

IMPARTIAL ANALYSIS OF MEASURE B
By Roseville City Attorney

Section 1: The City Council of the City of Roseville has unanimously placed Measure B on the ballot asking voters to consider a one-half percent (0.5%) “transactions and use tax” (commonly known as a “local sales tax”) on retail sales within the City. This Measure adds Chapter 4.22 to the Roseville Municipal Code.

If approved by the voters, the City may use the funds for any municipal purpose, including but not limited to essential services such as neighborhood police patrols, fire protection, 9-1-1 emergency response; crime suppression/investigation; street and pothole repair; libraries, parks and recreation; and job creation and economic improvement programs.

All revenues raised by Measure B will belong to the City of Roseville and cannot be taken by the federal government, the State of California, or the County of Placer. Measure B would remain in place unless and until the voters repealed it. Measure B would add, for example, 50 cents to the price of an item that costs \$100.

Measure B requires that the tax proceeds shall be subject to independent annual financial audit and that a report be presented annually to the City Council, and also be made available for public review. Additionally, the Roseville City Council shall by April 1, 2019, establish a citizens’ oversight committee which will review the revenue and expenditure of the Measure B proceeds.

Currently, the sales tax rate in Roseville is 7.25% of the purchase price, the state-mandated minimum, and the tax revenue is allocated among the State, Placer County, and the City of Roseville. Measure B would increase the tax rate to a cumulative rate of 7.75%, with Roseville’s share rising from 1.0% to 1.5%. The proposed tax would be administered by the State, in the same manner that sales tax is currently administered, in order to reduce the cost of collecting the tax and to minimize the burden of record-keeping upon retailers within the City. Collection of the tax would begin on April 1, 2019, and City staff estimates that Measure B would generate approximately \$18.4 million annually. The revenues from this tax must be placed in the City’s general fund and may be used for any general municipal purpose.

A “yes” vote is a vote in favor of authorizing the proposed sales tax. A “no” vote is a vote against authorizing the proposed sales tax. Measure B would be approved if it received a majority of “Yes” votes.

Section 2: Measure B does not limit the use of tax revenue and is therefore a “general tax,” and not a “special tax” that restricts the funds to specific purposes. The tax revenue can be spent for unrestricted general revenue purposes.

Section 3: The above statement is an impartial analysis of Measure B. If you desire a copy of the Measure, please call the Elections Official at 916 774-5263 and a copy will be mailed at no cost to you.

BY:



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