



**CITRUS  
HEIGHTS**

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6360 Fountain Square Drive  
Citrus Heights, CA 95621

1 P-1 P17 5020 \*\*\*\*\*ECRWSH\*\*C021

Citrus Heights, CA 95610-2903

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## Important Information About Measure M

### DEAR NEIGHBOR:

I am writing to update you about Measure M, which was placed on the November 2020 ballot to address priorities identified by thousands of residents. If enacted, Measure M would address community priorities including:

- ✓ Maintaining 911 emergency response and disaster preparedness
- ✓ Attracting/retaining qualified well-trained police officers
- ✓ Reducing and preventing homelessness
- ✓ Supporting local business and job creation
- ✓ Pothole repair and street maintenance

Founded as an independent City in 1997, Citrus Heights has a tradition of being self-reliant. Measure M continues this tradition of local control, transparency, and accountability including Independent Citizen Oversight, mandatory financial audits, and public disclosure of all spending. All Measure M funding stays in Citrus Heights and none can be taken by the State.

Measure M is the only local measure on your November ballot. November's general election will also be the first statewide all mail-in ballot election in California's history. As there are updates to voting procedures and information, we will continue to keep you up to date. For more Measure M information, visit: [citrusheights.net/1068/Measure-M](https://citrusheights.net/1068/Measure-M).

Sincerely,

**CHRIS BOYD**

*City Manager*

*Provided for informational purposes only. The City of Citrus Heights does not advocate a yes or no vote on Measure M.*



# Measure M Frequently Asked Questions

## **Q: What is Measure M?**

**A:** Measure M is a one-cent sales tax that, if enacted, would provide locally controlled funding to address priorities identified by the Citrus Heights community. We cannot rely on adequate State or Federal funding to address our own unique local relief and recovery needs.



## **Q: How does Measure M impact public safety and emergency response?**

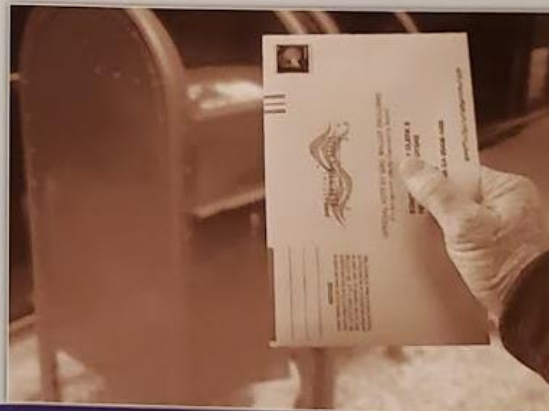
**A:** Measure M would maintain public safety including emergency response times and preparedness, responsive and proactive crime and gang prevention programs, community-based neighborhood patrols, and increased transparency including police body cameras.

## **Q: Will Measure M address homelessness?**

**A:** Yes. Especially now, Measure M will maintain successful programs reducing homelessness, while keeping our neighborhoods and public spaces safe, clean, and secure for all residents.

## **Q: When is the election?**

**A:** November 3, 2020. All active registered voters will automatically receive a postage-paid ballot in the mail starting October 5. Call (916) 875-6451 if you haven't received your ballot by October 13. Envelopes must be signed and postmarked by November 3.



**Get More Measure M Information: [CitrusHeights.net/1068/Measure-M](https://CitrusHeights.net/1068/Measure-M)**

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