



# MEASURE R

Lifestyle Protection & Vital Services Measure

**ELECTION DAY | NOVEMBER 6, 2018**

**[www.norco.ca.us/MeasureR](http://www.norco.ca.us/MeasureR)**



## Dear Norco Resident,

Over my 15 years of service in Horsetown USA, I have learned that Norco residents are very passionate about their town. I admire their commitment to the community and how much they value the unique lifestyle the City offers, including Norco's large lots, animal-keeping amenities, miles of horse trails, and hundreds of acres of open space. Even though cities on every side of us have exploded in population, Norco has remained a picture of stability and has preserved its cherished lifestyle—a lifestyle that cannot be found anywhere else in Southern California.

Like you, I believe that Norco's unique lifestyle deserves to be preserved and protected. I would be negligent if I didn't inform you that Horsetown USA is at a historic turning point. Due to unfavorable actions by Sacramento politicians, as well as Norco's limited rooftops and low property tax base, the community's way of life is in jeopardy. This is why I am writing to you about Measure R.

Measure R is on the ballot this November. Measure R is a one-cent sales tax that will allow Norco to invest about \$4.5 million a year in infrastructure and vital services. Measure R will allow Norco to preserve its quality of life, and restore deteriorating streets, trails, parks, facilities and equestrian amenities. Measure R will prevent additional cuts to Norco's public safety services so we can maintain safe levels of sheriff and fire protection without risking emergency response times.

### *As you make your decision on Measure R, I urge you to consider these additional factors:*

- Without Measure R, Norco's streets, trails, parks and facilities will continue to deteriorate, the community will lose more programs and services, and there will be further reductions in public safety. Ultimately, residents could experience a decline in their quality of life, as well as their property values.

- An advisory committee of Norco residents spent nearly two years planning, studying, researching, and debating how to meet the City's infrastructure needs. These residents recommended placing a revenue measure on the ballot.

- Before going to the voters, your City tightened its belt, reduced services, eliminated programs, and cut budgets across the board. Additional cuts could negatively affect Norco's unique lifestyle.

- The rising costs of public safety and pensions are a challenge for all cities in California, including Norco. Your City has successfully implemented measures to reduce staffing levels and has contracted out services. These responsible actions have saved Norco money, however additional funding is needed to protect the Norco lifestyle.

- Measure R will not apply to grocery and produce purchases, prescription medication, home payments, insurance and most services. Visitors will contribute a major share of the revenue while the funds will stay right here in Norco to benefit residents.

- Measure R is a local solution to a statewide problem. The State of California has crippled your City's finances, however politicians in Sacramento cannot touch one penny from Measure R.

- Measure R has built-in safeguards and requires firm citizens oversight, as well as third-party independent audits. Norco residents will oversee spending to ensure that the community's priorities can be satisfied.

This is a critical time for the community to gather and work together in order to keep Norco, "Norco," and preserve the Horsetown USA lifestyle. Please take your time as you research Measure R. Residents are encouraged to ask questions, request information, and speak directly with City representatives at any of our Community Outreach events throughout the Fall. For detailed information on Measure R, please visit [www.norco.ca.us/MeasureR](http://www.norco.ca.us/MeasureR) or email [info@ci.norco.ca.us](mailto:info@ci.norco.ca.us).

Thank you for taking the time to learn more about Measure R and how to protect Norco's unique lifestyle.

Sincerely,



Andy Okoro, CPA | City Manager, City of Norco



# MEASURE R

*Will Allow Norco To Invest In*



## STREETS & ROADS



## HORSE TRAILS



## PARKS & FACILITIES



## PUBLIC SAFETY