

Argument for Measure K

Vote YES on Measure K for a safer, stronger Santa Cruz County.

We need Measure K to attract and retain frontline workers, provide emergency response services, build a resilient community for all, and continue fixing our roads and potholes throughout Santa Cruz County.

Safer, Stronger Santa Cruz County

First responders, nurses, teachers, childcare providers, emergency personnel and other essential workers struggle to find housing in our area. Measure K will provide funds to help make housing more affordable for these and other workers, ensuring they can continue serving our community.

Climate change is increasing the frequency and intensity of natural disasters, including fires and floods that have cost lives and livelihoods and damaged homes, businesses, roads and other infrastructure. Measure K will provide funds for wildfire prevention programs, flood mitigation efforts, and disaster recovery services.

Our roads need to be fixed. In addition to accelerating storm repairs, Measure K will provide funds to make local roads and other important infrastructure safer and more resilient.

Measure K will also fund important community health and safety programs, including mental health services for children and other vulnerable populations, neighborhood parks, and emergency response services.

Local Funds for Local Needs

- **Essential purchases are exempt:** Groceries, prescription medicine, diapers and feminine hygiene products are exempt from the tax.
- **Local:** By law, funds will be used for local services and stay in Santa Cruz County, and cannot be taken away by the State.
- **Tourists pay:** A large portion of sales taxes are paid by visitors but benefit residents.
- **Cities benefit too:** Cities such as Santa Cruz, Watsonville, Capitola and Scotts Valley won't pay the tax, but residents of those cities will receive essential services funded through Measure K.

Join first responders, environmental advocates, businesses and community leaders in voting YES on K for a safer, stronger Santa Cruz County!

/s/ Mark Bisbee
Retired CAL FIRE/Fire Chief

/s/ John Friel
Pajaro Valley Health Care District Board Chair

/s/ MariaElena De La Garza
Community Action Board Poverty-Fighting Nonprofit Executive Director

/s/ Jim Hart
Santa Cruz County Sheriff

/s/ Mariah Roberts
County Park Friends Executive Director