

In 2002, community stakeholders collaborated in an inclusive and community-led process to establish an urban limit line, providing a blueprint for all future generations to use in co-creating the Watsonville they envision and deserve, while also protecting our invaluable prime farmland.

This 20-year-old Urban Limit Line successfully prioritized in-fill housing development, and controlled sprawl, however, it ultimately failed to deliver on one of its most crucial promises of adding thousands of local living-wage jobs, increasing access and opportunities of home ownership for families and residents of all income levels, and has significantly contributed to the ongoing departure of families, young people, and our dynamic labor force to other communities.

Today, Measure Q aims to maintain the status quo for another 20 years without offering real solutions or a community-led process to truly discuss and address issues that are relevant in the Watsonville of today, and denies the opportunity of planning together for the next generations.

Instead, Measure S affords all 50,000 residents and all stakeholders an equitable opportunity to co-create a sustainable future for Watsonville, one that meets the needs of the current population, preserves the ag-land and natural areas, while affording forthcoming generations the same opportunity to design a city that meets their unique needs.

Measure S is the only measure that will mandate all stakeholders, including our agricultural and environmental partners, come to the table with the rest of the community to co-create a Watsonville that prioritizes balanced and smart growth that benefits all.

Vote No on Measure Q.

s/ Francisco Estrada, City of Watsonville
s/ Eduardo Montesino, City of Watsonville
s/ Joseph Azevedo, Business Owner
s/ Lowell Hurst, Retired Ag Teacher
s/ Araseli Campos, Parks & Recs Commissioner