

MEASURE



SALINAS, CA



INFORMATION ON

- History of Measure G
- How Measure G funds are used
- Why Measure G is being reviewed for renewal
- Oversight & Accountability





WHAT IS MEASURE G?

HISTORY OF MEASURE G

Voter approved
in 2014

One-cent local
sales tax

15-year term

Community
oversight

Independent
audits

All funds stay
local in Salinas

PRIORITIES WHEN APPROVED BY VOTERS

Crime and gang prevention

Neighborhood policing and school safety

Police, fire, and paramedic response

Safety inspections

Repairing streets and sidewalks

Recreation and programs for youth and seniors

Other core city services

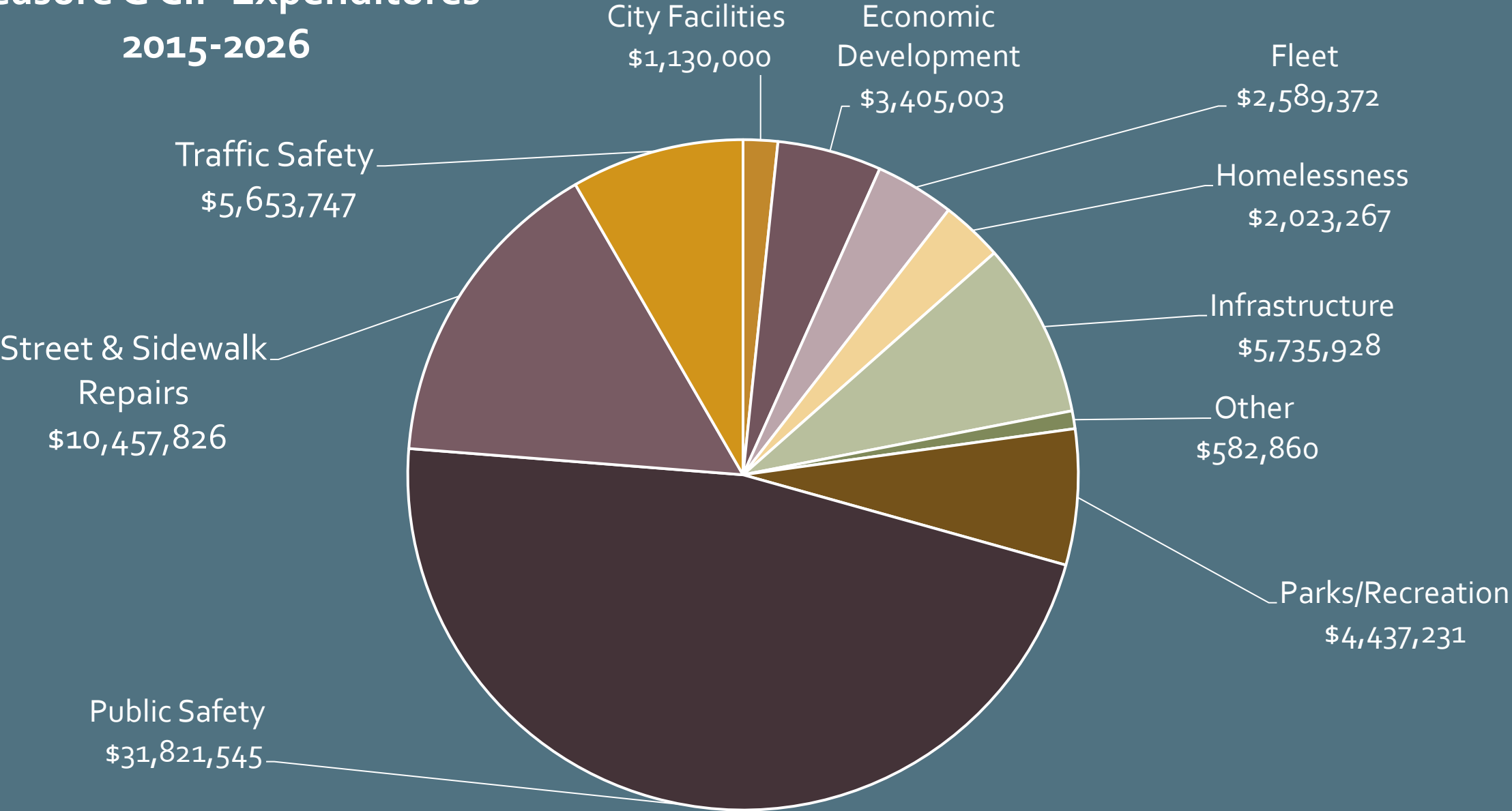


HOW MEASURE G FUNDS ARE USED

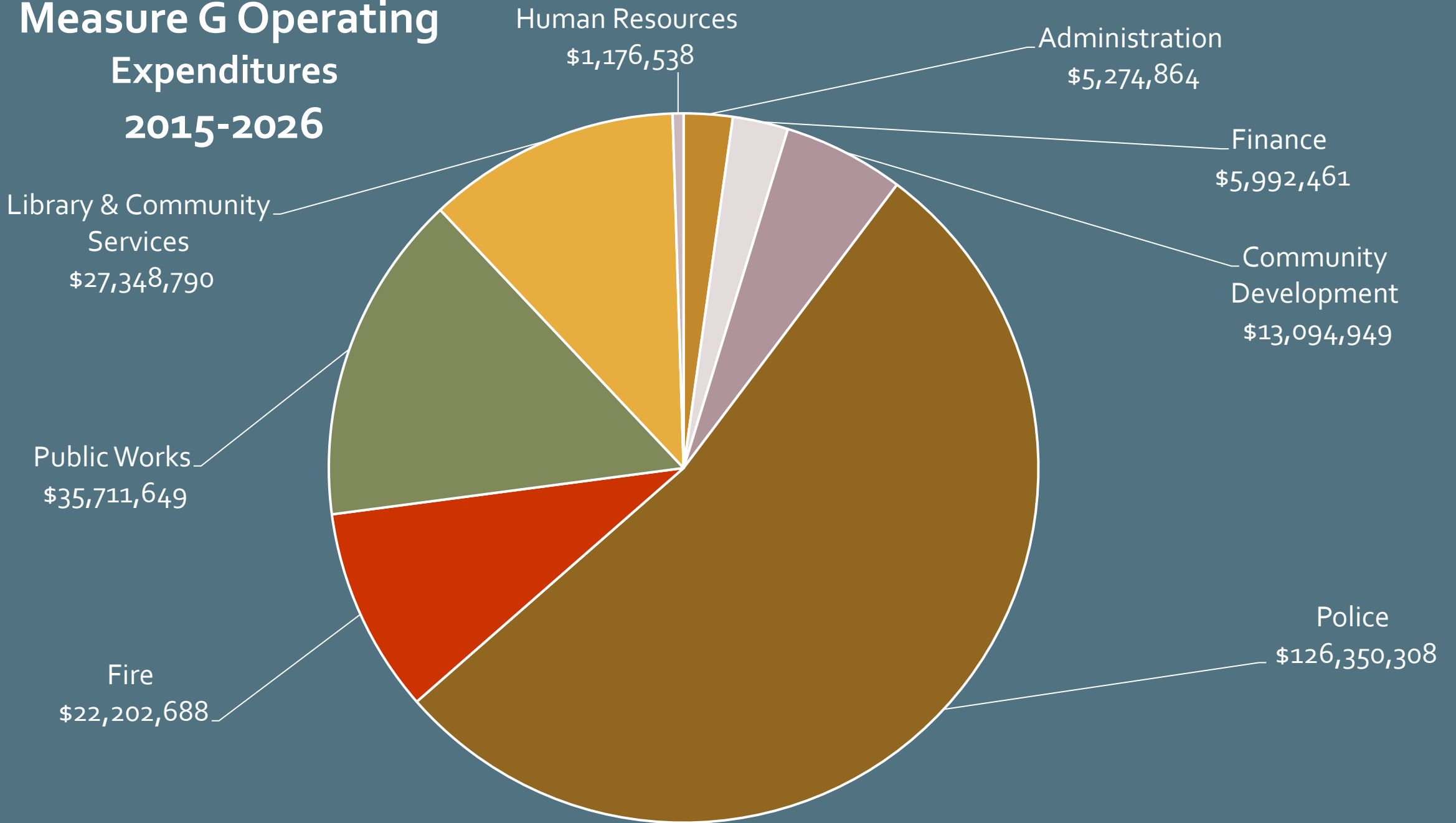
OPERATING &
CIP
EXPENDITURES
TO DATE

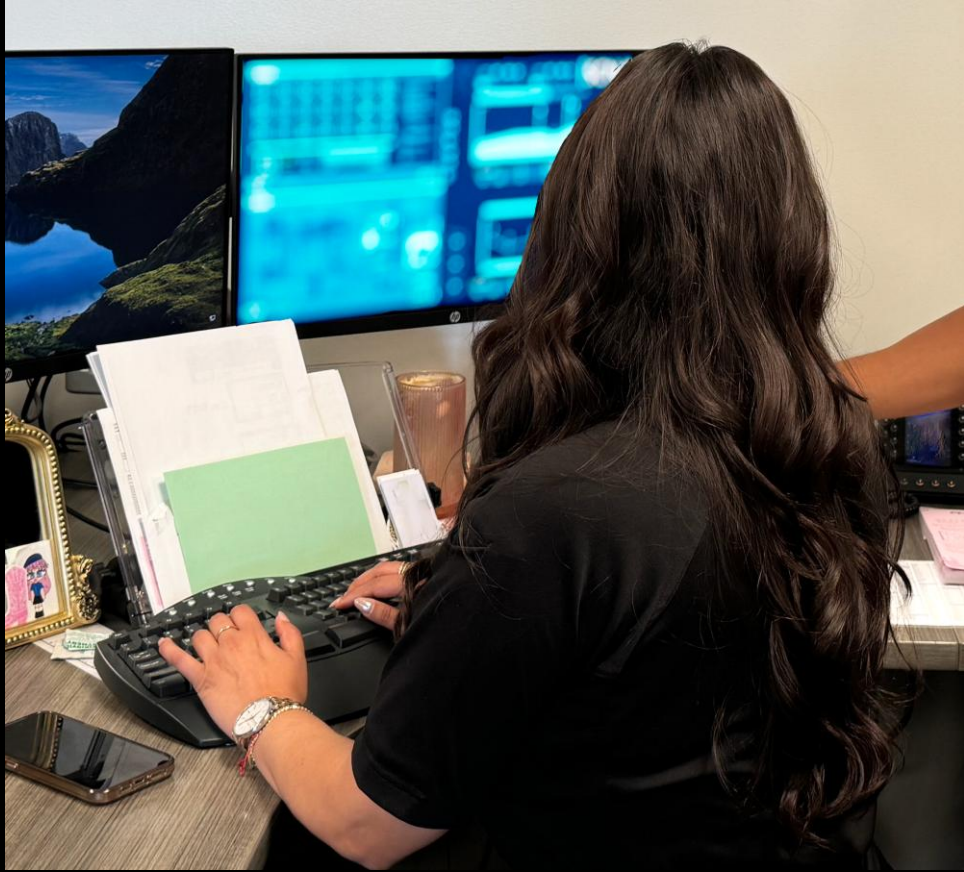
- 2015 – 2026 Measure G Operating Expenditures: \$237,152,245
- 2015 – 2026 Measure G CIP Expenditures: \$67,836,780

Measure G CIP Expenditures 2015-2026



Measure G Operating Expenditures 2015-2026





PUBLIC SAFETY,
BEAUTIFICATION, & QUALITY
OF LIFE

HOMICIDE SOLVE RATE

2016 – 2025 HOMICIDE TREND



2025 HOMICIDES



7 HOMICIDES



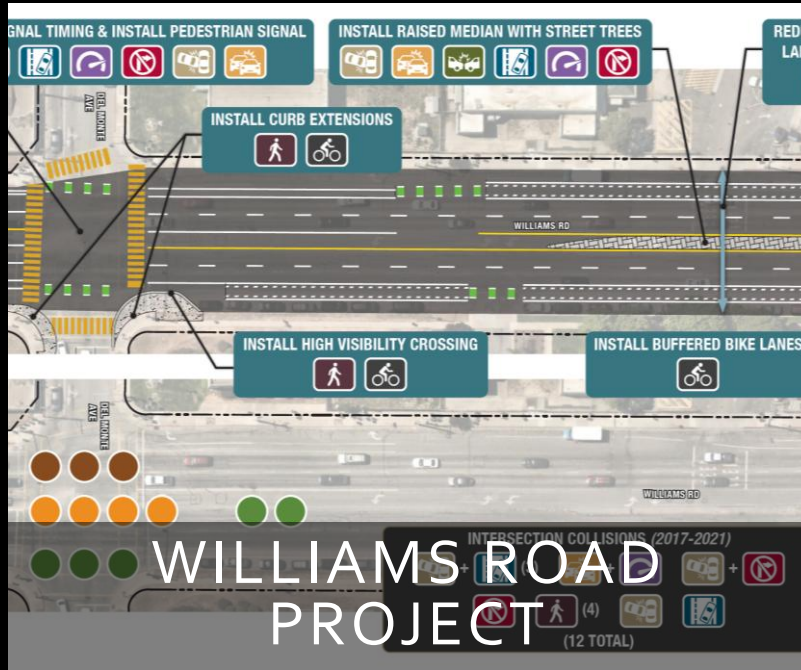
6 SOLVED (86%)

**LIFE WITHOUT PAROLE HANDED
DOWN IN 2023 MURDER CASE**





BORONDA RD PROJECT



WILLIAMS ROAD PROJECT



ACTIVE TRANSPORTATION PLAN



SAFE ROUTES TO SCHOOL



2023

Closter Park Mural



ALISAL
VIBRANCY PLAN



HEBRON FAMILY
CENTER



PLAYGROUND
IMPROVEMENTS



STORMWATER



ROAD MAINTENANCE



STREETLIGHTS



URBAN FORESTRY



SIDEWALKS



WHY IS MEASURE G BEING REVIEWED FOR RENEWAL?



Sunset provision – Expiration in 2030



Rising costs and ongoing needs: Measure G does not increase with inflation



Measure G supports staffing of 106.5 full-time positions across multiple departments



FY 25-26 Measure G projections: \$36.1 million in revenue



Projected Measure G revenue by 2030: Over \$47 million



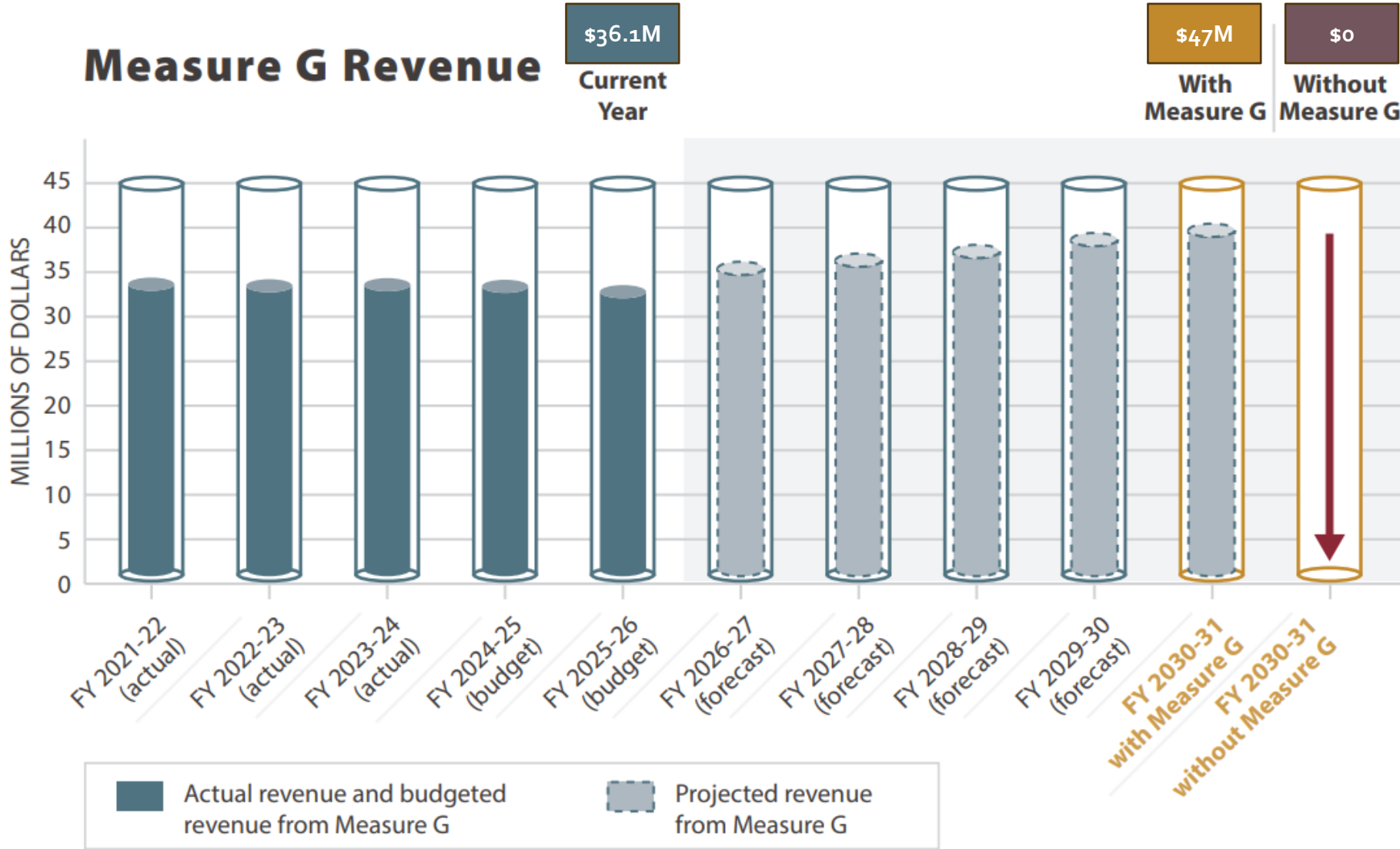
Loss of local revenue

Budget gaps

Service reductions

WHAT HAPPENS IF
MEASURE G
EXPIRES?

As a time-limited measure, it is set to expire in 2030, potentially leaving the City with a significant annual revenue gap of over \$40 million if not renewed by voters.



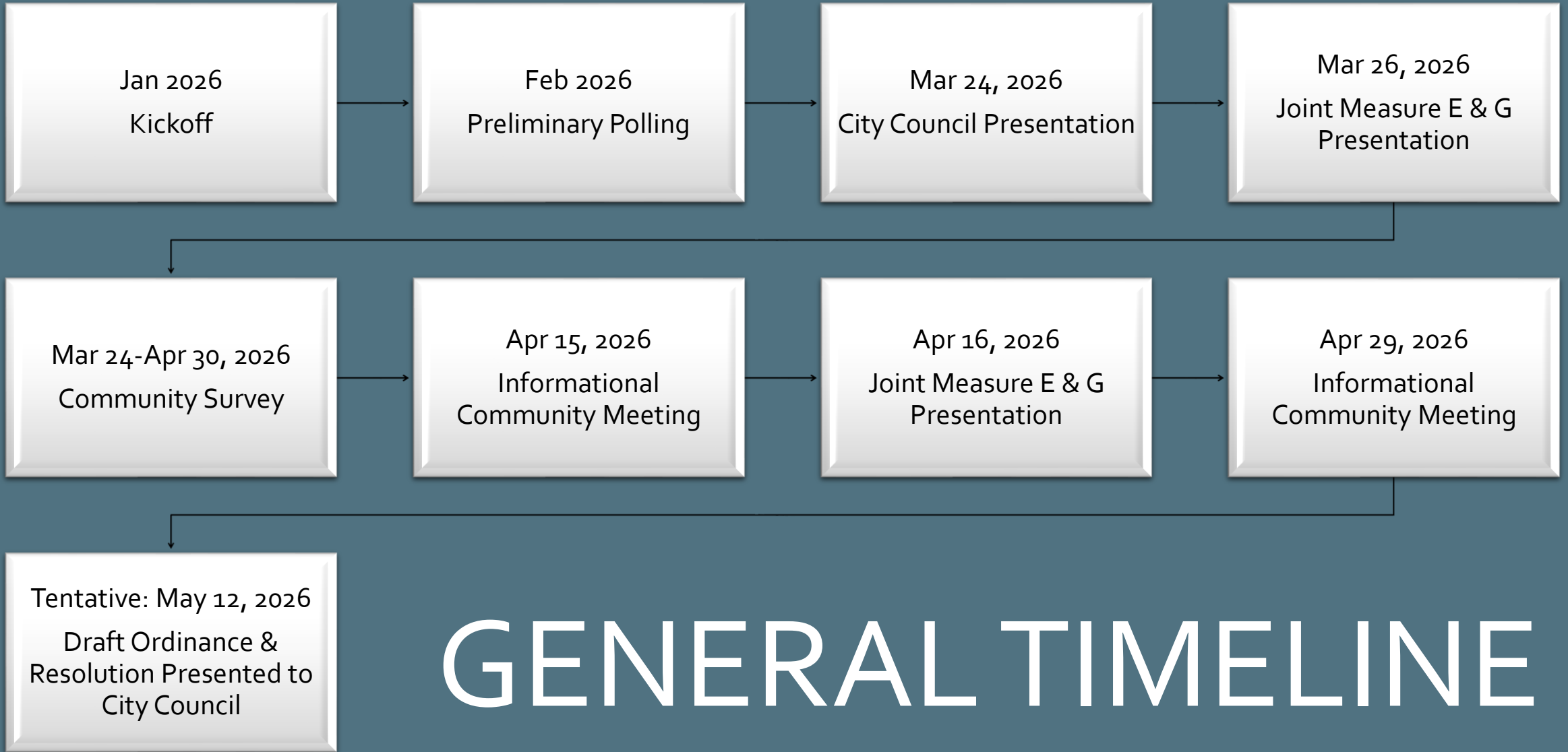
WHAT RENEWAL MEANS

No change to the City's local tax rate; renewal is not a new tax

Continued local funding

No change without voter approval

Oversight and transparency requirements remain the same



GENERAL TIMELINE



OVERSIGHT & ACCOUNTABILITY

OVERSIGHT & ACCOUNTABILITY

- **Annual Audits and Public Reporting**
- **Measure G Oversight Committee**
 - Seven members of the public appointed by the City Council
 - Reviews Measure G revenues and expenditures
 - Meets multiple times per year





[SALINAS.GOV/MEASUREG](https://salinas.gov/measureg)