

FACT SHEET

The City of Brawley's Broken Measure J Promise: By the Numbers

7.75% → 8.75% Sales tax increase voters approved for public safety	\$4.4M+ Measure J revenue collected since April 2025	0 Guaranteed raise in Year 1 of the City's contract offer
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The Promise Voters Were Made

In November 2024, Brawley voters approved Measure J (the Brawley Public Safety, Streets, and Essential Services Measure), raising the local sales tax from 7.75% to 8.75%. The ballot language specifically promised the new revenue would fund:

- 911 emergency response
- Fire protection and firefighter paramedics
- Neighborhood police patrols
- Gang and drug prevention
- Keeping parks and public areas safe and clean

What The City Has Actually Done

Revenue collected	\$1,033,880 in FY2024/25; \$4,454,096 in FY2025/26: more than \$5.4 million combined, and growing.
Where it's going	The City is diverting the majority of Measure J revenue to other general purposes rather than to the public safety uses voters were promised.
Year 1 offer	No guaranteed salary increases.
Years 2–3 offer	No guaranteed salary increases.
Specialty pay	City proposes converting percentage-based specialty pay to flat dollar amounts, cut by one-third to one-half: an effective pay cut for most BFFA and BPSEA members.

Brawley Is Already Falling Behind

- Brawley police officers have the lowest total compensation among comparator agencies in the region; Police Officer I total compensation is 30.6% below the comparator mean.
- Brawley firefighters rank second-to-last among comparator agencies; top-step salary is 35% below the comparator average, and total compensation lags by nearly 17%.

- Fire Engineer base salary is 46% below the comparator average.
- Brawley's public safety workforce remains understaffed: a gap that widens further if the City cannot recruit and retain officers and firefighters with competitive pay.

What We're Asking For

- Honor the Measure J mandate: direct the promised revenue to public safety, as voters were told.
- Negotiate a fair contract with guaranteed, competitive pay that helps Brawley recruit and retain police officers and firefighters.
- No pay cuts: reject proposed cuts to specialty pay that reduce take-home pay for the people who respond to Brawley's emergencies.

How Residents Can Help

- Visit [KeepBrawleySafe.com](https://www.KeepBrawleySafe.com) to see how Measure J money is being spent.
- Send a message directly to their City Council member through the website.
- Request a free Keep Brawley Safe lawn sign.