

REBUTTAL TO ARGUMENT AGAINST MEASURE B

MEASURE B IS THE ONLY MEASURE THAT INVESTS IN CLIMATE RESILIENCY

Mayor Keeley and other political insider opponents of Measure B are foolishly engaged in climate denialism. In their argument they brush off meaningful investments in addressing climate change as simply “buzzwords.” Make no mistake—Measure B is the only proposal on the ballot that will bring additional resources for climate priorities like renewable energy, fire safety, clean transportation, and resilient infrastructure.

MEASURE B IS THE ONLY MEASURE THAT WILL HELP REBUILD THE WHARF

The damage of the Wharf is a clear example of why Measure B is necessary and why Measure C is short-sighted. Measure B is the only proposal on the ballot that will help generate funding to rebuild the Wharf and other damaged infrastructure.

MEASURE B WILL BRING MEANINGFUL INVESTMENTS IN AFFORDABLE HOUSING

We agree that affordable housing is a key priority for our community. Voting YES on Measure B will allow for new housing opportunities for the most vulnerable residents of our community and will create housing opportunities including homeownership.

MEASURE B IS THE ONLY TRUE CITIZEN-LED MEASURE ON THE BALLOT

Unlike Measure C—which was pushed by insider political operatives at City Hall using legal loopholes, political gamesmanship, and a deliberate effort to avoid transparency and accountability—Measure B is the only true citizen-led measure on the ballot. Over six thousand Santa Cruz residents signed the petition to place Measure B on the ballot.

For affordable housing, climate action, transparency, and accountability—vote YES on Measure B.

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