

Argument Against Measure E

We strongly urge a NO vote on Measure E.

Regressive sales taxes are the most punitive type of tax, impacting low-income workers, families, people on fixed incomes, and students. The County proposes this ½ cent sales tax to replenish the General Fund and will spend it without any restriction on purpose.

This is simply robbing Peter to pay Paul, harming the very people the County claims it would help. This is inefficient government at its finest, with no assurance that the anticipated \$27Million/year will actually benefit health care, emergency medical and homeless services as claimed.

If voters pass this regressive sales tax, it would push sales taxes in Watsonville, Scotts Valley and Santa Cruz above 10% , with unincorporated areas paying 10%, when this County is already the most expensive in the country to live.

It required special legislation to be legal.

It would further encourage online shopping, hurting local small businesses.

Supervisors argue the tax hike will offset damages done by the Big Beautiful Bill, but there is no guarantee the tax would actually help mitigate those funding reductions.

Curiously, while the Supervisors declared a fiscal urgency, they also voted to make it easier to give themselves a raise. Shouldn't Supervisors lead by their own example in fiscal urgency?

We can be sure that the funds collected would go to ineffective ideas the County leadership wants, requiring consultants and surveys, not to mention an estimated \$7-\$19Million/year in unfunded CalPERS employee benefits in the next five years.

It is time that Santa Cruz County government is held accountable for mismanagement of funds, and stop asking the voters to bail them out while harming hard-working people struggling to make ends meet.

Santa Cruz County prides itself as being progressive, but it is foolish to support this regressive tax.

Vote NO on Measure E.

/s/ Becky Steinbruner

/s/ Gail Harlamoff

/s/ Linda Santos

/s/ Michael Lelieur

/s/ Dave Michaels