





Propositions 404 & 405

- Public safety's highest priority needs in Fire, Airport Rescue Firefighting, Police and Emergency Management
- Prop 404 – 0.5% (or half cent for every dollar) sales tax to enhance public safety services
 - Additional personnel, training, and supplies
 - Emergency plans and equipment
 - Station operating & maintenance
- Prop 405 - \$40 million general obligation bond for public safety infrastructure and equipment
 - Public Safety facility construction and expansion
 - Dispatch technology
 - Radios and communication
 - Emergency Vehicles



Public Safety Outreach

- Connect Flagstaff
- Media Plan
- Presentations & Briefings



Did you know?

Investing in emergency response directly protects homes, businesses, neighborhoods, and safeguards the community.



LEARN MORE

PROTECTING LIVES, REDUCING RESPONSE TIMES AND PREPARING FOR TOMORROW.



LEARN MORE

PROTECTING LIVES, REDUCING RESPONSE TIMES AND PREPARING FOR TOMORROW.



Prop 404 would increase the local sales tax by 0.5% to enhance public safety services.

Prop 405 would authorize a \$40M bond to invest in public safety infrastructure and equipment.

Did you know?

Faster emergency response starts with having **enough firefighters** and equipment **strategically positioned** throughout the community.



Kelsey Fortnam
Flagstaff Firefighter and EMT,
protecting you since 2022.



Scan for a comprehensive list of our public safety needs: →

PublicSafetyBallot.com





Connect Flagstaff

- Centralized hub for information
 - Presentations
 - Frequently Asked Questions
 - Videos
 - Funding Allocations
- PublicSafetyBallot.com



Project Home

Public Safety Citizen's Committee



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Public Safety Ballot Questions

Flagstaff voters will see two public safety-related questions on the November ballot - Prop 404 and Prop 405.



Protecting lives, reducing response times and preparing for tomorrow

Prop 404 would increase the local Transaction Privilege Tax (sales tax) by 0.5% to enhance public safety services, generating an average of \$18.2 million in tax revenue each year for the next 15 years. This funding would support 77 additional public safety positions, such as firefighters, paramedics, wildland fire management personnel, dispatch call takers, and police officers. The 0.5% increase would be the equivalent of an additional 50 cents on a \$100 purchase within the City of Flagstaff.

Prop 405 would authorize a \$40M bond to invest in public safety infrastructure and equipment. This funding would support the construction of a Wildland Fire Management Facility, a new fire station to improve current response and address growing community needs, expansion of the Flagstaff Police Department, and a variety of infrastructure projects and public safety equipment improvements. As the issuance of the bond would be within the City's authorized bonding capacity, there would be no resulting increase in existing property tax rates. Utilizing a bond also reduces the amount needed in a sales tax, keeping the impact to the community as low as possible. An overview of all items that would be funded by sales tax and the bond is available online.

Learn More



Funding Allocations

Learn what public safety positions, infrastructure, and equipment would be funded by Prop 404 and 405.



Overview Presentation

View background information, financial data, and an overview of how the public safety ballot questions would impact services in Flagstaff.



Wildfire Readiness

Learn how the Flagstaff Fire Department is getting Flagstaff wildfire ready.



Customer Service Survey

Read results from the Flagstaff Police Department's 6-month customer survey.



Elements on PROP 404 & 405 Educational Ads

Offers a strong **headline** statement for the goal of the propositions



Prop Logo included on all ads for easy identification of the ballot measures



Let's the reader **understand the Props** immediately



Let's the reader know they can **get more information** at PublicSafetyBallot.com or by using the QR code



**PROTECTING LIVES, REDUCING RESPONSE TIMES
AND PREPARING FOR TOMORROW.**



Did you know?

Wildland firefighting requires different **equipment** than structure fires, allowing crews to **effectively and safely operate** in forests and rugged terrain in and **around Flagstaff.**

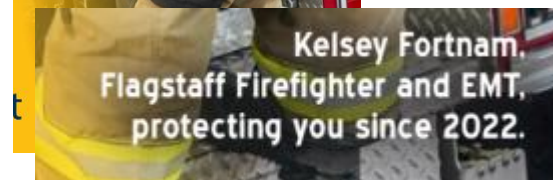
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Scan for a comprehensive list of our public safety needs:  **PublicSafetyBallot.com**



'**Did you know**' statements that help to **tell the story** of each area in the public safety program and in most ads, we **share the staff** person in the photo.





Media Plan

- Digital and Print Advertising
- Banners
- Vehicle Magnets
- Radio
- Direct Mailer & Municipal Bill Insert
- Poster with rack cards
- Social Media
- Videos



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AND PREPARING FOR TOMORROW.



Did you know?

Each year, **Animal Control** responds to over **2,000 calls**, safeguarding both **people and animals**. Their work spans domestic situations, wildlife encounters, and investigations into **neglect and cruelty**.

Animal Control Officer Jared Granger, serving FPD ACO since 2023.



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Did you know?

Specialized **wildland equipment** helps firefighters respond **more effectively**; expediting home, **neighborhood**, and **open space protection**.

Scan for a comprehensive list of our public safety needs:  PublicSafetyBallot.com



David Ortiz,
Flagstaff Firefighter
and Paramedic,
protecting you since 2021.





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Did you know?

Emergency Management coordinates **wildfire**, **flood**, and **disaster** response at all hours, **aligning teams and information** for a seamless **citywide response**.



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Operation
High Country Response
Drill.



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Did you know?

Wildland Fire division **training and forest restoration** measures are important to **reducing wildfire risk** to our community.



Scan for a comprehensive list of our public safety needs:
PublicSafetyBallot.com



Photo courtesy of
Coconino National Forest.



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Did you know?

Aircraft Rescue and Firefighting (ARFF) services are an **essential function of the airport** for around the clock **safety for all travelers.**



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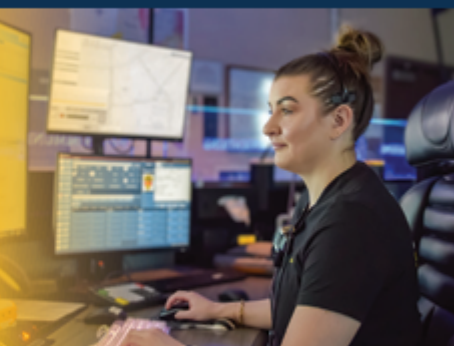
ARFF Captain
Skyler Lofgren
protecting you since 2022.



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Did you know?

From **only one center**, emergency communication professionals **answer calls**- dispatching police, sheriff, fire, and EMS agencies- **across Northern Arizona.**



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Dispatch Courtney Hurst,
born and raised in Flagstaff,
with FPD since 2023.



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*Scan for a comprehensive list of
our public safety needs:*



Resident Name

Address

Flagstaff, AZ 8600X



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Videos



<https://www.youtube.com/watch?v=SC7rsoKvv48>



Presentations & Briefings

- City Commissions
- All City Employee Meeting
- County Board of Supervisors
- Coffee with the Mayor
- Community groups



Questions & Feedback



connect.flagstaffaz.gov/safety-committee