



City Of Colton – 1% Sales Tax Ballot Measure  
Election Day: November 8, 2022

# Measure S Fact Sheet

**Background:** The City of Colton provides a variety of general municipal services, including fire, police, and emergency 911 medical response; after-school programming for youth; senior and library services; parks maintenance; homelessness response; gang, drug, and crime prevention, and other general maintenance and services. In recent years, the City’s ability to maintain these services has become more challenging due to operating costs rising at a faster pace than revenues. The City has been operating with fewer employees, has instituted a hiring freeze, and has been applying for grants. Based on current projections, unless a new revenue source is identified, the City faces substantial budget deficits and service reductions. Measure \_ provides a way to close the budget gap.

**Measure S DEFINED:** Measure \_ is a ballot measure on the November 8th General Municipal Election ballot for City of Colton voters only. Measure S seeks voter approval to authorize a 1% cent sales tax to maintain city services. A “YES vote” approves the City’s proposal; a “NO vote” rejects the proposal.

**Measure S Ballot Question:** “To maintain funding for police patrols, to address homelessness, gang, drug and crime prevention, fire protection, paramedics, 911 emergency response, to maintain senior and youth services, library services, parks, sidewalks, roads, to clean and maintain public areas, and for general government use; shall a measure establishing a one-cent sales tax providing approximately \$9,500,000 annually until ended by voters, requiring independent audits and guaranteeing all funds are controlled locally be adopted?”

**Measure S Summary – Measure S will provide additional funding that could be used to:**

- Maintain 911 Emergency Response, Fire Protection, and Neighborhood Police Patrols
- Address homelessness
- Support gang, drug, and crime prevention programs
- Repair Colton streets, sidewalks, and street lights
- Maintain senior and youth services
- Clean and maintain Colton parks, recreational, and community facilities

**Accountability Provisions:**

- All funds generated by Measure \_ will be for the City of Colton to provide local general services.
- By law, the County and State cannot take this funding away.
- The City is required to publicly report on the expenditure of revenues.

**Items like groceries and prescription medications won’t be taxed by Measure S.**

**For more information:**

Visit our website at: [www.coltonca.gov](http://www.coltonca.gov) OR contact the Finance Department via email: [financedept@coltonca.gov](mailto:financedept@coltonca.gov) or by phone: (909)-370-5052

## **What is Measure S?**

Measure S is a ballot measure on the November 8th General Municipal Election ballot for City of Colton voters only. Measure S seeks majority voter approval to authorize a 1% cent sales tax to maintain city services. A “YES vote” approves the City’s proposal; a “NO vote” rejects the proposal.

## **Why is Measure S on the ballot?**

The City of Colton provides a variety of general municipal services, including fire, police, and emergency 911 medical response; after-school programming for youth; senior and library services; parks maintenance; homelessness response; gang, drug, and crime prevention, and other general maintenance and services. In recent years, the City’s ability to maintain these services has become more challenging due to operating costs rising at a faster pace than sustainable revenues. The City has been operating with fewer employees, has instituted a hiring freeze, and has been applying for grants. Based on current projections, unless a new revenue source is identified, the City faces substantial budget deficits and service reductions. Measure \_ provides a way to close the budget gap.

## **What is the actual question that voters will be asked to decide in November?**

**Measure S Ballot Question:** “To maintain funding for police patrols, to address homelessness, gang, drug and crime prevention, fire protection, paramedics, 911 emergency response, to maintain senior and youth services, library services, parks, sidewalks, roads, to clean and maintain public areas, and for general government use; shall a measure establishing a one-cent sales tax providing approximately \$9,500,000 annually until ended by voters, requiring independent audits and guaranteeing all funds are controlled locally be adopted?”

## **How could Measure S funds be used?**

- Maintain 911 Emergency Response, Fire Protection, and Neighborhood Police Patrols
- Address homelessness
- Support gang, drug and crime prevention programs
- Repair Colton streets, sidewalks, and street lights
- Maintain senior and youth services
- Clean and maintain Colton parks, recreational, and community facilities

## **Why is Measure S on the ballot now?**

In recent years, the City has made several service and operations reductions to remedy revenue shortfalls and has been diligent about financial planning to maintain service to the community. These measures included freezing positions, concession bargaining with employee groups, seeking grant funding for capital replacement and projects, deferring and extending capital replacement and maintenance, and passing a General Fund Transfer revenue measure. Additionally, the City Council adopted a revised General Fund Balance policy to maintain the City’s long-term finances. However, these strategies alone are not sufficient to financially maintain our community’s current level of service. Measure \_ would generate approximately \$9,500,000 annually to help maintain city services and assist with addressing some of the city’s infrastructure needs.

## **What if Measure S doesn’t pass?**

If Measure S is not approved, the General Fund will not receive the sales tax revenues identified in the Measure. The City Council will then have to decide, as part of the budgeting process, whether other revenues are available to pay for City programs and services, or whether City programs and services will have to be reduced.

**Can the State take this money and use it for other purposes outside the City of Colton?**

No. All funds generated by Measure \_ would be locally controlled and would stay in the City of Colton to provide city services and address some of the city's infrastructure needs. By law, the State could not take this funding away.

**What would a sales tax apply to? What's taxed and what isn't?**

**Items like groceries and prescription medications won't be taxed.** A local sales tax would apply to the same goods and services and be subject to the existing State sales tax on tangible personal property. For example: furniture, cars, giftware, toys, antiques and clothing would be subject to the tax. Items that are exempt from sales tax include sales of certain food products for human consumption (groceries), sales to the U.S. government, sales of prescription medicine and certain medical devices, and sales of items paid for with food stamps.

**Will there be taxpayer oversight on the use of the funds received?**

Yes. The City is required to publicly report on the expenditure of revenues. This would include this possible measure. All Measure S funds will stay locally controlled in Colton. By law, the County and State cannot take this funding away.

**Who decides how Measure S funds are spent?**

The City of Colton Council will annually allocate Measure S funding.

**Doesn't the City already have funding in their budget to cover these costs?**

In recent years, the City's ability to maintain services has become more challenging due to operating costs rising at a faster pace than sustainable revenues. The City has tightened its belt, but based on current projections, unless a new revenue source is identified, the City faces substantial budget deficits. Measure \_ provides a way to close the budget gap to help maintain city services and address some of the city's infrastructure needs.

**How much revenue will Measure S generate for our City?**

Measure S would generate approximately \$9,500,000 per year.

**Are any other City assessments or taxes on the General Municipal Election ballot?**

No. Measure S is the only the City of Colton tax or assessment measure on the ballot.

**When will we vote on Measure S?**

Measure S is on the November 8, 2022 ballot. Absentee ballots for this election will arrive the week of October 10. All voters living within the City of Colton who are registered by October 24 will be eligible to vote on Measure S.

**How much will it cost me?**

This city sales tax would be added to and apply to the same goods and services as the current sales tax, and to both visitors and residents. The cost to an individual depends on the amount of qualified goods or services purchased. If passed, a taxable purchase of \$20 in the City of Colton would cost an additional \$0.20. This tax would not apply to staple grocery items, prescription medicine, certain medical devices, and items paid for with food stamps.

**How does the City of Colton’s sales tax rate compare with those of nearby cities?**

The City of Colton’s current sales tax rate is 7.75%. If Measure S, a 1% sales tax measure is approved by voters, the City of Colton would have the same tax rate of 8.75% as many Inland Empire Cities including City of San Bernardino, Riverside, Barstow, Blythe, Corona, Lake Elsinore, Norco, Redlands, Victorville, Cathedral City, and Coachella. We also would have a total tax rate lower than the cities of Rialto, Riverside, San Bernardino, and Montclair due to their UUT’s (which we don’t have), and sales tax rates combined which are all 12.89% and higher.

**Who makes the final decision on a local sales tax measure?**

The City of Colton registered voters will have the final say when they vote for or against the measure.

**Where can I get more information?**

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