

The background of the entire graphic is a stylized illustration. At the top, a large, bright yellow sun with many pointed rays is centered. Below the sun, there are rolling yellow and orange mountains. The text is overlaid on this background.

YES on Measure BB

**Preserve
essential services**

**Invest in
Pacifica**

FPPC #1495535

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Pacifica Measure BB Fact Sheet

What is it? It is a ballot measure proposing a one-percent sales tax in the City of Pacifica, all the proceeds of which go to the City of Pacifica general fund. It will be voted on in the Nov. 3 election. Essential items such as groceries are exempt from the tax.

Why is it needed? Pacifica, along with most cities, is facing budget problems due largely to rising costs and aging infrastructure. Geographically, we are long and narrow, with ocean on one side and no central downtown, and 50% open space. This is wonderful for recreation and that's a prime reason why people enjoy living here. But it's not ideal for retail stores, particularly large-tax-revenue ones like Trader Joe's and Home Depot, because of limited access. This is a main reason why Pacifica has less business-tax revenue than comparable cities. In addition, only 19% of property taxes go to the City, with most going to schools and the county. Our best source of business revenue is tourism and hotels, and City staff need time to increase this. We need the Measure BB revenue to keep the City financially stable and ward off deep budget cuts.

What will happen if it doesn't pass? Pacifica already has 20% less staff than comparable cities and pays people about 15% less than the regional average. This understaffing will only get worse and there will have to be deep cuts to other services, likely police and fire, code enforcement, recreation programs, road and park maintenance, etc. The result:

- Less public safety
- Less environmental protection
- Less disaster preparation
- Less recreational programs for Pacificans of all ages, from toddlers to seniors
- Potential bankruptcy in the future

If this measure fails our city will be a worse place to live, and that is what the next generation will inherit.

What will it cost me? The tax is projected to raise about \$5 million per year. If you divide that by 40,000 Pacificans, and assume that 1/3 will be paid by out-of-town people, it comes to about \$7 per month per Pacifican: **one cup of coffee per month.** *The cost of one cup of coffee per month is all it takes to keep your city financially stable and maintain adequate public safety and environmental protection.*

How do I know this money will be spent properly? The City Council is made up of citizens who choose to run for office, and they try to hire the best possible staff that the City can afford. That's how democracy works. It depends on trust in the collective wisdom of Council and staff, and transparency to the public. It's not a perfect system, but the alternative, as we're seeing on the national scale, is a lot worse. There will be a lot of people looking over how this money will be spent, and the Council has the option to set up an additional Citizens Oversight Committee.

