



City Council

Gina Dawson, Mayor
Wei-Tai Kwok, Vice Mayor
Carl Anduri, Council Member
Susan Candell, Council Member
John McCormick, Council Member

October 2024

Dear Lafayette Community Members,

As you may know, Lafayette City Council has placed Measure H, the Lafayette Sales Tax Measure, on the November 5, 2024 ballot asking Lafayette voters to consider a ½ cent local sales tax for a period of 7 years to provide funding to maintain the current level of City services, without reducing or eliminating some programs.

I am reaching out to let you know that information about the City's financial situation and Measure H is available on our website at www.lovelafayette.org/MeasureH including the [Measure H Information Flyer](#) recently mailed to Lafayette residents and businesses, as well as a list of FAQ that we continue to update. This information is being provided to the community to help Lafayette voters make an informed decision.

Additionally, voters can read the Impartial Analysis as well as arguments for and against Measure H in their Official Voter Information Guide mailed out recently by Contra Costa County.

We encourage everyone to sign up to receive the City's Weekly Roundup, a free newsletter that includes information about topics important to our community. Sign up at www.lovelafayette.org/e-notification or call us at 925-284-1968 for assistance.

If you are not familiar with Measure H, some information is included on the next page for your convenience.

If you have questions about the deficit or the funding measure, please email us at lafayettelists@lovelafayette.org.

Thank you,

Niroop K. Srivatsa, City Manager
925-284-1968

Snapshot About Measure H, the Lafayette Sales Tax Measure:

- On November 5, 2024, Lafayette voters will vote on a ½ cent local sales tax increase for a period of 7 years to provide funding to maintain the current level of City services, with yearly financial audits, public review of expenditures by a citizen oversight committee, and all funds remaining local to benefit Lafayette.
- Lafayette’s current sales tax rate is 8.75%; however, the majority of this revenue goes to other agencies such as the state, the county and BART.
- If approved by Lafayette voters, a 1/2¢ increase would increase the sales tax rate from 8.75% to 9.25%, which is the same rate as Walnut Creek and Pleasant Hill, and lower than Orinda, Moraga, and Concord.
- A voter-approved sales tax increase of half cent (1/2%) - half a penny on every dollar spent locally – will generate approximately \$2.4 million annually to maintain the current level of services and programs presently being provided to residents, without eliminating or reducing services and programs.
- Funds raised by the sales tax measure would provide local funding that cannot be taken by the State; 100% of the revenue will stay in the City to benefit Lafayette residents.
- Sales tax is paid by visitors who dine and shop in Lafayette, as well as by local residents, so funds are brought into the City from people who reside outside the community.
- These funds would go directly into the City’s General Fund, which is used for city services such as:
 - Maintaining public streets and storm drains, and providing timely pothole repair.
 - Funding wildfire preparedness activities.
 - Maintaining the number of sworn police officers at the current level.
 - Services for senior citizens.
 - Maintaining city parks, open spaces, paths, and playfields.
 - Traffic safety improvements on our streets and roads for all users including people driving, biking and walking.
 - Continuing financial support for our community partners like the Chamber of Commerce.
- Without additional revenue, the City Council will have to consider possibly reducing or discontinuing some City programs and services as part of the budgeting process. It is projected that filling a \$2M annual deficit (10% of the City’s General Fund) will require cuts across all City departments, including police, public works, planning, engineering, parks and recreation, and administration.