



City of Madera
205 West 4th Street
Madera, CA 93637

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NOTICE TO VOTERS

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.

When will Measure K appear on the ballot?

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

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 are required. By law, all funds must remain in Madera. Annual independent financial audits will ensure all funds are properly spent.

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 www.bit.ly/measure-k or by contacting the City Administrator's office at (559) 661-5400.



**INFORMATION ABOUT MEASURE K
FROM THE CITY OF MADERA**

LOCAL FUNDING TO KEEP MADERA SAFE

Maintaining Safety and Essential Services in Madera

Here in Madera, we are fortunate to have a strong, vibrant community that attracts many young families and businesses to the area.

Because our population has grown so rapidly, our local safety services and resources have been strained to meet the needs of all residents. Two fire stations and four police officers on duty at a time are all we have to serve our City of 63,000 residents daily.



Ballot Measure to Protect City Services

Our City's first priority is to protect the safety of our residents and preserve the quality of life that we all expect in Madera. In order to provide stable, local funding to address these safety needs, the Madera City Council unanimously voted to place Measure K, a local half-cent sales tax measure, on the November 8, 2016 ballot.

This modest increase will generate approximately \$3.5 million per year. By law, all funds 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.

Measure K Would Provide 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



SAMPLE BALLOT

City of Madera 9-1-1 Emergency Response, Crime Prevention and Vital Services Measure K

"To maintain and improve general city services including fast response to 9-1-1 emergencies/fires, adding police officers/neighborhood patrols/youth services to reduce gang activity/drug-related crimes, repairing potholes, and maintaining local streets/parks/facilities/infrastructure, shall City of Madera establish an ongoing ½ cent sales tax until ended by voters, providing approximately \$3.5 million annually, requiring independent audits and all funds controlled locally?"

- YES
 NO

Voting on Measure K

Election Day: November 8, 2016

Look for Your Vote-by-Mail Ballot: Week of October 10

Last Day to Register to Vote in this Election: October 24

Last Day to Request Vote-by-Mail Ballot: November 1

Find Your Polling Place: www.madera-county.com/electionsdept