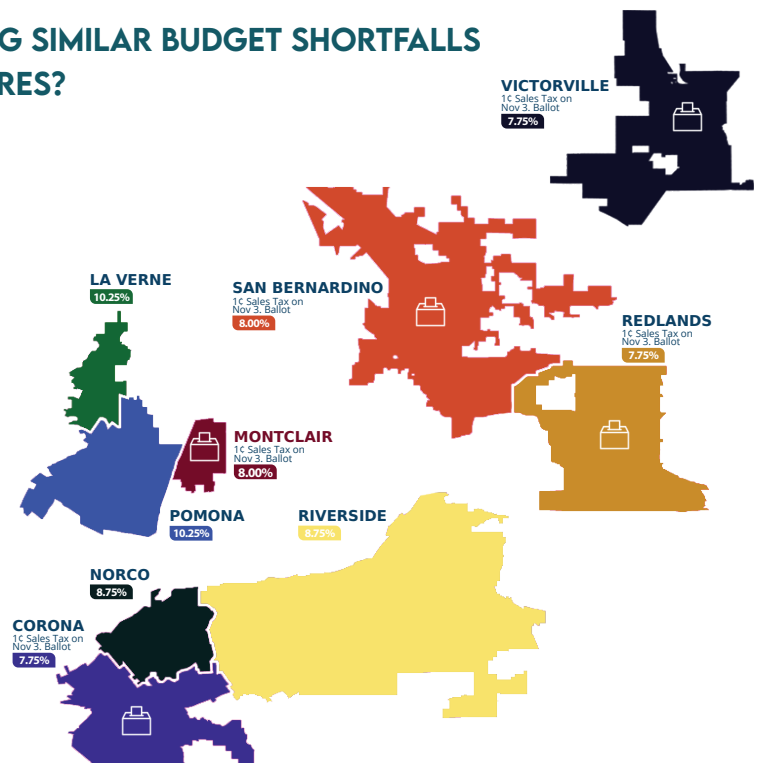
## WHAT CONSUMER PURCHASES WOULD BE SUBJECT TO MEASURE L?

In California, a sales tax is collected on retail transactions and tangible personal property items. If approved by the voters, Measure L **WILL NOT** apply to groceries, rent, mortgages, utilities, prescription medicine, or personal services such as medical, legal, and dental services.

## ARE OTHER CITIES IN OUR AREA EXPERIENCING SIMILAR BUDGET SHORTFALLS AND REDUCTIONS TO OPERATING EXPENDITURES?

Lingering economic effects of the Great Recession, the continuing shutdown of much of the local economy in response to the COVID-19 public health crisis, and the shift by consumers away from brick and mortar stores to online shopping has created a number of fiscal challenges for California cities.

Locally, residents in many of Montclair's neighboring cities, including La Verne and Pomona, have already voted to approve similar tax measures. Several other San Bernardino County cities including San Bernardino, Redlands, Victorville, Chino Hills, Ontario and Upland are either preparing tax measures for the November 3 election or exploring submitting tax measures for consideration by their voters at a later date.



## HOW CAN MONTCLAIR VOTERS BE SURE THE FUNDS GENERATED BY MEASURE L WOULD BE USED LOCALLY AND AS STATED?

Measure L includes accountability requirements such as public disclosure of all spending, and annual independent financial audits to ensure funds are used effectively and as stated, and only to benefit the Montclair community. Every penny raised from Measure L is legally required to be spent on Montclair programs, infrastructure and capital projects and essential services.

## HOW CAN I LEARN MORE ABOUT MEASURE L?

We will engage and educate community members about Measure L and offer solutions that will ensure Montclair can continue to provide the same essential services and programs it currently delivers to our residents and businesses. **For additional information on Measure L and the November 3, 2020 General Municipal Election, please visit [www.MontclairMeasureL.org](http://www.MontclairMeasureL.org).**

