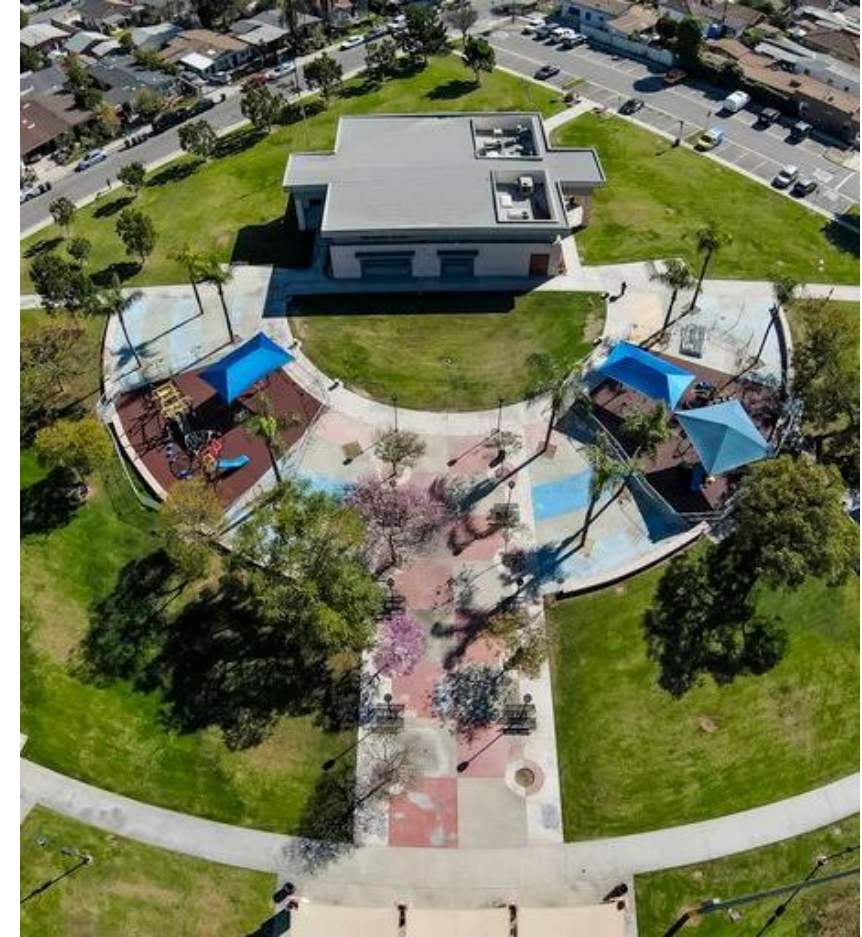


# Planning for Pico Rivera's Future: Measure AB

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Important voter and community information for the November 2022 ballot measure.



# What is **Measure AB**?



Measure AB is a ballot measure that will be on the November 8, 2022 ballot.



Measure AB is not a tax increase on residents in Pico Rivera.



Measure AB will update the city's business fee, which has been largely unchanged since the 1960s.



Measure AB will provide \$5.8 million annually that goes directly back into Pico Rivera.



Measure AB will provide a more equitable structure between big and small businesses.



# Measure AB **is not a Tax** on residents.

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Measure AB **does not** increase the sales tax in Pico Rivera.

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Measure AB **does not** increase property taxes in Pico Rivera.

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Measure AB **is not** a parcel tax on property owners.



# How may Pico Rivera benefit from **Measure AB**?

**\$5.8 million**

in new annual revenue  
that goes back into the  
community to fund  
essential services.

## Measure AB revenues can be used for:

- Crime prevention + improve 911 response times
- Keeping public areas clean and safe
- Protect local drinking water sources
- Repair streets and potholes
- Maintain essential city services
- Prevent youth and gang violence

# Why does the City need **Measure AB**?



## **PUBLIC SAFETY**

City leaders have sought to secure and protect Pico Rivera by **enhancing public safety to confront personal and property crimes** while improving 911 response times.



## **IMPROVE STREETS**

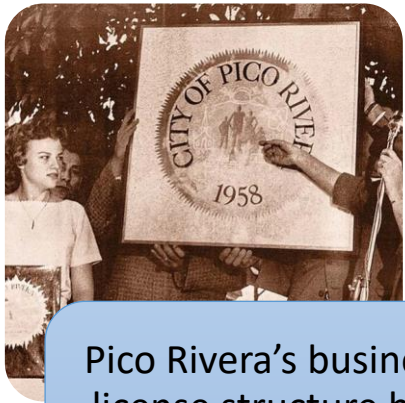
The City has focused on ways of addressing the **City's Long-Term Strategic Plan**, which includes street improvements, **fixing potholes, protecting water quality** and addressing **aging city buildings and facilities**.



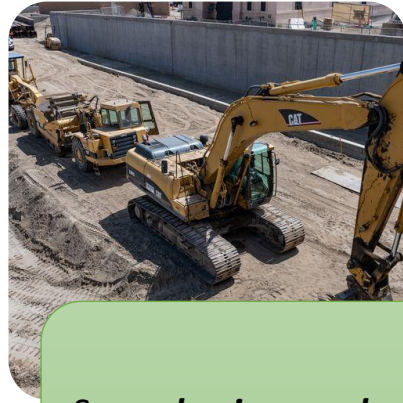
## **CLEAN AND SAFE CITY**

Clean **drinking water**, clean and safe parks are critical to ensuring our youth, older residents and families can fully enjoy Pico Rivera. Measure AB will help ensure our **Parks and facilities are maintained clean and safe**.

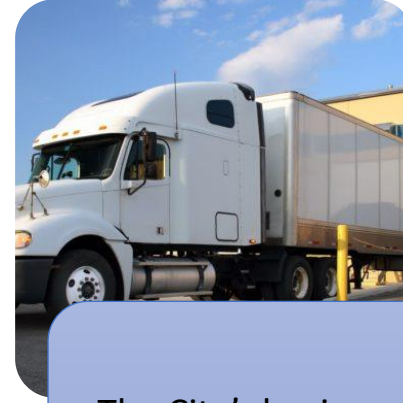
# How are some businesses **impacting city services?**



Pico Rivera's business license structure has **hardly changed since the 1960s** and the structure puts unrelated businesses together.



Some **businesses have a heavy impact** on the quality and longevity of the City's roadways and public infrastructure.

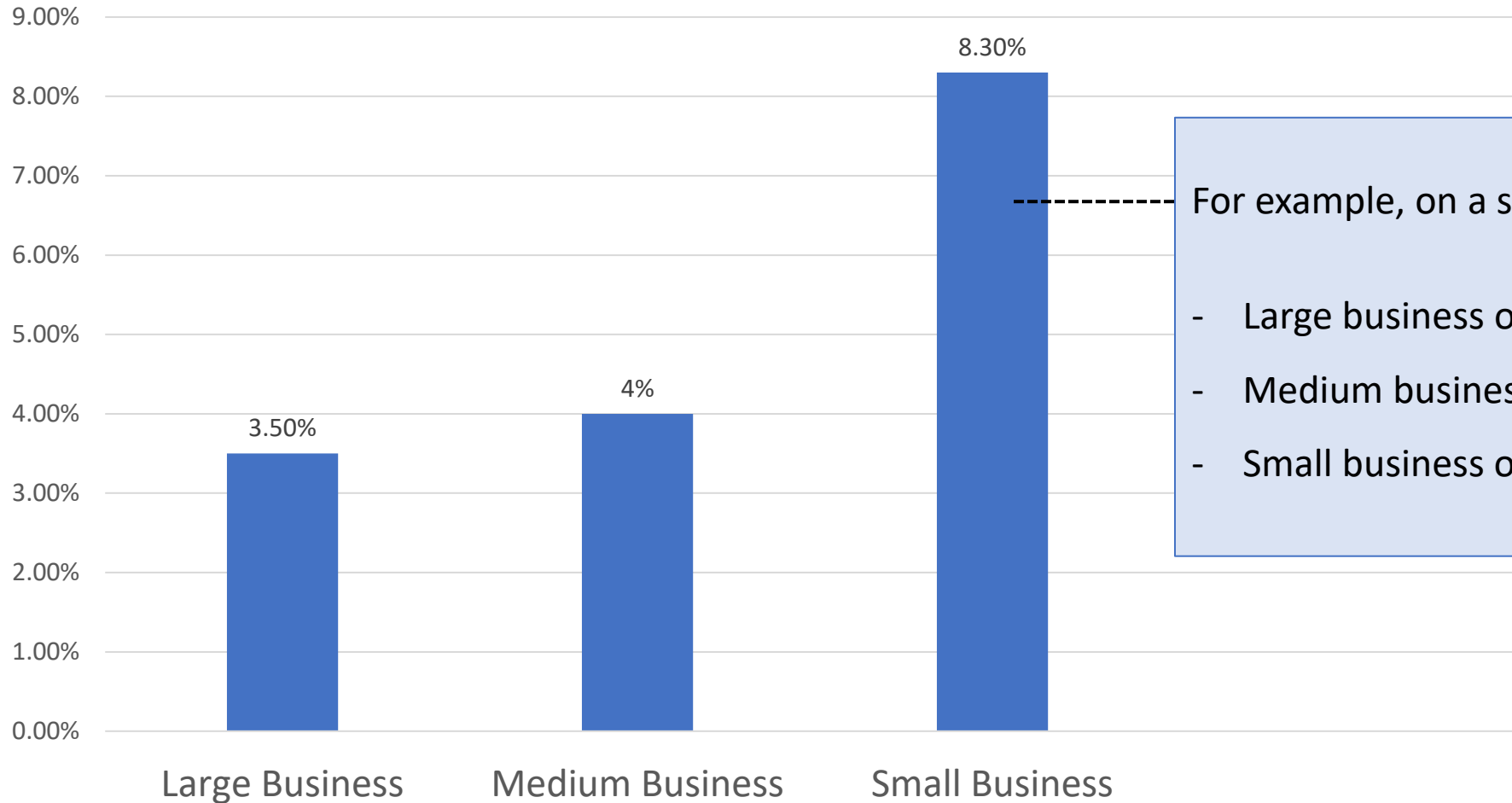


The City's business fee **does not measure impacts** on City Services based on the type of business.



The current business license structure is **not equitable** based on **impacts** to the community **or cost to small business**.

# What is the current **impact** on **Small Business**?



For example, on a sample of \$1000, the fee is:

- Large business owes \$35
- Medium business owes \$40
- Small business owes \$83, more than double

# Measure AB will fix our **50-year-old** business fee:



Re-categorize businesses into the five types that are most reflective of the City:

- General Commerce/Retail
- Rental (Commercial & Residential)
- Service
- Professional
- Contractors



Switch from a flat to tax to a gross receipts tax, which is **better for small business** and is generally **more equitable** regardless of business type.



By using a square-foot basis for industrial or warehousing uses, the City will **recoup costs** of addressing the **maintenance of streets** making sure they are **maintained in good condition**.



# Summary:

- Measure AB is **not** a tax on residents.
- Measure AB will **update** the City's business license structure, which has been largely **unchanged** since the 1960s.
- The City will generate approximately **\$5.8 million dollars** in new annual revenue that goes back into the community and cannot be used outside of Pico Rivera.
- The **current business** license structure is **not equitable** based on impacts to the community or cost to small business.
- Measure AB will help **fix our outdated business fee structure** while helping to invest in Pico Rivera's future.



# How do I **vote** in the November Election?

This year, all voters will automatically receive a ballot in the mail in early October.

You can return your ballot to any US Postal Mailbox or drop your ballot off at Official Ballot Drop Boxes located in the area.

For more information, visit the County Registrar of Voters:

<https://www.lavote.gov/>  
(800) 815-2666



For more information about Measure AB or about voting in Pico Rivera, please contact the Pico Rivera City Clerk:

6615 Passons Boulevard  
Pico Rivera, CA 90660  
(562) 801-4389 – Phone  
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