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Ballot Argument to Oppose Measure M, 1 cent Sales Tax Increase, in Citrus Heights

Version 6

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The response to the Covid-19 crisis has shut down hundreds of Citrus Heights businesses and left thousands of our residents without jobs. In the middle of this financial crisis, the city is proposing a huge tax increase that never expires on residents and businesses. This is absolutely the worst time for the City of Citrus Heights to increase your taxes. We urge you to vote No!

Measure M promises to increase policing, homeless services, and community improvements. But there is absolutely no guarantee that the tax increase will be spent for any of those vital services - they could as easily (and legally) be spent on other things.

Like most taxes, nothing guarantees the money will go where citizens expect. Measure M tax revenue will flow through the general fund, which current and future city leaders can use for any purpose they see fit. When the City of Sacramento pushed Measure U in 2018, city leaders promised the money would go to police and community improvements. But the City of Sacramento broke that promise. *Here in Citrus Heights, nothing prevents Measure M funds from going to salary increases, pensions, or pet projects voters do not even want.*

No one knows when COVID-19 shutdowns will end, but we do know that people are struggling every day. Businesses cannot open and their employees are laid off - and many cannot even get unemployment benefits. But bills are still coming and deferred rent payments are adding up and will eventually have to be paid.

In just two years, the City will receive millions of additional dollars from property taxes, yet City leaders are asking FOR AN IMMEDIATE TAX INCREASE on struggling citizens. Our leaders should be working to let people work and earn a living, not piling on new taxes. Vote no on Measure M. VoteNoOnM.org

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