

Argument in Favor of Measure Z

Vote Yes on Measure Z for a Safe, Healthy Santa Cruz!

Santa Cruz is a community that cares about its people and environment.

We're proud of our beautiful parks, beaches, and open spaces and committed to keeping them safe and enjoyable for everyone. By maintaining our welcoming neighborhoods and ensuring they remain clean and safe, we support the health and wellness of our entire community. Healthy communities contribute to healthier lives, and together, we can build a thriving, vibrant community for all.

That's why we need Measure Z. It can provide locally controlled funding for vital services that keep Santa Cruz safe, healthy, and thriving, including:

- Improving and maintaining neighborhood parks, beaches, and open spaces
- Providing safe routes to school
- Expanding programs for children and seniors
- Promoting bike and pedestrian safety
- Investing in resources for youth mental health
- Supporting health initiatives

Vote Yes on Z — A Simple Solution with Real Results

By law, every penny of Measure Z stays here in Santa Cruz, directly benefiting essential city services and enhancing quality of life to align with Santa Cruz's commitment to healthy living. It includes a community advisory board to ensure local oversight and accountability. Without Measure Z, there are no other viable options to make these needed investments in our community.

Measure Z Doesn't Increase Property Taxes or Affect Essential Purchases

Measure Z is not an across-the-board tax. It includes exemptions for necessary, everyday items like dairy products, baby formulas, and medical purchases. It follows a strong record of successful measures for other communities that provide millions in locally controlled funding and promote healthier living.

Adding a couple of pennies to sodas and energy drinks is a simple, logical mechanism to generate real results with long-term benefits.

Let's protect what makes Santa Cruz a special place to live and promote a healthier future — vote Yes on Z!

1. Hollie Locatelli, Chair, Friends of Parks & Recreation
2. Karyn Schmidt, Local Director/Preschool Teacher
3. Dr. Faris Sabbah, County Superintendent, County Office of Education
4. Laura Marcus, CEO, Dientes Community Dental
5. Casey Coonerty Protti, Owner, Bookshop Santa Cruz