



CITY OF SALINAS

MEASURE G COMMITTEE STAFF REPORT

DATE: JANUARY 15, 2026

DEPARTMENT: ADMINISTRATION

FROM: RENE L. MENDEZ, CITY MANAGER
PATRICIA M. SORATOS, CITY CLERK

TITLE: BALLOT MEASURE POLLING AND OUTREACH REALTED TO
THE EXTENSION OF MEASURE G

RECOMMENDED MOTION:

No action is required. This Report presents information to the Measure G Committee regarding the Ballot Measure Polling and Outreach update.

EXECUTIVE SUMMARY:

In 2014, Salinas voters approved Measure G, a 15-year one-cent sales tax set to expire in 2030. While the tax is projected to generate positive net revenue through 2029, its expiration would cause a major revenue decline beginning in FY 2030, resulting in significant budget deficits and an estimated 37.8% reduction in revenues. The extension of Measure G is necessary to maintain the current service levels. To prepare, the City is evaluating a potential extension by conducting voter polling and community outreach in consultation with an outside firm.

BACKGROUND:

On November 4, 2014, the voters of Salinas approved Measure G – an ordinance imposing a one-cent general transactions and use tax. Measure G has a fifteen-year term (set to expire in 2030). When City Council placed this measure on the ballot, it adopted a general guideline that the primary purpose of revenue would be to support and restore the City's needs in the following areas:

1. Maintain and enhance city services and facilities
2. Public Safety to include crime and gang prevention, neighborhood policing and school safety
3. Fire and paramedic response
4. Street and sidewalk repairs
5. Recreation and programs for youth and seniors
6. Other city services

Based on the current budget and assumptions for future growth, the City is expected to maintain and in certain instances, improve service levels. However, in FY 2030, there would be a significant

drop in revenue when Measure G expires and the City will not be able to fund its operations at current levels should Measure G not be extended.

The FY 2025-26 Approved Budget reflects budget balancing strategies and the use of one-time funds. The most recently published financial forecast shows deficits ranging from \$1.8 million in FY 2026-27 to \$45.5 million in FY 2030-31 without Measure G. This is a reduction in revenues of approximately 37.8%. As such, it is important for the City to explore the potential extension of Measure G in advance of its expiration in 2030.

As part of that effort, the City released a Request for Proposal seeking qualified firms assist with evaluating the feasibility of a ballot measure, advising on a measure that aligns with community priorities, and educating and informing the community throughout the process. A total of nine proposals were received and the City selected Probolsky Research, Inc. and William Berry Campaigns.

Staff is currently working with the polling firm to develop and finalize a poll of likely voter sentiments, followed by poll report and analysis, development of ballot language as needed, public outreach and education. The public outreach and education component will include outreach to key stakeholders in the community which are an integral part of the community to the success of the City. Staff will provide periodic updates to the Measure G Committee and the City Council with respect to the polling and outreach process.

CEQA CONSIDERATION:

Not a Project. The City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378).

CALIFORNIA GOVERNMENT CODE §84308 APPLIES:

No.

STRATEGIC PLAN INITIATIVE:

The Measure G Ballot Measure Polling and Public Outreach report supports the City Council's 2025-2028 strategic plan with specific emphasis on Youth and Seniors, City Services, Infrastructure and Public Safety.

DEPARTMENTAL COORDINATION:

This report was prepared in coordination with the City Manager's Office, City Clerk, Finance Department and the City Attorney. Cross-departmental collaboration will continue throughout the process in efforts to ensure all city services and programs are highlighted.

FISCAL AND SUSTAINABILITY IMPACT:

There is no direct fiscal impact associated with this communication regarding Measure G.

Fund	General Ledger Number (Operating/CIP)	General Ledger Account Name	Remaining Budget Appropriation	Amount Requested
N/A	N/A	N/A	N/A	N/A

ATTACHMENTS:

None.