



CITY OF BALDWIN PARK

Press Release

For Immediate Release

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City of Baldwin Park to Host Community Engagement Meetings on Proposed Sales Tax Measure

Baldwin Park, CA – The City of Baldwin Park will host 10 community engagement meetings to discuss a proposed sales tax measure under consideration for the November 2022 General Municipal Election ballot. At the meetings, residents will have the opportunity to exchange ideas about important local issues with members of the City’s Stakeholder Advisory Committee, which includes Mayor Pro Tem Daniel Damian, City staff and community stakeholders. Meetings will be held on the following dates and at the following Baldwin Park locations:

- Saturday, June 4, 2022 at 10 a.m. - Arts and Recreation Center, [14403 Pacific Avenue](#)
- Monday, June 6, 2022 at 6 p.m. - Bursch School, [4245 N. Merced Avenue](#)
- Tuesday, June 7, 2022 at 6 p.m. - Olive Middle School, [13701 E. Olive Street](#)
- Monday, June 13, 2022 at 6 p.m. - Pleasant View Middle School, [14900 E. Nubia Street](#)
- Tuesday, June 14, 2022 at 6 p.m. - Geddes School, [14600 Cavette Place](#)
- Saturday, June 18, 2022 at 10 a.m. - Arts and Recreation Center, [14403 Pacific Avenue](#)
- Monday, June 20, 2022 at 6 p.m. - Vineland School, [3609 N. Vineland Avenue](#)
- Tuesday, June 21, 2022 at 6 p.m. - Central School, [14741 Central Avenue](#)
- Monday, June 27, 2022 at 6 p.m. - De Anza School, [12820 Bess Avenue](#)
- Tuesday, June 28, 2022 at 6 p.m. - Tracy School, [13350 Tracy Avenue](#)

“We want to give every interested community stakeholder the opportunity to voice their thoughts on the parts of their city they’d like to see greater investment,” said Mayor Emanuel J. Estrada. “I invite the people of Baldwin Park to participate in these community engagement meetings because they will be helping to shape the future of our city by doing so.”

The deadline for the Baldwin Park City Council to file the ballot measure for placement on the ballot is August 12, 2022. If approved by Baldwin Park voters in November, the City’s sales tax rate would increase by 0.75%, matching the sales tax rate of a majority of cities in Los Angeles County at 10.25%. This action by the voters would generate an estimated \$6 million in sales tax revenue each full fiscal year to be used for community benefits. Local sales tax funds pay

for critical Baldwin Park services like parks, streets, 9-1-1 emergency response, community programs and initiatives addressing affordable housing and homelessness and other essential city services.

The Stakeholder Advisory Committee composed of residents, business owners and City and school representatives will attend the community meetings and engage their communities in dialogue about areas needing more investment. Based on their conversations with the public, the Committee will develop recommendations to the City Council and partner with the Council and City staff to inform residents about the proposed measure. Public opinion polling conducted in April and May found that 70% of residents would support the proposed measure.

The change in sales tax, if approved by Baldwin Park voters, would apply to certain goods and services sold within Baldwin Park. The tax would not apply to other purchases, including the sale of most groceries, professional health services or utilities. A full list of [sales and use tax exemptions and exclusions](#) is made available by the California Department of Tax and Fee Administration.

To be eligible to vote in an election, residents must be registered 15 days prior to Election Day. Residents may register or re-register to vote at any time. For more information about voter registration, visit lavote.gov or call (800) 815-2666.

Community stakeholders seeking additional information on the community engagement meetings should call (626) 960-4011, Ext. 112, or email Rosa Caballero, executive secretary, at rcaballero@baldwinpark.com.

About the City of Baldwin Park

Baldwin Park is a nearly seven-square-mile, suburban community of 72,000 residents in the heart of the San Gabriel Valley. As the hub of the San Gabriel Valley, Baldwin Park is known for its ease of access and mobility, young and diverse residents, and vibrant, growing business community. For more information, visit baldwinpark.com or follow Baldwin Park on Facebook (@BaldwinParkCAGov), Instagram (BaldwinPark_CAGov), and Twitter (BaldwinParkCA_)

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