



Frequently Asked Questions and Answers About Measure I

Q: What is Measure I?

A: On August 7, 2018 the Porterville City Council placed Measure I, a local one-cent sales tax measure -- on the November 6, 2018 ballot. If enacted by voters, Measure I would provide a reliable source of local, voter-approved funding for maintaining public safety and local services such as:

- Maintaining police, fire and emergency response times
- Preventing property crimes like thefts and burglaries
- Repairing potholes and maintaining streets
- Keeping public areas safe and clean
- Maintaining and improving school safety
- Addressing homelessness
- Increasing after-school and library programs

Q: How does Measure I help emergency response?

A: Almost 60% of all 911 calls to the Porterville Fire Department require emergency medical attention. The American Heart Association © says brain deterioration starts between 4-6 minutes after a person stops breathing. If enacted, Measure I will help maintain rapid response times from our City's firefighters and emergency medical workers, who are the first to respond and save lives.

Q: I'm sick of driving over potholes! Will Measure I help?

A: Nearly 60% of Porterville are streets rated "poor," "very poor," or "worse" by independent pavement management engineers. Measure I will help address essential repairs and upgrades that should be made before they get even more expensive in the future.

Q: Will Measure I address crime and gangs?

A: Yes. There are about 200 gang members who live in or frequent Porterville. If approved, Measure I funding would allow the City's Police Departments to better address gang violence, including drive-by shootings and assaults with a deadly weapon, and keep gang members and drug dealers from nearby communities out of our City.

Q: How does Measure I address our quality of life?

A: Well-maintained streets, the quality of local parks, safe and clean public areas and neighborhoods, and rapid emergency response by police and fire departments are investments that strengthen our community, improve property values and make Porterville a more desirable place to live, do business and raise a family.

Q: Can Sacramento take Measure I money?

A: No. Measure I legally requires that these taxpayer funds stay LOCAL – and be used within the City for Porterville’s public safety and essential services. Measure I is designed to maximize local control over City funding and needs.

Q: What are Measure I’s fiscal accountability protections?

A: Measure I includes fiscal accountability provisions such as establishing a citizens’ oversight committee, public disclosure of all spending and performing annual independent financial audits. These fiscal safeguards will ensure funds are used efficiently, effectively and as promised, and only for programs and services that benefit Porterville residents.

Q: Where can I get more information?

A: For more information about Measure I and Porterville’s public safety and city services priorities, visit: www.ci.porterville.ca.us.