

Measure S is the only option on the ballot to give Watsonville a voice about their future.

Measure S protects our quality of life, including the Watsonville Slough and our agricultural heritage – and also improves opportunities for job creation, more housing and much-needed parks and open space for Watsonville residents to enjoy.

Measure S outlines a clear path for all voices to be heard and included. It brings all parties to the table. Contrary to Measure Q proponents, a special interest group, who have refused to take other interests into account.

Measure Q proposes that there is only one kind of housing our community can afford and dreaming of a better or different option is not something they should aspire to have. They clearly believe the myth that our working families cannot afford much, therefore they do not deserve much.

Measure S calls for the 2050 General Plan as the tool that will convene all stakeholders and consider all voices and needs. Measure S does not change the Urban Limit Line or arbitrarily intends to build over our valuable farmland. Measure S is comprehensive and will consider our environment and what we would like to see preserved.

Measure S is the opportunity to plan and aspire to co-create a community that we all want and deserve. Don't allow special interests to tell you that you cannot dream of a community in which working families, seniors and young people can live and enjoy the amenities, jobs and homes they deserve.

For the Watsonville you want, Vote Yes on S.

s/ Martin Garcia, Cabrillo College Professor
s/ Araseli Campos, Parks & Recs Commissioner
s/ Eduardo Montesino, City of Watsonville
s/ Joseph Azevedo, Business Owner
s/ Francisco Estrada, City of Watsonville