

# FACTS ABOUT MEASURE ES



On November 3, 2020, South El Monte residents will vote on **Measure ES – the City of South El Monte Essential Services Protection Measure** – a .25% sales tax measure. If a majority of South El Monte voters approve **Measure ES**, it is estimated that this could generate approximately \$1 million annually to maintain essential public safety services, infrastructure improvements, and services for seniors, youth and residents of all ages, such as public transit, after school programs, and community events.

Funds from **Measure ES** will be available to maintain essential city-services including:



**RAPID 911  
RESPONSE**



**STREETS &  
SIDEWALKS**



**YOUTH & SENIOR  
SERVICES**



**COMMUNITY  
SPACES & EVENTS**



**EMERGENCY  
RESPONSE CENTERS**



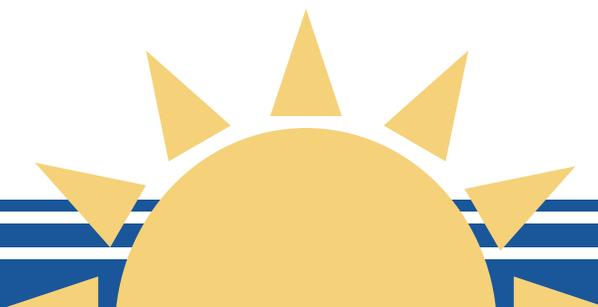
**PARKS & GREEN  
SPACES**

## Measure ES Could Secure South El Monte's Financial Future

The City of South El Monte is facing a budgetary crisis. The City's 2020-21 budget includes a general fund deficit of \$2.4 million. Without additional revenue, the City is projected to have a deficit balance in two years, and it will not be possible for the City to maintain current levels and quality of essential services.

Like many cities across the State and country, South El Monte has also felt the significant impacts of the global coronavirus pandemic (COVID-19). Many facets of City life have been affected, including the closing of schools and businesses, and this has only added to the City's financial predicament by causing a loss in sales tax revenue.

**Measure ES** would provide approximately \$1 million annually for the City's General Fund to support services such as local public safety and community services, and to help with the City's long-term financial viability.



## Preserving South El Monte Quality of Life

The City of South El Monte knows that public safety services, including maintaining 911 responses and preventing property crimes, and programs for seniors, disabled residents and youth, increase our community's quality of life.

**Measure ES** would take the City's sales tax rate from *10.00%* to *10.25%*, which could maintain public safety patrols and rapid response to 9-1-1 calls, well-preserved streets, sidewalks and community spaces, and emergency response centers able to provide resources in the event of a natural disaster such as an earthquake or a future health pandemic. Voters in several neighboring cities – including Montebello, Whittier, and Alhambra – increased their sales tax rate to 10.25%, the state maximum.

## Every Cent Stays in South El Monte

Funded by both residents and visitors who dine and shop in the City, revenue generated from **Measure ES** will go to the City's general fund, to be used locally by the City Council to maintain South El Monte's local service levels. If **Measure ES** does not pass, it's possible that any future sales tax adopted by the County will be distributed throughout the County rather than specifically dedicated to South El Monte.

## Transparency and Accountability

**Measure ES** requires that all funds generated go through strict accountability requirements to ensure full transparency and public awareness at every stage of implementation. Not only will there be public disclosure of all spending, but also annual independent financial audits to ensure the funds from the tax are used locally and effectively to solely benefit the South El Monte community.

## What's Next

We will continue engaging and educating all community members about the **Measure ES** and the impacts on City services if approved by voters. For additional information on **Measure ES – the City of South El Monte Essential Services Protection Measure** – and the November 3, 2020 election, please visit [cityofsouthelmonte.org](http://cityofsouthelmonte.org) or call (626) 579-6540.

## WHERE DOES YOUR SALES TAX GO?

