



INFORMATION FROM THE CITY OF SONOMA ABOUT

BALLOT MEASURE T



Measure T is a proposed half-cent (0.5%) increase in the local sales tax for the City of Sonoma. The measure is designed to generate approximately \$3 million annually to support and expand essential city services.

If passed, this tax would be applied to sales by retailers within the City of Sonoma and on the storage, use, or consumption in the City of tangible personal property by any retailer (for example, online purchases by City residents). State law provides exemptions that include prescription medication, groceries for home consumption, and other items.

Supporting Existing and Expanded City Services


All of the revenue from the local sales tax will be spent locally for the benefit of the Sonoma community. Measure T revenues will go into the City's General Fund, which provides basic city services including 911 emergency response, fire and ambulance services, police services, emergency preparedness, street and parks maintenance, planning and building services, housing programs, climate initiatives, and service contracts with local nonprofits serving youth, seniors, and the homeless, among other priorities set by the City Council such as the creation and expansion of a Parks and Recreation Department.

Measure T was placed on the ballot to address Sonoma's significant budget deficit and ensure the continuation and enhancement of essential city services. In the fiscal year 2024/2025 budget adopted on June 19, 2024, the City faced a \$2.8 million shortfall, requiring the use of its financial reserves (savings account) to pass a balanced budget. Without new revenue sources, the City would not be able to expand services, such as creating a Parks and Recreation Department, or maintain current service levels.

About Measure T

Measure T was placed on the November 5, 2024, ballot by a unanimous vote of the Sonoma City Council to support existing and expanded City service levels and ensure financial stability and sustainability. If approved by a simple majority of voters, Measure T would add a half-cent (0.50%) to the local sales tax on an ongoing basis (with no expiration date). By law, the State cannot take away locally approved sales tax revenues. This local sales tax could be repealed by voters if placed on the ballot by the City Council or by a citizen initiative.

For questions or to schedule a presentation for a community organization please contact:

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