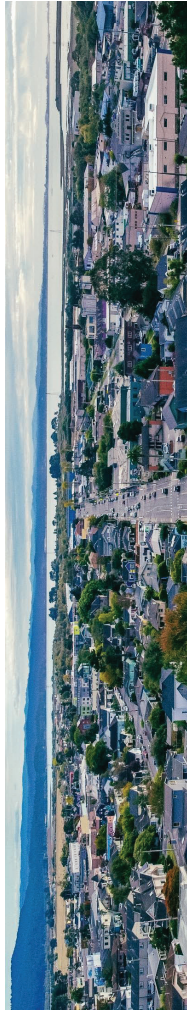




Measure H

Transactions and Use Tax

November 5, 2024



What is Measure H?

A proposed three-quarter (3/4) cent increase in the local sales tax for the City of Arcata. Measure H is designed to generate approximately \$2.6 million annually to support and expand services that Arcata Voters indicated in a survey are important including but not limited to:

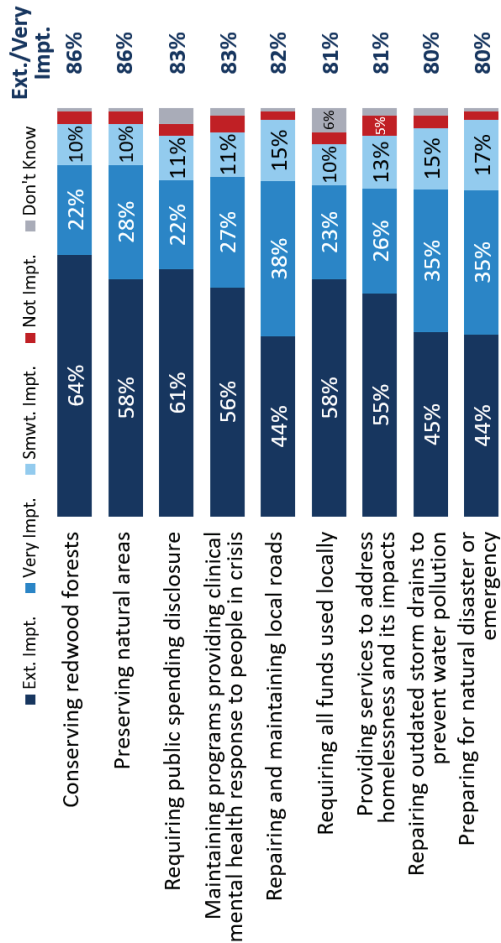
- Emergency and Climate Change Response
- Services addressing homelessness and its impacts
- Mental health response to crisis, and
- Maintain and expand sidewalks, bike lanes, transit, roads, trails, forests and parks



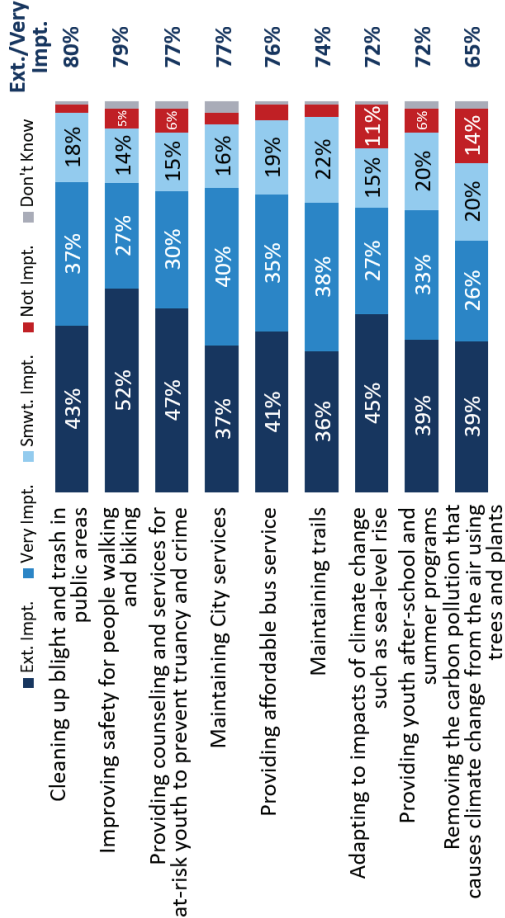
Arcata Community Survey by FM3 Research

Dates	March 7-18, 2024
Survey Type	Dual-mode Voter Survey
Research Population	Likely November 2024 Voters in Arcata
Total Interviews	567
Margin of Sampling Error	±4.9% at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Postcard Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Survey Tracking	Selected Comparisons to 2020 Research

Top Priorities from Survey Results



Other Important Values for Voters



Is local funding needed?

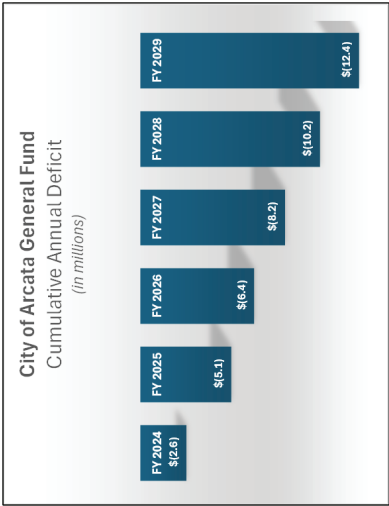
Yes, as one-time county, state and federal funding runs out, the City needs additional funding to continue programs such as:

Climate Change Response & Mitigation	Valley West Community Center
Maintenance & Expansion of Parks & Trails	Green City Fleet
Mass Transportation Support	Complete Streets
Extreme Weather Shelter	Community Ambassador Program
Trained Crisis Counselor Response	Juvenile Diversion Counselors

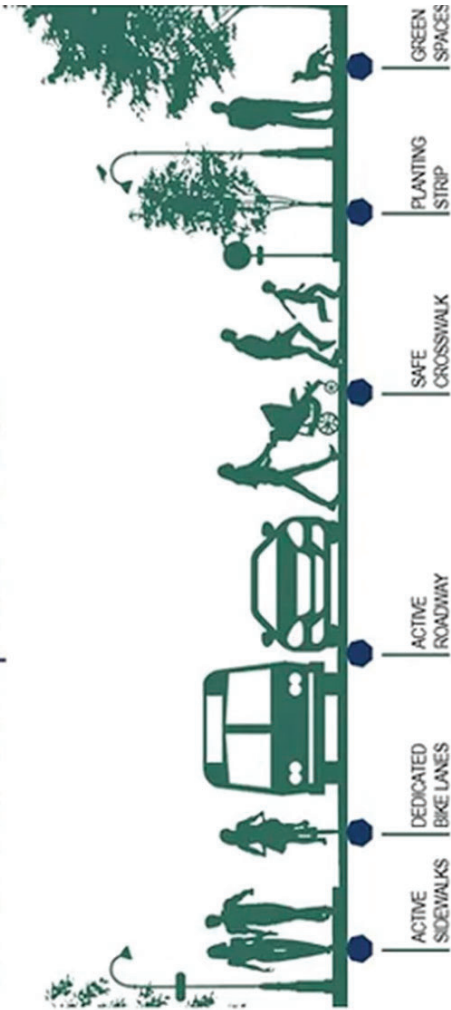


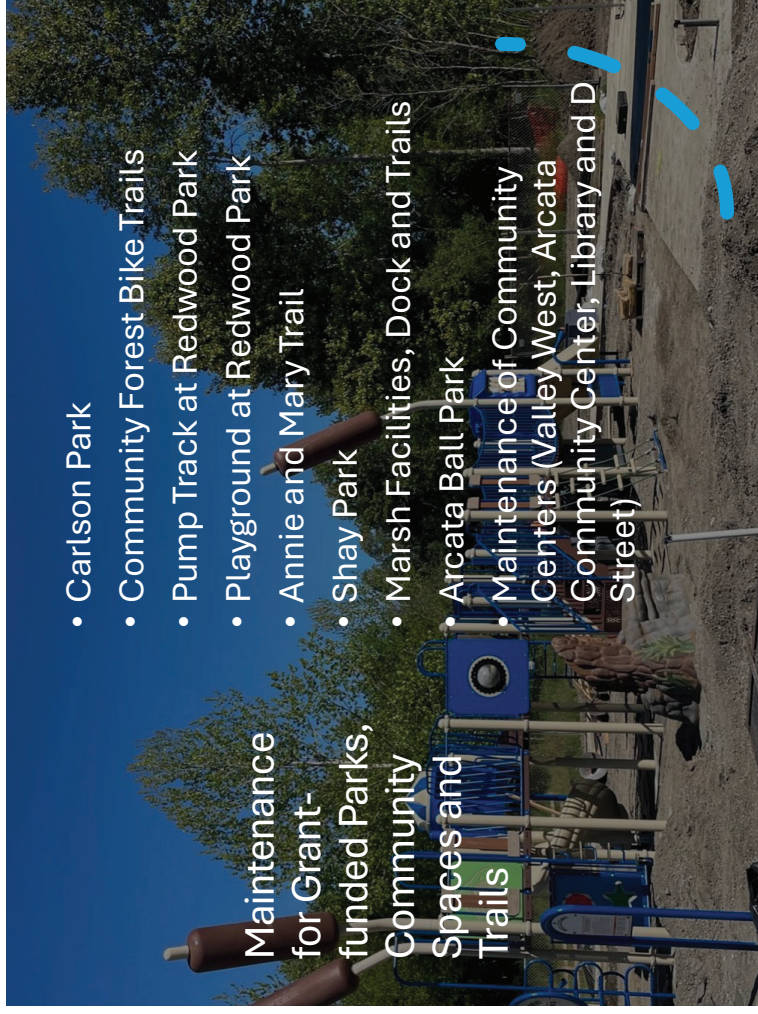
Why did the City Council place Measure H on the Ballot?

- To ensure continuation of city services while maintaining a fiscally strong community.
- The City projects a budget deficit of \$1.3 to over \$2 million each year over the next 6 years. Without a new revenue source or reduced spending, by fiscal year 2029, \$12.4 million of General Fund financial reserves (savings account) will be depleted.



What is a Complete Street?





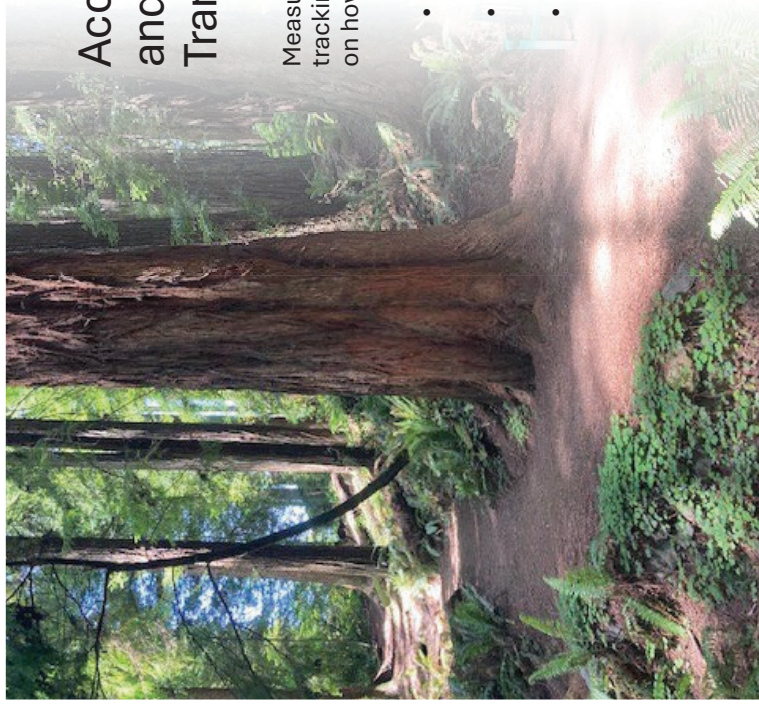
Maintenance for Grant-funded Parks, Community Spaces and Trails

- Carlson Park
- Community Forest Bike Trails
- Pump Track at Redwood Park
- Playground at Redwood Park
- Annie and Mary Trail
- Shay Park
- Marsh Facilities, Dock and Trails
- Arcata Ball Park
- Maintenance of Community Centers (Valley West, Arcata Community Center, Library and D Street)



What is a Community Ambassador?

- Community Ambassadors' mission is to build good relationships with the community, including housed and unhoused residents and small businesses.
- Assist tourists with suggestions for restaurants, shops, events, activities, and directions to local destinations.
- Collectively, Ambassadors work seven days a week, every day of the year.



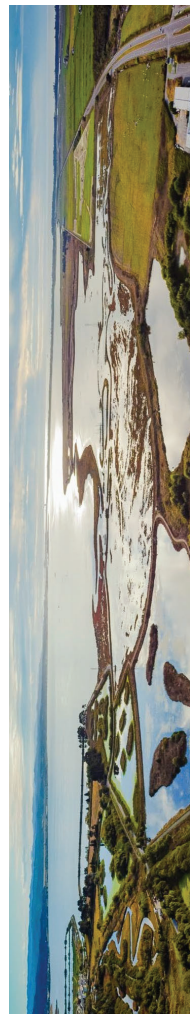
Accountability and Transparency

Measure H requires financial tracking and public disclosure on how it's spent through:

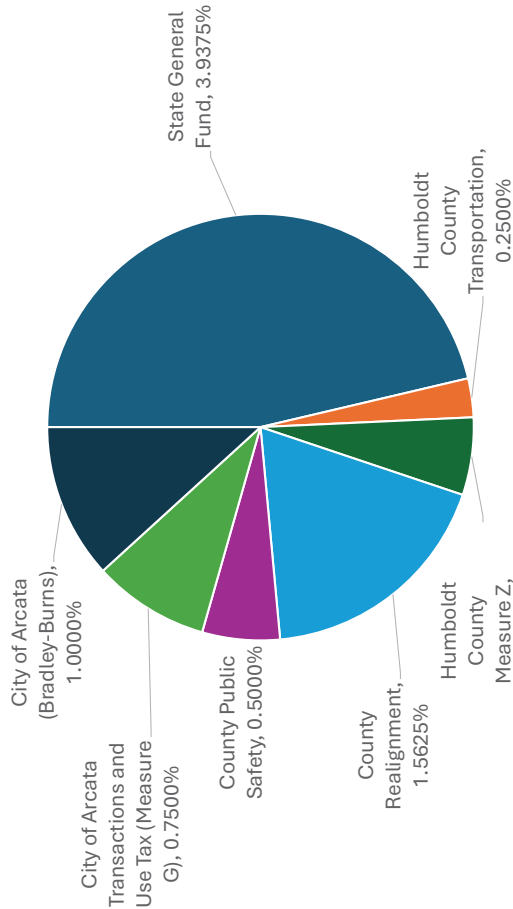
- Annual independent audit of expenses
- Citizen Oversight Committee
- By law, Measure H funds must be spent in and by Arcata

What does Measure H cost?

- Measure H would increase local sales tax by three-quarters cent or .75%. This is \$0.75 on \$100 in taxable goods.
- State law provides exemptions for everyday essentials that include prescription medication, groceries, and diapers.
- Sales tax is paid by anyone who makes taxable purchases, including people who work in, study or visit Arcata.
- Tax is proportional to how much is spent.
- Same rate as you currently pay in Eureka.



Current 8.5 % Arcata Sales Tax Breakdown



Getting more information on Measure H

- To register to vote visit the Humboldt County Elections Department at <https://humboldt.gov/2610/Voter-Registration>
- For questions or to schedule a presentation for a community organization call (707) 822-5953 or email citymgr@cityofarcata.org
- Scan the QR Code or visit cityofarcata.org/measure-h



Is every local government asking for money?



- Not every local government - but many
- Revenue has not kept pace with expenses
- Loss of funding from state and federal government
- Increased requests and need for services and programs
- Voters in the November election will define priorities for local governments