



Dear Salinas Neighbor:

Most days in Salinas begin the same way. A patrol car rolls out before sunrise. A fire engine responds to a structure fire call. Somewhere, a crew heads out to fill a pothole that wasn't there yesterday. None of it makes the news. It just happens. Quietly. Reliably. Every day.

For more than a decade, Measure G has helped support that work. Salinas voters first approved Measure G in 2014. It created a local source of funding for essential city services—police, fire, 911 emergency response, neighborhood patrols, and the ongoing work of maintaining streets and roads across the city.

In November, voters will be asked whether to renew it.

The proposal does not increase the tax rate. It continues the existing measure, allowing that local funding to remain in place.

The structure is simple. The funds from Measure G stay here in Salinas. They are used to protect local services, close to home.

There are also safeguards. Independent citizen oversight helps review how funds are used and annual audits provide another layer of transparency. The intent is straightforward: residents should be able to see where the money goes and how it is spent.

Over time, Measure G funding has become part of how the City plans and delivers services. It helps support staffing, maintain response times, and keep up with the steady, often unseen work that keeps a city running.

Cities like Salinas face a basic challenge. The cost of providing services continues to rise—fuel, equipment, training and infrastructure. At the same time, many local revenue sources remain limited. Measures like Measure G are one way communities choose to protect the services they rely on.

This November, the decision will again be in the hands of Salinas voters.

In the weeks ahead, the City will continue to provide information about Measure G - what it does, how it works, and how it is used—so residents can make an informed choice.

If you want to learn more, visit the City's website or attend upcoming public meetings. Ask questions. Look at the numbers. See how it fits into the broader operations picture.

Cities are complex. But at their core, they come down to simple things: safety, response, maintenance, and trust.

Those are the things Measure G touches.

Thank you for taking the time to stay informed and engaged.

Sincerely,

Rene L. Mendez
City Manager
City of Salinas