



WHY SHOULD WE JOIN TOGETHER TO FUND QUALITY, LOCAL HEALTH CARE?

More than ever, access to quality, local health care depends on a financially-healthy hospital. Today, that requires locals to take active charge of our future. Measure C asks voters to renew our four-decades commitment to the MDCH: to approve funding so this community bedrock sustains its public service mission. A financially stable hospital serves not just patient care but, with 320 employees, long-term economic stability of the North Coast population.

Like deputy sheriffs, police, and fire fighters, medical care and emergency services define baseline thresholds for community health and security. The hospital's rapid response emergency services (ambulance, paramedics, and emergency room) support public safety after accidents, health crises and disaster events. That we are a remote and rural community only increases the need for a local hospital with local control of elected Board members. Compare direct public governance to privately-run religious or corporate hospitals. We need to keep what we have: quality, local access and local control. It's the only hospital we have.

Fact: our hospital delivers an exceptionally wide range of patient services for its size and location. Fact: government reimbursements create a daunting dilemma for rural medicine: how to deliver superior care when payments fall far short of baseline costs. Fact: When the North Coast lost its industrial base, like logging, the hospital lost much of its private, higher-paying insurance. Today Medicare and Medi-Cal pay 80% of annual revenue. Fact: Despite rigorous cost management programs, higher drug, equipment, and staffing costs — added to stringent safety mandates — magnify financial pressures. The problem isn't local but the solution is: a community that steps up and declares, with funding, “we support local, quality health care.”

Bottom line: Our not-for-profit 501(c)3 hospital's public mandate is undercut by compromised government medical payment systems. A parcel tax is the best District option for stabilizing today's variable cash flow and annual revenue. Local control demands the local commitment to pass Measure C. Most similar California district hospitals charge parcel taxes — and few match our wide services, especially labor and delivery, lab and blood testing advances, comprehensive diagnostic imaging, orthopedics, ophthalmology, pain management, home health/hospice, cancer testing and care.

WHAT IS A PARCEL TAX? WHO VOTES? WHY 67% NEEDED FOR PASSAGE?

A parcel tax is a special district's sole electoral option to increase funding for operations. All registered voters in the Mendocino Coast Health Care District may vote in the primary election. **Last day to register is Monday, May 21st;** voting is by mail and at polling stations. By law, Measure C only passes with 2/3s or 67% voter approval; if done, funding arrives January, 2018.

The State offers a Property Tax Postponement Program for low-income owners. Contact the State Board of Equalization: (800) 952-5661. The county offers a tax waiver for owners with contiguous parcels; contact the County Assessor's Office (707) 234-6800.

VOTE YES ON MEASURE C

Paid for by the Yes on Measure C Campaign Committee
P.O. Box 2586 Fort Bragg, CA 95437

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WHAT DOES THE PARCEL TAX COST? WHERE MUST FUNDING GO?

An approved parcel tax collects \$144/parcel/per year — or \$1.7 million annually for the next 12 years. That's \$12/month. This funding will ONLY pay for:

- local emergency room and ambulance services;
- attracting and retaining quality doctors and nurses;
- critical repairs/upgrades to medical equipment and facilities;
- maintaining local surgical and obstetric services.

No funds pay for administrators' salaries, pensions or benefits. An independent taxpayer oversight committee, working with the Board, will monitor spending.

HOW DOES THE PARCEL TAX BENEFIT THE NORTH COAST COMMUNITY?

This Parcel Tax offsets systemic, reimbursement deficits common for remote, rural hospitals. Continued losses are unsustainable, likely to impair future services. With revenue over \$40 million, \$900,000 is the projected budget shortfall this year. Measure C allows the Hospital to support key patient care departments, plus invest in better technology that improves cash flow. That in turn empowers the hospital against both known and unpredictable challenges. More funds improve hiring and retaining nurses and doctors plus prompt compliance with mandated safety regulations (without which the hospital could be closed).

If you compare \$144/year with just ONE trip to Ukiah or Santa Rosa (adding up time, lost work, auto costs, additional driver), investing in our local, high-service hospital is money well spent. When you consider inevitable health emergencies, like strokes and heart attacks, our rapid response ambulance paramedics, plus nearby emergency room, saves lives, minimizes damage, and improves long-term healing prospects. When you vote in the June primary, keep in mind: Our current hospital is the only hospital we have.

HOW DOES THE NORTH COAST ECONOMY DEPEND ON A STABLE HOSPITAL?

With 320 employees, our hospital is the largest district (North Coast) employer. Estimated overall local economic impacts surpass \$30 million/year (with \$2 million/month for salaries), thus sustaining 100 related local jobs. Hospital service cutbacks pose substantial negatives across food and retail spending, rental demand, and property values. Realtors caution that, were local obstetric services abandoned, demand for housing by young couples planning for children would lessen. Fewer younger residents likely impact regional economic growth, the talent pool, and diversity.

ENDORSE, DONATE, VOLUNTEER!

To endorse Measure C: fill out and sign an Endorsement form. Please consider lending your name, photo and a supportive quote. If you agree, these will be added to the campaign's Facebook page and other publicity. Send completed electronic pdf forms to Kirk at kirko@mcn.org OR print and mail to **Yes on Measure C Campaign P.O. Box 2586, Fort Bragg, CA 95437**

To donate to the campaign: Complete an Endorsement form. Make checks payable to **Yes on Measure C Campaign**. Mail both to: **Yes on Measure C Campaign P.O. Box 2586, Fort Bragg, CA 95437**. If you have questions about donating, contact Jennifer jowen@mcn.org.

Volunteers are vital to this grassroots campaign. Contact Steve at santler@mcn.org to learn more.

An Endorsement form is online here: <https://www.facebook.com/voteyesmeasurec/>
or contact Kirk at kirko@mcn.org