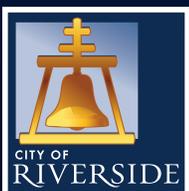




# MEASURE Z

WHAT IT'S ALL ABOUT



**ELECTION DAY**

**NOVEMBER 8, 2016**



# WHAT IS --- MEASURE Z?

Measure Z establishes a **one-cent Transaction and Use Tax** with **revenues going directly to the City of Riverside**. Measure Z will be on the **November 8, 2016 ballot** and would pay for critical unfunded City programs and services, such as public safety, prevention of homelessness, road maintenance and tree trimming, recreation and parks, and more.

[RiversideCA.gov/MeasureZ](http://RiversideCA.gov/MeasureZ) 

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# — MEASURE Z —



## How is Measure Z different from existing sales taxes?

The current sales and use tax rate in Riverside is **8%**. The City receives only 1% of the 8%; the rest goes to the State (6.25%) and Riverside County (0.75%). If Measure Z passes, the entire additional 1% Transaction and Use Tax would go to the City.



## What purchases would be taxable under Measure Z?

Retail sales of tangible personal property in California are generally subject to sales tax, such as furniture, giftware, toys, antiques, clothing, prepared food, liquor, automobiles, etc. **The tax would not apply to medicine and most groceries.**



## How much money would Measure Z raise?

Between **\$48 million and \$50 million** annually specifically for the City of Riverside's General Fund, **which pays for most City services.**



## What specifically would Measure Z revenue pay for?

Measure Z is a **general purpose tax**, so, due to State Law, the City is prohibited from specifying exactly what the money would fund. If Measure Z passes, the City Council and the new Budget Engagement Commission, **made up of residents and business representatives, will solicit input from the taxpayers** on the key priorities that should be funded. Taxpayers also can give input during the City's budget process.



## How will these funds be accounted for?

Measure Z funds would be tracked and presented to the City Council publicly on a **quarterly basis, and audited annually.** Staff reports of those presentations to the City Council are available to the public before the Council hears the report.

# WHY DOES THE CITY NEED THE ADDITIONAL MONEY?

**The City has never fully recovered from the economic recession that started in 2008.** Over the last several fiscal years, the City's General Fund has suffered from a lack of revenues to meet the growing cost of expenses, especially related to critical programs and services such as public safety, library and recreation programs. **To avoid interruptions in services, the City used one-time revenues and reserves, and deferred building maintenance and public safety vehicle replacement.**

**These short-term and one-time fixes have now been exhausted,** and with the City's revenues coming in far less than what was estimated, there is a structural deficit in the City's budget. As a result, an \$11 million annual shortfall was projected for each of fiscal years 2016-2017 and 2017-2018, with a similar financial forecast for the additional three years. To balance its budget, the City put in place spending freezes and hiring freezes and implemented major cuts across all departments, including public safety, libraries and recreation. These cuts enabled the City to balance the FY 2016-2018 two-year budget, but with a reduction in basic services and without addressing **\$200 million in unfunded critical needs**, such as **maintenance of police and fire stations, replacement of 30-year old fire trucks, and pothole patching.**

If approved by voters, the monies generated by Measure Z would **help restore service cuts, improve City services and start addressing the significant backlog of the unfunded critical needs.**

**With Measure Z, the City will be able to fund critical needs, such as:**



Replacement of  
30-Year Old  
Fire Trucks



Police and Fire Station  
Maintenance



Pothole Patching



## Can the State take Measure Z funds to balance its budget?

**No.** Measure Z funds must stay in Riverside according to the State Constitution.



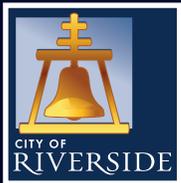
## What would a new sales tax rate be if Measure Z passes?

The current sales and use tax rate in Riverside is 8%. On January 1, 2017, the Statewide sales tax rate is scheduled to decrease by 25 cents as a result of the expiration of a temporary increase approved by the voters in 2012, bringing Riverside's local rate to 7.75%. **If Measure Z passes,** Riverside's sales tax rate would go up from the current **8% to 8.75%.**



## How long would Measure Z be in effect?

Measure Z would impose a local one-cent tax **for 20 years, until March 31, 2037,** when it would go back to the voters. Voters could change or remove the tax any time prior to that.



## Where can I find information on Measure Z and the November 8th Election?

The official Measure Z ballot information can be found at [RiversideCA.gov/City\\_Clerk](http://RiversideCA.gov/City_Clerk) and to learn more about Measure Z, visit [RiversideCA.gov/MeasureZ](http://RiversideCA.gov/MeasureZ).

JOIN US AT YOUR LOCAL  
**MEASURE Z COMMUNITY MEETINGS**

**October 3, 2016 - 6 PM**

Saint Andrew Orthodox Church  
4700 Canyon Crest, Riverside, CA 92507

**October 5, 2016 - 6 PM**

Hunt Park - Renck Community Center  
4015 Jackson St, Riverside, CA 92503

**October 13, 2016 - 6:30 PM**

Orange Terrace Community Center  
20010 Orange Terrace Pkwy, Riverside, CA 92508

**October 19, 2016 - 6:30 PM**

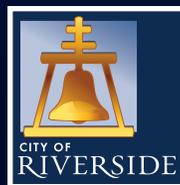
City Hall - Art Pick Council Chamber  
3900 Main St, Riverside, CA 92501

**October 20, 2016 - 6 PM**

Arlanza Community Center  
7950 Philbin Ave, Riverside, CA 92503

\*Meeting schedule subject to change.

Please visit [RiversideCA.gov/MeasureZ](http://RiversideCA.gov/MeasureZ) for updated information.



To learn more about Measure Z, visit  
[RiversideCA.gov/MeasureZ](http://RiversideCA.gov/MeasureZ)