



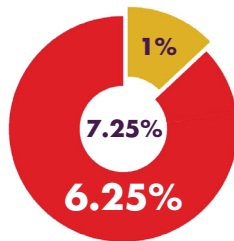
2024 Measure D Fact Sheet

The City Council is placing Measure D on the November 5th, 2024 ballot so voters in Yuba City can consider enacting a local sales tax of 1%. If voters approve Measure D, it is expected to **generate approximately \$17.5 million each year** in dedicated, and locally controlled funds that benefit Yuba City residents and businesses.

BREAKDOWN OF YOUR CURRENT SALES TAX

Tax breakdown of \$1 purchase with current 7.25% rate:

1% = YUBA CITY
6.25% = SUTTER COUNTY & STATE OF CALIFORNIA



LOCAL REVENUE

Currently, Yuba City's local sales tax is 7.25%, but the City only receives a small portion of the revenue generated.

YUBA CITY

\$18M

In 2023, Yuba City generated **\$130 MILLION** in sales tax revenue.

STATE & COUNTY

\$112M

YUBA CITY

\$35.5M

Additional LOCAL revenue with 8.25% tax rate.

STATE & COUNTY

\$112M



SALES TAX RATES IN NEIGHBORING JURISDICTIONS



Marysville
8.25%



Yuba County
8.25%



Chico
8.25%



Colusa
8.75%

Of 180+ cities with a population over 50,000, only 8 are still at the minimum 7.25%.

SALES TAX DOES NOT APPLY TO THE FOLLOWING:



GROCERIES



MEDICINE



EDUCATION



LABOR



HOUSING

ACCOUNTABILITY AND LOCAL CONTROL

- All additional funds would remain local
- No funds could be taken by the State
- Public disclosure of all spending
- An Independent Citizens Oversight Committee would review all expenditures



Learn more at www.YubaCity.net/MeasureD

...or scan this QR code



Revenue Measure Priorities

KEEPING YUBA CITY SAFE



✓ ROAD REPAIR

- Tackle \$150 Million in current maintenance needs
- Complete a bulk of the major arterial road repairs



✓ FIRE

- Maintain critical staffing levels & response times
- Expand & update aging (63 year old) Clark Avenue fire station to accommodate two engine companies



✓ HOMELESSNESS

- Add dedicated Homelessness Response personnel
- Create a city-wide "Clean Team" to support our small businesses and remove illegal dumping & biohazards



✓ POLICE

Provide police services to Walton/Happy Park residents



✓ SHERIFF & DISTRICT ATTORNEY

- Funding to address impacts of unlawful trespass and litter
- Increase jail staffing and complete jail repairs
- Offer competitive pay to fill critical D.A. positions
- Additional Prosecutors dedicated to Yuba City crimes