



PASADENA
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About Measure I

On Pasadena's November Ballot



This past spring and summer, thousands of Pasadena residents participated in the City's Join the Conversation effort to identify quality of life priorities important to the public.

At its meeting of July 16, the Pasadena City Council unanimously placed Measure I on the November 2018 ballot. If enacted, Measure I generates approximately \$21,000,000 annually in locally-controlled funding that can't be taken by the State to address the priorities identified by the community.

As a $\frac{3}{4}$ cent sales tax, out of town visitors would share in the cost should Measure I be approved. All funds generated would be subject to annual independent audits.

Official Measure I Information

- Pasadena is 132 years old and has aging infrastructure, such as roads, streets, and fire stations, which needs to be repaired and upgraded, and this measure invests in our community and addresses infrastructure needs now, rather than letting them worsen and costing all of us more in the long run;
- Only a local voter-approved funding source would guarantee that new revenue stays in Pasadena to help the City provide necessary services to its residents;
- Well-maintained streets, quality neighborhood parks, and safe and clean streets, schools, and neighborhoods are an investment in public safety that strengthens local property values and makes Pasadena a more desirable place to live, do business, and raise a family;
- A significant amount of Pasadena's sales tax dollars are paid by tourists and visitors from surrounding areas, and this measure will make sure that tourists and visitors are paying their fair share to maintain our community and not place these costs exclusively upon Pasadena residents;
- Sales taxes are not charged on food purchased as groceries or prescription medication, limiting its impact on Pasadena residents; and
- All City revenues are subject to annual independent audits with public review of the City's budget being widely available, including at City Hall, online, and at the City's public libraries.

Pasadena Voting Information

- Register to Vote online, securely and quickly before the October 20th deadline at registertovote.ca.gov
- Absentee ballots will be mailed beginning October 8 – if you don't received yours, contact the Los Angeles County Elections Office at lavote.net
- Visit ww5.cityofpasadena.net/city-clerk for more information about Pasadena' Municipal Election and Measure I

For the full text of Measure I, visit www.cityofpasadena.net

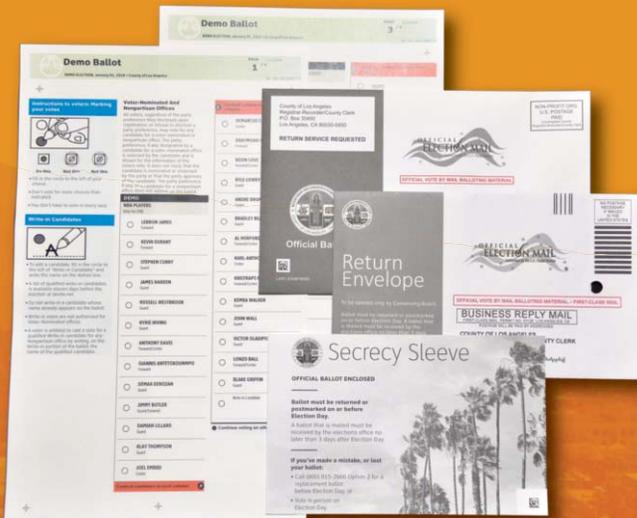


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Register to Vote by October 22, 2018

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to register and for more information.