

“Arguments in support or opposition of the proposed laws are the opinions of the authors.”

ARGUMENT IN FAVOR OF MEASURE L

Beginning in 1993, the residents of Arcata have paid a utility users tax to make up for the loss in the General Fund revenue from state and federal funding cuts.

Voters in Arcata have approved the current Utility Users Tax five times since its inception.

In 2012, Arcata residents adopted a higher utility users tax on customers with excessive electricity use. In 2021, only 0.6 percent of Arcata residences were subject to this tax. This tax has decreased residential energy use by 9.3 percent from 2014 levels.

These Utility Users Tax measures are set to expire in November 2024. Again, the City Council is *unanimously* asking the community to vote YES and continue this tax for another 12 years.

\$980,000 per year is generated, representing about six percent of the City’s operating General Fund. Considering why the funding generated by the Utility Users Tax is important, please note the following:

- Creates safer streets by repairing and maintaining streets and street lights and providing street sweeping;
- Supports public safety through critical community policing programs;
- Through Arcata Recreation Division’s educational, sports and arts programs for youth and adults, creates healthier residents within our community;
- Maintaining neighborhood parks, the Plaza, the Ball Park, the Sports Complex, the Community Center, Citywide trails, and pedestrian and bike improvements;
- Continuing support of economic development in our town by funding projects and programs complementary to the efforts of the Arcata Chamber of Commerce and Arcata Main Street;
- Promoting energy efficiency upgrades for City facilities

Funding Arcata’s critical services and programs makes Arcata a safer and more livable community and improves the quality of life for all residents. Please join us in voting YES on the Utility Users Tax to fund twelve more years of essential community services.

By: City Council, City of Arcata

/s/ Stacy Atkins-Salazar

/s/ Sarah Schaefer

/s/ Meredith Matthews

/s/ Alexandra Stillman