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Presented by:

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What is Measure X?



- Provides a sustainable revenue source for essential services

Grounded in the County Needs Assessment compiled by labor and community organizations, including United Professional Firefighters of Contra Costa County

- 20-year, 0.5% countywide general sales tax

Requires only 50% + 1 vote to pass

- Oversight structure

With community participation and feedback, an oversight framework will be proposed to the County Board of Supervisors

Polling County Needs and Ballot Language



Working with FM3, we polled county residents in March and June 2020

- More than any other role, 74% of respondents named firefighters as first responders.
- 98% supported spending funds to **maintain firefighting and emergency preparedness.**
- Specifically in East County, **61% of voters** polled in June support the ballot question for Measure X.
- **83% of ECC voters** support using funding to maintain fire fighting and emergency preparedness services.

This is the opportunity we've been waiting for.



Measure X will secure county revenue to:



Keep the County Hospital open



Improve fire and emergency services



Prevent child, elder and domestic abuse



Increase availability of public and community health services and reduce wait times



Improve outcomes for individuals seeking behavioral health or substance abuse treatment



Connect vulnerable residents with necessary healthcare and other general assistance programs

What will Measure X prioritize?



- We need more firefighters.

Since 2007, we have lost 13 fire stations and have only re-staffed 5 of them. East Contra Costa had 8 fire stations now have only 3.

- We need the County Hospital.

For years, Contra Costa Regional Medical Center has struggled with budget constraints. Due to a lengthy hiring freeze that began prior to COVID, most departments are badly understaffed.

- We need early childhood programs and the social safety net.

Child care is essential to our economic recovery, but wait lists have more than doubled as providers have closed during the pandemic.

Addresses the needs of Fire



“We are supporting Measure X to provide more funding for firefighters in order to protect the communities of Contra Costa County and to support consolidation of many of our smaller agencies that are struggling to provide services within their jurisdictions due to the increased call volume and the budget shortfalls that have been exacerbated by the COVID pandemic.”

-- Vince Wells, Local 1230, speaking at September 9th's campaign kickoff



Watch the full campaign kickoff on YouTube:

<https://youtu.be/js1Lst1JwzI>

How can ECC support Measure X?



- Organization endorsement
- Include information about Measure X in outreach materials
- For additional ways to help, please contact Max Perrey, Field Coordinator at info@healthyandsafecontracosta.com or (415) 450-0774



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