



CITY OF MARYSVILLE MEASURE C RENEWAL 2024

Measure C Reports

www.marysville.ca.us/measure-c

measurec@marysville.ca.us



Marysville in 2015

- Recovering From Great Recession
- Dire
- Long-Term Debt
- Essential Services Slashed



Marysville in 2015

“We keep talking about cutting people, cutting people, cutting people. But there is nobody left to cut.” City Manager

“The problem with the deficit is that last year the city used reserve funds and borrowed from its sewer fund to make the budget balance. For the coming year, there are no reserves and at some point the sewer fund has to be paid back.”

“Councilman Jim Kitchen mentioned the possibility of the city having to file for bankruptcy.”

"We have inadequate services," Kitchen said. "We have inadequate public safety. It's not the fault of previous councils. It's just the situation in which we find ourselves."



2016 Measure C Ballot Language

The following question appeared on the ballot:

“Shall the City of Marysville enact a 1% sales tax (Transactions and Use Tax for general municipal purposes, such as fire safety, police protection and emergency response services, traffic safety, streets and sidewalks repair, park improvements and maintenance, reducing debt and rebuilding financial reserves, with the following restrictions?

This tax shall expire after ten years, on October 31, 2026. Annually, the City shall publish a report of how much tax revenue was received and how that money was used.”



Renewing Measure C Does Not Raise Your Taxes



Marysville Sales Tax – Measure C

Marysville Sales Tax Rate	8.25%
California State Sales Tax	6.00%
Yuba County Sales Tax	0.25%
Marysville Sales Tax	1.00%
Special Tax	1.00%



2022/2023 Reserves

2015/2016 Reserves	\$269,731
2022/2023 Reserves	\$10,133,774
2015/2016 City Credit Rating	Moody's Downgrades from Baaa1 to Baaa3
Current City Credit Rating	Moody's Upgrades from A3 to A2 (Sept. 2022)



City of Marysville

2015/2016 Police Department Staffing	24
Current Police Department Staffing	32
2015/2016 Fire Department Staffing	11
Current Fire Department Staffing	15



Marysville's Crime Rate is Down by Over 20% Since The Passage of Measure C

Source: FBI statistics



City of Marysville

2015/2016 Expenditures for Road/Street Repair	\$0
Current Expenditures for Road/Street Repair	\$3,572,255



City of Marysville Streets Repaired

<u>Street Section</u>	<u>Length (ft)</u>
B St. - 1st St. to 3rd St.	780
Cheim Blvd. - Nadine Dr. to E. 22nd St.	1,750
Del Pero St. - Rideout Way to Toddwick Ave.	1,900
F St. - 3rd St. to 6th St.	1,100
Glen St. - Nadine Dr. to E. 22nd St.	1,600
Johnson Ave. - Cheim Blvd. to Hall St.	2,000
Nadine Dr. - Cheim Blvd. to Hall St.	2,500
Olson Ct.	550
1st St. - E St. to B St.	1,280
5th St. - J St. to E St.	1,930



City of Marysville Streets Repaired (cont.)

14th St. - Levee to F St	1,950
E. 19th St. - Ramirez St. to Covillaud St.	1,660
E. 22nd St. - SR-20 to Cheim Blvd	820
E. 13th St. - Yuba St. to Ramirez St.	370
E. 14th St. - Yuba St. to Ramirez St.	370
West ½ of Ramirez Street - 13th St. to 14th St.	460
Yuba Street - 13th St. to 14th St.	460
Orange St. - 10th St. to 11th St.	360

Total 21,840 ft.

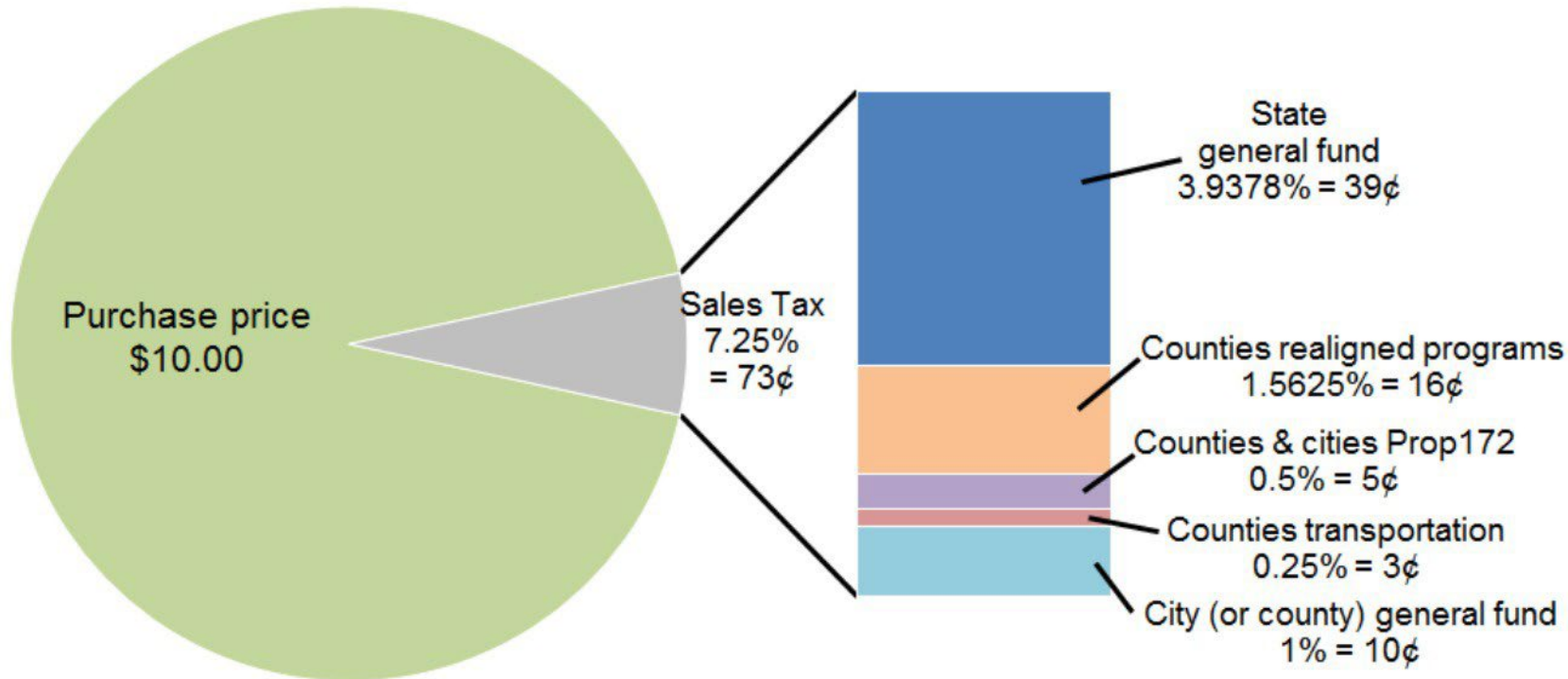


Measure C Exemptions

Services are generally exempt from the sales tax as well as certain items, like most groceries and medicine.



Where does your sales tax go?



Rates effective January 1, 2017 after the expiration of the 0.25% Proposition 30 temporary rate.

In addition to the base, statewide rate of 7.25 percent, local voters may authorize additional "transactions and use tax" rates. These additional rates raise the total effective rate to as much as 9.75% in some locations.



Sales Tax Rates Of Surrounding Communities

- City of Chico Transactions and Use Tax 1.00%
- City of Oroville Transactions and Use Tax 1.00%
- Town of Paradise Temporary Transactions Use Tax 0.50%
- City of Colusa Transactions and Use Tax 1.00%
- City of Clearlake Transactions and Use Tax 1.00%
- City of Susanville Transactions and Use Tax 1.00%
- City of Grass Valley Transactions and Use Tax 1.00%
- City of Davis Transactions and Use Tax 1.00%
- Yuba County Yuba County Unincorporated Area Transactions and Use Tax 1.00%



OVERSIGHT

Measure C's Renewal will have an Oversight Committee to ensure it is used as promised.

The Oversight Committee serves as an advisory body to review expenditures and appropriations of Measure C revenues to comply with the intended purposes.



Marysville Council Should Take Pains To Remember Life Before Measure C Passed

By Steve Miller, editor / Appeal-Democrat Dec 7, 2018

“From a staff report prepared for City Council members, it looks like the extra revenue Marysville is receiving via Measure C – passed in 2016 to increase the sales tax by a cent – is being well spent: infrastructure, public safety, parks, reinstating five-day city hall service ...”

“Whether that all meets the expectations of voters (who were mainly concerned, we think, with roads, law enforcement and fire service), it’s up to council members to decide.”

“We just hope the council remembers to keep in mind what it was like budgeting for city operations before that additional revenue. Impossibilities have been replaced with possibilities ... but we want there to be a true appreciation of that revenue. Spending needs to be constantly prioritized.”



www.marysville.ca.us/measure-c

