

***What is Measure P?***

Measure “P” will increase the existing voter-approved sales tax measure (Measure E) by 0.75% for a total rate of 1.5%, and will generate an additional approximate \$1.8 million per year. Measure “P” is a general tax that the City intends to use to improve and maintain essential City services including police services, nuisance abatement, repairing aging/deteriorating streets and potholes, drainage system repairs, park maintenance and improvement, and programs for youth and seniors. An advisory committee was previously formed by the Council to solicit public input and ensure that funds derived from Measure P are spent in a manner consistent with the intention of the measure. The Council has consistently implemented the recommendations from the committee. Measure P expires by its terms on March 31st, 2033, unless sooner repealed by the Council or voters.

***Why was Measure P placed on the November 5, 2024 ballot?***

Sales tax revenue, a significant source of revenue for the City’s general fund, has declined over the last three years by 3.8%, or \$100,000. Expenses have increased due to inflation by over 8% in just one year, or \$600,000. Revenues declining and expenses increasing results in a widening and accelerating funding shortfall. In addition, other local cities are offering significant hiring and retention bonuses for police officer lateral transfers and typically pay higher salaries in excess of 10% or more, making it difficult to recruit and retain critical public safety staff.

***What essential services will Measure P maintain?***

Measure P will provide additional funding for public safety, nuisance abatement, and emergency response communications for first responders.

Measure P will provide Parks and Recreation services such as safety improvements and programs for youth, like playgroups, summer and sports camps. Measure P will support community partnerships, provide services for seniors, and support the City’s senior and para-transit service to provide medical and shopping appointments to Eureka.

Measure P will provide funding for street and roads maintenance such as pavement restoration and pothole repair. Measure P will also provide funding for storm drain repairs and replacements.

***What services will Measure P improve?***

Measure P will provide funding for recruitment and retention of police officers, enhance training, and new equipment for first responders.

Measure P will be used to improve Parks and Recreation by expanding Newburg Park and helping to acquire and improve Riverwalk park area, preserving river access for Fortuna residents, and improving transit and recreational services such as pickle ball for seniors.

Measure P will be used to improve road safety, maintain road quality, and repair aging drainage infrastructure.

***What does Measure P cost?***

Measure P is not a tax on property or a tax on prescription medication or food purchased as groceries. Measure P is a sales tax on the purchase of taxable goods at retail and is paid by visitors to the City as well. If \$100 is spent on taxable goods, Measure P will cost \$0.75. If \$1,000 is spent on taxable goods, Measure P will cost \$7.50. If \$10,000 is spent on taxable goods, the cost is \$75.00. All proceeds from the tax are remitted to the City with no portion being retained by the State.