



PALM SPRINGS MEASURE J Frequently Asked Questions

The economic downturn and recurring Sacramento takeaways of local funds have dramatically impacted Palm Springs' ability to fund critical programs and projects. Over the last decade the State of California has taken millions from Palm Springs in attempts to address the State's budget problems.

In today's tough economy, without additional revenue, the City of Palm Springs will be unable to fully support our community's needs for quality streets, neighborhood improvements, Downtown revitalization, library improvement, trails and bikeways and other essential city services and projects. The City of Palm Springs also has a backlog of needs and designated projects which are not able to be funded with current or future revenues including:

- Street Repair and Maintenance
- Improving our Parks, Trails, Bikeways, and Tahquitz Creek
- Supporting College of the Desert's West Valley Campus Neighborhood Improvements
- Revitalizing the Downtown including the Desert Fashion Plaza
- Improving and expanding the Palm Springs Library

What is Measure J and who pays for Measure J?

After extensive public discussion and community input, Measure J was unanimously placed on the November 8, 2011 ballot by the Palm Springs City Council to provide a source of local revenue for essential services and projects. Measure J would add one penny to each dollar spent in Palm Springs by both residents and visitors. This means that for every dollar of each purchase you will be asked to pay another penny specifically to be used locally for Palm Springs. Measure J is not a tax on property owners and none of Measure's J's proceeds can be taken by Sacramento.

Are all purchases included in Measure J?

No, not all purchases are subject to the sales tax. For example, Measure J **does not** apply to:

- Food and groceries
- Prescription medications
- Admission charges to theaters, amusement parks, sporting events and golf courses

Can the State Take This Money Away From Us?

No. Measure J is a local measure, voted on by local residents, so the revenues will be under local control and Sacramento cannot raid any of these funds.

What types of Fiscal Accountability are included in Measure J?

Measure J includes fiscal accountability provisions such as annual independent financial audits. Additionally, the City Council instructed staff to prepare and submit an ordinance establishing a Citizens Oversight Committee for the September 21st City Council meeting.

If Approved, How Long Does Measure J Last?

Measure J specifically states that it will last for 25 years. The State of California's 1% sales tax recently expired in July of this year.

What Will the Money Be Used For?

Our residents have told us that the following services are top priorities:

- Enhancing Neighborhood Services and Safety
- Revitalizing Downtown
- Reinvesting in Streets and Parks

What Are the Street Improvement Needs in Our Neighborhoods?

For the past several fiscal years there has not been enough revenue to pay for adequate resurfacing and regular maintenance of many streets in our neighborhoods resulting in a significant degradation of roads in some areas. Currently there is a backlog of streets that need repairs before they can simply be "maintained". The cost to bring all streets up to a condition considered "good" is currently over \$72 Million. Once brought up to an acceptable level, routine maintenance costs would be approximately \$4.9 Million annually.

What Happens if Measure J Does Not Pass?

If voters do not approve Measure J, the City will not have revenues to adequately fund high priority projects such as the economic revitalization of downtown, street maintenance and repair, and library and parks improvements will continue to be delayed. In addition, failure to maintain city facilities and infrastructure adds to the future cost of repair and replacement.

For more information go to www.PSMMeasureJ.com

ELECTION DAY IS NOVEMBER 8, 2011