

Important Information for Lafayette Voters about

Measure H

The City of Lafayette Sales Tax Measure
to maintain City services



Measure H will appear on the
November 5, 2024 ballot.

For more information or to ask
questions, scan this QR code or visit
www.lovelafayette.org/MeasureH





Dear Lafayette Resident,

Since Lafayette was incorporated in 1968 as a limited-service City, we have been very proud to have been able to keep expenses down and consistently balance our budgets.

However, due to recent cost increases - on everything from contracted materials and labor for street maintenance, to insurance and additional unfunded mandates being imposed by the State - we are now faced with an ongoing deficit of more than \$2M annually, which represents approximately 10% of the City's General Fund budget.

The City Council considered several funding options and ultimately decided to ask Lafayette voters to authorize a local sales tax increase of 1/2¢ (a half-penny on every taxable dollar spent locally) to address this set of challenges. This ballot measure, Measure H, will appear on the November 5, 2024 ballot.

If approved by Lafayette voters, Measure H will generate approximately \$2.4 million annually, enough to maintain the current level of services currently being provided to residents, without the need to cut back or eliminate some programs.

I invite everyone to learn more about the City's financial situation and about Measure H. More specifically, visit www.lovelafayette.org/MeasureH to read more about the City's budget and FAQs about Measure H to help you make an informed decision.

Please don't hesitate to contact me to share your thoughts at (925) 284-1968 or LafayetteListens@lovelafayette.org.

Sincerely,

Niroop K. Srivatsa

Niroop K. Srivatsa,
Lafayette City Manager



Frequently Asked Questions About Measure H

What are Lafayette Voters being asked to consider?

Here's how Measure H will appear on the November 5, 2024 ballot:

The City of Lafayette Sales Tax Measure

To provide funding to maintain City services, including public streets, storm drains, pothole repairs, wildfire preparedness, number of police officers, traffic safety, senior and youth programs, and other general city services, shall the measure enacting a 1/2¢ sales tax for 7 years generating approximately \$2,400,000 annually with yearly financial audits, public review of expenditures by a citizen oversight committee, and all funds benefitting Lafayette be adopted?

How much will this Sales Tax cost consumers in Lafayette?

If a ½-cent increase in the sales tax rate is authorized by Lafayette voters, it will cost consumers a half-penny for every dollar spent in Lafayette on taxable purchases.



Since sales tax is paid by visitors and residents who dine and shop in Lafayette, Measure H would bring in funds from people who reside outside the community for the benefit of Lafayette residents.

And, in California, most groceries and prescription drugs are exempt from being charged sales tax.

Will 100% of the revenue stay in Lafayette?

Yes. A voter-approved sales tax will provide local funding that cannot be seized by the State; thus, 100% of the revenue will remain in the City to benefit Lafayette residents.

How does the Sales Tax Rate in Lafayette compare to our neighbors?

If Measure H is approved by a 50%+1 majority of voters, the sales tax rate in Lafayette will increase from 8.75% to 9.25% which is equal to or less than neighboring cities.

Sales Tax Rate in Neighboring Cities

(Alphabetical, grouped by tax rate)

CURRENTLY		IF MEASURE H PASSES	
City	Sales Tax Rate	City	Sales Tax Rate
Concord Moraga Orinda	9.75%	Concord Moraga Orinda	9.75%
Pleasant Hill Walnut Creek	9.25%	Lafayette Pleasant Hill Walnut Creek	9.25%
Danville Lafayette	8.75%	Danville	8.75%

Would the increase be permanent?

No. Measure H would authorize an increase for seven years.

Where can I get more information?

For more information, visit the City's website at www.lovelafayette.org/MeasureH. If you have questions, email LafayetteListens@lovelafayette.org or call 925-284-1968.





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What is Measure H all about?

It is the City of Lafayette’s responsibility to provide public services and facilities that maintain our community’s quality of life. Our goal is to keep pace with these service requirements while also being fiscally responsible. However, Lafayette’s budget is projected to have a deficit of more than \$2M annually. Without additional revenue, such as Measure H, the City Council will have to make difficult decisions about which programs and services to reduce or eliminate.

How will money from Measure H be spent?

The funds from Measure H, if passed by the voters, will go directly into the City’s General Fund and be used to fund City services benefitting Lafayette residents. These include, but are not limited to:

- ▶ Maintaining public streets and storm drains in their present good condition as well as providing timely pothole repair.
- ▶ Continuing wildfire preparedness activities.
- ▶ Keeping the number of sworn police officers at the current level.
- ▶ Continuing services for senior citizens.
- ▶ Maintaining city parks, open spaces, paths, and playfields in good condition.
- ▶ Ensuring traffic safety on our streets and pathways for all users including those driving, biking and walking.
- ▶ Continuing support for our community partners like the Chamber of Commerce and the Lafayette School District.

What happens if Measure H fails?

If Measure H fails to secure simple-majority voter support, the Council will have to make difficult decisions about where to cut City services and programs. While specific decisions have yet to be made, the deficit equates to approximately 10% of the City’s annual General Fund budget so cuts could impact all City departments, including police, public works, planning, engineering, parks and recreation, and administration.



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