

Rebuttal to Argument for Measure C

A Costly Tax on Santa Cruz Locals

Measure C would create a massive new tax on Santa Cruz homeowners, renters, and families—without delivering real housing solutions. While we all agree Santa Cruz needs more affordable housing, this measure doesn't guarantee lower costs or new homes and would only raise the cost of living.

Crafted by political insiders, Measure C is being presented as a “citizens” initiative to lower the vote threshold for passage. Nearly \$100 million could flow into City Hall, but with no clear plan, earmarks, or safeguards. Without strong accountability, oversight, or measurable goals, there's no guarantee the money will reach those who need it most.

Vote NO on Measure C because:

- It imposes a massive new tax on locals.
- Nearly \$100 million could be raised with no clear plan.
- It was designed to lower the vote threshold, not deliver results.
- Costly lawsuits are likely, delaying real housing progress.
- It lacks meaningful oversight, accountability, and safeguards.

Instead of funneling money into vague promises, we need a transparent approach that tackles real affordability barriers—streamlining zoning, cutting red tape, and reducing construction costs.

Saying no to Measure C isn't saying no to affordable housing. It's saying yes to a smarter path forward—one built on fairness, accountability, and results.

This November, vote **NO** on Measure C—so we can return with a stronger plan that truly helps Santa Cruz families, seniors, and workers.

s/ Hector Marin, Educator

s/ Dave Tannaci, Ecologist

s/ Nora Hoffman, Retired Union Organizer

s/ Ann Simonton, Former Chair, Prevention of Violence Against Women