

City of Madera
Questions and Answers About Measure K

Why is Measure K on the ballot this year?

Our City has grown to over 63,000 residents. Unfortunately our public safety services like police, fire and 9-1-1 emergency response have not expanded at the same rate. We have four police officers on duty at a time and two fire stations to protect the entire city.

With the State providing early parole to reduce state prison populations, we now have many new parolees in our area. Madera's violent crime rate has increased by 47% in the past year, and property crimes are up 14%.

Additionally, current City funding is insufficient to repair and maintain local roads, streets, and infrastructure.

How much will Measure K cost?

Measure K will raise the city's sales tax by a half-cent to generate approximately \$3.5 million in stable local funding annually. This would add 50 cents to a \$100 purchase. Essential purchases like groceries and medication are exempt from the sales tax.

Could any funds from the measure be taken by the State?

No. All funds raised by Measure K will stay here in Madera under local control and cannot be taken away by the State.

What fiscal accountability protections are included?

Strict accountability provisions would be required. By law, all funds would remain in the City. Annual independent financial audits will ensure all funds are properly spent.

When will Measure K appear on the ballot?

Measure K will appear on the November 8, 2016 ballot.

Who can vote on Measure K?

All registered voters in the City of Madera will be eligible to vote on Measure K.

How many votes does Measure K need to pass?

In order to pass, Measure K needs the support of 50% of voters.

Where can I learn more about voting?

For information about voting, registering to vote or finding your polling place, contact the Madera County Registrar of Voters at (559) 675-7720.

How can I receive more information about Measure K or share my thoughts?

You can share your thoughts or get more information by visiting <http://bit.ly/measure-k> or by contacting the City Administrator's office at (559) 661-5400.