



NEWS RELEASE
City of Chico www.ci.chico.ca.us

FOR IMMEDIATE RELEASE: April 2, 2024

CITY OF CHICO CELEBRATES ONE-YEAR ANNIVERSARY OF MEASURE H

CHICO, CA – (April 2, 2024) - As Chico celebrates the success of Measure H on its one-year anniversary, the City reaffirms its dedication to prudent fiscal management and community-driven initiatives for a brighter future.

“The City of Chico is proud to commemorate the one-year anniversary of Measure H, a 1 percent add-on sales tax initiative that has significantly contributed to the enhancement of public safety and infrastructure within our community,” said Chico’s Mayor, Andrew Coolidge.

Coolidge expressed his optimism about the progress made in advancing public safety measures and improving road infrastructure through the utilization of Measure H. He went on to say, “Measure H has been instrumental in our efforts to create a safer community ultimately resulting in a better quality of life for our residents. We remain committed to utilizing these funds effectively to address critical needs in Chico.”

Implemented on April 1, 2023, Measure H has been instrumental in generating approximately \$24 million annually for the City of Chico, providing vital resources for crucial projects and programs. With the adoption of Measure H, the tax rate in Chico increased from 7.25 percent to 8.25 percent.

The first Measure H roadway improvement project was completed in September 2023, and included improvements to East Ave. SR99 to Manzanita Ave., Locust Ave. to Hemlock Street between 12th Street and 20th Street and Lassen Avenue from Esplanade to Cohasset Road. Millions of dollars of additional road projects are coming this summer.

Under the guidance of the City Council, Measure H funds have been strategically directed toward improving public safety measures and enhancing infrastructure facilities. Notably, on October 17, 2023, the City Council adopted a comprehensive 10-year plan to revitalize Chico’s roadways, allocating \$10 million annually from Measure H towards this initiative.

Of the Measure H funds that have been allocated to date, 72% have gone toward roadway improvements, 25% toward public safety, and 3% toward reserves. Looking ahead, the City’s

ongoing budgeting process will determine additional projects and programs to be funded by Measure H, ensuring continued progress and development across key sectors.

For more information contact City Manager, Mark Sorensen, 530-896-7200 or mark.sorensen@chicoca.gov.



Located in Butte County, California, Chico is the cultural and economic center of the northern Sacramento Valley and the largest city north of Sacramento. Known as a college town, the home of California State University, Chico and for Bidwell Park, one of the largest urban parks in the world. For more information, visit www.chico.ca.us.

###