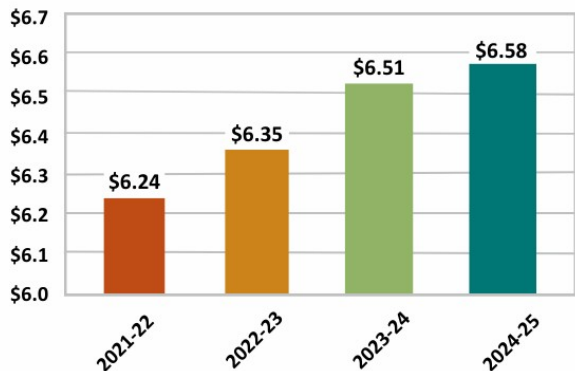


# WHAT IS MEASURE D-20?

Measure D-20 is a locally approved sales tax that helps fund essential City services and community priorities. Voters approved Measure D-20 in November 2020 to support public safety, infrastructure, recreation programs, and other key community needs.

## Revenues

Measure D-20 Funding Community Priorities



Measure D-20 Sales Tax Revenue (in millions)

Revenue from Measure D-20 allows the City to fund many of the community's and Council's key priorities. Fiscal year 2024-25 Measure D-20 revenue came in about \$6.6 million. This revenue total was \$70,000 higher than the prior fiscal year and has continued to grow. The graph above shows the four recent full years of Measure D-20 revenue.

The City uses Measure D-20 funds responsibly to keep our community safe. Your Measure D-20 tax dollars are paying for vital and long overdue investments in essential, safety-related tools, technology, resources and staffing.



POSTAL CUSTOMER

City of Atascadero  
6500 Palma Avenue  
Atascadero CA 93422



# City of Atascadero

## Measure D-20



2025

## ANNUAL REPORT

[www.atascadero.org/D20](http://www.atascadero.org/D20)

# Powered by Community Support: Measure D-20

## Building for the Future: Public Safety Facilities Project



Work is underway on the design-build public safety facilities project supported by Measure D-20, helping to meet modern safety standards and future service needs. The project includes a new Fire Station One and Emergency Operations Center, a remodeled and expanded Fire Station Two, and operational improvements to the Police Department facilities.

These long-term improvements will strengthen emergency readiness and provide safe, modern and functional facilities to serve the community into the future. Construction is anticipated to be completed by the end of 2027.

## A Different Kind of First Response - OUR Team Success

Measure D-20 funding supports the City's Outreach for Underrepresented Residents (OUR) team, which improves public safety while connecting individuals experiencing homelessness with services and resources. From July 2024 through July 2025, OUR team responded to over 1,100 calls for service and helped reduce illegal encampments communitywide.



Through strong partnerships with local service providers, OUR team helped 17 individuals transition into temporary or permanent housing and supported efforts that led to long-term care placements through County Conservatorships for individuals facing severe addiction or mental health challenges. These efforts help break cycles of repeated emergency and public safety contacts while improving community safety and stability.

### OUR Team Community Impact (July 2024 – July 2025)

- 1,135 Calls for Service & Proactive Contacts
- 113 Arrests Supporting Accountability & Rehabilitation
- 396 Illegal Camping Reports (Down from 601 in 2023-24)
- 22 Mental Health Holds Connecting Individuals to Care

## Making Waves in Our Community

Thanks to Measure D-20 funding, the City brought back the popular summer Aquatics Program in partnership with Atascadero Unified School District and Atascadero High School. Residents enjoyed affordable swim lessons, recreational swim, and lap swim at the newly reopened AHS pool, with more than 120 young swimmers building water safety skills and another 100 community members taking part in open and lap swim.

Measure D-20 funding helped keep costs manageable for families while restoring a valued recreation program that builds confidence in the water, encourages active lifestyles, and provides fun, quality time together for residents of all ages.



Aquatics Program Participants

## Accountability & Transparency

Measure D-20 revenues remain locally controlled, independently audited, and publicly reported each year. The City continues to prioritize responsible spending, long-term planning, and investments that directly benefit Atascadero residents.

For more information visit  
[www.atascadero.org/D20](http://www.atascadero.org/D20)