



City of Arts & Innovation

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City of Riverside Launches Informational Website on Measure Z

Public can access information about sales tax measure on Nov. 8 ballot

RIVERSIDE, Calif. – Riverside residents who want more information about the sales tax measure known as Measure Z on the Nov. 8 ballot can find answers at a new website -- riversideca.gov/measurez – that launched this week.

Measure Z is a proposal to raise the sales tax in Riverside one cent, to 9 cents per dollar, to raise money for critical unfunded City programs and services, such as public safety, prevention of homelessness, road maintenance and tree trimming, recreation and parks, and more.

The increase in the sales tax would generate between \$48 million and \$50 million annually specifically for the City of Riverside’s General Fund, which pays for most City services. If approved by more than 50 percent of voters, the tax would be in place for 20 years before returning to voters.

“With an issue as significant as Measure Z on the ballot, it’s crucial for voters to have accurate information before they head to the polls,” Mayor Rusty Bailey said. “This new website will be an important resource for voters seeking to make an informed decision about Measure Z.”

The site includes:

- An explanation of how Measure Z came to be on the ballot
- A video of how sales taxes work and why they are important to local government
- A video of City Manager John Russo explaining why the City Council was asked to place Measure Z on the ballot
- A listing of community meetings, which will be updated regularly, where people can go to get more information about Measure Z
- An in-depth list of responses to Frequently Asked Questions (FAQ) about Measure Z

- A 15-page presentation on the financial challenges that spurred the creation of Measure Z
- A link to the “Share Your Ideas” online discussion where people can seek information and give their feedback on Measure Z
- A link to the City Clerk’s website, which contains even more information about Measure Z

“The new Measure Z website provides much-needed information about why the City Council placed Measure Z on the ballot,” Mayor Pro Tem Andy Melendrez said. “I encourage anyone planning to vote in the Nov. 8 election to visit the site, examine the materials presented there and share that information with friends and neighbors.”