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## CITY OF PACIFICA

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# PRESS RELEASE

July 8, 2022

## **Pacifica City Council Unanimously Places Local Vital Services Measure on the November Ballot**

FOR IMMEDIATE RELEASE (Pacifica, CA) – The Pacifica City Council voted unanimously to place a local measure on the November ballot to address vital local services and financial stability with locally controlled funding that cannot be taken by the State.

If enacted, the measure will maintain local public safety, roads maintenance and paving, parks and recreation programs, and help protect local resources among other core city services identified by the community through the City's engagement efforts. Community identified top priorities and needs include maintaining 911 fire, police, and emergency medical response times, keeping pollution and trash off local beaches, attracting and retaining local jobs and businesses, and maintaining storm drains to prevent flooding.

"We really appreciate this feedback from the community survey recently conducted, especially right now," said City Manager Kevin Woodhouse. "As a full-service city, Pacifica provides vital services for thousands of residents every day. Unless the City has additional funding, it will be challenging to maintain existing services such as public safety and protecting our local parks, trails, and beaches now and for future generations," continued Woodhouse.

If enacted, the Measure would establish a half-cent cent sales tax (transaction and use tax) generating locally controlled funding that could not be taken by the State and requires all funds to be used in Pacifica. The half-cent would not apply to food purchased as groceries or prescription drugs. The measure also requires an independent citizen oversight committee and regular financial audits.

Conducted by FM3 Research, a recent community survey indicated up to 66% of respondents would support this simple majority requirement measure to maintain vital local services.

The City will continue to keep the community informed and engaged as part of its Vision 2025 & Beyond Strategic Financial Sustainability planning.

More Information:

- [Council Report - June 27, 2022](#)
- [Resolution and Ordinance](#)
- [Council Report - May 23, 2022](#)

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