

PROTECTING ESSENTIAL CITY SERVICES AND QUALITY OF LIFE IN NOVATO



PROTECTING SERVICES FOR SAFETY AND QUALITY OF LIFE

The City of Novato is working to protect the essential services that directly contribute to safety and quality of life in the community.

Repairing Potholes and Maintaining Parks

Novato maintains over 300 miles of aging and deteriorating local streets and roads as well as sidewalks, parks, recreation facilities, storm drains, and other public infrastructure.

Rapid 9-1-1 Emergency Response

Novato's police officers patrol neighborhoods and crime prevention services protect public safety. Emergency services personnel prepare for disasters and emergencies like wildfires, earthquakes, and other emergencies.






Growing Budget Deficit

For several years, the City has experienced a growing budget deficit. The deficit is projected to continue to grow, relying on emergency reserves to maintain critical city services.

Local Funding for Local Needs

To protect essential city services, the City Council is considering placing a measure on the November ballot to increase Novato's local sales tax, with 100% of the funding remaining in Novato for local services. If approved by local voters, Novato's local sales tax rate would be increased by up to 0.75%, adding 7½ cents to a \$10 purchase, which would be paid by anyone shopping in Novato, including visitors from other communities. With this increase, Novato's sales tax rate would be at or below the rates in neighboring cities like San Rafael and Petaluma. Essential purchases like groceries, medical & dental services, utilities, and prescription medicine are exempt from sales tax, helping to ensure the cost is not a burden to residents on fixed or limited incomes.

Locally controlled revenue could be used to:

-  Fix potholes and maintain city streets
-  Maintain 9-1-1 emergency response and public safety
-  Attract and retain small businesses
-  Maintain parks and recreation programs and facilities
-  Reduce the risk of wildfires



Fiscal Accountability Protections

Any proposal to enhance local funding would include strict fiscal accountability protections, including:

- All funds must stay in Novato for local services only and cannot be taken by the State, the County or other agencies; and
- All funds would be subject to independent oversight, audits, and mandatory public spending disclosure.

City Council Meeting to Consider a Local Funding Measure for the November 5, 2024 Ballot

Please join us at the upcoming City Council meeting, where the Council will vote on whether to place a potential local funding measure on the November 5, 2024 ballot for consideration by Novato's voters. The meeting is open to the public and will include time for public comment.

What: Novato City Council Meeting

Where: Council Chambers,
901 Sherman Ave
Novato, CA 94945

When: Tuesday, July 23rd at 6:00pm