

Measure C

City of Rocklin

FACT SHEET



Background: It is the City of Rocklin's responsibility to provide public services and facilities that maintain and protect our community's high quality of life. City employees work hard every day to provide the services that residents tell us they value most — rapid response in 911 emergencies; safe places for children to play, keeping parks and open spaces healthy, safe and clean; maintaining adequate fire protection and response; safe streets and roads; youth and community programs; and much more.

The City makes every effort to plan for and use resources wisely. We are committed to serving our community in a fiscally responsible manner. And, it's also true that Rocklin's population has doubled over the last 25 years while city service levels have remained relatively flat, so many essential city services have been stretched in recent years. To protect the local quality of life, we have been proactive in planning and controlling costs, and the City continues to be strategic to ensure continuity of the most critical services and programs valued by our community.

Current Status: The City is **not** facing an **immediate** financial threat today. However, our reality is that the strain on vital city services is growing as ongoing expenses continue to outpace available resources. Without additional revenue, Rocklin's high quality of life will at some point be at risk.

Ballot Measure (Measure C) Defined: After a proactive and robust community listening initiative that started last September, generating a wide array of opinions among Rocklin residents, the City Council voted on June 9th to place a half-cent local sales tax measure on the November 3rd ballot (Measure C). This means voters will decide whether or not the increase is implemented. Measure C is designed to ensure the City of Rocklin has the resources necessary to provide the high-quality services residents rely on every day.

The exact language of the ballot measure is: *"To maintain Rocklin's public safety, financial stability and core public services, including: rapid 911 emergency/medical response; police/fire protection; keeping public areas and parks healthy/safe/clean; preserving open space; preventing wildfires; shall the City of Rocklin's measure establishing a half-cent sales tax, providing approximately \$8 million annually for general revenue purposes, until ended by voters, keeping all funds local, with annual audits/public spending disclosure, be adopted?"*

The City's top service priorities are consistent with those that residents tell us they value most and include:

- **911 MEDICAL & FIRE RESPONSE:** Maintaining 911 rapid response times for emergency medical and fire services.
- **PUBLIC SAFETY POLICE SERVICES:** Maintaining a safe community with sufficient police personnel, public safety technology, crime prevention programs, and adequate neighborhood police patrols.
- **PARKS & OPEN SPACE:** Maintaining and preserving city parks and open space, and keeping public spaces healthy, safe, and clean for children and families.
- **STREETS & ROADS:** Clearing storm drains and preventing storm drain failures to keep roads open and clear, preserving safe routes to school, reducing traffic congestion on local roads, and repairing streets and potholes.
- **PROGRAMS & FACILITIES:** Providing valued youth programs and maintaining facilities and infrastructure.

Taxpayer protections would be required by the measure. Measure C funds would go to the City's General Fund to be used for Rocklin city services and facilities, stay locally controlled in the City of Rocklin, and could not be taken away by the State. Annual financial audits and regular public reporting would ensure spending as voters intended.

Groceries and prescription medications would be exempt, ensuring the tax would not increase the cost of essential goods. This means residents can support needed improvements to City services without increasing the cost of basic necessities, keeping the impact low while delivering important benefits for the community.

For more information about Measure C, please visit <https://www.rocklin.ca.gov/MeasureC> or contact citymanager@rocklin.ca.us.