



## Measure J-20 – Paso Robles Essential Services

### *Frequently Asked Questions (FAQs)*

**Q:** *What is Measure J-20?*

**A:** Measure J-20 is a local transaction and use tax (sales tax) measure that asks the City's voters to approve a one cent general sales tax to maintain essential/general services, such as fire protection/paramedic services, wildfire/natural disaster emergency preparedness, 911 emergency response times, public safety, equipping first responders; fixing streets/potholes, school protective services, or other local priorities that the City Council and community may identify.

**Q:** *Why was Measure J-20 placed on the ballot?*

**A:** The Paso Robles City Council placed Measure J-20 on the November 3, 2020 ballot to ask the City's voters to approve a one cent general sales tax to fund essential City services. The City Council approved a Resolution (No. 20-118) outlining their current priorities for these sales tax funds, if approved by the voters. The priorities include fire and emergency response, public safety/police services, and street repair and maintenance. The City faces a structural budget deficit that has been exacerbated by the pandemic. State or federal government spending has gone primarily to larger public agencies and cities. Measure J-20's proposed sales tax would generate additional local funding for City services.

**Q:** *Can Measure J-20 funds be used for fire protection and medical response services?*

**A:** Yes, Measure J-20 may be used for such services and the City Council has identified fire and emergency medical response services as a current City priority. The Fire Department has only two engines available to respond to calls based upon current staffing levels. There were over 700 times in 2018 when both engines were on a call and unavailable to respond to additional fire or paramedic calls. The Fire Department is meeting response time goals only 56% of the time. Measure J-20 sales tax revenues could be utilized to add staffing and equipment to improve Fire Department operations.

**Q:** *Can Measure J-20 funds be used for public safety / police response services?*

**A:** Yes, Measure J-20 may be used for public safety services and the City Council has identified police services as a current City priority. The Police Department has seen a 40% increase in calls for service in the past five years, while the number of Police Officers remains below 2007 staffing levels. The City also had an active shooter incident in June. Measure J-20 sales tax revenues could

be used to recruit and retain qualified officers to support police services and emergency preparedness efforts.

**Q:** *Can Measure J-20 funds be used for other public projects and emergency preparedness efforts?*

**A:** Yes, Measure J-20 may be used to repair and upgrade the City's aging infrastructure. Measure J-20 revenues could also be used to invest in street maintenance, pothole repair, and an upgraded emergency communications system. The City Council has identified City street repair and maintenance as a continued priority, as delaying repairs of aging and deteriorating infrastructure for too long may result in more expensive repairs.

**Q:** *What does Measure J-20 cost?*

**A:** Measure J-20 is a one-cent (or 1%) sales tax, which means that if the measure is passed by the City's voters, one cent will be added for each dollar spent to the current sales tax for taxable purchases in the City. For example, on a \$100 purchase, Measure J-20 would add \$1.00 to the sales tax charged. The sales tax will not be collected on non-taxable items such as prescription medicine, food purchased as groceries, or any other purchases that do not now incur sales tax. Out-of-town visitors to Paso Robles will also pay the Measure J-20 sales tax for taxable purchases made in the City. In normal years, about 40% of Paso Robles sales tax revenue comes from out-of-town visitors. Measure J-20 is not a tax on real property.

**Q:** *Is Measure J-20 fiscally accountable?*

**A:** Yes. Measure J-20 requires citizen oversight by the City's Supplemental Tax Oversight Committee, which will review the revenue received and the expenditures made of the Measure J-20 sales tax revenues. The Committee is required to make regular reports to the community to confirm that expenditures are all in keeping with approved City Council priorities. All Measure J-20 funding stays in Paso Robles and can't be taken by the State.

**Q:** *When is the election?*

**A:** Tuesday, November 3, 2020. To check your registration or get registered to vote, visit [registertovote.ca.gov](http://registertovote.ca.gov).

**Q:** *Where can I get more information about Measure J-20?*

**A:** The City will continue to keep the community informed about Measure J-20. If you are a member of a community organization that would like to receive a presentation on Measure J-20, please contact the City Manager's Office at 805-237-3888 or [info@prcity.com](mailto:info@prcity.com). You can also find additional Measure J-20 background and voting information in the links below.

[Measure J-20 Quick Sheet](#)

[Measure J-20 Background – Staff Report to City Council](#)

[Measure J-20 City Council Resolution](#)

[2020 Voter and Election Information](#)