

June 2, 2026, Ballot Measures

City Manager's Office

City Council
March 3, 2026

RiversideCA.gov

1

ELECTION CONTEXT & TIMELINE



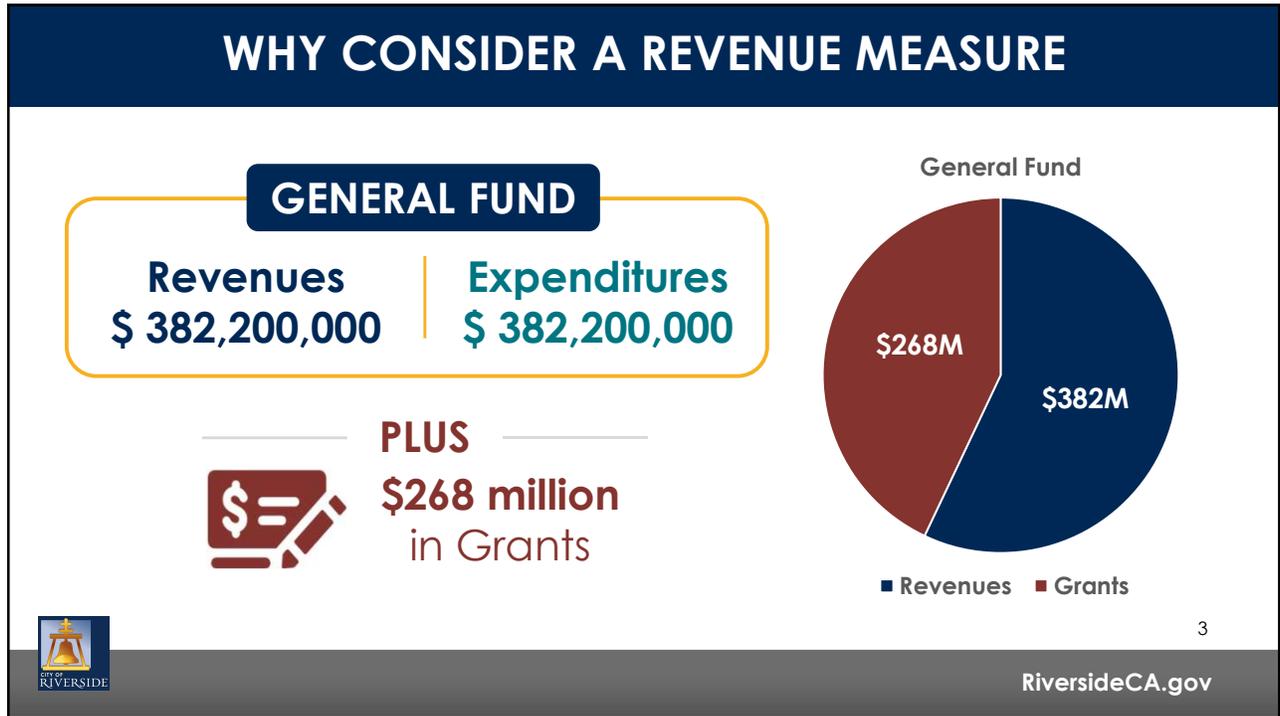
- City Council on January 27, 2026, directed staff to bring forward possible ballot revenue measures for the June 2, 2026, election.
- Local tax measures only in even-numbered years under California Constitution.
- June 2, 2026, is the next available election for local tax measures.
- Next opportunity after 2026 is 2028.
- **Critical Deadline: March 6, 2026**



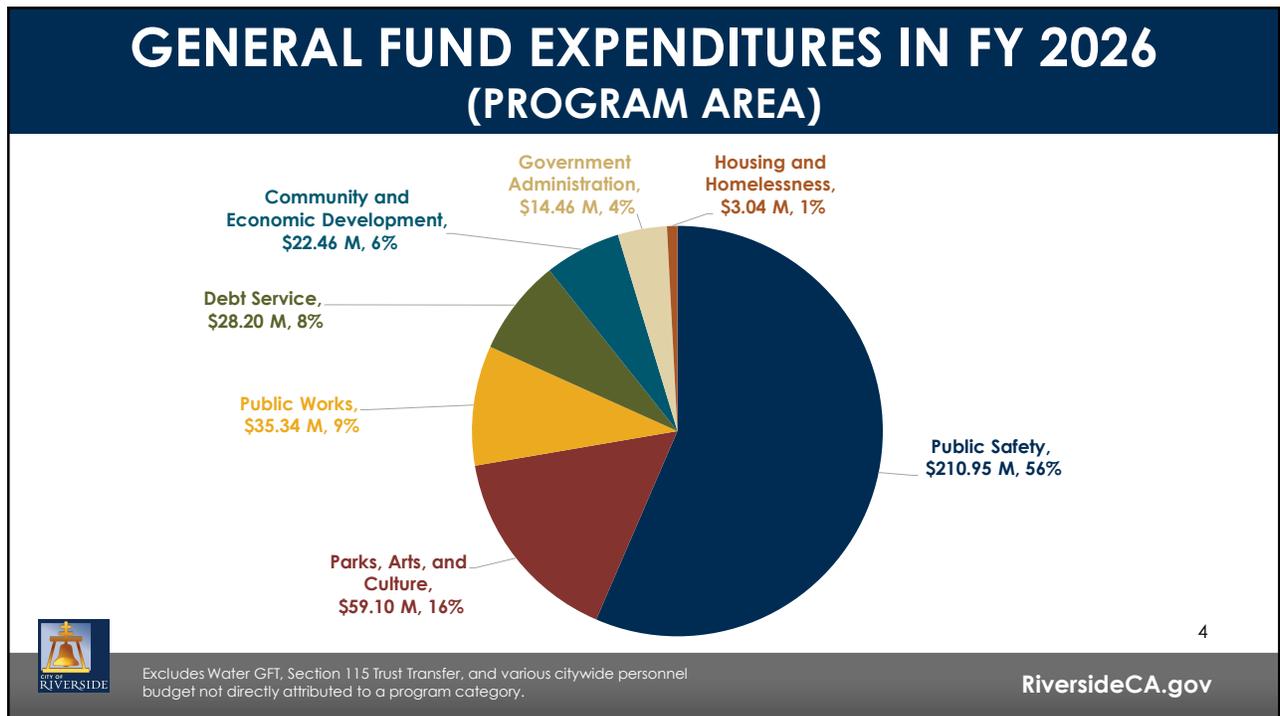
2

RiversideCA.gov

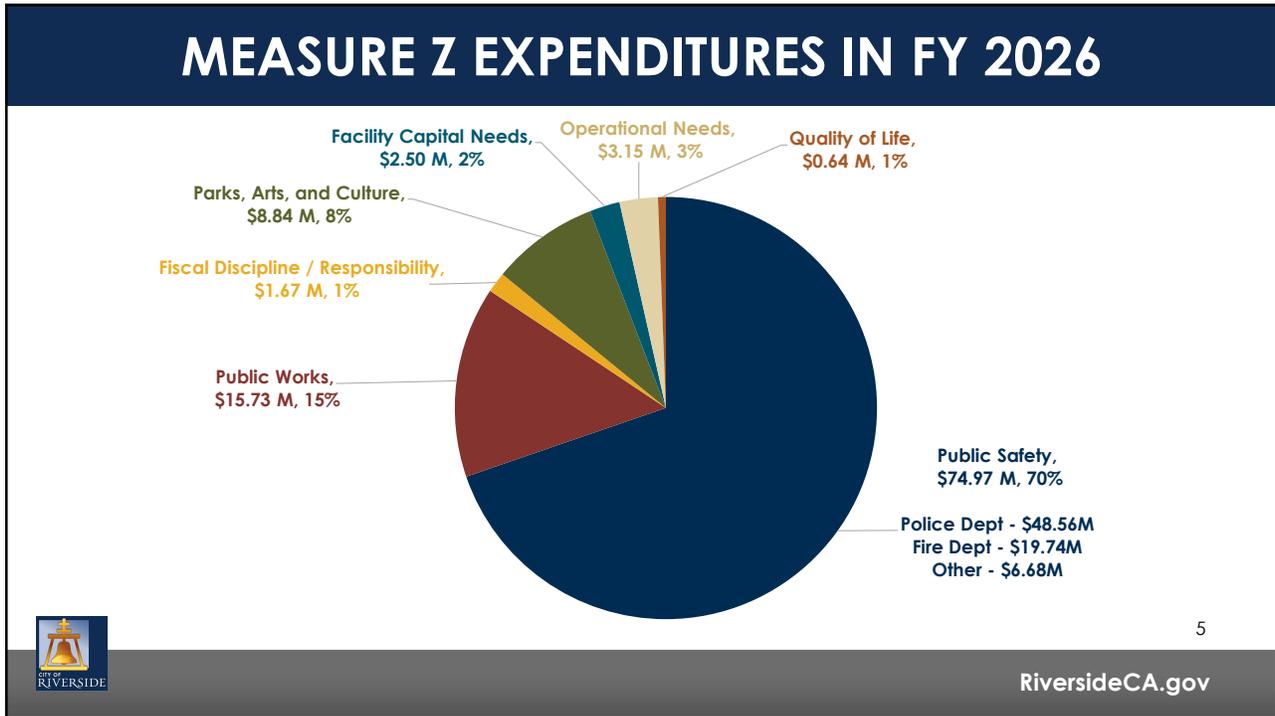
2



3



4



5

WHY CONSIDER A REVENUE MEASURE... EMERGING NEEDS



Calls for Service
2024: 44,670
2025: 47,000+

Equals 1 Call every 11 minutes

35% Increase
in Fire Calls for Service since 2015

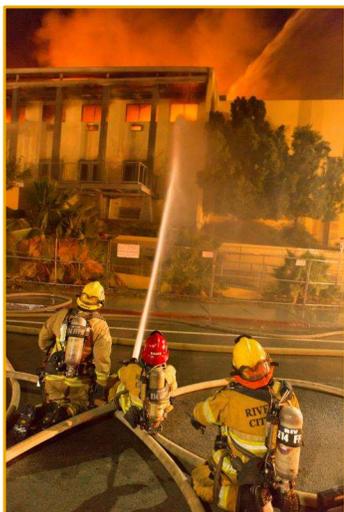
New State Fire Map Adds
13,356 Riverside Parcels into High-Risk Fire Area

6

RiversideCA.gov

6

KEY FINDINGS FROM MASTER PLAN STUDY



Response Times are Longer Than Accepted Performance Targets



Service Demand Is Growing Faster Than Capacity



High Call Concurrency Creates System Overload



Current Staffing Levels Are Insufficient to Meet Service Demand



Fire Station Infrastructure Must Expand and Modernize

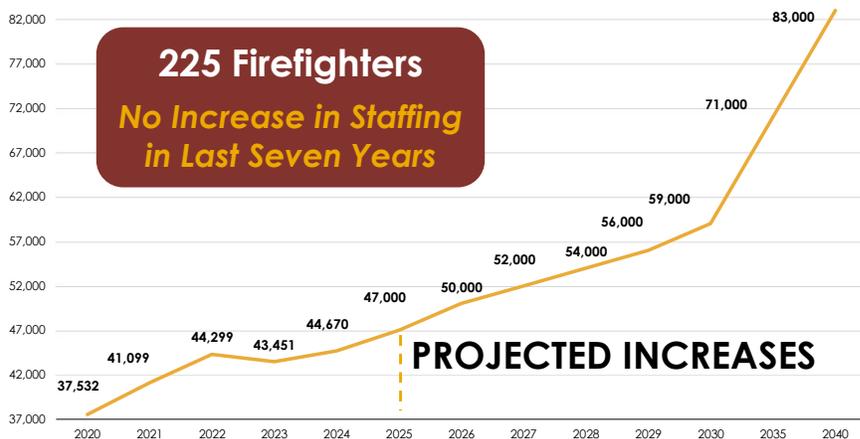


7

RiversideCA.gov

7

SERVICE DEMAND IS GROWING FASTER THAN CAPACITY



225 Firefighters
No Increase in Staffing
in Last Seven Years

Service Demand

Since Last New Station (2007)
+72% INCREASE

Since Last Staffing Increase (2018)
+26% INCREASE



8

RiversideCA.gov

8

CURRENT STAFFING LEVELS ARE INSUFFICIENT TO MEET SERVICE DEMAND

Firefighter Staffing Levels Compared to Regional Peers

City	Firefighters	Population	Ratio (per 1,000)
Glendale	267	197,000	1.35
Pasadena	160	138,000	1.16
Long Beach	400	449,000	0.89
L.A. City	2,700	4,100,000	0.89
Anaheim	270	350,000	0.77
Corona	129	170,000	0.74
Riverside	225	325,000	0.69

Maintaining approximately **0.95 firefighters per 1,000 residents** is critical to reducing overload conditions, meeting response-time standards, and preparing the Fire Department for continued growth.

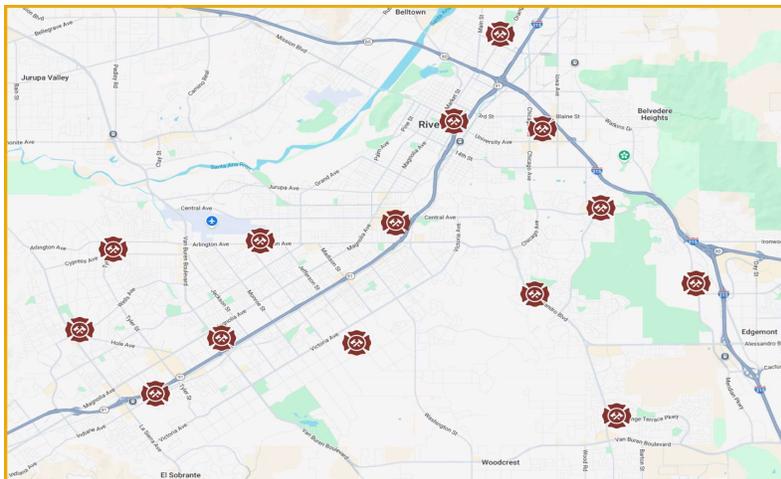
9



RiversideCA.gov

9

CURRENT STATION COVERAGE



Current System Baseline (2025)

- 14 Stations
- 20 Staffed Units
- 225 Firefighters
- 325,000 Residents
- 47,000 Calls for Service

Station location alone does not determine response performance.

Unit availability and staffing levels drive response times and overload conditions.

10



RiversideCA.gov

10

FIRE STATION 10



11

RiversideCA.gov

11

RESPONSE TIMES ARE LONGER THAN ACCEPTED PERFORMANCE TARGETS

WHY TIMING MATTERS? – STRUCTURE FIRES



0-3 MINUTES

- Fire often **confined to contents** or a **single room**
- **High likelihood of containment** with first-arriving engine



4-5 MINUTES

- **Flashover** conditions approach
- Fire transitions from contents to **structure involvement**



6-7 MINUTES

- Fire spreads **beyond the room of origin**
- Rescue survivability **drops sharply**
- Additional units are required, **increasing system strain**



7+ MINUTES

- Fire spreads throughout **multiple rooms or floors**
- Structural integrity **deteriorates**
- Additional units are required, **further increasing system strain**

Current Average Response Time

7:38

Goal Average Response Time

6:00

Fires DOUBLE in size every minute



12

RiversideCA.gov

12

RESPONSE TIMES ARE LONGER THAN ACCEPTED PERFORMANCE TARGETS

Current Average Response Time	Goal Average Response Time
7:38	6:00

WHY 6 MINUTES MATTERS? – EMS

It aligns with the **biological limits of survivability**, not arbitrary policy goals.

CARDIAC ARREST

- **Brain injury** begins at **4–6 minutes without oxygen**
- **Survival decreases 7–10%** per minute without intervention
- Early arrival **improves defibrillation success and neurologic outcomes**

STROKE

- Every untreated minute **destroys approximately 1.9 million neurons**
- **Earlier intervention** significantly **improves long-term function and survivability**

SEVERE TRAUMA

- **Mortality increases** by approximately **4% for every minute of delay**
- Early stabilization **reduces complications and length of hospital stay**



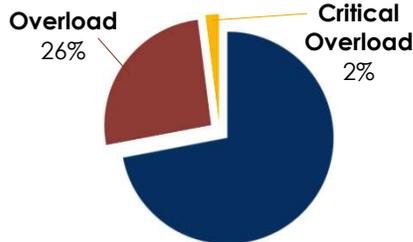
13

RiversideCA.gov

13

HIGH CALL CONCURRENCY CREATES SYSTEM OVERLOAD

2024 Load Conditions



OVERLOAD

Overload occurs when simultaneous emergencies exceed normal response capacity, reducing response reliability across the city.

- Begins at 4–6 concurrent incidents
- Few units remain available for new emergencies
- Response times increase and coverage gaps emerge
- A single wildland fire or complex incident can trigger overload

CRITICAL OVERLOAD

Critical overload occurs when available emergency resources are effectively depleted, leaving little to no immediate response capability

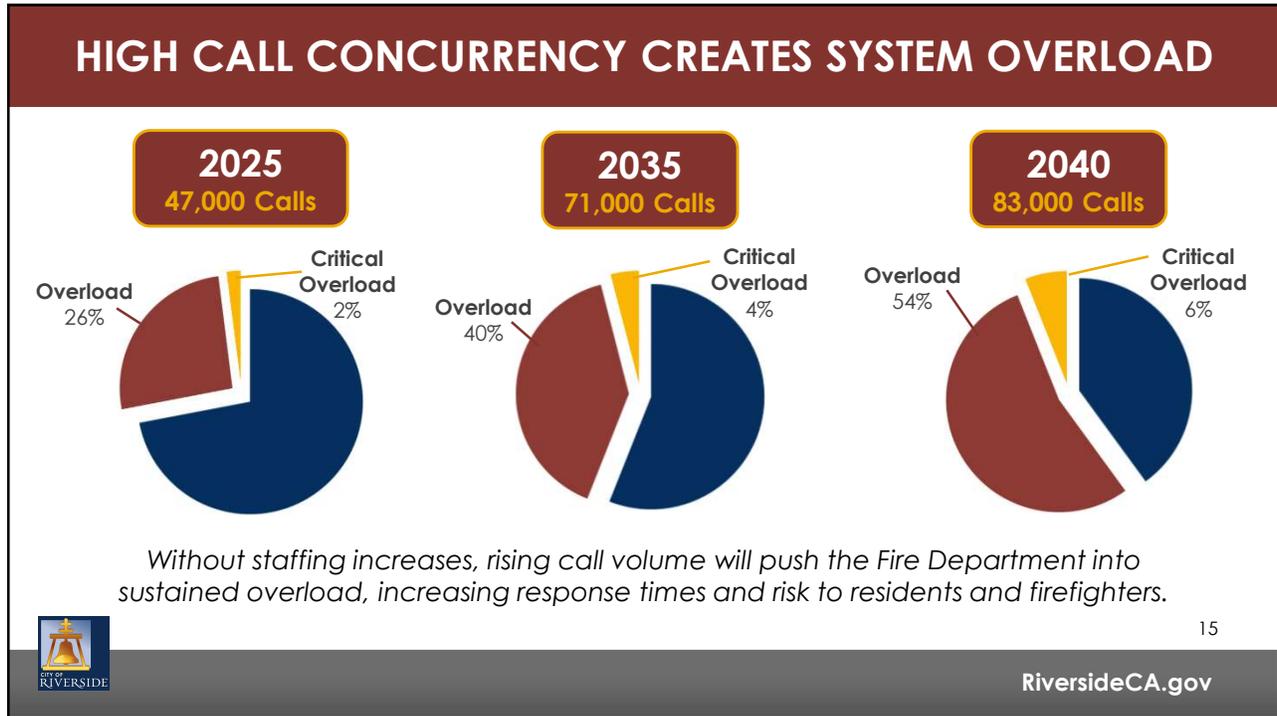
- Occurs at **7+ concurrent incidents**
- **Most or all frontline units** are committed
- New emergencies face **significant delays or require outside assistance**
- A single structure fire can place the system into **critical overload**



14

RiversideCA.gov

14



15

STUDY RESULTS – RIGHT SIZING STAFFING

Current Staffing Levels	Year	Population	Ratio (per 1,000)	Firefighters	Current Response Time
	2025	325,000	0.69	225	7:37

Phase 1: Correct Current Response Deficit (Immediate Need)

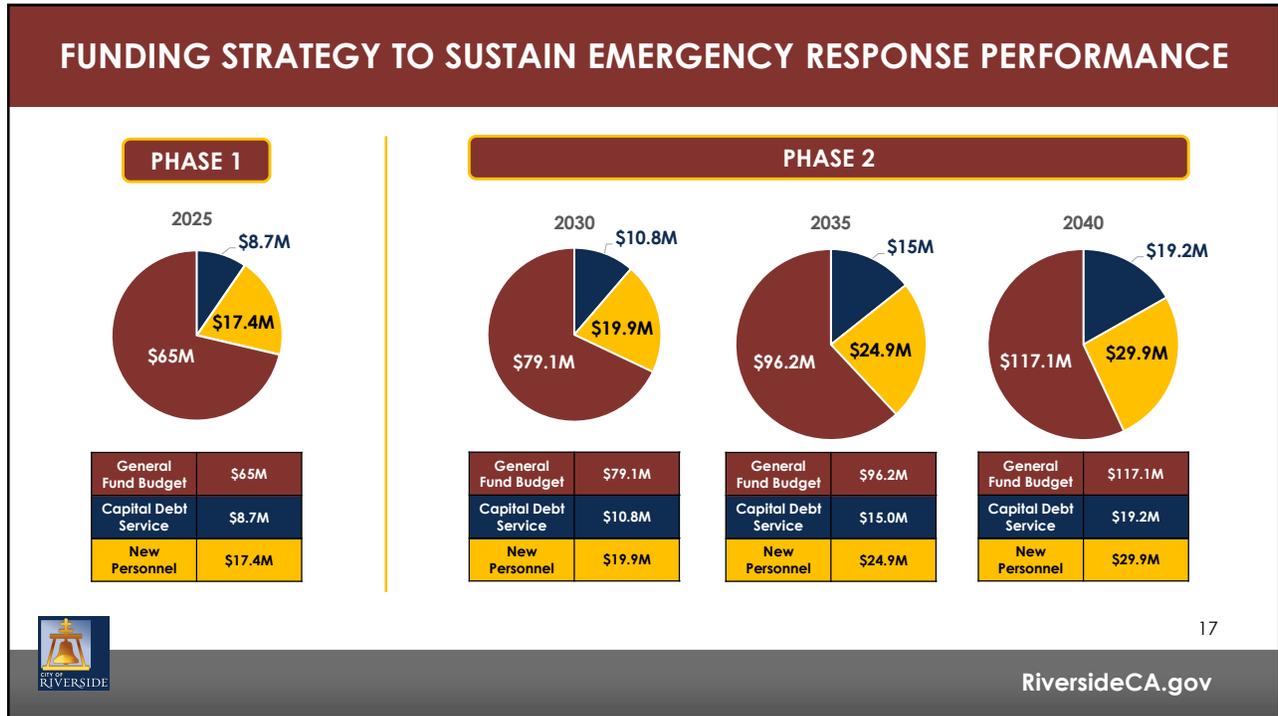
Year	Population	Ratio (per 1,000)	Firefighters	Staffing Increase	Projected Response Time
2025	325,000	0.95	309	+84	6:00

Phase 2: Maintain Response Performance as the City Grows (Sustained Growth)

Year	Estimated Population	Ratio (per 1,000)	Firefighters	Incremental Staffing Increase	Projected Response Time
2030	345,500	0.95	328	+19	6:00
2035	366,000	0.95	348	+20	6:00
2040	386,500	0.95	367	+19	6:00

RiversideCA.gov

16



WHAT CAN BE COVERED BY MEASURE Z?

YEAR	MEASURE Z AVAILABLE	NEEDED	UNFUNDED NEED
Phase 1: Correct our Response Capability (Immediate Need)			
2025	Fully Committed	\$26.1	\$26.1
2026	Fully Committed	\$26.1	\$26.1
2027	Fully Committed	\$26.1	\$26.1
Phase 2: Maintain our Response Capability (Sustained Growth)			
2028	Fully Committed	\$30.7	\$30.7
2029	\$1.6	\$30.7	\$29.1
2030	\$3.5	\$30.7	\$27.2
2031	\$2.5	\$35.3	\$32.8
2032	\$4.0	\$35.3	\$31.3
2033	\$6.0	\$35.3	\$29.3
2034	\$8.0	\$39.9	\$31.9
2035	\$13.0	\$39.9	\$26.9
2036	\$14.0	\$39.9	\$25.9
2037	Measure Z Sunsets	\$44.2	\$44.2
2038		\$44.2	\$44.2
2039		\$44.2	\$44.2
2040		\$49.1	\$49.1



19

RiversideCA.gov

19

OTHER EMERGING NEEDS



20

RiversideCA.gov

20

OPTION A Part 1: MEASURE Z EXTENSION

FUNDED BY



Without Renewal in 2036:

- Significant drop in general fund revenue and loss of critical public safety funding

Key Benefits of Extension:

- Predictable revenue continuity
- Supports 30-year capital financing
- Essential for maintaining and enhancing current public safety levels



21

RiversideCA.gov

21

OPTION A Part 2: 0.25% SALES TAX MEASURE



Increase Rate from 8.75% to 9.00%

- Estimated annual revenue: ~\$21 million
- Impact: 25 cents on \$100 purchase
- Competitive within Southern California
- Approval: Simple majority vote
- Revenue type: General purpose funds

Does Not Apply To: Groceries, Prescription Drugs, Medical Devices, Insulin, Haircuts, Gas, Utilities, Rent, Farm Equipment, Feed



22

RiversideCA.gov

22

REGIONAL SALES TAX RATES



City	Rate
Irvine	7.75%
Ontario, San Bernardino, Corona, Moreno Valley	8.75%
Riverside (Current)	8.75%
Bakersfield	9.00%
Cathedral City	9.25%
Palm Springs	9.25%
Santa Ana	9.25%
Los Angeles	9.75%
Pasadena and Pomona	10.25%
Glendale and Long Beach	10.50%
Proposed 9% - Competitive	


23
RiversideCA.gov

23

STAFF RECOMMENDATION: OPTION A EXTEND MEASURE Z and 0.25% SALES TAX

FUNDED BY




Key Benefits of Extension

- Predictable revenue continuity
- Supports 30-year capital financing
- Essential for maintaining and enhancing current public safety levels

To continue maintaining general local city services such as 911, fire, police response; preparing for wildfire; recruiting/retaining well-trained firefighters/paramedics; preventing crime; keeping public areas safe/clean; addressing homelessness; repairing potholes/roads; shall a measure renewing the existing City of Riverside voter-approved transaction and use (sales) tax at an updated 1¼% rate, providing approximately \$106,000,000 annually until ended by voters, requiring audits, spending disclosure, all funds controlled locally, be adopted?


24
RiversideCA.gov

24

OPTION B: NEW 0.25% SALES TAX MEASURE (No Extension of Measure Z)



Increase Rate from 8.75% to 9.00%

- Estimated annual revenue: ~\$21 million (fully implemented)
- Consumer impact: 25 cents on \$100 purchase
- Rate remains competitive within Southern California
- Approval requirement: Simple majority vote
- Revenue type: General purpose funds for City priorities


25
RiversideCA.gov

25

OPTION B: NEW 0.25% SALES TAX MEASURE (No Extension of Measure Z)



Increase Rate from 8.75% to 9.00%

<ul style="list-style-type: none"> • Estimated annual revenue: ~\$21 million • Impact: 25 cents on \$100 purchase 	<ul style="list-style-type: none"> • Approval: Simple majority vote • Revenue type: General purpose funds
---	---

To maintain City of Riverside's general city services such as 911, fire, police response; help prevent crime; prepare for/respond to wildfires; keep public areas safe/clean; recruit/retain well-trained firefighters/paramedics and police; address homelessness; repair potholes/roads; support senior services; shall the measure establishing a ¼¢ transaction and use (sales) tax, providing approximately \$21,000,000 annually until ended by the voters, requiring audits, public spending disclosure, all funds controlled locally, be adopted?


26
RiversideCA.gov

26

OPTION C: EXTEND MEASURE Z and TRANSIENT OCCUPANCY TAX (TOT) INCREASE



Increase from TOT from 13% to 14%

- Current annual TOT revenue: ~\$8.6 to 8.9 million
- Revenue impact Existing Hotel Inventory:
 - 1% increase generates \$640,000 annually
- Growth opportunity:
 - 1,000+ new hotel rooms in the pipeline
 - Potential to generate an additional \$6.8 million with TOT increase
- Potential use: Convention Center expansion and tourism marketing



27

RiversideCA.gov

27

RIVERSIDE ALIVE – NEW DOWNTOWN CENTER

- Expanded Convention Center
- Two Hotels
- 15-Story Class A Office Building
- Outdoor Venue Space
- Parking



28

RiversideCA.gov

28

CONVENTION CENTER EXPANSION STUDY



JULY 2025 STUDY	NOW	EXPANDED
EVENTS	232	400
ATTENDEES	80,000	137,000
HOTEL NIGHTS	19,300	32,600



29

RiversideCA.gov

29

TOT RATES: REGIONAL COMPARISON

City	TOT Rate	TBID Rate	TOT + TBID
Riverside (Current)	13%	0%	13.00%
Ontario	11.75%	2%	13.75%
Palm Springs	11.5-13.5%	1%	12.50%-14.50%
San Diego	11.75-13.75%	2%	13.75%-15.75%
Los Angeles	14%	1.5%	15.50%
Anaheim	15%	2%	17.00%



30

RiversideCA.gov

30

OPTION C: TWO QUESTION REVENUE MEASURE

Extend Measure Z and Increase TOT



BALLOT QUESTION ONE:

Without raising the tax rate, to maintain City of Riverside's general city services such as 911, fire, police response; prepare for/respond to wildfires; recruit/retain well-trained firefighters/paramedics; prevent crime; keep public areas safe/clean; address homelessness; shall the measure renewing the existing voter-approved Measure Z 1¢ transaction and use (sales) tax, providing approximately \$83,000,000, until ended by the voters; requiring independent audits, spending disclosure, funds remaining for Riverside, be adopted?

BALLOT QUESTION TWO:

To maintain local funding federal/state governments cannot take and City funds for services such as public safety; youth/senior programs' libraries/parks; improve the City of Riverside Convention Center to promote tourism/economic growth, shall the measure updated the City's existing transient occupancy tax (paid only by hotel/motel guests) from 13% to 14%, providing approximately \$640,000 annually until ended by voters; requiring audits and public spending disclosure, be adopted?

31

RiversideCA.gov

31

Staff Recommendation – Option A



Ballot Measure June 2, 2026

- Extend Measure Z Existing Sales Tax
- Increase Sales Tax by 0.25%

Does Not Apply To:

Groceries, Prescription Drugs, Insulin, Medical Devices, Haircuts, Gas, Utilities, Rent, Farm Equipment, Feed

Wait on Hotel Tax till 2028



32

RiversideCA.gov

32

RECOMMENDATIONS

Option A (Transaction and Use (Sales) Tax Renewal and Update):

That the City Council:

1. With at least five affirmative votes, adopt the attached resolution calling for a municipal election to be held June 2, 2026, for a measure entitled, "City of Riverside Services Renewal Measure" and requesting consolidation with the statewide election;
2. With at least five affirmative votes, introduce and subsequently adopt the attached Ordinance amending Chapter 3.08, entitled "Transaction and Use Tax" (sales), of the Riverside Municipal Code to extend and update the existing transaction and use (sales) tax, to become operative and enforceable upon approval by the voters of the City of Riverside of the measure entitled, "City of Riverside Services Renewal Measure";



33

RiversideCA.gov

33

RECOMMENDATIONS

Option A cont.

3. Consent to the Registrar of Voters rendering election services to the City as requested by the City Clerk and as stated in the Memorandum of Understanding with the County of Riverside;
4. Direct the City Clerk to transmit a copy of the measure to the City Attorney for preparation of an impartial analysis; and
5. Determine if the Mayor or Members of the City Council wish to author ballot arguments.
6. Direct City staff to develop and implement a stakeholder/outreach plan to educate and inform residents and businesses of the proposed revenue measure.



34

RiversideCA.gov

34

RECOMMENDATIONS

Option B (Supplemental (Stand Alone) Transaction and Use (Sales) Tax):

That the City Council:

1. With at least five affirmative votes, adopt the attached resolution calling for a municipal election to be held June 2, 2026, for a measure entitled, "City of Riverside Services Protection Measure" and requesting consolidation with the statewide election;
2. With at least five affirmative votes, introduce and subsequently adopt the attached Ordinance adding Chapter 3.09, entitled "Supplemental Transaction and Use Tax" (sales) of the Riverside Municipal Code to adopt a ¼ cent transaction and use (sales) tax, to become operative and enforceable upon approval by the voters of the City of Riverside of the measure entitled, "City of Riverside Services Protection Measure;"



35

RiversideCA.gov

35

RECOMMENDATIONS

Option B cont.

3. Consent to the Registrar of Voters rendering election services to the City as requested by the City Clerk and as stated in the Memorandum of Understanding with the County of Riverside;
4. Direct the City Clerk to transmit a copy of the measure to the City Attorney for preparation of an impartial analysis; and
5. Determine if the Mayor or Members of the City Council wish to author ballot arguments.
6. Direct City staff to develop and implement a stakeholder/outreach plan to educate and inform residents and businesses of the proposed revenue measure.



36

RiversideCA.gov

36

RECOMMENDATIONS

Option C (Transaction and Use Tax Extension and Transient Occupancy Tax Increase):

That the City Council:

1. With at least five affirmative votes, adopt the attached resolution calling for a municipal election to be held June 2, 2026, for a measure entitled, "City of Riverside Services Protection Measure" and requesting consolidation with the statewide election;
2. With at least five affirmative votes, adopt the attached resolution calling for a municipal election to be held June 2, 2026, for a measure entitled, "City of Riverside Hotel Tax Measure" and requesting consolidation with the statewide election;



37

RiversideCA.gov

37

RECOMMENDATIONS

Option C cont.

3. With at least five affirmative votes, introduce and subsequently adopt the attached Ordinance amending Chapter 3.08, entitled "Transaction and Use Tax" (sales), of the Riverside Municipal Code to extend the existing transaction and use (sales) tax, to become operative and enforceable upon approval by the voters of the City of Riverside of the measure entitled, "City of Riverside Services Protection Measure;"
4. With at least five affirmative votes, introduce and subsequently adopt the attached Ordinance amending Chapter 5.32, entitled "Transient Occupancy Tax" (hotel/lodging), of the Riverside Municipal Code to update the existing transient occupancy tax, to become operative and enforceable upon approval by the voters of the City of Riverside of the measure entitled, "City of Riverside Hotel Tax Measure;"



38

RiversideCA.gov

38

RECOMMENDATIONS

Option C cont.

5. Consent to the Registrar of Voters rendering election services to the City as requested by the City Clerk and as stated in the Memorandum of Understanding with the County of Riverside;
6. Direct the City Clerk to transmit a copy of the measure to the City Attorney for preparation of an impartial analysis; and
7. Determine if the Mayor or Members of the City Council wish to author ballot arguments.
8. Direct City staff to develop and implement a stakeholder/outreach plan to educate and inform residents and businesses of the proposed revenue measure.

