



City of Yuba City  
1201 Civic Center Blvd.  
Yuba City, CA 95993

PRSR STD  
US Postage  
PAID  
Sacramento CA  
Permit # 1309

Informational Mailer 1

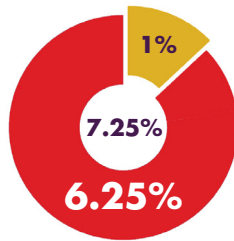
# Yuba City Measure D Fact Sheet

The City Council placed 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, 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 & 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 [YubaCity.net/MeasureD](http://YubaCity.net/MeasureD), or scan this QR code



# TOP PRIORITIES WE'VE HEARD FROM YUBA CITY RESIDENTS INCLUDE:

## 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

And uses for other local purposes.

