



City Council Approves Placement of Sales Tax Measure on November Ballot

The Chula Vista City Council last month unanimously approved placing a measure on the November ballot to continue a temporary half-cent sales tax approved by voters in 2016. Like many cities throughout the country, Chula Vista struggles to repair and/or replace aging infrastructure. If passed, the continuation of the sales tax is projected to generate \$337 million.

In 2016, Chula Vista voters approved Measure P, which, after 10 years, is projected to provide a total of \$245 million. The new measure will appear on the November 5, 2024, statewide election ballot and if passed, will allow the City to continue to fund high-priority projects.

The measure requests voter approval for the continuation of a one-half cent transactions and use tax for 10 years at the current rate. Although the City's most pressing need includes infrastructure improvement, repair and maintenance, the tax is a general tax which can be spent for any lawful purpose of the City.

The funding could be used to:

- Fix potholes and pave and maintain local streets
- Clean up trash and litter along streets, sidewalks and in other public areas
- Keep existing parks and recreation facilities safe, clean, and well-maintained
- Continue infrastructure repairs including sidewalks, curbs, and storm drains
- Make improvements to roads and intersections to better manage traffic congestion
- Repair or replace more underground stormwater pipes
- Address homeless encampments and increase cleanup efforts
- Add sidewalks in priority areas



The measure also requires the continuation of the Citizens' Oversight Committee, which is composed of members who review and report on City compliance with the provisions of Measure P. Additional fiscal and accountability actions would continue, including:

- Public disclosure of all spending
- All funds stay local in Chula Vista and no funds can be taken away by the State
- Essential purchases such as groceries, prescription medicine, diapers, and feminine hygiene products would continue to be exempt from sales tax

In May, an informational mailer was delivered to 92,000+ residences throughout the City. The mailer invites residents to take a survey to provide input on priorities for City funding. To date, more than 2,200 surveys have been returned. Residents are welcome to submit a survey to ensure their voices are heard. Responses will be collected through August 31. The survey is available in English and Spanish at www.chulavistaca.gov/renewingmeasurep.

Additional information on the Measure P program, Citizens' Oversight Committee, and projects completed, underway, or scheduled, please visit www.chulavistaca.gov/measurep.