



# **IMPORTANT FACTS ABOUT Measure IT**

**Public Education Town Hall Meeting  
Thursday, October 19, 2006  
Inglewood High School Auditorium**

# What Is Measure IT?

- Measure IT proposes to add a one-half percent increase to the City's (0.5%) sales tax specifically for enhancing vital city services, and would make the sales tax rate in Inglewood 8.75%.
- Vital City services are defined as those services that protect the welfare of our residents and enhance the overall quality of life for our community.
- Measure IT was placed on the ballot by the City Council to address significant budget shortfalls due to:
  - Revenue Losses
  - Increased Service Demands
  - Increased Costs
  - Employee Turnover

# Why A Sales Tax Measure?

- A sales tax puts the least amount of burden on our local residents because a portion is paid by visitors.
- Many California cities have initiated similar sales tax measures to protect vital city services.

# What Has Caused Revenue Losses?

- ERAF (Education Relief Augmentation Fund) – A state initiative that diverted funds from local governments; Inglewood's General Fund has lost about \$2.0 million annually from the early 1990s, and an additional \$1 million was lost in both 2005 and 2006.
- Proposition 218 – A Ballot measure that changed provisions for collecting assessments and fees; Inglewood lost \$2.1 million for park maintenance services, and the General Fund picked up this additional cost to continue to provide the services.
- The cost of running a City has increased.

# Additional Revenue Needed To Meet Increasing Service Demands

- 376 New Homeowners in the City
- New Shopping Centers – Hollywood Park Marketplace and Village at Century
- New Expanded Costco



# To Address Employee Turnover, Especially In Public Safety

- Reductions in the Police department due to turnovers; trained police officers going to other cities for higher salaries
- Survey conducted of 17 law enforcement agencies; Inglewood's monthly salary is almost 20 percent less than the average salary of police officers in the area; 14 of the agencies have higher monthly salaries than Inglewood police officers
- The CPI has risen 34.7% from 1996 – 2006; Inglewood's last CPI increase was between 1.0 and 1.5 % in 2002; thus talented employees are leaving for other agencies

# How Much Revenue Will The City Generate If Measure IT Passes?

- Budget Analysts estimate that if Measure IT passes, the City could generate an estimated \$4.4 million.
- Funds will be deposited in a restricted fund, subject to independent audit.
- The City Council approved the establishment of a Citizen Oversight Committee to ensure that funds are spent in a fiscally responsible and accountable manner.



# COUNCIL PRIORITIES FOR MEASURE IT FUNDS

## Public Safety

- Increase community policing efforts, including hiring additional police officers
- Increase anti-gang education and prevention programs
- Establish Gang Resistance Education and Training program, GREAT
- Improve the ability of the City to respond quickly and effectively to terrorism or natural disasters
- Maintain current fire and paramedic staffing and equipment
- Improve the City's ability to attract and retain a skilled and well-trained police force



# COUNCIL PRIORITIES FOR MEASURE IT FUNDS

## City Services and Programs

- Increase senior and disabled transit services
- Increase senior meal and recreation programs
- Maintain parks and recreation programs
- Maintain local library service levels



# COUNCIL PRIORITIES FOR MEASURE IT FUNDS



## Infrastructure

- Clean up vandalism, graffiti, and blight in our neighborhoods
- Resurface and pave City streets
- Fix deteriorated sewer systems
- Fill potholes

## Local Economy

- Provide job training programs
- Expand programs to retain, expand, and attract businesses



# How Will The Tax Work?

- Inglewood retailers will collect the tax on any merchandise where shoppers pay a sales tax.
- All Inglewood shoppers, both visitors and residents, will pay the sales tax.
- No tax is charged to prescription medicine, non-prepared food (like groceries), rent, or household utilities.
- Any new vehicle purchased and registered in Inglewood will pay the sales tax.

# Real Life Comparisons



- The new sales tax would add \$1.50 in sales tax to a \$300 shopping trip to Costco.



- The new sales tax would add \$0.05 in sales tax to a \$10 lunch bill.



- The new sales tax would add \$120 in sales tax when purchasing a new \$24,000 car.

# How Will The Tax Rate Change With Measure IT?

- Currently, shoppers in Los Angeles County pay an 8.25% sales tax rate on goods and services.
- Should voters approve Measure IT, Inglewood shoppers will pay an 8.75% sales tax rate.

# Time Frame

- 0.5% sales tax increase placed on ballot  
**November 7, 2006**
- If approved, sales tax increase takes effect  
**April 1, 2007**
- If approved, City begins to realize extra tax revenue  
**July 1, 2007**  
to apply towards vital City services, including public safety and other crime prevention efforts, recreation programs, blight removal, graffiti abatement, and related services.

# MEASURE IT

Shall an Ordinance to impose a Vital City Service tax of one-half percent (0.5%) on transactions and uses in the City, with the revenue to provide for the well-being and security of its residents and businesses, be adopted?