

Measure D & E Fact Sheet

JUST THE FACTS:

On April 1, 2014, the Red Bluff City Council voted to place a temporary 1/4 cent local sales tax measure on the November 4, 2014 ballot to provide funds to support Red Bluff police and fire staffing, update police and fire equipment, enhance recreation and parks, and for other public services. The sales tax would automatically expire after six (6) years and would be subject to annual audits.

WHAT IS MEASURE D?

The City must provide essential public services to the citizens of Red Bluff – including police and fire services. In addition, the City operates several parks throughout the City. The Great Recession severely impacted the City’s budget, resulting in staffing reductions and budget cuts. While the economy appears to be slowly improving, the City’s annual budget remains millions of dollars below pre-recession levels. Measure D would help restore some of the lost funding, allowing the City to improve services.

MEASURE E -- WHERE WILL THE SALES TAX REVENUE GO?

The additional sales tax revenue would be exclusively for Red Bluff and it cannot be taken away by the State. Companion Ballot Measure E allows voters to voice their opinion regarding how the funds are spent: 85% to improve police and fire services and the balance to support parks and other City services.

WHAT WILL IT COST?

Here are some examples:

	Total Cost with .25% sales tax increase	Total cost without .25% sales tax increase	Difference
\$10.00 lunch at restaurant	\$10.78	\$10.75	\$0.03
16 gallons of gas (assumes \$4.00/gallon)	\$68.96	\$68.80	\$0.16
Non-food groceries (\$100)	\$107.75	\$107.50	\$0.25
\$300 TV	\$323.25	\$322.50	\$0.75

HOW MUCH ADDITIONAL FUNDING WILL THE 1/4% SALES TAX GENERATE?

A ¼% sales tax would generate about \$700,000 per year. All funds generated would be locally controlled and would be used to provide essential public services.

HOW LONG WOULD THE ¼ SALES TAX LAST?

The ¼% sales tax would last 6 years. After that time, the tax would automatically expire.

NEED MORE INFORMATION?

For more information you can email City Manager Rick Crabtree: rcrabtree@cityofredbluff.org, or Finance Director Sandy Ryan: sryan@cityofredbluff.org.