

Argument for Measure R

Vote Yes on R — give local firefighters the tools they need to maintain 911 response times and keep us safe in an emergency.

In Santa Cruz County, we're no strangers to natural disasters. From wildfires and earthquakes to extreme heat and floods — we've seen it all.

Voting Yes on _ will ensure local firefighters are prepared when the next disaster strikes.

Aging, Unsafe Stations Put Firefighters at Risk and Affect Response Times

Central Fire District's firefighters and paramedics operate out of outdated stations that puts their lives at risk while on call and slows down response times. Stations are deteriorating, with mold and leaky roofs. They don't meet earthquake standards and even flood during heavy rain. Our firefighters and our community deserve better.

Seconds Can Be the Difference Between Life and Death

More than 70% of all 911 calls to Central Fire are medical emergencies, such as heart attacks, strokes, and car accidents. Seconds matter in a life-threatening situation. Our firefighters should be worried about saving lives when an emergency strikes, not aging engines and inadequate stations.

That's why we need Measure R. It gives firefighters the lifesaving resources they need to help us in an emergency.

Vote Yes on R — Help Firefighters Keep Us Safer, Faster

- Maintain 911 emergency response times
- Improve local fire protection and emergency medical services
- Prepare for wildfires, earthquakes, floods, and other natural disasters

Every Penny Supports Local Fire and Emergency Medical Response in Central Fire District

- The state cannot touch Measure R, every penny stays local
- An independent citizens' oversight committee guarantees funds are spent only on voter-approved projects

- Independent financial and performance audits and detailed public spending disclosures are required annually

In a life-threatening emergency, seconds are the difference between life and death. Let's make every second count: vote Yes on R.

s/ Rolf, Lingens*, President, Professional Firefighters of Santa Cruz County

s/ Lori Long, Retired Nurse, 36-year Live Oak resident

s/ Terence Campion, Business Owner

s/ Dan Haifley, Environmental Activist

s/ Toby Goddard, Retired Water Utility Manager

* signing on behalf of the Professional Firefighters of Santa Cruz County