



Frequently Asked Questions about Moraga's Local Measure K

What is Measure K?

- Measure K is Moraga's local, one-cent general purpose sales tax measure. If passed by voters, Measure K would generate approximately \$1 million each year, which would be placed in the general fund and could be used to fix local streets and roads and maintain Town services. Measure K funds would be for Moraga, and could not be taken by the State.

How has the State impacted Moraga?

- State takeaways are impacting local communities, including Moraga. In recent years, nearly \$5 million dollars has been lost to the State from Moraga. As the State budget crisis continues, Measure K would provide Moraga with a locally controlled funding source.

What are the current needs in Moraga?

- Independent experts rate Moraga's streets 93rd out of 109 cities in the Bay Area region. In 2009, Moraga's streets and roads were classified as "at-risk." Now the neighborhood streets are classified as "poor" and rated in the bottom 15% in the Bay Area. At the current rate of decline, 75% of the Town's streets and roads will be in very poor or failed condition in 10 years and the cost of repairs is expected to triple.
- Many residents choose to live in Moraga because it offers a high quality of life. The worsening condition of local streets and roads, and the high cost of repairs to fix roads in poor condition, impacts the stability of the general fund. Measure K could also be used to provide funds for basic services for residents, such as public safety, youth and senior services, and park maintenance.

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How much does Measure K cost?

- Measure K would cost one cent (\$0.01) on a \$1 purchase and these funds could not be taken by the State. All funds would stay local for Moraga. As a sales tax measure, shoppers and visitors to Moraga would also pay the sales tax, which could be used to help maintain Town services. Measure K does not apply to food bought as groceries, prescription drugs, rent or services.

How will we know how funds will be spent?

- Independent, annual audits of all funds would be conducted, so residents would know how funds are spent. Survey results from Town residents have indicated that fixing local streets and roads should be the Town's number one priority. The Town Council could also consider bonding against the revenue in order to speed up road repair projects after the election.

Will Measure K impact shopping in Moraga?

- An analysis of taxable sales in cities with new sales tax increases indicates that Moraga's sales tax rate, like other cities, has little to no impact on local spending. Consumers buy (or not) based on the national economy, type of retail stores, access, and convenience. Small sales tax differences between communities have little impact on business and consumer purchasing behavior.

