



# Measure O

## FAQ

### Q: What is Measure O?

A: Measure O is a general sales tax that will create a dedicated funding source for public safety, road repairs and potholes, parks and trails, allowing the City to meet residents' expectations by providing higher-quality municipal services, infrastructure, and facilities.

### Q: Why is Measure O being proposed?

A: For decades, the City has been a strong steward of taxpayer dollars but as the demand for municipal services has increased, the costs of providing those services have outpaced the availability of new revenue, mainly due to the fiscal challenges of aging infrastructure and historically high maintenance costs. The Council elected to place Measure O on the November 2024 ballot to provide a long-term, sustainable funding source to address these priorities.

### Q: What has the City done to reduce financial strain on budgets?

A: In an effort mitigate future budget shortfalls, in 2021, the City adopted a General Fund Sustainability Strategy which included implementing new revenue initiatives and movement of funds to reduce pressure on the General Fund, but this strategy did not create enough capacity to adequately address the budget gaps moving forward, prompting the City to explore a potential revenue measure on the November ballot.

### Q: What has the city accomplished with previous revenue measure funding?

A: The City's current ¼ cent funding measures include Measure K (2003), Measure V (2008), Measure E (2016) and Measure N (2018). These past measures have funded numerous City programs and projects related to roads, public safety, parks, flood protection, transportation, homelessness, and other important initiatives. The City Council receives annual reports on the use of these funds to confirm they are being expended according to their voter-approved uses and to assure that the funds maximize benefit to West Sacramento residents.

Learn more: [wsac.city/taxmeasures](https://wsac.city/taxmeasures)

**Q: What budget priorities will the City Council address with Measure O?**

A: Immediate priorities that could be addressed with Measure O funding include:

- Implementation of several road rehabilitation projects, including Sacramento Avenue, Jefferson Boulevard, Southport Parkway and Harbor/Industrial Boulevard
- Creation of a dedicated road maintenance team with staff and equipment solely for repairing potholes and completing road repair projects
- Restoration of staffing for fire Engine 45, creating positions for up to 12 additional firefighters and improving city-wide fire response times
- Several new police officer positions, creating a 20% increase in police patrol shifts
- Increased personnel to maintain parks, trails, roads, sidewalks and facilities

**Q: How will Measure O fund the City's public safety departments?**

A: The City's police and fire departments are facing ongoing recruitment and retention challenges, resulting in gaps in adequate staffing. Measure O will drastically improve response times for high priority police calls which are currently averaging 16 minutes.

**Q: How will Measure O help road repairs and potholes?**

A: Despite the City's ongoing efforts to address road repairs, including filling more than 2,100 potholes since January 1, 2023, there is a significant gap to meet current and future needs. It is estimated that an additional 10 maintenance workers are needed to properly address potholes and road maintenance needs on a sustainable basis and Measure O will provide funding for the 10 additional maintenance workers. This funding will also be used for major road rehabilitation projects that will decrease the occurrence of potholes and reduce future maintenance costs.

**Q: How will Measure O help parks and trails?**

A: Over the past 15 years, the City has added 53.6 acres of park space in 12 new parks, 12.5 miles of trails, 16 public art pieces and 58,000 square feet of new facilities including the Recreation Center and Community Center for the community to enjoy, resulting in additional maintenance needs that Measure O will fund to ensure these public spaces remain safe and attractive.

**Q: How much revenue will Measure O generate annually?**

A: A 1 percent tax is estimated to generate about \$20 million annually.

**Q: If passed by voters, when will Measure O take effect?**

A: If the proposed tax is enacted, it will take effect in April 2025, with the City receiving its first revenue receipt in June 2025.

**Q: What approval is needed for a general sales tax measure to pass?**

A: A general sales tax measure requires a majority (50% + 1) approval from West Sacramento voters.

**Q: Where do I register to vote?**

A: To register to vote online, visit <https://registertovote.ca.gov/>

**Q: Where can I find more information on Measure O?**

A: To find more information about Measure O, visit <https://wsac.city/MeasureO>



**Q: Where can I learn about past revenue measure expenditures?**

A: To learn about previous tax measures passed by West Sacramento voters, visit <https://wsac.city/taxmeasures>

