

**VOTE YES ON MEASURE Q
to PROTECT FARMLAND AND PREVENT SPRAWL**

Protecting farmland and preventing sprawl has been a community priority in Watsonville for 20 years. Vote Yes on Measure Q to ensure these community priorities remain in place.

Opponents of Measure Q are trying to scare voters by making false claims and bending the truth. In reality, community volunteers walked door-to-door talking to local residents about the importance of protecting farmland and preventing harmful sprawl. As a result of this grassroots effort over 3,000 people signed the petition to put Measure Q on the ballot in order to ensure farmland is protected and Watsonville doesn't become like San Jose and other overdeveloped cities.

Instead of joining the residents of Watsonville in support of Measure Q, four current members of the Watsonville City Council voted to sidestep two decades of community priorities by crafting a poorly worded and misleading alternative ballot measure, Measure S, that will give future City Councils the power to develop farmland without a vote of the people. This is cynical politics at its worst. Vote No on Measure S.

A broad community coalition of farmers, small business owners, non-profit leaders, environmentalists, retirees, local elected officials, community leaders and others have joined together to support voting Yes on Measure Q.

Please join us in voting Yes on Measure Q, Watsonville Planned Growth and Farmland Protection Initiative. Help ensure Watsonville remains a livable city for future generations.

Vote YES on Measure Q

s/ Greg Caput, Santa Cruz County Supervisor, District 4
s/ Felipe Hernandez, Member, Cabrillo College Board of Trustees
s/ Renee Mello, Real Estate Broker Associate
s/ Nita Gizdich, Watsonville Farmer
s/ Betty Bobeda, Former Mayor, City of Watsonville