

P. Resolution Supporting Measure W

Recommendation: To approve a resolution expressing City Council support for Measure W.

RESOLUTION NO. ____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CATHEDRAL CITY EXPRESSING THE CITY COUNCIL'S SUPPORT FOR MEASURE W, A BALLOT MEASURE TO ADOPT AN ORDINANCE INCREASING THE CITY'S TRANSACTION AND USE TAX BY ONE-HALF CENT.

WHEREAS, on June 24, 2024, the City Council unanimously approved Resolution No. 2024-33 placing the measure, designated as Measure W by the Riverside County Registrar of Voters, on the ballot to be voted upon in November by Cathedral City voters; and

WHEREAS, Measure W, if enacted, would raise much needed revenue to support new and existing city services including, maintaining emergency medical and 911 emergency response times, police patrols in neighborhoods and business areas, improving the quality of city streets and repairing potholes, and improving the condition of city parks and recreation facilities; and

WHEREAS, Measure W is necessary due to a loss of \$30 million in local revenue over the past five years due to the actions of Sacramento Politicians which severely impacted the City's ability to maintain the basic services on which our community relies; and

WHEREAS, this resolution came before the City Council on August 14, 2024 at which time members of the public, including proponents and opponents of Measure W, were free to comment on the referendum and this resolution.

NOW THEREFORE, be it resolved as follows:

Prior to any consideration of a tax measure, the City engaged in an extensive process of civic engagement to discuss potential solutions to the State driven revenue short fall and to determine which services residents considered most important to maintaining a safe and thriving community. Based on feedback from the Resident Committee on Maintaining a Safe and Self-Reliant Cathedral City, as well as numerous resident responses to City surveys, it became clear that City residents demanded action to maintain and improve City services.

In response to community desires, the City Council supports Measure W which, if approved by Cathedral City voters, would enact generate approximately \$5 million in new annual revenue for the City. The City Council finds that approval of Measure W is in the best interests of the residents of Cathedral City and will remedy negative impacts to the quality of life in the City due to State revenue take-a-ways. Measure W will allow the City to maintain emergency medical and 911 emergency response times, police patrols in neighborhoods and business areas, restore the quality of city streets and repair potholes, and improve the condition of city parks and recreation facilities.

APPROVED AND ADOPTED at a regular meeting of the City Council of the City of Cathedral City held on this 14th day of August, 2024.

Mark Carnevale, Mayor

ATTEST:

Tracey R. Hermosillo, City Clerk

APPROVED AS TO FORM:

Eric S Vail, City Attorney