

Argument for Measure C

Vote Yes on C: housing costs too much in Santa Cruz – and it's making our community's biggest problems worse.

High cost of housing is the single biggest problem in Santa Cruz. Many older people can't afford to stay here, our kids have to move away, and working people spend hours away from families on commutes – making traffic and air quality worse. It makes homelessness worse.

The problem is urgent. We must act today.

Luckily, we have a **real solution: Measure C** makes it easier for teachers, healthcare workers, service workers and other essential workers to afford housing nearby, closer to work that supports our community.

Vote Yes on C:

Join local community organizations and leaders in support, including Labor unions, NAACP Santa Cruz County, faith leaders, nonprofits and the Democratic Party of Santa Cruz County.

Vote Yes on C:

- Make housing more affordable for lower-income workers, reducing commutes
- Preserve housing for seniors, people with disabilities and others on fixed income
- Help prevent evictions
- Establish real alternatives to temporary homeless shelters and campgrounds

Vote Yes on C:

- By law, every penny stays here in Santa Cruz and cannot be taken by the State or County
- Funds may only be used for voter-approved purposes, with dedicated citizens' oversight
- Unlock State and Federal matching funds

Don't fall for corporate real estate manipulation!

Unfortunately, statewide and national corporate real estate interests are spending unlimited dollars to defeat Measure C.

They even wrote a separate measure, Measure B, specifically to confuse and deceive us.

Measure C would provide nearly \$100 million in locally controlled funding for affordable housing. **The realtors' Measure B** would provide only \$11 million - nowhere near enough to tackle these problems.

Vote Yes on C: Lower the Cost of Housing

www.workforcehousingnow.net

s/ Catherine Stihler, CEO, Habitat for Humanity Monterey Bay
s/ Daniel Dodge Sr., President, Monterey Bay Central Labor Council
s/ Jenni Veitch-Olson, Chair of the Democratic Party of Santa Cruz County
s/ Anita Aguirre, CEO, Santa Cruz Community Health
s/ John Laird, State Senator