



Department of Libraries and Information Services

MEASURE L:
Pasadena Public Library
Services Continuation Measure





Pasadena Public Library Services Continuation Measure

Libraries and Information Services

Measure L:

- Extends a revenue source that has been in existence over the last 29 years
- Amends the Pasadena Municipal Code to preserve the Special Library Tax which generates 20% of the Pasadena Public Library budget
- Will continue generating \$2,800,000 annually for 15 years in dedicated, locally-controlled dollars for Pasadena's libraries
- Requires two-thirds of the voters in an election



Background

Libraries and Information Services

In the early 1990s, the Library suffered significant reductions in hours of service and collections as city revenues declined due to the worst recession in California since the Great Depression.

- > 1993: Pasadena voters approved a parcel tax by a 79.9% margin
- > 1997: Pasadena voters renewed the parcel tax with 84% of the vote
- > 2007: Pasadena voters supported renewal with 80.4% of the vote



Why Now?

Libraries and Information Services

The current library revenue source will expire in

February 2023

and can only be continued by a public vote



Survey

Libraries and Information Services

Regardless of whether one has a library card, almost seven-in-ten support the measure

Keeping libraries well-maintained, maintaining fire safety, providing up-to-date library materials, and preventing the closure of neighborhood branch libraries are considered by high percentages to be the most important priorities.



Pasadena Public Library Services Continuation Measure

Libraries and Information Services

- Measure L, if passed by voters, simply continues the current voter-approved special library tax
- The Measure is NOT a new tax
- Measure L will require annual independent financial audits and public disclosure of all spending
- Measure L funds are locally controlled to benefit Pasadena Public Library services and programs



Pasadena Public Library Services Continuation Measure

Libraries and Information Services

WILL GENERATE \$2.8 MILLION ANNUALLY TO...

- ✓ **Maintain library book/materials collections**
 - ✓ **Retain qualified librarians**
- ✓ **Maintain youth reading/ homework/college preparation programs**
 - ✓ **Keep libraries safe and welcoming**
 - ✓ **Ensure computer and wi-fi access**
 - ✓ **Maintain early childhood programs**



Potential Reductions

Libraries and Information Services

If the existing funding is not maintained, the City would lose approximately 20% of its budget for library services, which may lead to:

- The closure of neighborhood library branches
 - A reduction of books and collections
 - A reduction in library hours and services
 - The loss of qualified librarians
 - Cuts in youth & after school programs



Ballot Question

Libraries and Information Services

CITY OF PASADENA

MEASURE L: Pasadena Public Library Services Continuation Measure

To keep City libraries well-maintained; provide books/materials, youth reading/homework programs; maintain library hours/days open; retain qualified librarians; ensure computer access; shall the City of Pasadena continue the voter-approved annual parcel tax, currently \$41 for single-family residences and condominium units and specified rates for other parcel types, generating \$2,800,000 annually for 15 years, limiting annual increases to the Consumer Price Index; requiring audits, locally controlled funds, be adopted?

YES on Measure L

NO on Measure L

For more information:
CityofPasadena.net/MeasureL

PASADENA