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## All About Measure H

# Measure H

- Funds City of Arcata services
- Includes fiscal accountability & transparency
- All funds will be spent locally
- Vote on November 5th

## Learn More!

[cityofarcata.org/measure-h](http://cityofarcata.org/measure-h)



Community Ambassador  
Cleans the Plaza

## What is Measure H?

Measure H is a  $\frac{3}{4}$  cent general sales tax unanimously placed on the ballot by the City Council to fund and expand City services including, but not limited to:

- Emergency and Climate Change Response
- Addressing homelessness and its impacts
- Alternative Police Response such as Juvenile Diversion, Community Ambassadors and mental health response to those in crisis
- Maintain and improve sidewalks, bike lanes, transit, roads, parks and trails



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Newly Renovated Redwood Park Play Area

## Who Pays the Tax?

Sales Tax is paid by anyone who makes taxable purchases in Arcata. This includes local governmental agencies like Cal Poly Humboldt. It is estimated that less than 60% of current sales tax revenues are paid by Arcata residents. The City estimates the tax will generate \$2.6 million per year.



Just Opened Carlson Park Pickleball Courts

## Are Essentials Taxed?

No, everyday essential purchases like groceries, prescription medicine, diapers, rent and feminine hygiene products are exempt from the sales tax.

## Is Local Funding Needed?

Yes, as one-time county, state and federal funding declines, the City needs a local funding source to continue programs such as the City's Community Ambassador Program, Juvenile Diversion Counselors, Extreme Weather Shelter, Valley West Neighborhood Community Support and Community Center, electrification of the municipal vehicle and equipment fleet, climate adaptation and mitigation, and building complete streets to provide accessible transportation alternatives.

## Future Annie & Mary Trail Design



## Is There Accountability?

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

- Annual outside audit of expenses
- Local Committee Oversight
- Requirement that proceeds raised through this tax only fund local Arcata Services

**Ready to  
Learn More?**



Scan the code or visit [cityofarcata.org/measure-h](http://cityofarcata.org/measure-h)