

## **ARGUMENT FOR MEASURE B**

### **YES ON MEASURE B: FOR AFFORDABLE HOUSING AND CLIMATE ACTION**

Santa Cruz faces two urgent, interconnected crises: skyrocketing housing costs and the escalating threat of climate change. Measure B directly addresses both by passing a transfer tax—which would only be paid when the highest valued properties in Santa Cruz change ownership. Measure B will mean the top 1% pay more of their fair share so that our community can provide affordable housing and climate resilience.

### **AFFORDABLE HOUSING NOW—FOR WORKERS, SENIORS, AND FAMILIES**

From teachers to grocery store workers to nurses, working people are being priced out of our community. Our seniors and veterans can't find stable homes. Many end up homeless, living on the streets. Voting YES on Measure B will generate funds for housing for low- and moderate-income residents, essential workers, seniors, veterans, people with disabilities, and unhoused families, while exempting seniors from these taxes.

### **FUND CLIMATE ACTION TO PROTECT OUR COASTLINE AND INFRASTRUCTURE**

The climate crisis is no longer abstract. West Cliff Drive, the Wharf, and local businesses were severely damaged in the December 2024 storms. Sea level rise, wildfires, and coastal erosion threaten our way of life. Voting YES on Measure B provides critical resources for renewable energy, fire safety, clean transportation, and climate-resilient infrastructure. Voting YES on Measure B will help generate funding to rebuild damaged infrastructure like the Wharf while helping prevent future climate disasters.

### **ENSURING ACCOUNTABILITY AND TRANSPARENCY**

Voting YES on Measure B will allow Santa Cruz to more effectively leverage state, federal, and private dollars—stretching local taxpayer resources further. All spending will follow existing City housing and climate plans, with built in transparency and public oversight requirements.

### **YES ON MEASURE B, TO PROTECT SANTA CRUZ**

Vote YES on Measure B to protect what we love about Santa Cruz: our people, our coast, and our future.

s/ Renee Mello, President - Santa Cruz County Association of REALTORS