

## **ARGUMENT AGAINST MEASURE C**

Vote NO on Measure C, the so-called Workforce Housing Affordability Act—because it’s not just bad policy, it’s bad process.

We all agree Santa Cruz faces a housing crisis. But this flawed measure is built on a foundation of legal loopholes, political gamesmanship, and a deliberate effort to avoid transparency and accountability.

This tax scheme—crafted by Mayor Fred Keeley and the City Council—was never truly a grassroots effort. City officials used taxpayer dollars to run polls, develop messaging, and coordinate with a political advocacy group, which then “sponsored” the initiative to make it appear citizen-led. Why? So it could pass with a simple majority vote instead of the legally required two-thirds.

Mayor Keeley admitted it himself in public meetings: the City was “handing off” the measure and helping a group to “move forward” with it using city-funded resources. This isn’t leadership—it’s a backroom workaround designed to bypass voter safeguards.

And if it passes, lawsuits are likely. Legal challenges will drag Santa Cruz into costly court battles—diverting funds away from real housing solutions and toward defending a scheme that shouldn't have made it to the ballot this way.

We support affordable housing—but we oppose manipulation of the democratic process and the endless firehose of taxpayer dollars this will flood into the City’s coffers. Voters deserve better than political sleight of hand.

If it’s worth doing, it’s worth doing the right way—with transparency, integrity, and the two-thirds vote our Constitution requires.

Vote NO on Measure C, the Workforce Housing Affordability Act.

s/ Victor Gomez, Government Affairs Director - Santa Cruz County Association of REALTORS