



MEASURE S

Quality of Life & Essential Services
Protection Measure



What do residents find satisfactory?

- 96% feel safe in Glendale
- 80% satisfaction rating
 - Top 3:
 - Fire (87%)
 - Police (79%)
 - Community Services & Parks (77%)



What do residents find important?

- Managing traffic congestion and pedestrian safety - 99%
- Maintaining a community that is physically safe and prepared for emergencies – 98%
- Maintaining a robust improvement plan for streets, traffic, water, and power – 97%



How do we keep tax dollars local?

Measure S

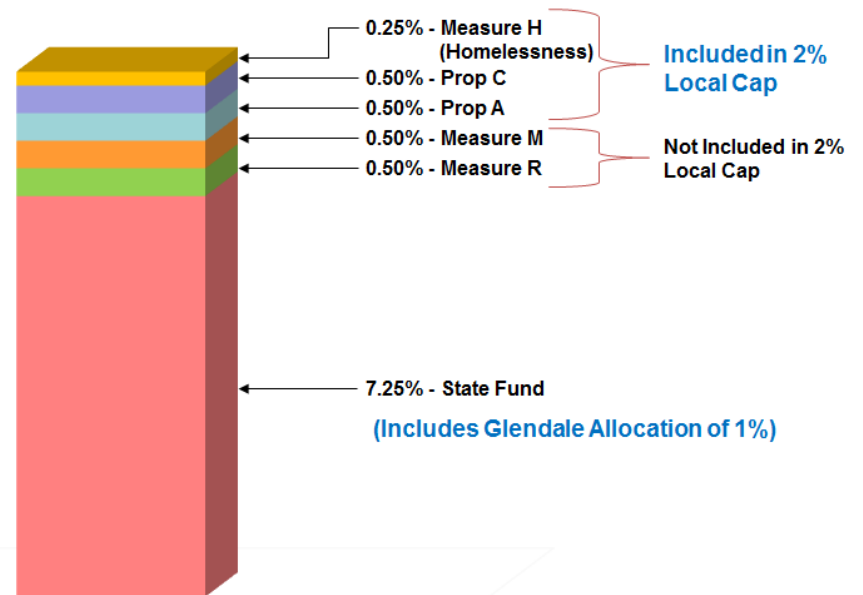
The Glendale Quality of Life
&

Essential Services Protection Measure



Where do our sales tax dollars go?

The current sales tax in Glendale is 9.5%, of which only 1% is under local control, with the remainder going to the state, county, and regional agencies.



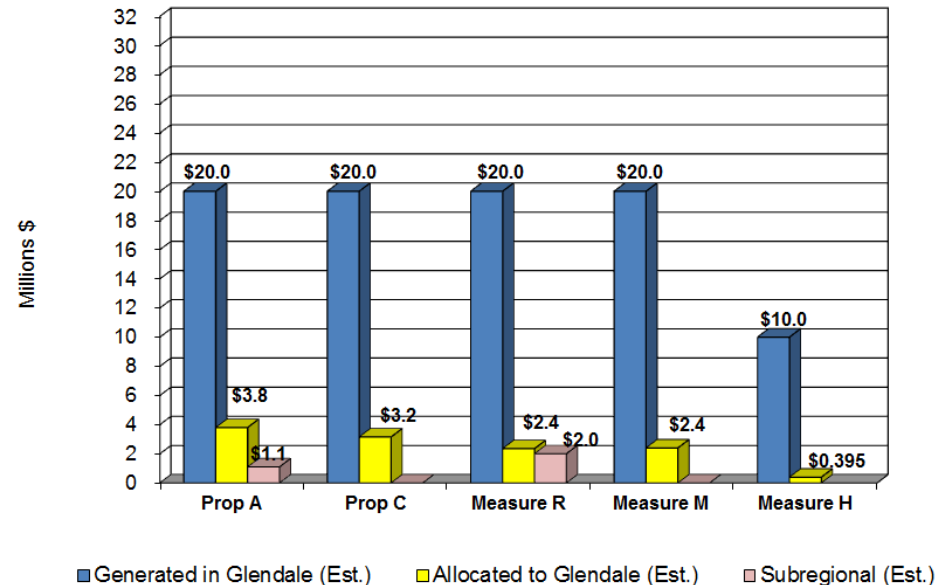
9.5% Sales Tax



Where do our sales tax dollars go?

Glendale is estimated to send \$90 million to the county and regional agencies in special sales taxes, but only receive \$15 million in return.

Non-General Fund Sales Tax Revenues
FY 2018-19 Estimates
Prop A & C, Measure R, M, & H





What is Quality of Life and Essential Services Protection Measure?

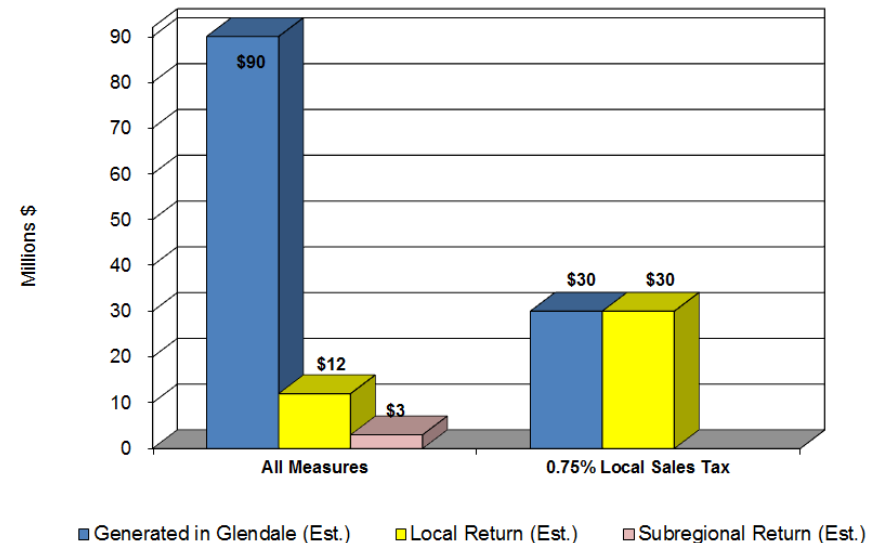
- The Glendale City Council unanimously voted to place the Measure on the November 6, 2018 ballot.
- Changes the current sales tax by $\frac{3}{4}\%$, less than a penny on every dollar spent
- Generates approximately \$30 million each year in dedicated, locally-administered funds to protect essential services that make Glendale a great place to live, work, and play



What if the Measure Doesn't Pass?

It's likely that any future sales tax proposed by the County, regional agencies, and special districts would be assessed on Glendale, yet Glendale would only receive a small portion to improve Glendale neighborhoods.

Revenue from all Measures vs Potential Local Sales Tax
FY 2018-19 Estimates
Prop A & C, Measure R, M, & H





Local Control

- The measure ensures that the funding generated will be used locally.
- The county, regional agencies, or special districts can't take it away in the future.
- Pasadena, Burbank, and eight other cities in LA County placed measures on the November ballot.



Where is Glendale now?

- Despite cost saving measures, and an improving economy, beginning in 2019 Glendale's General Fund will face a budget deficit which is expected to expand to more than \$6 million per year by 2023.
- It is vital that Glendale has the resources it needs to continue to provide the high quality of life residents need and deserve. Without additional revenue, the City would be forced to make further cuts to essential services.



How does the sales tax work?

- Much of this sales tax revenue will come from non-Glendale residents who dine or shop here from other cities and areas.
- It costs 7 ½ cents for every \$10 spent on taxable goods.
- By law, it is not applied to unprocessed foods, such as groceries, prescription medications, labor, or real estate transactions.



Accountability & Transparency

- City of Glendale has proven record of fiscal responsibility.
- Revenue from the Quality of Life and Essential Services Protection measure will be included with the City's annual independent audit.
- The City Council decides what the revenue is spent on each year during its annual, public budget process.



For More Information

Visit:

<https://www.GlendaleMeasureS.com>

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