



FINANCE DEPARTMENT

PROPOSED BALLOT MEASURE

June 11, 2024

Recommendation that Council:

- A. Introduce and subsequently adopt, by reading of title only, an Ordinance of the Council of the City of Santa Barbara Authorizing the Imposition of the Santa Barbara Essential Local Services Tax, Subject to Approval by the Electors, by the Addition of Chapter 4.15 to Title 4 of the Santa Barbara Municipal Code; and
- B. Adopt, by reading of title only, a Resolution of the Council of the City of Santa Barbara Ordering the Submission to the Qualified Electors of the City of Santa Barbara a Measure Relating to an Establishment of a General Transaction and Use (Sales) Tax at the Consolidated General Municipal Election to be held on November 5, 2024.

Potential Revenue Measure

The City is considering a ½-cent sales tax increase ballot measure. Funding from this measure could be used for services including:

- Maintaining 9-1-1 emergency medical, police/crime prevention, & fire response services
- Funding the recently created Local Housing Trust Fund
- Addressing homelessness
- Keeping public areas safe & clean
- Maintaining libraries, parks & recreation programs
- And any other services & infrastructure maintained by the General Fund

Proposed Ballot Measure

CITY OF SANTA BARBARA ESSENTIAL LOCAL SERVICES MEASURE

Shall the measure maintaining 9-1-1 emergency/fire/paramedic/police response, keeping neighborhood fire stations open; improving housing affordability; addressing homelessness; keeping public areas/parks safe, clean; maintaining library services, stormwater protection; improving natural disaster preparedness; retaining local businesses/jobs, and for general government use; by establishing a ½¢ sales tax providing approximately \$15,600,000 annually until ended by voters; requiring audits, public spending disclosure, all funds used locally, be adopted?

YES

NO

Ordinance & Resolution

Ordinance

- Authority to levy ½-cent transactions & use tax
- Require annual audit

Resolution

- Places measure on the ballot
- Directs City Attorney to prepare impartial analysis

Staff will return to Council regarding funding priorities if the voters approve the measure in November.

Questions, Public Comment, & Discussion