



## Frequently Asked Questions

### WHAT DOES THIS MEASURE FUND?

This measure protects Redding's quality of life by investing in **police, firefighters, and emergency services**. Fully staffed fire stations and stronger public safety mean lower costs for homeowners, including lower insurance rates.

Funds will repair and maintain **local roads** and **expand youth sports fields and parks**, improving safety, recreation, and property values.

### WILL TAX REVENUE GENERATED STAY IN REDDING?

Right now, too much of what we pay in taxes goes to Sacramento. **This measure guarantees every penny stays here**, funding local needs for our families and neighborhoods.

### WHO WILL BE TAXED?

Tourists and travelers use our roads, emergency services, and parks. **This small sales tax ensures visitors help pay for the services they use**, instead of Redding residents bearing the full burden.

### HOW WILL THE CITY STAY ACCOUNTABLE?

Strong financial oversight: **independent citizen oversight committee and mandatory annual audits**. Funds are legally dedicated to essential services like public safety and infrastructure — **no hidden agendas**.

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**OFFICIAL TOP FUNDERS. Valid only for April, 2025**

INITIATIVE MEASURE FOR ADOPTION OF A ONE PERCENT (1%)  
TRANSACTION AND USE ("SALES") TAX FOR SPECIFIED CITY SERVICES.

Petition circulation paid for by  
Citizens for a Better Redding



## WHO SUPPORTS THIS MEASURE?

This is a **true community effort** — supported by **local police, firefighters, Redding Rancheria, Sierra Pacific, rodeo leaders**, and everyday hardworking citizens. Groups that rarely agree are united because **this is about Redding's future**.



## WHY INVEST IN REDDING'S FUTURE?

**A safer, more affordable, and more prosperous Redding starts now.** Signing this petition is about **protecting our families and businesses, and building a stronger community** for the next generation.

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