



CITY OF MADERA

Local Funding to Keep Madera Safe

Maintaining Safety and Essential Services in Madera

Madera is a wonderful place to live, work and raise a family, and as a result 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.

Additionally, 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%.



Ballot Measure to Protect City Services

Current city funding is simply inadequate to expand our police, fire protection, and emergency response services to the level needed to keep our community safe. That's why the Madera City Council unanimously voted to place Measure K, a local half-cent sales tax measure, on the November 8, 2016 ballot. Measure K would generate approximately \$3.5 million in stable local funding to:

- ✓ Provide quick responses to 9-1-1 emergencies
- ✓ Reduce gang activity and drug-related crimes
- ✓ Hire additional police officers and increase the number of neighborhood police patrols
- ✓ Provide services for youth and teens to keep them off the streets and away from drugs and gangs
- ✓ Provide fire protection and emergency medical services
- ✓ Keep public areas clean and free of graffiti
- ✓ Provide police services, including crime prevention and investigations
- ✓ Add a fire station, fire engine, and nine firefighters to improve fire protection and emergency medical services
- ✓ Support other city services like repairing potholes and maintaining local streets and roads



By law, all funds from Measure K must stay here in Madera under local control and cannot be taken away by the State. Annual independent audits will be required to ensure funds are used efficiently, effectively, and as promised.

We Want To Hear From You

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