

Measure G

With the passage of Measure G in November 2014, the City is in a position to restore services and make strategic investments into public facilities and infrastructure. Each of the department's plans are focused on delivering services and projects that reflect the main interests of the community, as determined by extensive community outreach, surveys and engagement.

The public have consistently expressed a desire for more services to achieve a better, safer Salinas. Crime prevention, public safety, economic development, and street and sidewalk repair all contribute to safe, clean neighborhoods. These and other critical public services have all suffered from inadequate funding. Increased funding for public safety has been identified through the community outreach process as the highest priority, but not the only priority. While residents have consistently stressed the importance of public safety, they have also recognized that safe communities require investments in violence prevention and community-building programs such as after-school programs, recreational activities, life-long learning opportunities and special events/cultural arts programming.

On March 25, 2014, the City Council reviewed the results of the community outreach, received further public comment, and directed staff to prepare a resolution calling for an election to ask voters of the City of Salinas to increase the general transactions and use tax by one cent, with a fifteen-year sunset, and with citizens' oversight.

On June 24, 2014, the City Council held a noticed public hearing to consider calling a municipal election to seek voter approval of a proposed general transactions and use tax (or "sales tax"). At the conclusion of that hearing, the City Council decided to call an election to ask voters of the City to approve a local transactions and use tax for 15 years, the revenue from which would be used to support general municipal services.

On November 4, 2014, the voters of Salinas approved Measure G, an ordinance imposing a one-cent general transactions and use tax. Measure G has a fifteen-year term and requires the City Council to establish an Oversight Committee.

Measure G was premised upon and was presented to the voters as an opportunity to restore services to the community; to provide for a "safer, better Salinas." Consistent with that purpose, the following question was presented to the voters:

"To improve our quality of life, maintain and enhance city services and facilities, including: crime and gang prevention; neighborhood policing and school safety; safety inspections; police, fire and paramedic response; fixing potholes, streets, and sidewalks; recreation and programs for youth and seniors; and other city services, shall the City of Salinas enact a one cent sales tax, that can't be taken by the State, with citizens' oversight, annual independent audits, with all funds dedicated to Salinas?"

As set forth in Section 32-94 of the Measure G ordinance, the "Measure G Oversight Committee" has the following attributes and responsibilities:

1. The Committee consists of no fewer than seven members of the public (one member selected by each Council member with the initial Committee appointed by the Council by March 31, 2015);
2. The Committee members shall be either city residents or representatives of businesses located in Salinas;
3. The Committee receives and by May 30 of each year is responsible for reviewing the City auditor's report and based on their review of the auditor's report is responsible for issuing

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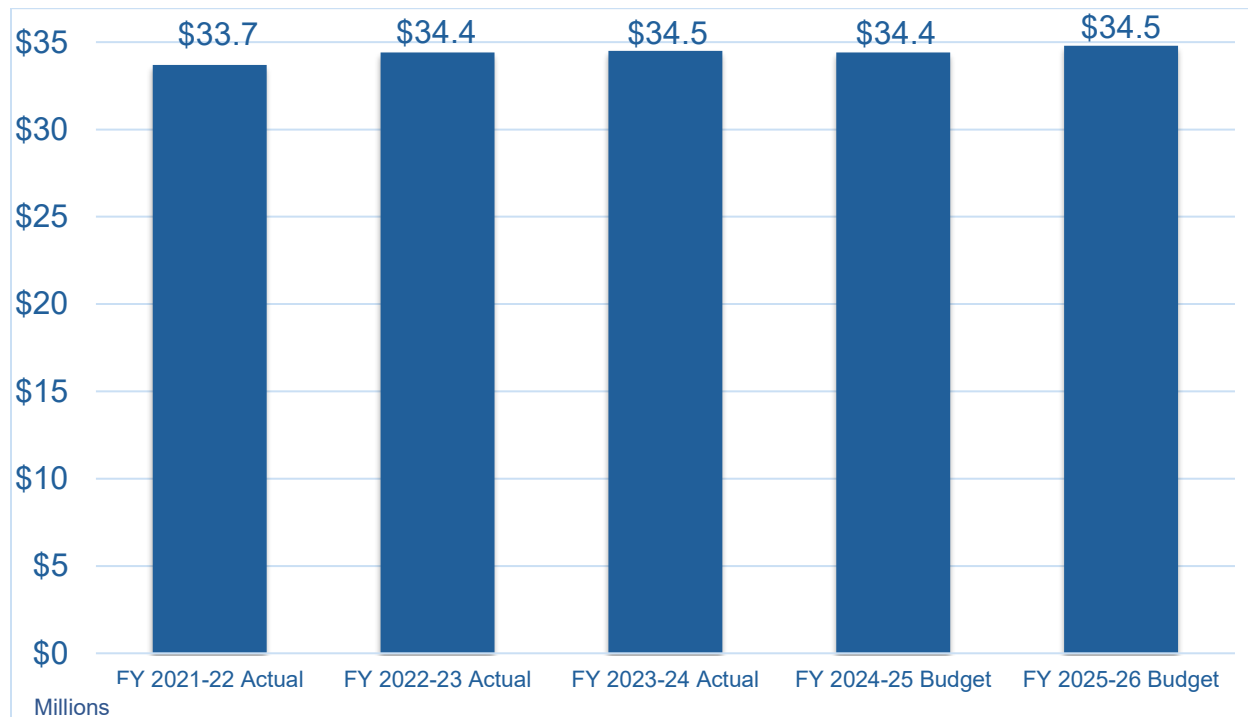
a public report to the City Council on the receipt of revenue and expenditures of Measure G funds and such other matters the City Council may assign.

As approved by the City Council on March 31, 2015 and adopted by resolution on April 14, 2015, the Committee shall meet three times per year:

1. As set forth in Section 32-94 of the Ordinance, before May 30 of each year to “review the auditors’ report, for each year in which the auditors prepare such a report, [for the purpose of issuing] a report to the City Council regarding the use of revenue [from Measure G] and such other matters as the City Council may assign.”
2. Following the City Council’s adoption of the annual budgets (Operating, Capital, Measure E, and Measure G) for the purpose of understanding how the City Council directed the expenditure of Measure G revenues.
3. Prior to the City Council’s adoption of the annual budgets so that City staff can present information to the Committee on Measure G revenues and the Measure G expenditures proposed in the annual Measure G Budget.

Effective May 6, 2025, City Council established four quarterly meetings (July, October, January, and April).

In order to assure full compliance with the intent of the ordinance, the tax proceeds from this ordinance are separately received and accounted for in the City’s financial reporting system (Fund 1200).



The City received \$5.4 million for the last quarter of FY 2014-15 and \$22.6 million for FY 2015-16, the first full year of collections. Modest increases occurred over the next 5 years with a minor decline in FY 19-20 due to the COVID-19 pandemic. Significant improvements occurred for FY 2020-21 through FY 2025-26. Projections indicate revenues could remain relatively flat in the coming years.

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The Measure G proposed budget by department/program for FY 2025-26 is as follows:

	Amount	Percent
Internal Services, Fleet & Energy Debt	1,599,400	4.7%
Public Safety Building Debt	5,987,400	17.7%
Emergency & Animal Services	1,097,000	3.2%
Police	7,178,990	21.3%
Fire	1,844,122	5.5%
Public Works	7,564,037	22.4%
Recreation	5,585,607	16.5%
Community Development	1,820,071	5.4%
Finance	767,170	2.3%
Human Resources & Administration	312,830	0.9%
Total	33,756,627	100.0%

The number of positions funded by Measure G during FY 2025-26 is summarized as follows:

	Positions
Police - Sworn	12.0
Police - Non-Sworn Support	17.0
Fire - Sworn	5.8
Fire - Non-Sworn Support	1.0
Community Development	10.0
Public Works	38.3
Recreation	15.5
Information Technology	2.0
Finance	3.0
Human Resources	1.0
Administration	1.0
Total	106.5

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Example Measure G Projects (Inception to date)

- Cesar Chavez Soccer Field
- Sidewalk and Drainage Repairs
- Street Preventive Maintenance
- Northgate Dog Park
- Facilities ADA Improvements
- Alisal Vibracy Plan
- Fire Station Improvements
- Traffic Calming Improvements
- Police Service Building
- Boronda Road Traffic Congestion Relief
- Hebbbron Family Center Improvements
- Community Center Improvements
- Cesar Chavez Trail
- Sherwood Tennis Center Improvements
- Recreation Facility at Municipal Pool

Measure G Projects Highlights

Cesar Chavez Soccer Field

This project is a recreational asset for the Salinas community and it includes the construction of a full-sized synthetic turf soccer field, upgrades to the irrigation system, drainage improvements, and various landscaping enhancements.

Hebbbron Family Center Improvements

The new Hebbbron Family Center will offer programs to Salinas residents of all ages, from tiny tots to teens and seniors. The center will have community and meeting rooms, a teen lounge and kitchen, outdoor gathering spaces and multi-use sports court along with other lot improvements.

Boronda Road Traffic Congestion Relief

The Boronda Congestion Relief Project will create safer roads, enhanced accessibility and prepare the City for future growth. With plans for new homes in the Future Growth Area, Salinas is preparing for an increase in population and traffic, ensuring Boronda Road is safely equipped to meet these demands. The overall project includes the widening of East Boronda Road into a four-lane roadway (two lanes at each direction), and the construction of 4 multi-lane roundabouts at the intersections of McKinnon Street, El Dorado Drive, Natividad Road, and Independence Boulevard. The project will include the construction of bioretention facilities, buffered bike lanes, bus pullouts, sidewalks, ADA-compliant access ramps, storm drain lines, sanitary sewer lines, street lighting, landscaping, and other improvements.