

**Measure P** - Sales Tax (County-wide). Measure P, Shall Ordinance No. 4510 be adopted to impose a general tax, an additional transaction (sales) and use tax of one quarter cent (0.25%) within Mendocino County to fund essential services, including fire protection and prevention? Such tax is estimated to raise \$4,000,000 annually for ten (10) years, after which it will expire.

### **Argument in Favor of Measure P**

**Measure P will help stabilize our fire departments and ramp up fire prevention efforts without raising taxes.**

#### **Measure P is Essential Support for our Fire Departments.**

Our fire seasons have gotten more intense, and will continue to worsen. Local fire departments on the front line are dedicated professionals—largely volunteers—and on-call 24/7 because they care deeply about their local communities and neighbors.

They need your support now. Fire-related calls to our local departments are rising annually—by 52% over the past 5 years. Simultaneously, the costs of equipment, training, and insurance have skyrocketed (by law, each department must provide workers compensation and liability insurance). Our fire departments desperately need this funding to continue to provide high-quality emergency response within our communities. Measure P funds would help ensure that they and their volunteers have the support they need to continue to serve and protect their communities. 10% of the funding will also strengthen the Mendocino County Fire Safe Council (MCFSC)'s efforts to reduce or prevent wildfire losses.

#### **Measure P Will Not Increase Your Taxes**

Measure P will reallocate a 1/4 cent of an existing, sunseting sales tax to be distributed 90% to our local fire departments and 10% to ramp up fire-prevention services for 10 years. Your current taxes will not increase.

#### **Measure P Funds Will be Spent as Promised**

Funding is intended to go directly to local fire departments using a formula that has already been established and agreed upon. There is no ambiguity or discretion. The watchful eyes of our 20 fire chiefs and their district boards will be on it. Since the tax sunsets in 10 years, voters will have the opportunity then to reassess the benefits of this tax allocation.