



**YES ON X FOR OUR FUTURE!**  
For kids, for jobs, for public health!

## Why We need Measure X

Cannabis businesses are being approved by the county right now. The process now could be open to favoritism or political pressure and the public will have no assurances that this new revenue will go to offset the impacts to our community. A YES vote on Measure X will ensure the county can effectively regulate Cannabis businesses, provide for public health, and expand proven programs for our children.

50% of the revenue raised will be used to fund **public health, homeless mitigation,** and enforcement of cannabis codes and statutes.

50%

50%

50% will be directed to programming that benefits **children and youth** such as home visitation, preschool, childhood literacy programs, after-school programs, and drug programs with special emphasis on children in neighborhoods and populations with the most disparities.

## A SECOND SHOT! Why this time is different!

We almost passed this measure in 2018. We believe we can win this time because...

- **No organized opposition**
- Higher budget to start – help us grow our resources!
- We are working with experienced professionals who have successfully won money for children and helped Cannabis measures pass.
- Much higher voter turnout expected this year with voters who are very likely to vote yes on Measure X.

## Why you should join us!

- #1** Programs for children and youth have seen **significant cuts** through the years.
- #2** **Because of Covid-19** our community may be looking at even more cuts to desperately needed programs.
- #3** Now more than ever we need to ensure that our children and youth have the **resources they need to thrive.**

## What happens if the tax doesn't pass?

Taxpayers like you will be covering the impact to our community and we will miss the opportunity to fund vital programs that help our kids. However, Cannabis businesses will begin opening without any revenue to offset impacts to our community. Cannabis is here to stay. Measure X will ensure Cannabis business pay a fair share AND that this new revenue funds desperately needed programs for our kids.