



TITLE

Potential Revenue Measure: Draft Ballot Language

RECOMMENDATION

Review and provide direction on the updated draft ballot language.

CONTACT

Jason Holley, City Manager

BACKGROUND & ANALYSIS

Updated Draft Ballot Language

Based on feedback from the polling results and City Council on May 5, staff recommends the following updated ballot language for a one percent (1.0% or one cent) general sales tax measure. The recommended language reflects voter priorities, including public safety, neighborhood concerns, parks and recreation, and quality of life services. The proposed measure is estimated to generate approximately \$3.7 million annually to support general governmental services and maintain community priorities.

Revised ballot language:

American Canyon Public Safety, Parks, City Services Measure. Shall an ordinance funding American Canyon's general City services, such as maintaining 911 response/neighborhood police patrols; preventing crime; reducing wildfire risk by managing brush/other flammable vegetation; addressing speeding/unsafe driving; keeping public areas/parks safe/clean; maintaining and expanding safe places for children to play; maintaining parks, trails, youth/adult recreation, senior programming, among others; by establishing a 1% sales tax, providing approximately \$3,700,000 annually until ended by voters, requiring audits, spending disclosure, funds locally controlled, be adopted?

Next Steps

This item is intended to provide the Council with information and to receive direction regarding potential next steps. The **deadline** for Council to place a revenue measure on the November 2026 Ballot is **June 16**. Should Council support the recommended updated draft ballot language and desire to continue moving forward with this measure, staff will bring the item back for Council

consideration at the June 16, 2026, meeting for potential placement on the November 2026 ballot.

In addition, staff will continue coordinating with Tripepi Smith & Associates to implement neutral public outreach and education efforts, as outlined in Attachment 2.

May 5 City Council Staff Report

The city retained the statewide polling firm Fairbank, Maslin, Maulin, Metz & Associates (FM3 Research) to conduct statistically valid voter opinion research regarding voter support for a sales tax measure and priorities for City services.

FM3 compiled a random sample of voters from American Canyon's local voter file. A total of 267 voters completed the poll. The sample did not include minors or adults who are not registered to vote. The demographic and geographical characteristics of survey respondents were carefully monitored during the data collection phase to ensure the final sample profile reflected the voters in American Canyon. Consequently, not all adults or voters were invited to participate in the survey. The margin of sampling error was +/- 6.2% at a 95% confidence level.

On May 5, 2026, the City Council received a presentation regarding the polling results (Attachment 1), including voter support levels for a potential sales tax measure, community priorities for maintaining and expanding City services, and testing of potential ballot language. Council also discussed distinctions between general and special taxes, voter approval thresholds, and potential next steps associated with a future ballot measure.

The polling efforts tested voter support for a general sales tax measure, including both a one percent (1.0% or one cent) and one-half percent (0.5% or one-half cent) options. Tax increases require voter approval, FM3 tested the following draft ballot language:

American Canyon Public Safety, Parks, City Services Measure. Shall an ordinance funding City of American Canyon's general services, such as maintaining 911 response; preventing crime; adding well-trained police officers; keeping public areas/parks safe/clean; protecting wetlands, natural areas; keeping trash out of local creeks; maintaining parks, trails, youth/adult recreation, senior programs, among others; by establishing a 1% sales tax, providing approximately \$3,700,000 annually until ended by voters, requiring audits, spending disclosure, funds locally controlled, be adopted?

COUNCIL PRIORITY PROGRAMS AND PROJECTS

Organizational Effectiveness: "Deliver exemplary government services."

FISCAL IMPACT

The cost for FM3 and Tripeppi-Smith are included in the FY 25-26 Budget. The cost for the November 2026 election will be included in next year's budget.

Staff estimates a one percent (1%) sales tax would generate approximately \$3.7M per year in new revenue. Over a 30-year time period this revenue could service approximately \$62M in new debt (given current municipal bond rates of 4.25%). A one-half percent (0.5%) sales tax could generate half of this amount - or approximately \$31M.

ENVIRONMENTAL REVIEW

15378(b) - The action is not a "Project" subject to the California Environmental Quality Act ("CEQA") because it does not qualify as a "Project" under Public Resources Code Sections 21065 and 21080 and in Section 15378(b) of Title 14 of the California Code of Regulations.

COMMUNICATION

Level 4: Robust Communication & Engagement

Staff has conducted outreach to City commissions and local media to provide awareness of this item. The agenda, staff report, and associated materials also serve as a form of communication to inform the public of the City's evaluation of a potential sales tax measure.

Should the City Council provide direction to proceed with a sales tax measure for this general election, additional outreach and education efforts will be conducted in accordance with the attached communications plan. The plan provides a high-level approach and maybe refined to accommodate additional ideas, consistent with the approved budget.

ATTACHMENTS:

- [1. Polling Results Presentation](#)
- [2. Draft Outreach and Education Communications Plan](#)