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## “FOLSOM TAKES ACTION” QUALIFIES SPECIAL SALES TAX MEASURE FOR NOVEMBER 2024 BALLOT

FOLSOM, CA – Folsom Takes Action announced they received certification from Sacramento County Voter Registration and Elections officials that their proposed special 1% sales tax revenue measure has qualified for the November 2024 ballot.

“More than 8,200 community members expressed their support for this important special sales tax measure by signing our petition to put this measure before voters in November,” said Bruce Cline, co-chair of Folsom Takes Action, the citizens’ group behind the measure. “We needed 5,071 valid signatures to qualify for the ballot and the high number of signatures is indicative of strong community support to assure we have the necessary resources for police, fire, parks, trails and essential services in Folsom.”

The next step will be for the City Council to adopt a resolution to put the measure on the ballot.

As a “special” tax, the new revenue can only be used for identified purposes in Folsom, including public safety (fire protection and emergency medical response, reducing crime and addressing homelessness), improving traffic and repairing damaged streets, improving parks and trails, stormwater system improvements for flood protection, community enhancement projects, and economic development. All funds raised by this measure would remain in Folsom, and spending will be monitored by a Citizens Oversight Committee with an annual, independent audit.

This citizen’s initiative is a response to warnings raised by the City Manager and the city’s Finance Department indicating city revenue is flattening and, despite more than a decade of efforts to cut costs, revenue is not keeping pace in manner to maintain basic City services.

“People have changed how they shop. That affects revenue for cities and Folsom is no exception,” said Robert Goss, co-chair of Folsom Takes Action. “With the revenue generated by this special sales tax measure, every cent generated would stay in Folsom.”

“As Folsom Firefighter’s Association representative we have sought funding for public safety and the revenue is simply not there,” said Dan Carson. “We must invest in our community to keep it the safe and special place that residents know and love. Being born and raised and living in this city for 30 years, I am proud to be a member of the Folsom Fire Department, but I have seen the decline in the city’s ability to provide essential services across all departments. Since cuts during the recession, Station 35 has no Type 1 Fire Engine, a vital piece of fire suppression equipment for our Historic District – the only station in Sacramento County without this critical equipment. This measure gives residents an opportunity to support essential public safety and basic City services.”

Estimates from the city’s finance department suggest the proposal would raise \$29 million annually, none of which could be taken by the state or county. Data from the finance department also shows that as much as 40% of Folsom’s sales tax is paid by out-of-town shoppers and visitors, who also benefit from Folsom’s public services.

For more information about the measure or to learn how to get involved, visit [www.folsomtakesaction.org](http://www.folsomtakesaction.org).

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