

Frequently Asked Questions and Answers About Measure W

Q: What is Measure W?

A: On August 9, 2018, the Antioch City Council placed Measure W to renew existing, voter-approved sales tax funding at the one-cent rate -- on the November 6, 2018 ballot. If approved, Measure W would continue to maintain financial stability and quality of life priorities such as: public safety, water quality, cleaning up illegal dumping, and after-school and summer programs for youth.

Q: Why is Measure W on the ballot?

A: Previous Antioch ballot measures, helped maintain local funding for police, emergency response, and code enforcement services – just the basics. Measure W renews this funding and increases investment in code enforcement, blight removal, youth and senior services, and attracting new business and jobs to Antioch.

Q: Does Measure W continue to fund police officers?

A: Yes. Measure W will continue to fund police patrols, 911 emergency response, youth violence and gang prevention, traffic enforcement patrols and preparing public safety personnel for rapid, coordinated responses to natural disasters.

Q: Do our youth benefit from Measure W?

A: With more than one-quarter of Antioch's population under the age of 18 and many parents commuting hours to work each day, Measure W can help provide and restore the programs that keep kids off the streets and out of trouble, while providing them safe and healthy places to learn and play.

Q: Can Sacramento take Measure W money?

A: No, Measure W legally requires that these taxpayer funds continue to stay LOCAL in the City of Antioch, maximizing local control for local needs.

Q: What are Measure W's fiscal accountability protections?

A: Measure W legally requires guaranteed annual independent audits and a citizens oversight committee to ensure funds are spent properly. Food purchased as groceries and prescription medications are exempt from Measure W, and out-of-town visitors who shop in our City help pay for the cost of using our roads and public safety services.

Q: Where can I get more information?

A: For more information about Measure W and Antioch's quality of life services and priorities, visit www.ci.antioch.ca.us.