

TOWN RESIDENT REPORT ON

MEASURES Y & Z



History • Priorities • Financial Outcomes

www.Yucca-Valley.org

What are Measures Y & Z?



Yucca Valley voters
overwhelmingly approved

MEASURE Y BY 74.2%
MEASURE Z BY 81.2%

December 13, 2016

“On the community’s mind is their desire for adequate public safety — to feel safe in their homes and on the streets, and meet the community’s growing needs for improved streets and public infrastructure”

—Citizens for Lower Sewer Cost

Petition Submitted to Town in Favor of Measures Y and Z

The cornerstone of a successful community is one where individuals are seen and heard. As Yucca Valley grows, the Town continues to seek residential input to best determine community needs and funding priorities. A Community Needs Survey preceding the 2016 election identified a desire to improve local services, namely public safety, infrastructure and community programming services and reduce the cost of sewer assessments.

With input from constituents, residents and Citizens Initiative Groups, the Town evaluated local revenue options to address increased service demands. Operating off a balanced budget and only spending available funds, the Town did not generate a significant amount of excess revenue, leading to the creation of Measure Y and Measure Z.

Measure Y, a **10-year** General Revenue Measure for Essential Town Services, is a local ½ cent sales tax that allocates funds to three priority areas: Public Safety, Town Infrastructure and Quality of Life.

Measure Z, a **10-year** Special Revenue Measure for Sewer Assessment Reduction, is a local ½ cent sales tax measure that reduces the cost of sewer assessments for property owners and residents, improves water conservation and helps ensure a safe, reliable water supply.

This comprehensive overview of Measures Y and Z will provide residents with transparency about how funds have been raised and how they have been utilized for Town services.

Who Pays A Retail Sales Tax?

“If the town were to pass a sales tax measure, nearly **50% of the tax** would be **paid by people living outside of the town**, mostly in the balance of the Morongo Basin”

—**Dr. John Husing**, Yucca Valley’s Retail Sales & Impact of Sales Tax Revenues 2011-2040

Measure Y and Z sales tax revenue cannot be taken by the state, allowing these funds to be directly invested in our community. Measure Y/Z sales tax is **NOT** applied to food purchased as groceries or prescription medicine.

Fall 2015

Strategic Plan

Apr 2016

Community
Needs Survey

Aug 2016

Measures Y and Z
Added to Ballot

Nov 8, 2016

Election Day

Dec 13, 2016

Ratification of
Measures Y and Z

Measure Y Priorities



Public Safety



Infrastructure



Quality of Life

2016 Measure Y Ballot Question:

To provide funding, that cannot be taken by the State, to maintain Yucca Valley services and help make neighborhoods safer, including: violent crime/burglary/home invasion prevention; youth crime prevention; anti-gang/anti-drug programs; adding police officers/neighborhood patrols; fixing potholes/maintaining Town streets; senior/youth programs; and other general Town services; shall Yucca Valley enact a 0.5% sales tax, for 10 years, providing approximately \$1,500,000 annually, with annual audits, citizens' oversight, and all funds spent in Yucca Valley?

Priority #1: Public Safety

60% of Measure Y spending

Measure Y identifies Public Safety as its foremost fiscal priority.

While Yucca Valley has experienced slow to moderate growth in population—up 5% from 2010-2020—visitation levels have exponentially expanded, particularly during the COVID-19 pandemic. An increase in tourism necessitates enhanced public safety measures to uphold code compliance and community standards.

The Town utilized Measure Y funds to hire a Sheriff Safety Specialist position and an additional Detective, representing Yucca Valley through the San Bernardino County Sheriff's Department. These positions have allowed the Town to uphold public safety services for residents, as well as assist with a number of community events.

According to the San Bernardino Sheriff's Department 2021 Annual Crime Report, the Town of Yucca Valley experienced a **32.43% reduction in property crime from 2017 to 2021**

Program Highlight Citizens on Patrol

17 active members, with 12 in Yucca Valley
35 hours donated per member on average



234 Persons Contacted



184 Cases Assigned



71 Search Warrants



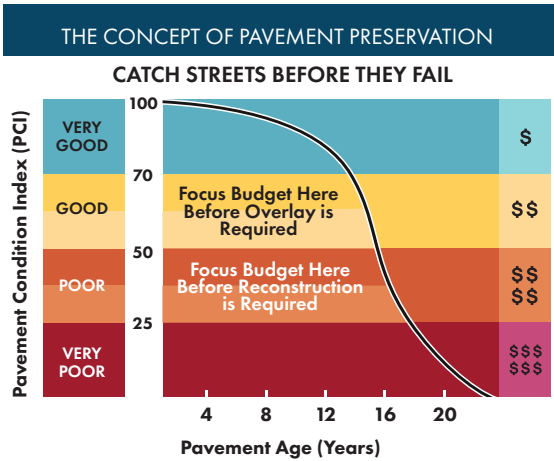
121 Cases Closed



Morongo Basin Sheriff's Station is the proud owner of a new scent detection K9, Naji!

Priority #2: Infrastructure

25% of Measure Y spending



Measure Y identifies Infrastructure as its second fiscal priority.

Most notably, the Town’s Public Works Department conducts sustained annual roadway improvements to maintain long-term quality. Every year, Measure Y funds critical ongoing street updates, including:

Crack seal: Beginning in January, this process places an adhesive sealant into asphalt cracks to prevent potholes, increasing driver safety and reducing the risk of vehicle damage and future maintenance.

Slurry seal: Performed during summer, this process applies a thin layer of asphalt to give the roadway an aesthetic uniform color and texture and seals out moisture to protect it from future damage.

Park projects completed thanks to Measure Y include:

Essig Park: Thanks to valuable input from residents and users of Essig Community and Dog Park, recent improvements have been completed including grass rehabilitation, new concrete walking paths, low level lighting, benches, tables, and shade elements.

North Park: In 2022, the Town completed improvements to provide new access to outdoor recreation, constructing a paved parking area with 12 spots and a public restroom, as well as designating trailhead access.

Old Town Beautification: Located on the west side of Elk Trail, this project will provide event space, paved parking for up to 95 vehicles with 8 electric vehicle charging stations, public restrooms, a shaded picnic shelter, various seat walls and more.



Priority #3: Quality of Life

15% of Measure Y spending



Awards

Best of the Best Readers’ Choice Award for Best Senior Facility by Hi-Desert Publishing.



FIRST PLACE 2019, THIRD PLACE 2020, SECOND PLACE 2021, FIRST PLACE 2022

Measure Y’s final funding priority includes programs and initiatives that benefit the community’s quality of life.


Expanded quality of life programming enabled the Town to establish two staff positions dedicated to our seniors at the Senior Center, allowing for expanded hours and dynamic monthly programming. Many of the Town’s Senior Center events are made possible due to Measure Y funding, such as senior exercise & wellness programs, senior social activities and senior assistance services.

Through the Yucca Valley Senior Center, over 600 community members enjoy access to the Town’s free senior membership, which provides programming at no cost. Seniors receive a monthly mailer that includes an activities calendar, daily lunch menu and special event invitations.

Measure Y Senior Center staff coordinate with three agencies that operate at the Senior Center: Reach Out Morongo Basin, Family Services Association and Senior Club, as well as other local service providers and healthcare agencies.

By the Numbers

Since the implementation of Measure Y, the Senior Center has seen a daily average of...

-  **75** lunch attendees, nearly doubling since pre-pandemic
-  **15-25** participants in Wellness and Enrichment classes
-  **80-100** general attendees
-  **100+** special event attendees



COVID-19 Support

When the pandemic forced closure of the Senior Center for 17 months, Measure Y programming continued to support seniors through compliant and virtual programming, such as the Family Service Association (FSA) drive through Senior Meals Food Distribution Program, averaging 235 customers per event and distributing 1,175 individual meals weekly.

Yucca CARES Grant

Established during COVID-19, the Yucca Cares program provided up to \$5k in funding to 50 small local businesses adversely affected by the pandemic, preserving their ability to continue to operate.

Testimonial

A Yucca Valley resident, John, was referred to the Measure Y program services at the Yucca Valley Senior Center through Desert Oasis Healthcare. John was seeking help with enrolling his 91-year-old mother-in-law, Donna, in Medi-Cal and In-Home Support Services. John unsuccessfully tried to apply for the services, which is why he met with Senior Advocate Caseworker, Dena, at the YV Senior Center in July 2022. Dena helped John by assisting with his completion of the required applications. By October 2022, Donna was approved for full Medi-Cal, with retroactive coverage back to July 2022. In addition, Dena walked John through the process of securing County In-Home Support Services. Donna now has health care coverage and an in-home caregiver, providing peace of mind for her family and the ability to live her life with dignity.

Senior Center Staff has assisted more than 30 seniors in applying for benefits programs such as Medi-Cal, IHSS, Veteran's benefits, Liheap and Cal-Fresh programs.

Non-Profit Partnership Funding Program

The Town's annual Partnership Funding Program provides supplemental funding opportunities for various non-profit community groups that enhance the Quality of Life in Yucca Valley through programs or services.

FY 20-21: \$69,625 awarded to 11 non-profits

FY 21-22: \$45,000 awarded to 5 non-profits

FY 22-23: \$145,000 awarded to six non-profits and the Yucca Valley Airport District

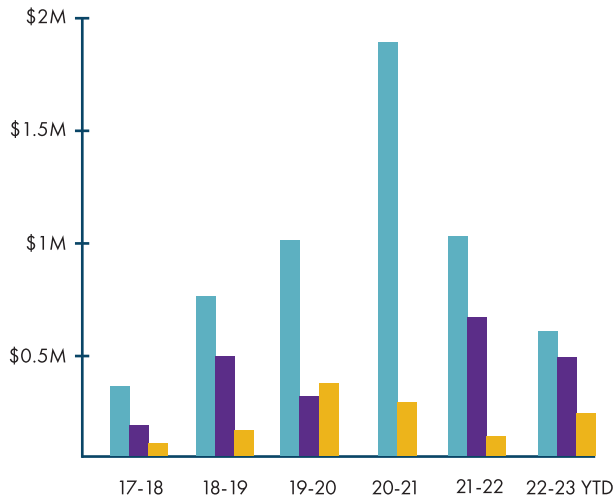
FY 24-25: \$100,000 awarded to 16 non-profits

- Morongo Basin ARCH
- Homelessness resource
- Center for Healthy Generations
- Reach Out Morongo Basin
- Morongo Basin Tennis Association
- Yucca Valley Music Boosters
- Ingleside Lodge
- Yucca Valley Airport District
- Yucca Valley Boys and Girls Club
- Hi Desert Pregnancy Clinic
- Tri-Valley Little League
- Mil-Tree Veteran Project
- Yucca Valley BMX
- Yucca Valley Chamber of Commerce
- Pacific Clinics
- Hi Desert Cultural Center
- Morongo Basin Haven
- Mara's Christmas Wish
- Morongo Basin Competitive Dance

Financial Outcomes: Measure Y

Thanks to Measure Y funds, residents, businesses and visitors alike have benefited from the services provided through an additional \$15 million into the local economy in revenues since 2016. Here's a look at how Measure Y funds have been reinvested into our community.

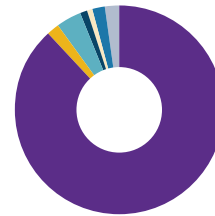
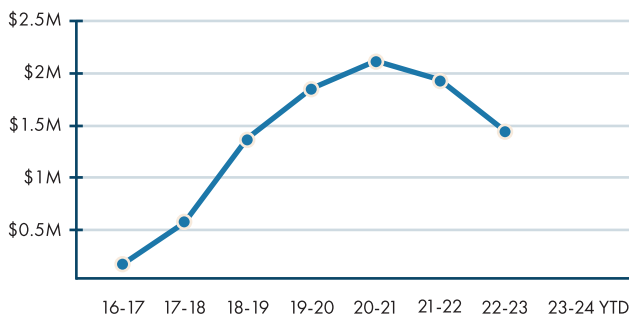
Expenditures on Public Safety, Infrastructure, and Quality of Life 2017-2023



Years	Public Safety	Infrastructure	Quality of Life
2017-18	\$289,090	\$153,447	\$61,533
2018-19	\$726,859	\$531,673	\$137,303
2019-20	\$1,001,729	\$375,814	\$410,355
2020-21	\$1,824,825	N/A	\$249,302
2021-22	\$1,044,543	\$630,042	\$100,784
2022-23 YTD	\$624,534	\$596,94	\$207,400
7 Year Total	\$5,511,580	\$2,287,925	\$1,166,677

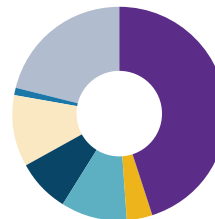
Historical Measure Y Expenditures

7 year total: \$9,419,966



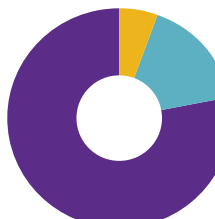
Historical Infrastructure Expenditures

- Street maintenance: 89%
- Traffic control, signing striping: 2%
- Infrastructure contingency: 4%
- Park improvements - Essig Park: >1%
- Park improvements - Brehm 2 Park: 1%
- Town park and recreation improvement: 2%
- Construction court resurfacing: 2%



Historical Quality of Life Expenditures

- Partnership Program: 45%
- Senior Center - Capital Project Improvements: 4%
- Senior Programming - Personnel: 10%
- Senior Programming - Programs: 8%
- Community Contracts: 11%
- YV HS Pool Improvement: 1%
- Yucca CARES Grant Program: 21%



Historical Measure Y Expenditure Breakdown Total: \$12.1M

- Projects/Programming: \$9.4M
- Administrative: \$577.9k
- Capital Project Funding: \$2M

Measure Z + Financial Integrity

What is Measure Z?

Measure Z, a 10-year Special Revenue Measure for Sewer Assessment Reduction, is a local ½ cent sales tax measure that reduces the cost of sewer assessments for property owners and residents, improves water conservation and helps ensure a safe, reliable water supply.

Measure Z works to reduce property owners' annual sewer assessment fee with a pass-through of sales tax revenues to the Hi Desert Water District, raising \$15.2 million since its inception.

Hi-Desert Water District completed the Phase I Collection System and Wastewater Treatment Plant, which filters 1.6 million gallons per day. The completion of this project represents a significant accomplishment for the community, providing sewer service to the Town of Yucca Valley and the downtown corridor along Highway 62. With the help of Measure Z funding, the annual cost for local property owners has been reduced roughly 50% annually since the passage of Measure Z.

	Before Measure Z	After Measure Z	
Phase 1 Property Classification	Estimated Annual Charge	Final 2022/2023 Charge	Savings
Single Family Residence (SFR)	\$706.50	\$322.78	\$383.72
Multi-Family Residential (MFR) per unit	\$538.11	Approx. \$246	\$292.11
Mobile Home Park (MHP) per mobile home	\$404.89	\$184.98	\$219.91
Mobile Home Park (MHP) Vacant Parcel	\$308.29	\$140.84	\$167.45
Vacant Parcel	\$545.02	\$249.00	\$296.02
Deferred	\$322.50	\$147.34	\$175.16
Commercial	Varies	Varies	–
Phase 2 & 3 Property Classification	Estimated Annual Charge	Final 2022/2023 Charge	Savings
SFR and Vacant Parcel	\$189.80	\$86.71	\$103.09
Commercial/MFR/MHP	Varies	Varies	–

DID YOU KNOW?

Measure Y requires an independent taxpayer's oversight commission that reviews mandatory financial audits and yearly reports to ensure the funds are spent as promised.



Your Revenue Measure Oversight Commission Members

As of January, 2024

- Lori Herbel, Chair
- George Huntington, Vice-chair
- Joel Camp
- Carey DeLuca
- Tyler Fowlkes
- William Sasnett, Jr.
- Tracy Tremblay



The Town of Yucca Valley
57090 Twentynine Palms Highway
Yucca Valley, CA 92284

Local Postal Customer

PRSR STD
ECRWSS
U.S. POSTAGE
PAID
EDDM Retail

Streets Maintained—Thanks to Measure Y!

- Airlane Drive
- Airway Avenue
- Airway Court
- Alaba Avenue
- Alta Mesa Drive
- Arcadia Trail
- Aurora Drive
- Avalon Avenue
- Aviation Drive
- Balboa Avenue
- Balsa Avenue
- Bandera Road
- Barron Drive
- Benicia Trail
- Buena Suerte Court
- Buena Suerte Lane
- Business Center Drive
- Camarilla Avenue
- Camino Del Cielo
- Canyon Drive
- Cardillo Trail
- Carmelita Circle
- Catalina Way
- Chaparral Drive
- Chippewa Trail
- Concho Way
- David Avenue
- Del Monte Avenue
- Del Rio Way
- Delano Trail
- Diadem Drive
- El Cortez Road
- El Dorado Avenue
- El Prado Court
- El Prado Trail
- Emerson Avenue
- Fairway Drive
- Farrelo Court
- Farrelo Road
- Fortuna Avenue
- Fox Trail
- Frontera Avenue
- Gila Court
- Goleta Avenue
- Grand Avenue
- Hanford Avenue
- Hermosa Avenue
- Hidden Gold Drive
- Indio Avenue
- Ivanhoe Drive
- Joshua Lane
- Juarez Court
- Juarez Drive
- La Contenta Road
- La Habra Avenue
- La Paz Court
- La Vina Trail
- Lennox Avenue
- Linda Lee Drive
- Lisbon Drive
- Mandarin Road
- Martinez Trail
- Megan Court
- Mirada Court
- Mirada Trail
- Mirlo Court
- Mirlo Lane
- Mirlo Road
- Montecello Road
- Natoma Trail
- Navajo Trail
- Nelson Road
- Neva Court
- Onaga Trail
- Palisade Drive
- Palisade Way
- Panchita Road
- Paxton Court
- Paxton Road
- Pinon Drive
- Pinto Court
- Pioneertown Road
- Plaza Del Amigo
- Prescott Avenue
- Primavera Drive
- Pueblo Trail
- Richard Drive
- Riche Road
- Ridge Road
- Rockaway Avenue
- Ronald Drive
- Rubidoux Avenue
- Rubidoux Court
- San Andreas Road
- San Diego Road
- San Juan Road
- San Rafael Road
- San Remo Trail
- San Tropez Drive
- San Vicente Drive
- Shafter Avenue
- Spring Drive
- Sunnyslope Drive
- Taos Court
- Taos Trail
- Ute Trail
- Ventura Avenue
- Wamego Trail
- Warren Vista Avenue
- Warren Vista Drive
- Whitney Avenue
- Yucca Mesa Road
- Yucca Trail

Learn More About Measures Y and Z
at yucca-valley.org.



THE TOWN OF
YUCCA VALLEY
CALIFORNIA INC. NOV. 27, 1991

Monday–Thursday: 9AM–5PM
(760) 369-7207
www.Yucca-Valley.org