

City of Carpinteria

2026 Ballot Measure – Measure I

FACT SHEET



CITY OF
CARPINTERIA

Background: The City of Carpinteria is responsible for providing public services and facilities that maintain and protect our community's high quality of life. The City is committed to providing the services that residents tell us they value most: repairing streets and potholes; reducing wildfire and flooding risk through brush management and maintaining storm drains; preparing for and responding to natural disasters; keeping public areas and parks safe and clean; and retaining and attracting local small businesses.

As a City, we are focused on serving our community in a fiscally responsible manner. We have been proactive in planning and controlling costs.

The Challenge: The City has created efficiencies, reduced program and service levels, and continues to do so each budget cycle. But as a result of persistent inflation, increasing cost of law enforcement, construction, and other essential services, the City continues to face ongoing financial challenges. Including a \$1 million structural deficit, more than \$24 million in deferred maintenance for streets and roads, and \$2.4 million in subsidies needed to support assessment districts, the library, senior services, and other community programs. Even with financially prudent practices, this means we're facing real choices about how to balance priorities. Reducing services or delaying maintenance can help in the short term, but often create larger challenges over time.

Measure I Defined: On June 22, 2026 the Carpinteria City Council voted to place a quarter-cent sales tax increase measure (Measure I) on the November 3rd ballot. A quarter-cent local sales tax would equal \$0.25 on a \$100 purchase, and could provide the City with approximately \$700,000 annually.

The exact language of the ballot measure is: *"Carpinteria Public Safety, Roads, City Services Measure. To help repair streets/potholes/sidewalks; better prepare for/respond to wildfires/floods, other emergencies/natural disasters; keep public areas/parks safe/clean; help maintain sheriff's service/response, property crime/theft prevention efforts; address homelessness; support youth/senior programs; other general government purposes; shall City of Carpinteria's measure be adopted levying a ¼¢ sales tax, providing approximately \$700,000 annually until ended by voters, requiring audits, spending disclosure, funds locally controlled?"*

Measure I asks voters to choose whether or not to approve a quarter-cent increase to the City's current sales tax, with funds used, upon City Council approval, to provide the essential public services and facilities that maintain Carpinteria's quality of life. This measure requires a simple majority (50%+) to pass. A majority "YES vote" approves an increase to the sales tax by 0.25% to maintain city services; a majority "NO vote" rejects the proposed 0.25% sales tax increase. All voters living within City of Carpinteria boundaries registered by October 19 will be eligible to vote on this measure.

The City's top service priorities include:

- **STREETS & ROADS:** Repair streets, fix potholes, maintain sidewalks, and keep emergency routes in good condition.
- **EMERGENCY PREPAREDNESS:** Reduce wildfire risk with brush management, maintain and repair storm drains to prepare for and mitigate flooding, and enhance emergency response to natural disasters.
- **PUBLIC SAFETY:** Maintain sheriff services, keep neighborhoods safe, and support emergency 911 response.
- **PARKS & PROGRAMS:** Maintain safe and clean local parks and recreational facilities, maintain library hours, and support valued senior and youth programs.
- **FISCAL PRIORITIES:** Retain and attract local small businesses, and maintain financial sustainability and transparency.

Taxpayer protections would be required by Measure I. All funds raised by the measure the City is proposing would go to the City's general fund and would be available for all City services and facilities. Any funds generated would be locally controlled by the City of Carpinteria. The measure would have independent citizen oversight, independent financial audits, and annual reports to the community to help ensure funds are spent as intended.

Groceries and prescription medications would be exempt from the sales tax, ensuring the tax would not increase the cost of essential goods. This means residents can support needed improvements to City services without increasing the cost of basic necessities, keeping the impact low while delivering important benefits for the community.

Visitors and tourists would also pay the proposed sales tax generated in Carpinteria, meaning nonresidents would supplement the City's general fund revenue to help pay to maintain our streets, police, and other services. Passing a local sales tax measure would keep revenue local. This means that the dollars you already spend would stay in Carpinteria to help maintain our roads, support public safety, and improve local services.

As always, the City's goal is to plan proactively and address community needs responsibly, with input from the community on the best path forward. For more information, visit www.carpinteriaca.gov/measurei or email CommunityInput@carpinteriaca.gov.