

Measure H:

HEALTH, PUBLIC SAFETY, AND VITAL SERVICES IN EUREKA

MEASURE H: BACKGROUND IN BRIEF





WHAT IS MEASURE H?

City Council unanimously placed Measure H on the November 3, 2020 local ballot. If extended, Measure H will:

- Maintain voter-approved locally controlled funding for vital City services
- No funding could be taken by the State



WHY WAS MEASURE H PUT ON THE BALLOT?

- Measure H keeps your tax dollars local
- Continues investment in and support of our local economy
- Preserves local control
- Maintains services the community has identified as important



MEASURE H: ADDRESSING COMMUNITY PRIORITIES





COMMUNITY PRIORITIES

• Repairing potholes, maintaining emergency response services, maintaining youth and senior services, and supporting the local economy are top priorities for continued local funding among many others of interest.

	■ Strongly ■ Somewhat ■ (Don't Support Support Know)	Somewhat Strongly Oppose Oppose	Total Support	Total Oppose
Repair potholes	78%	19% 2 <mark>2</mark> %	97%	3%
Maintain police, fire and 911 emergency medical response services	76%	16% 6%3%	92%	8%
Maintain youth and senior services (n=146)	75%	20% 2 <mark>%</mark> %	95%	4%
Support local businesses and maintain local jobs	75%	22% 2%	97%	2%
Require that funds benefit local residents	73%	18% 4% <mark>%</mark> %	91%	5%
Maintain streets and roads	72%	23% 3%2%	94%	5%
Support city and community health services to prepare for medical	68%	22% 3% <mark>6%</mark> 1%	90%	7%
Maintain homelessness prevention programs (n=149)	67%	19% 3% <mark>3%</mark> 7%	86%	10%
Support local homeless families (n=155)	64%	18% 2 <mark>% 9% 6</mark> %	82%	15%
Include independent citizen oversight and annual audits	62%	22% 8% <mark>4%</mark> 4%	84%	8%
Improve road safety	61%	26% 5 <mark>% 6%</mark> 3%	86%	9%
Help the city prepare for rising sea levels and natural disasters	59%	22% 2% 9% 7%	81%	16%
Maintain parks and recreation services (n=149)	56%	36% 2%4%2%	92%	6%
Maintain drug prevention programs	55% 22	% 6% 11% 6%	77%	17%
Maintain the Sequoia Park Zoo	54%	29% 3% 8% 5%	83%	14%

HOW DOES MEASURE H ADDRESS ROAD SAFETY & REPAIR?

- Continues to improve our streets and roads
- Makes city eligible for matching funds for critical improvements
- Helps maintain fast emergency response
- Creates local jobs



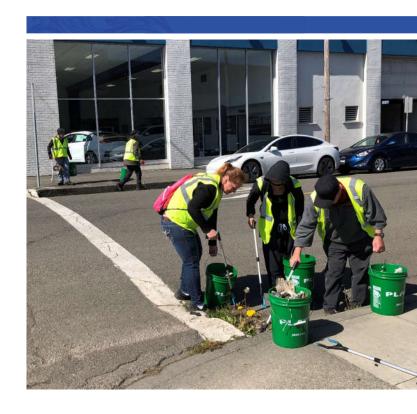
HOW DOES MEASURE H ADDRESS EMERGENCY SERVICES & PREPAREDNESS?

- Maintains fast 911 emergency response
- Keeps Eureka prepared to address current and potential future health & safety disasters, including rising sea levels and earthquakes



HOW DOES MEASURE H ADDRESS HOMELESSNESS?

- Speeds up efforts to connect those in need with local services
- Keeps or neighborhoods and public spaces safe and secure for all residents



HOW DOES MEASURE H MAINTAIN LOCAL CONTROL?

- Keeps tax dollars local for local services no Measure H funding can be taken by the State
- Eureka cannot depend on State or Federal funding address adequate relief & recovery efforts amid COVID impacts
- Vital services we need to maintain include:
 - 911 fire and police emergency response and preparedness
 - Pothole repair and safe roads
 - Support for local businesses and jobs
 - Youth and senior services
 - Community health services
 - Homelessness prevention programs



MEASURE H: FISCAL ACCOUNTABILITY





WHAT DOES MEASURE H COST?

- Continues existing, voter-approved sales tax funding at a 1.25 cent rate
- Does not apply to prescription medicine or food purchased as groceries
- Half of Eureka's sales tax revenue comes from visitors who share the cost
- Measure H is not a tax on your property or home



IS MEASURE H FISCALLY ACCOUNTABLE?

- Continues Independent Citizen Oversight
- Annual financial audits
- Spent locally in our community



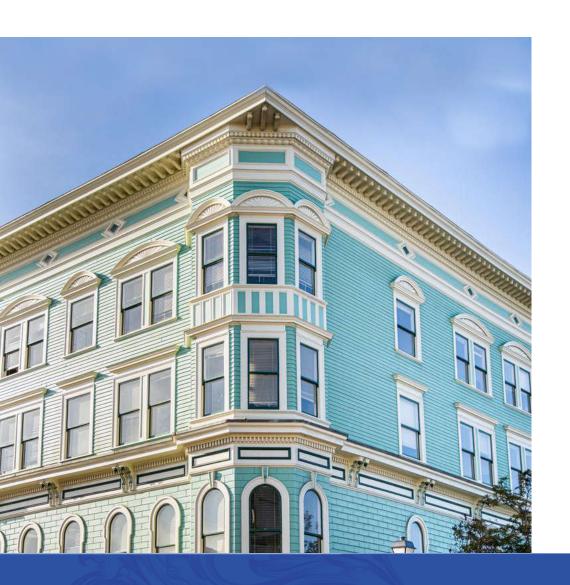
GETTING MORE INFORMATION

MEASURE H IS ON YOUR NOVEMBER 3 BALLOT

- Measure H Background & Additional Information: ci.eureka.ca.gov
- Eureka election information: ci.eureka.ca.gov/depts/city_clerk/default.asp
- Register to vote: registertovote.ca.gov

APPENDIX





WHAT WOULD THE STUT MEASURE DO?

- Extend existing voter-approved sales tax at 1.25 cent rate, until ended by voters
- Pay for necessary services, including police, fire, community services, and street maintenance
- Current financial forecasts based on sales tax at I cent rate
- Generate significant revenue for street maintenance – over \$1.5M annually
- Save significant taxpayer dollars by paying down PERS unfunded liability in 15 years instead of 30

GENERAL FUND REVENUES WITH THE MEASURE

