

The Cerritos News

Cerritos Measure C placed on March 3, 2020 ballot

The City of Cerritos is committed to maintaining the essential services that protect local quality of life and property values. Top priorities include neighborhood safety patrols; keeping roads, parks and drinking water systems in good condition; and supporting youth and senior programs. These services ensure the community continues to be a great place to live, conduct business and raise a family.

Providing these services and programs is becoming more difficult due to financial challenges. Eight years of State of California takeaways totaling \$132 million in local taxpayer dollars have left the City of Cerritos with \$61 million in deferred maintenance. Additionally, the City has had to use reserve funds to maintain basic services.

While the City has diligently cut and deferred spending to make ends meet, it cannot continue to do so with-

out either significantly affecting services or putting at risk the City's ability to quickly respond to an emergency or economic downturn.

In response to these State takeaways, the Cerritos City Council has placed Measure C, a ¾ cent local sales tax measure, on the March 3, 2020 ballot. Cerritos voters will decide whether the tax is the best strategy for the City or whether further service reductions and deferred infrastructure maintenance is preferable.

If approved by Cerritos voters in March, Measure C will provide an estimated \$11.4 million annually in local funds to maintain local services including:

- Public safety services, including Sheriff's deputies and neighborhood patrols
- Youth and senior programs
- Street and tree maintenance
- Parks and park facilities

- Cerritos Library
- Cerritos Senior Center
- Drinking water and storm water systems

To maintain fiscal prudence and transparency, Measure C has been crafted with strict accountability requirements, including public disclosure of spending and reports to the community. Not a single penny of Measure C funds could be taken by the County of Los Angeles or the State.

The City encourages the community to educate itself and participate in the important upcoming local election. For more information on Measure C, visit cerritos.us.

The Los Angeles County Registrar of Voters has made changes to the local ballots this year. To obtain information about the new ballot format and voting system, visit cerritos.us. ■