

City of Salinas

200 Lincoln Ave., Salinas, CA 93901

www.cityofsalinas.org



Meeting Agenda - Final

Thursday, March 26, 2026

4:00 PM

SPECIAL MEETING

Rotunda

Joint Measure E and G Oversight Committee

Measure E Oversight Committee:

Yadira Hobby, Mayor's Appointee

VACANT, District 1 - Jesus Valenzuela, District 2

Steve Ish, District 3 - Sylvia Leal Agamao, District 4

VACANT, District 5 - Ignacio Fregoso, District 6

Measure G Committee Members:

Amy Salmina, Mayor's Appointee

VACANT, District 1 - Jacob Diego Sandoval, District 2

JP Mendoza, District 3 - Margaret Noroian, District 4

Peter Szalai, District 5 - Sharon Field, District 6

ZOOM WEBINAR PARTICIPATION

JOIN THE ZOOM WEBINAR TO PARTICIPATE LIVE AT:

<https://cityofsalinas.zoom.us/j/88545356307>

To participate telephonically, call any number below:

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US +1 253 215 8782 US (Tacoma) +1 346 248 7799 US (Houston) +1 564 217 2000 US +1
646 931 3860 US +1 689 278 1000 US +1 929 205 6099 US (New York) +1 301 715 8592 US
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PLEDGE OF ALLEGIANCE

ROLL CALL

PUBLIC COMMENT

Public comments are restricted to items on the special meeting agenda pursuant to California Government Code section 54954.3(b). Public comments generally are limited to two minutes per speaker; the Mayor may further limit the time for public comments depending on the agenda schedule. If you wish to make a public comment, you may attend the meeting in person. Public comment may also be submitted via email at PublicComment@ci.salinas.ca.us and will be entered into the record.

ADMINISTRATIVE REPORT

[ID#26-122](#)

Measure G Extension and Ballot Measure Polling Results

Recommendation: No action required. This report presents information to the Measure G Committee and Measure E Committee regarding the Measure G Ballot Measure Polling results.

CONSIDERATION

[ID#25-611](#)

Appoint a Subcommittee to Review the 2025 Independent Audit Report

Recommendation: Appoint a subcommittee of the Measure G Oversight Committee to review the Independent Audit Report and prepare a public report to the City Council.

ADJOURNMENT

Confirmation of attendance at next meeting prior to adjournment.

Patricia M. Soratos, City Clerk

AGENDA MATERIAL / ADDENDUM

Any addendums will be posted within 72 hours of regular meetings or 24 hours of special meetings and in accordance with Californian Government Code Section 54954.2 and 54956. City Commission/Board/Committee agenda reports and other writings distributed to the legislative body may be viewed at the Salinas City Clerk's Office, 200 Lincoln Avenue, Salinas, and are posted on the City's website at www.cityofsalinas.org in accordance with California Government Code section 54597.5. The Commission/Board/Committee may take action that is different than the proposed action reflected on the agenda.

Disability-related modification or accommodation, including auxiliary aids or services, may be requested by any person with a disability who requires a modification or accommodation in order to participate in the meeting. Language interpretation may be requested as soon as possible but by no later than 5 p.m. of the last business day prior to the meeting. Requests should be referred to the City Clerk's Office At 200 Lincoln Avenue, Salinas, 758-7381, as soon as possible but by no later than 5 p.m. of the last business day prior to the meeting. Hearing impaired or TTY/TDD text telephone users may contact the city by dialing 711 for the California Relay Service (CRS) or by telephoning any other service providers' CRS telephone number.

PUBLIC NOTIFICATION

This agenda was posted on March 20, 2026 in the Salinas Rotunda and City's website.

Meetings are streamed live at <https://salinas.legistar.com/Calendar.aspx> and televised live on Channel 25 on the date of the regularly scheduled meeting and will be broadcast throughout week following the meeting. or the most up-to-date Broadcast Schedule for The Salinas Channel on Comcast 25, please visit or subscribe to our Google Calendar located at <http://tinyurl.com/SalinasChannel25>. All past City Council meetings may also be viewed on the Salinas Channel on YouTube at <http://www.youtube.com/thesalinaschannel>.



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Legislation Text

File #: ID#26-122, **Version:** 1

Measure G Extension and Ballot Measure Polling Results

No action required. This report presents information to the Measure G Committee and Measure E Committee regarding the Measure G Ballot Measure Polling results.



CITY OF SALINAS

MEASURE G AND MEASURE E COMMITTEE STAFF REPORT

DATE: MARCH 26, 2026

DEPARTMENT: ADMINISTRATION

FROM: RENE MENDEZ, CITY MANAGER
LISA MURPHY, ASSISTANT CITY MANAGER

BY: PATRICIA M. SORATOS, CITY CLERK

TITLE: MEASURE G EXTENSION AND BALLOT MEASURE POLLING RESULTS

RECOMMENDED MOTION:

No action required. This report presents information to the Measure G Committee and the Measure E Committee regarding the Measure G Ballot Measure Poling results.

EXECUTIVE SUMMARY:

In an initial discussion with the City’s Finance Committee on October 14, 2025, staff discussed the ballot measure polling and public outreach process and possibility of placing the extension of Measure G on the ballot in November 2026. Starting in 2024, staff discussed the importance of Measure G with the Council on several occasions, in particular, the challenge to reduce the City budget by \$47 million (or 21%). Additionally, anticipated budget deficit concerns have been emphasized across several budget updates to Council and the community, including through the adoption of the FY 25/26 operating budget. Staff also indicated that a potential extension of Measure G would be brought forward for Council action and to receive direction pertaining to engage with the community in advance of the November 2026 General Election. A progress report was also presented to the Measure G Oversight Committee on January 16, 2026. This report examines the ballot measure feasibility, including the results of the scientific ballot polling survey of likely November 2026 voters.

Should the City Council choose to move forward as recommended in this Report, calling the election to place this measure on the November ballot, will be presented to the City Council on June 30, 2026, for consideration.

BACKGROUND:

In 2014, Salinas residents approved a one-cent transactions and use tax measure establishing the tax for a period of fifteen (15) years (“Measure G”). Measure G generates over \$30 million in revenue per year. Since its inception, Measure G funding has provided for ongoing capital project

needs and staffing, including 106.5 City staff positions within the City's operating budget. The City continues to allocate Measure G funding to citywide operational and capital project needs while sustaining staffing levels and services. Measure G will expire in 2029.

The City's five-year budget forecast assumes a structural budget deficit as identified in the Salinas Plan and the sunset of Measure G in FY 2029. The Salinas Plan document also recommended the City request the voters extend Measure G as soon as possible. Although there is still the possibility for future election year ballot placement (2028, for example), the Measure G survey results are being brought forward for consideration and placement of the extension before the voters in November 2026. If the Council elects not to place the extension on the November 2026 ballot, or if the measure does not pass, there would be another opportunity in 2028. However, sound fiscal management would warrant that the City begin moderating expenditures and avoid incurring new ongoing costs without generating new revenue. While such actions would be challenging, and likely affect services, a phased approach over the years would help mitigate financial impacts.

Based on the current budget and assumptions for future growth, the City should expect positive net revenue through 2029. However, in FY 2030, there would be a drop in net revenue as a result of the expiration of Measure G. If Measure G is not extended, the City will face a budget shortfall of approximately \$47.8 million or (21%), thereby significantly impacting funding operations at current levels.

As shown below, the Measure G impact on the general fund forecast illustrates the projected revenue shortfall:

City of Salinas
5 - Year Financial Forecast

	Amended Budget	Projected				with Measure G	without Measure G
	FY 2025-26	FY 2026-27	FY 2027-28	FY 2028-29	FY 2029-30	FY 2030-31	FY 2030-31
Revenues:							
Sales Tax	\$91,015,000	\$93,845,567	\$96,764,164	\$99,773,529	\$102,876,486	\$106,075,945	\$65,887,946
Property Taxes	41,531,000	42,880,758	44,231,501	45,624,794	47,066,537	48,553,840	48,553,840
Utility Users Tax	14,003,000	14,493,105	15,000,364	15,525,376	16,068,765	16,631,171	16,631,171
Franchise Fees	10,181,000	10,384,620	10,592,312	10,804,159	11,020,242	11,240,647	11,240,647
Licenses & Permits	7,552,500	7,665,788	7,780,774	7,897,486	8,015,948	8,136,187	8,136,187
Charges for Services	6,342,260	6,532,528	6,728,504	6,930,359	7,138,270	7,352,418	7,352,418
Transient Occupancy Tax	3,119,000	3,181,380	3,245,008	3,309,908	3,376,106	3,443,628	3,443,628
Other Revenue	10,808,200	10,826,790	10,845,752	10,865,093	10,884,821	10,904,943	10,904,943
Total Revenues:	\$184,551,960	\$189,810,534	\$195,188,378	\$200,730,703	\$206,447,174	\$212,338,778	\$172,150,780
Potential Revenues:							
Amazon Revenue	\$0	\$4,000,000	\$6,000,000	\$8,000,000	\$8,000,000	\$8,000,000	\$4,976,000
Total Potential Revenues:	\$0	\$4,000,000	\$6,000,000	\$8,000,000	\$8,000,000	\$8,000,000	\$4,976,000
Total Revenues:	\$184,551,960	\$193,810,534	\$201,188,378	\$208,730,703	\$214,447,174	\$220,338,778	\$177,126,780
Expenditures:							
Salaries	\$65,955,085	\$70,084,398	\$73,411,731	\$76,602,124	\$79,647,026	\$82,810,795	\$82,810,795
Benefits	60,400,488	63,921,727	66,326,160	69,869,959	71,736,754	73,688,741	73,688,741
Services and Supplies	30,743,334	31,022,449	31,949,192	32,903,564	33,886,386	34,898,502	34,898,502
Other Operating	4,281,603	5,281,603	5,281,603	5,281,603	5,281,603	5,281,603	5,281,603
Internal Service Funds	2,668,559	2,701,931	2,735,969	2,770,689	2,806,102	2,842,224	2,842,224
Debt Service	10,562,900	8,735,828	8,104,826	7,757,036	7,835,972	7,885,105	7,885,105
Transfers Out	11,855,500	14,445,775	15,168,064	15,926,467	16,722,790	17,558,930	17,558,930
Total Expenditures:	\$186,467,470	\$196,193,711	\$202,977,546	\$211,111,443	\$217,916,634	\$224,965,902	\$224,965,902
[Rev - Exp] Over / (Under):	(\$1,915,510)	(\$2,383,176)	(\$1,789,168)	(\$2,380,740)	(\$3,469,461)	(\$4,627,123)	(\$47,839,122)

In November of 2025, the City retained Pobolsky Research and Willam Berry Campaigns to conduct a community poll to gauge the feasibility of continuing the existing one-cent sales tax.

The poll ran in February 2026 and found the following:

- Overall, 81% of those polled rate the quality of life in Salinas as good or fair.
- The community’s top concerns are maintaining streets and sidewalks, responding to homelessness, and planning for housing availability and affordability.

Overall, the polling results demonstrate support from the community to extend Measure G. Should the City Council elect to proceed with placing the measure on the November 2026 General Election ballot, City staff will proceed with public communications outreach.

It is important to note that the proposed measure is an **extension** of the existing one-cent sale tax, and not an increase to or a new sales tax.

A suggested timeline is attached hereto and briefly outlined below.

March 24, 2026	Presentation to City Council
March 25, 2026	Commence Educational Communication and Outreach
March 26, 2026	Presentation to Joint Measure G and Measure E Oversight Committee

May 19, 2026 Public Hearing: Draft Ballot Measure Extension Ordinance and Fiscal Impact Analysis

June 30, 2026 Call for Consolidation of Election to place Measure G Extension on November 2026 ballot.

September 30, 2026 End Educational Communication and Outreach

November 3, 2026 Election Day

CALIFORNIA GOVERNMENT CODE §84308 APPLIES:

No.

STRATEGIC PLAN INITIATIVE:

This report meets all the City Council goals, City Services, Public Safety, Infrastructure, Youth and Senior, Housing, and Economic Development as Measure G funds support services, projects and operations city-wide across all departments.

DEPARTMENTAL COORDINATION:

City Administration coordinated with the Finance Department and the City Attorney’s Office on this report in consultation with William Berry Campaigns and Probolsky Research.

FISCAL AND SUSTAINABILITY IMPACT:

There is no cost associated with this report. Should the Measure G Extension be placed on the November 2026 General Election ballot, cost associated with the consolidation of the election will be presented to the City Council as part of the FY 2026-27 Annual Operating budget.

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:

Presentation
Timeline

City of Salinas Tax Measure Survey 2026 Results Presentation

February 2026



Opinion Research on
Elections and Public Policy



PROBOLSKY RESEARCH
23 Corporate Plaza Suite 150 Newport Beach CA 92660

San Francisco
(415) 870-8150

Newport Beach
(949) 855-6400

Washington DC
(202) 559-0270

City of Salinas - Tax Measure Survey 2026

Survey Methodology*

	Survey Details
Mode	Phone (landline and mobile) Online (email and text to web)
Language	English and Spanish
Length	15 minutes
Target Respondents	City of Salinas likely voters
Survey Fielding	February 2 – 9, 2026
Margin of Error	+/-5%
Survey Participants	400

Sample

The sample was developed from the voter files originally compiled by the Monterey County Registrar of Voters. We matched the demographics of City of Salinas likely voters.

Data Collection Explained

Interviews were conducted with live interviewers by phone (42%) and online survey methods (58%). Phone participants were interviewed through landline (27%) and mobile (73%) calls. Online participants were invited by email (36%) and text message (64%) to access the survey by computer, tablet, or smartphone.

Respondents in all modes chose their preferred language, English (80%) and Spanish (20%).

Security measures precluded individuals from completing the survey more than once.

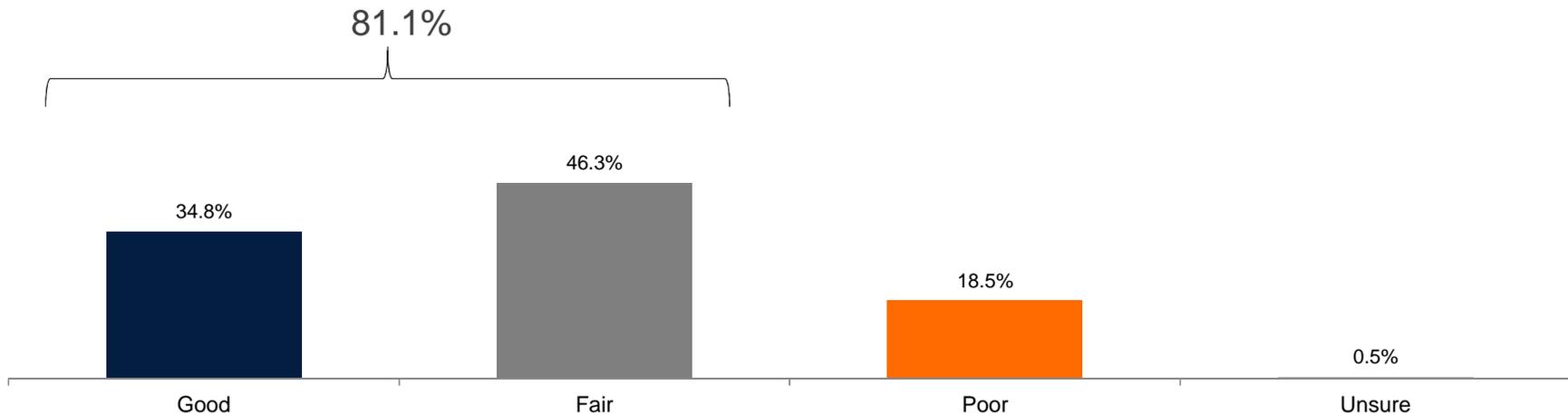


Probolsky Research is a Latina- and woman-owned market and opinion research firm with corporate, election, government, and non-profit clients.

**Due to rounding, totals shown on charts may not add up to 100%*

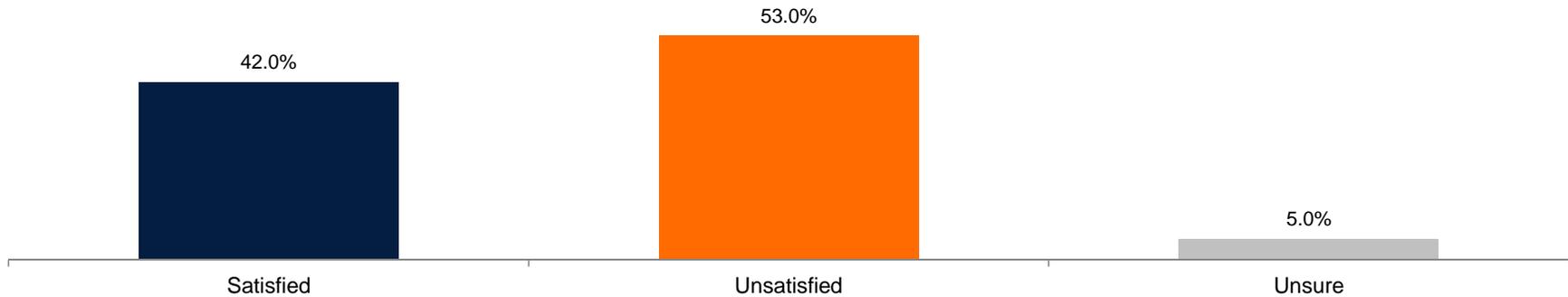
81% rate the overall quality of life in Salinas as good or fair

Question 2: How would you rate the overall quality of life in Salinas?



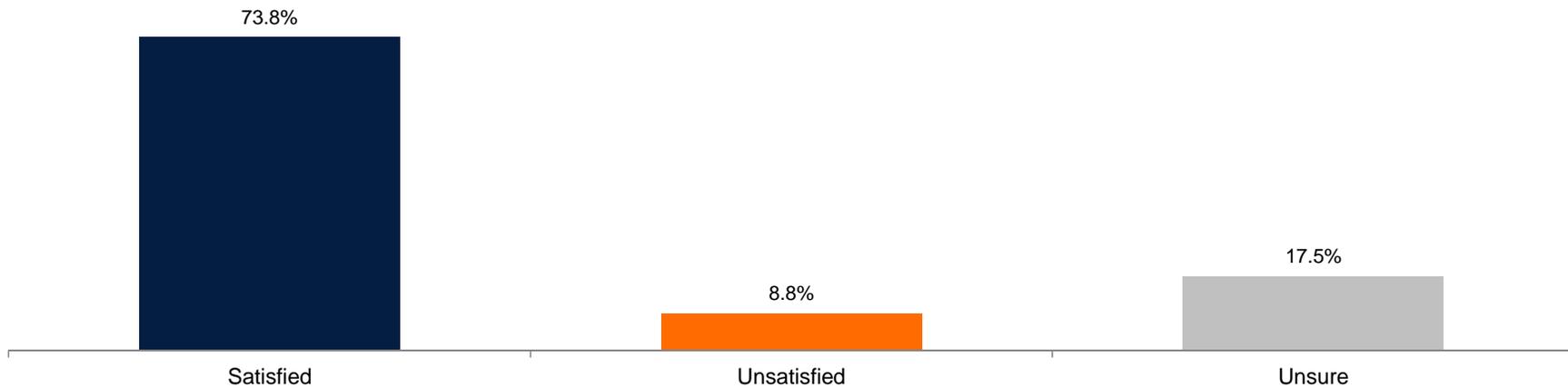
53% are unsatisfied with the job the City is doing at providing services to residents

Question 3: Are you satisfied or unsatisfied with the job the City of Salinas is doing in providing services to residents?



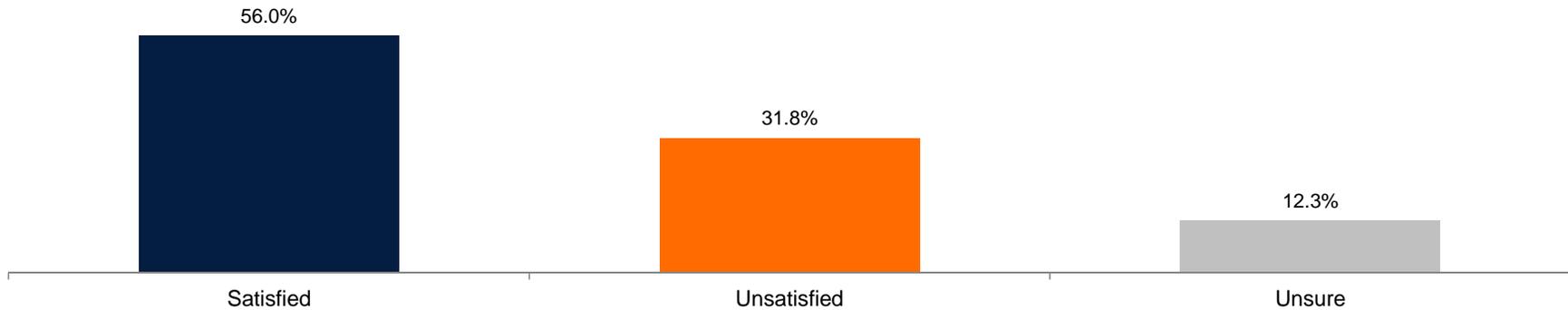
74% are satisfied with the fire and paramedic emergency response services and response times

Question 4: Are you satisfied or unsatisfied with fire and paramedic emergency response services and response times?



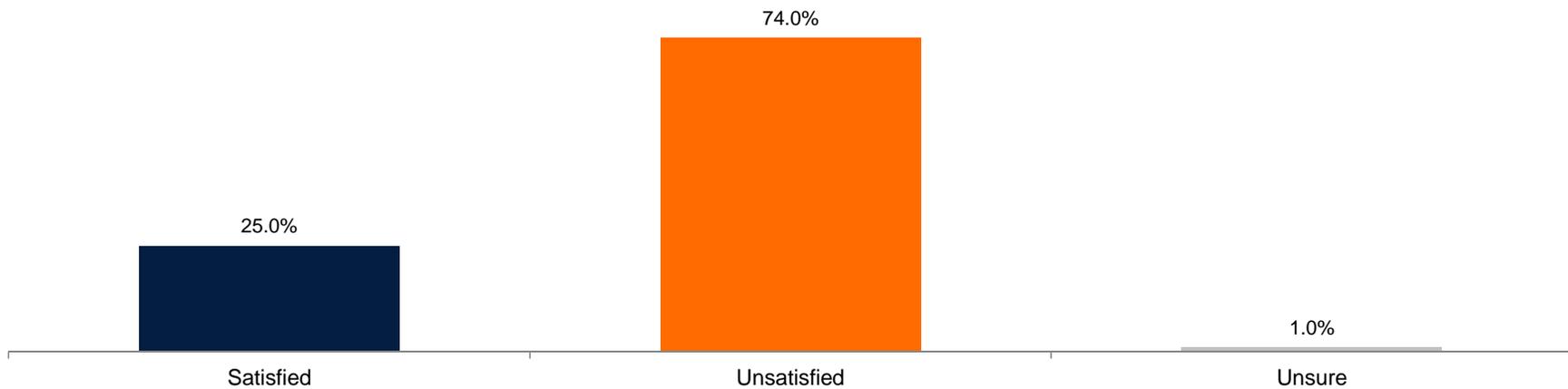
56% are satisfied with police services

Question 5: Are you satisfied or unsatisfied with police services, including patrols, investigations, and emergency response?



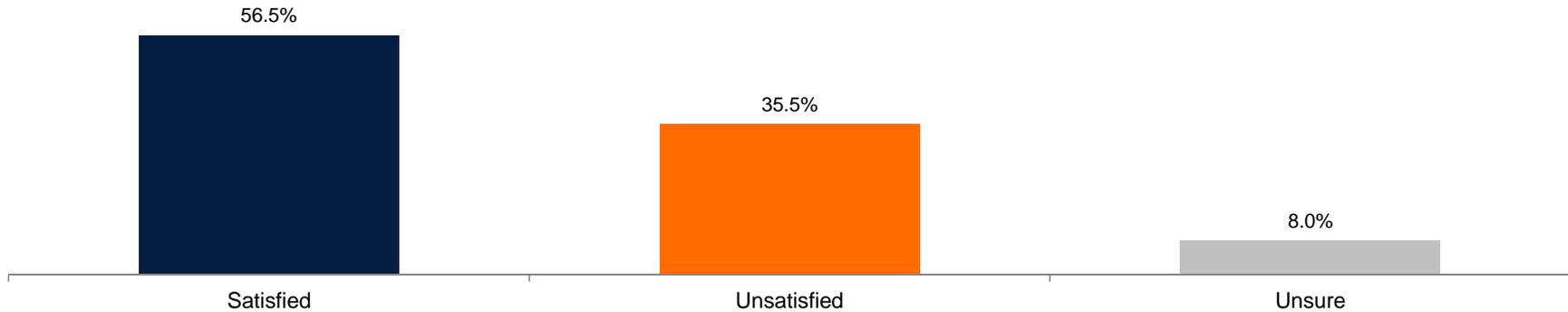
74% are unsatisfied with street maintenance, street sweeping, streetlights, and stormwater and drainage services

Question 6: Are you satisfied or unsatisfied with street maintenance, street sweeping, streetlights, and stormwater and drainage services?



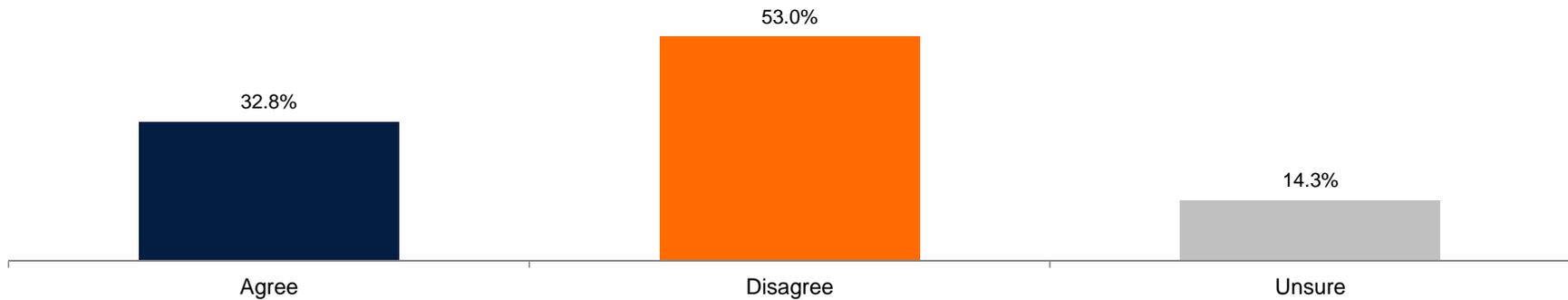
57% are satisfied with parks, open space and trails, recreation facilities, and community programs

Question 7: Are you satisfied or unsatisfied with the parks, open space and trails, recreation facilities, and community programs?



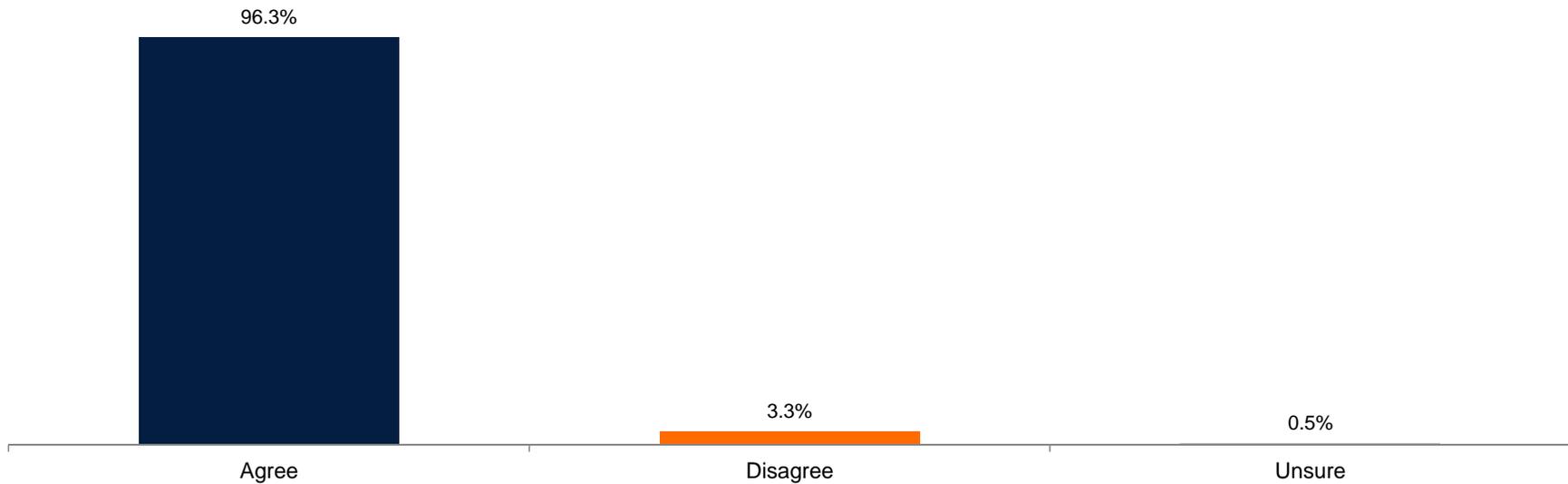
53% disagree that the City operates transparently

Question 10: Now we have some statements. For each one, please indicate whether you agree or disagree. Agree or disagree: The City operates transparently.



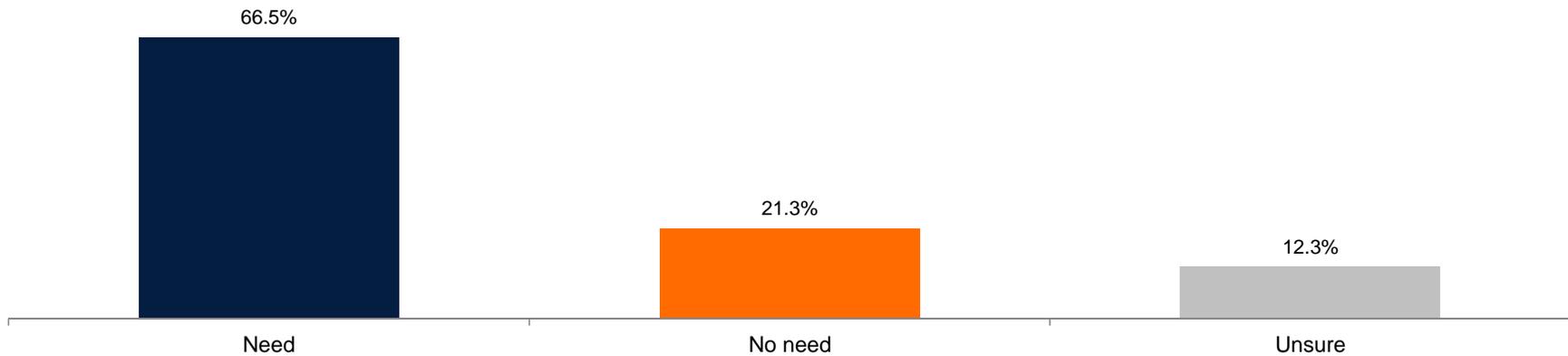
96% agree that investing in infrastructure now saves money long term

Question 11: Agree or disagree: It's smarter to invest in needed infrastructure improvements—such as repairing roads, sidewalks, and other public facilities—today, because delaying repairs will only increase costs in the future.



67% think the City has a need for additional funds to maintain the level of City services and facilities

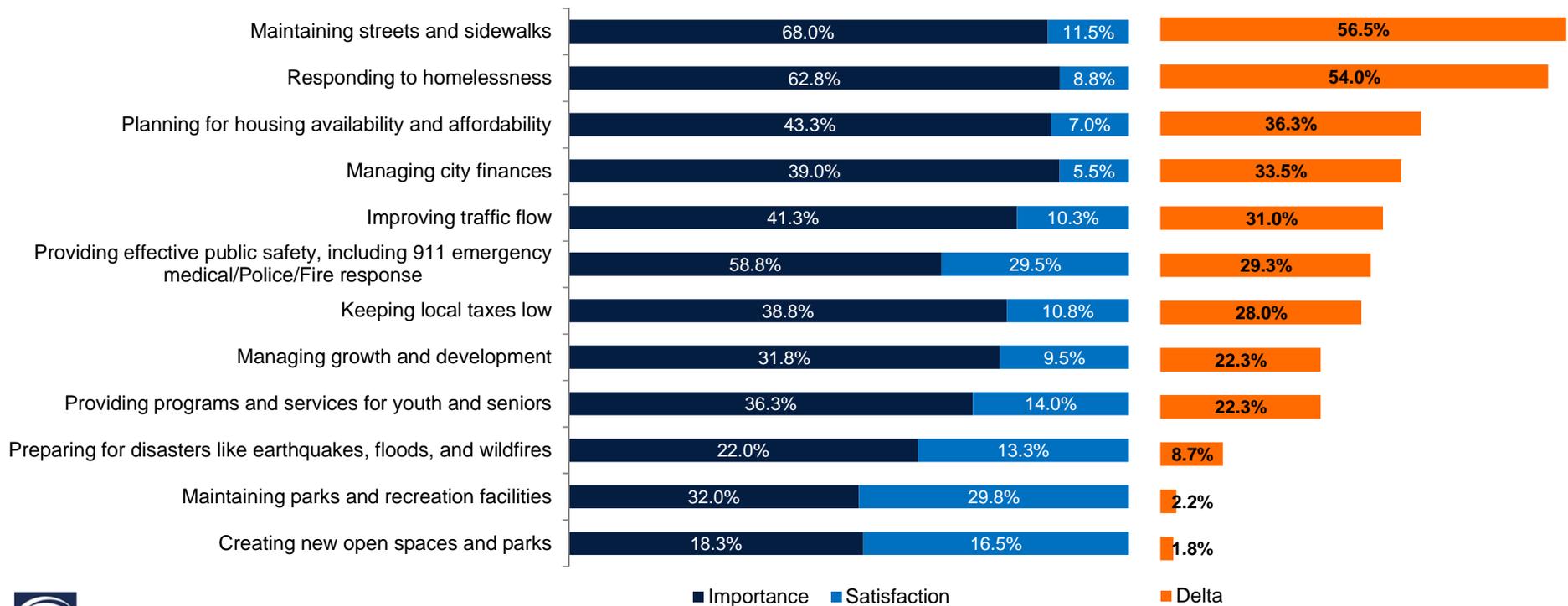
Question 12: Do you think the City has a great need, some need, a little need, or no real need for additional funds to maintain the level of City services and facilities?



The largest gap between importance and satisfaction is in maintaining streets and sidewalks at 57%

Question 13: Now we have a list of issues that may be relevant to residents of Salinas. Please select all the ones that are very important to you personally.

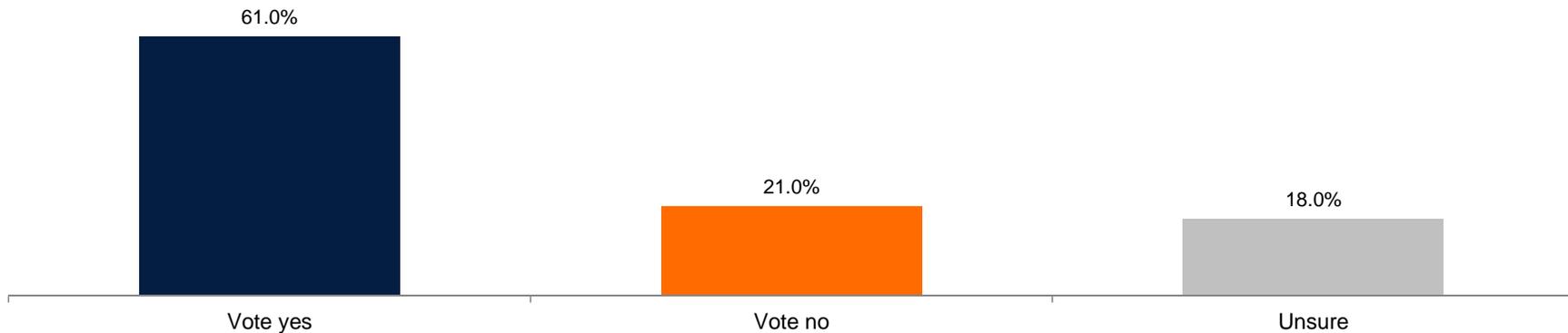
Question 14: Thinking of the same list of issues, please select all the ones that you are personally satisfied with.



Initial vote: the measure has majority support

Please consider a ballot measure that could come before Salinas voters next year. Please indicate if you would vote yes, or vote no.

Question 15: Shall the City of Salinas renew Measure G, without raising taxes, a 1% local sales tax that funds police, 911, fire and emergency response, homelessness reduction, street and sidewalk repairs and other long-term infrastructure, parks, youth and senior programs, support for additional affordable housing, and other general city services, generating approximately thirty million dollars annually, with independent citizen oversight and annual audits; all funds remain in Salinas, until ended by voters?



Message Effectiveness

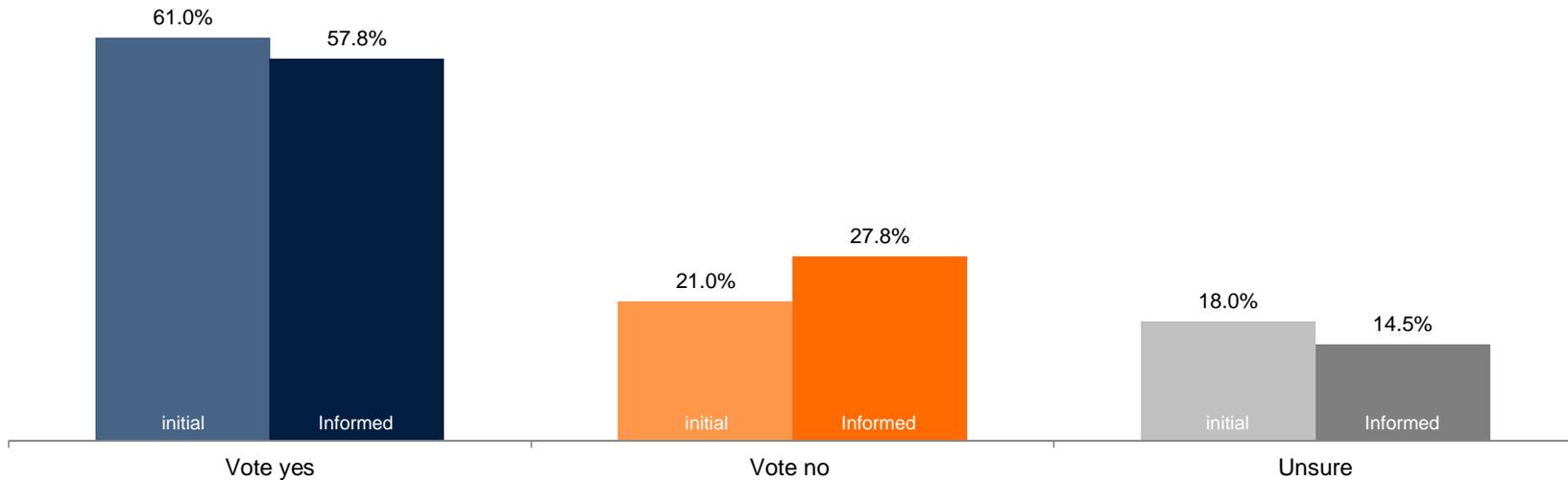
Positive messages	Percent More Likely to Vote Yes
An independent engineer's report shows that Salinas streets get a D grade. Continuing the existing sales tax will allow the City to make street improvements.	65.8%
Every dollar generated by this sales tax stays in Salinas and cannot be taken by the County or State.	61.5%
This local sales tax measure does not create a new tax; it just continues the existing local sales tax rate.	59.0%
This local sales tax measure does not increase taxes; it just continues the existing local sales tax rate.	59.0%
This sales tax measure includes an independent citizens' oversight committee, requiring regular independent financial audits, and public reporting on how every dollar is being used. The committee is already operating and if this measure passes, they will continue their work.	57.3%
If the local sales tax is not renewed, the City of Salinas would face extremely difficult choices that would mean drastic cuts in all City departments, including in the police and fire departments.	57.3%
This sales tax measure will extend the current sales tax until it is ended by voters – it will not increase taxes.	55.8%
Sales tax is not charged on groceries, prescriptions, or services.	52.0%
A large amount of this sales tax revenue in Salinas is paid by people who live outside the City, including shoppers and visitors from surrounding communities and people who work in Salinas but live somewhere else. This means Salinas residents benefit when non-residents buy things here.	50.5%
This local sales tax helps fund City projects and facilities such as parks, recreation improvements, and community centers.	48.3%
Negative messages	Percent More Likely to Vote No
Some residents say sales taxes are regressive and place a greater burden on low-income residents and senior citizens.	42.8%
Some residents are talking about rising prices for just about everything, including gas, groceries, utility rates, and housing, and say this is the wrong time to talk about extending a local sales tax.	40.8%
Some residents say the current local sales tax was meant to be temporary, and that this local sales tax measure removes its expiration date, taking away an important safeguard for voters.	35.5%



Informed vote: the measure retains majority support

Knowing what you know now, if the election were held today, how would you vote on this ballot measure?

Question 31: Shall the City of Salinas renew Measure G, without raising taxes, a 1% local sales tax that funds police, 911, fire and emergency response, homelessness reduction, street and sidewalk repairs and other long-term infrastructure, parks, youth and senior programs, support for additional affordable housing, and other general city services, generating approximately thirty million dollars annually, with independent citizen oversight and annual audits; all funds remain in Salinas, until ended by voters?

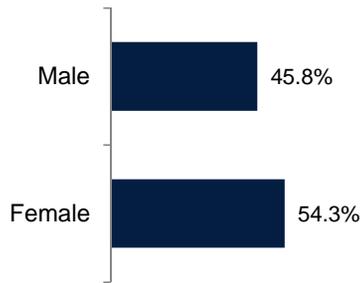


Demographics

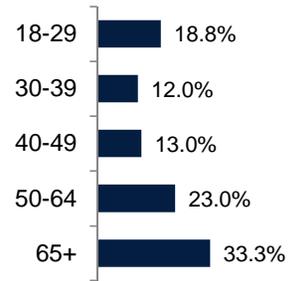


Respondent demographics by gender, age, ethnicity, zip code, and City Council District

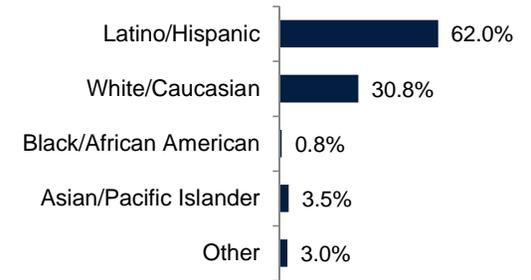
Gender



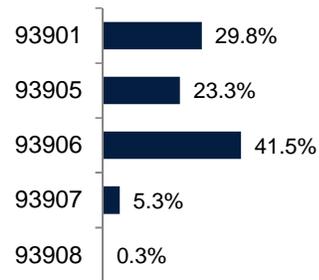
Age



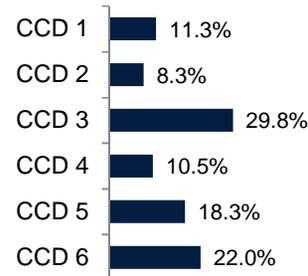
Ethnicity



Zip code



Council District



Questions?

Adam Probolsky, President

O: 949-855-6400 | M: 949-697-6726

E: adam@probolskyresearch.com

Sergio Martinez, Research Analyst

E: sergio@probolskyresearch.com



Opinion Research on
Elections and Public Policy



PROBOLSKY RESEARCH

23 Corporate Plaza Suite 150 Newport Beach CA 92660

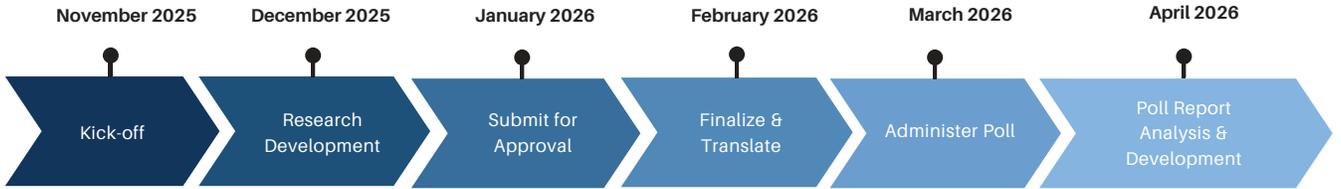
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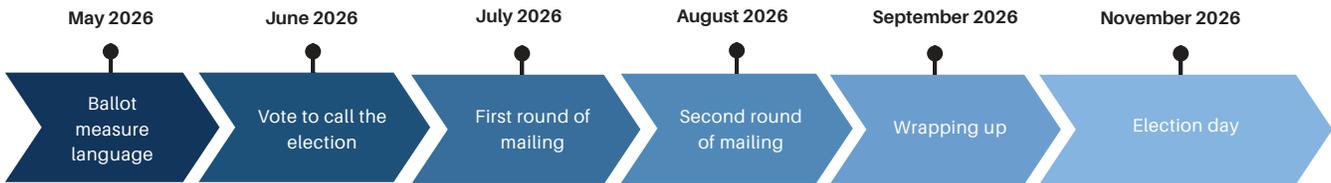
Project Schedule and Timeline

Below is an example timeline for the poll and communication outreach. This example applies to both the initial and tracking polls.



Process

- Kick-off meeting
- Collect & analyze background information
- Finalize sampling plan
- Write poll questionnaire
- Send draft for review & edits
- Submit for approval
- Make requested edits
- Finalize poll
- Translate
- Conduct poll
- Submit draft report
- Present results
- Ongoing consulting



Process

- The consultant team collaborates with the City Attorney to finalize the 75-word ballot question and supporting ordinance language. Materials are reviewed for clarity, legality, and readability.
- The Salinas City Council formally votes to call the election. The ballot question is submitted to the Monterey County Registrar. Pro and con ballot arguments are submitted, and rebuttals are prepared if needed. A second round of town halls is hosted to share updates and gather feedback.
- The first informational mailer is printed and mailed citywide, explaining the measure, how funds will be used, and what services are at risk without additional revenue.
- The second round of educational mailers goes out. At this point, the campaign enters its most active phase, with online education, in-person outreach, and digital updates ramping up as voters begin to tune in.
- The final month is devoted to wrapping up outreach, presenting a final report to the City Council, and ensuring all legal filings and records are complete. A final set of community meetings are held to answer questions. The team prepares the City for Election Day and transfers files to the City Clerk for recordkeeping.
- Election Day. The results of more than a year of research, strategy, and outreach will be decided by voters. The City will begin preparing for implementation if the measure is passed.



City of Salinas

200 Lincoln Ave., Salinas,
CA 93901
www.cityofsalinas.org

Legislation Text

File #: ID#25-611, **Version:** 1

Appoint a Subcommittee to Review the 2025 Independent Audit Report

Appoint a subcommittee of the Measure G Oversight Committee to review the Independent Audit Report and prepare a public report to the City Council.

REPORT TO THE MEASURE G OVERSIGHT COMMITTEE

DATE: MARCH 26, 2026

FROM: SELINA ANDREWS, FINANCE DIRECTOR

SUBJECT: APPOINT A SUBCOMMITTEE TO REVIEW 2025 INDEPENDENT AUDIT REPORT

RECOMMENDATION:

It is recommended that the Measure G Oversight Committee appoint a Subcommittee consisting of three members to review the independent audit report and prepare a Public Report for City Council.

DISCUSSION:

Per section 32-94 of the Measure G Ordinance, the Measure G Oversight Committee shall appoint a Subcommittee, consisting of three members to review the 2025 Independent Audit.

Additionally, the Measure G Ordinance states that the Annual Independent Audit must be provided to the Subcommittee for review and the Subcommittee will subsequently issue a Public Report to City Council by May 30 each year. Prior to presenting the Subcommittee's report to City Council, it is brought back to the Finance Committee for a final review and vote on the Public Report.