FREQUENTLY ASKED QUESTIONS & ANSWERS
About Measure G-20 and the San Luis Obispo Municipal Election

Q: What is Measure G-20?
A: On July 21st, the City Council unanimously placed Measure G-20--Community Services/Investment Measure--on the November Municipal Election ballot. The measure continues a locally enacted, locally controlled City revenue source. If enacted, Measure G-20 would raise approximately $21.6 million annually by extending our voter-approved sales tax at a new 1.5 cent rate, until ended by voters.

Q: What priorities did SLO residents identify that could be supported by Measure G-20?
A: As part of the year-long “SLO Forward” outreach and engagement effort, over 1,000 local residents identified priorities such as:

✓ Maintaining fire, community safety, emergency health and disaster preparedness response
✓ Protecting local creeks from pollution
✓ Preserving open space and natural areas
✓ Retaining local businesses
✓ Funding homeless prevention programs
✓ Keeping public areas clean/safe
✓ Maintaining youth/senior services
✓ Maintaining streets

Q: I thought we had an existing local sales tax; how is this different and who pays for it?
A: Voters approved the first local sales tax measure in 2006 at a .5 cent rate and it was renewed by the voters in 2014, which was known as the 2014 Measure G. The difference is that the 2020 Measure G replaces the 2014 Measure G with a Community Services Investment Measure at a new 1.5 cent rate. Historically, 70% of sales tax dollars collected in San Luis Obispo come from tourists and visitors. Measure G-20 ensures visitors continue to pay their fair share to use our community resources and infrastructure and is not applied to prescription medication or food purchased as groceries.

Q: I am concerned about COVID-19 impacts and increasing fire dangers; could this funding be used to address those concerns?
A: One in every two calls to SLO’s Fire Department is a response to medical emergencies or rescues. Measure G-20 would provide funding to ensure that our community has the firefighter-paramedics, infrastructure, equipment, training and communications technology to respond quickly and effectively in any type of emergency, while remaining prepared to prevent and respond to fire dangers in our community. It may take years to recover from the impacts of COVID-19 on the local economy, including loss of jobs and closure of businesses. State and federal funding to cities for recovery is uncertain and outside the City’s control. Measure G-20 provides locally controlled funding to invest in the businesses in our city and our downtown area through economic recovery programs that retain neighborhood-serving businesses.

Q: How can I be certain that taxpayer dollars are being spent responsibly?
A: Measure G-20 includes strict accountability requirements, including an Independent Citizen’s Oversight Committee, an annual independent financial audit, and a report on the use of the funds is sent to every household. All money generated by Measure G-20 stays local and cannot be taken by Sacramento or Washington DC.

Q: What else is on the November 3rd Municipal Election ballot?
A: San Luis Obispo voters will also have the opportunity to select the Mayor and two city council member seats this November. To learn more about the candidates, please visit slocity.org/government/municipal-elections

Q: Where can I get more information about Measure G-20?
A: For more information on Measure G-20, visit slocity.org/MeasureG-20. Please check back often for more information about new balloting/vote center procedures in this historic State all-mail ballot.

For additional frequently asked questions and answers, please visit slocity.org/MeasureG-20.