



Measure C, on the November 2026 Ballot **Frequently Asked Questions (FAQ)**

What is the City's measure on the November 3rd ballot? What is Measure C?

The City-sponsored proposal is a request for voter authorization to approve a 1/2 cent sales tax increase in Rocklin. Local voters get to decide on the fate of the measure when they cast their ballots in the November 3rd election.

What is the actual question that voters will be asked to decide in November (Measure C)?

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?

Why is the City proposing this ballot measure?

The City makes every effort to plan for and use resources wisely. We are committed to serving our community in a fiscally responsible manner. However, Rocklin's population has doubled over the last 25 years while city service levels have remained relatively flat. Many essential city services have been stretched thin in recent years. Looking forward, we anticipate that ongoing expenses will continue to outpace available resources.

The good news is that the City is not facing an immediate financial threat today. We continue to be strategic and prudent to ensure continuity of the most critical services and programs valued by our community. However, despite our planning and proactive cost control efforts, the strain on vital city services is growing as expenses are now increasing faster than available resources. Without additional revenue, Rocklin's high quality of life will at some point be at risk.

After a proactive and robust community listening initiative that started last September, the Rocklin City Council voted on June 9 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 has the resources necessary to provide the services residents rely on every day.

What are the City's most significant services that new City funding would support?

- **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:** Cleaning 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.
- And other general city uses supported by the General Fund

How much funding would Measure C generate for the City?

A ½ cent sales tax would raise about \$8 million per year for City services. This revenue is dependent on the economy and the amount of sales tax generated in Rocklin. All funds generated by a local sales tax would be locally controlled, subject to annual public review, and would stay in Rocklin to provide essential city services, programming, and facility improvements. By law, the State could not take this funding away.

What does the sales tax apply to? What's taxed and what isn't?

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, clothing and gasoline are subject to local sales taxes. 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.

How does Rocklin compare with nearby cities on sales tax rates?

Rocklin's **current** sales tax rate is 7.25%, the same as the sales tax rate for Placer County and the City of Lincoln (Lincoln voters will be asked to consider a 1-cent sales tax on the November ballot). The Town of Loomis's sales tax rate is 7.50% and Roseville's city sales tax rate is 7.75%. If a ½ cent sales tax measure went to the ballot and our voters approved it, Rocklin would join Roseville with a 7.75% sales tax rate.

How much of the revenue generated by the sales tax goes to the State?

NONE. By law, all funds generated by the proposed sales tax increase must stay in Rocklin to fund essential city services and facility improvements for Rocklin. None of these funds can be taken by the State or diverted to other communities.

What is the City doing to manage its finances responsibly?

Our City has a proud history of financial prudence. Every day, we focus City resources on providing **direct** services to Rocklin residents and community members in a sensible and responsible manner. The City currently enjoys the highest possible bond rating of AAA, demonstrating a long-standing commitment to fiscal sustainability and responsible spending. Rocklin also prides itself on a robust investment policy including independent investment committee oversight to safely maximize the rate of return on investments and generate more passive revenue for City operations.

Why does the City need more funding?

The City's General Fund Budget provides funding for City services, programs, and facilities. Due to our growing population, corresponding service needs, and rising operational costs – and despite our proactive cost control efforts – City expenses are growing faster than available resources. Additional funding is essential to sustain our current City services – ensuring rapid 911 response times, adequate public safety staffing and technology, maintaining safe public spaces, and more for a population that has doubled in size since 2000.

How has the City involved the community in this effort?

In September 2025, the City of Rocklin started a proactive and robust community listening effort to engage directly with Rocklin residents, and better understand community priorities, service expectations, and perspectives regarding the City's long-term fiscal outlook including possible future funding options. Outreach efforts included a survey mailer sent to Rocklin households that generated

2,886 responses, over 900 comments, and 127 questions – each of which was received a direct response from City leaders. The City also met with 18 community groups, and well over 30 individual community leaders, and conducted four public town halls, with 550+ Rocklin residents and stakeholders attending. All of these engagements and conversations took place before the City Council approved placing the 1/2 cent sales tax measure (Measure C) on the November 3rd ballot.

What would funds raised by a possible sales tax measure go towards?

Funds generated by the proposal now being considered would go directly into the City's General Fund to help fund essential services, such as:

- **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:** Cleaning 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.
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Who makes the final decision?

The locally elected Rocklin City Council is the legal entity that is responsible for taking action to place a city measure on the ballot. Ultimately, Rocklin Registered Voters will have the final say when they vote for or against the measure.

Where can I go for more information?

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