Rebuttal to Argument Against Measure C

It's telling that Measure C's lone opponent wants you to believe he's from Santa Cruz, when actually he represents the corporate real estate and landlord lobby. He's paid to protect landlord profits, not solve our local housing affordability crisis.

His corporate clients are spending a million dollars to intentionally mislead our community, because Measure C threatens the profits of corporate landlords, and will force them to pay their fair share to solve a problem they helped cause by runaway real estate speculation.

Real solutions like Measure C make the real estate lobby nervous – nervous enough to spend big money on a "citizens initiative" of their own (Measure B), written specifically to confuse voters.

Unsurprisingly, the claims made by the corporate real estate industry's hired gun against Measure C are also intentionally misleading. Measure C emerged from 18 months of public, transparent, community meetings as a real solution to make housing affordable for low-income workers.

Measure C will help teachers, healthcare workers, service workers, and other local essential workers to afford to live here, where they work.

That's why Measure C is supported by a broad coalition of local leaders and organizations, like Labor unions, the NAACP Santa Cruz County, faith and environmental leaders, the Santa Cruz County Democratic Party, the non-profit Housing Santa Cruz County, and many others who know what it will take to address the urgent problems of housing affordability and homelessness in Santa Cruz.

When corporate special interests fight this hard against something, you know it's because it will work.

Don't be fooled. **Vote Yes on Measure C, No on Measure B.**

s/ David Pattee, Pastor, Peace United Church of Christ
s/ Dr. Faris Sabbah, Santa Cruz County Superintendent of Schools
s/ Casey Coonerty-Protti, Owner Bookshop Santa Cruz
s/ Elaine Johnson, Executive Director Housing Santa Cruz County
s/ Jenni Veitch-Olson, Chair of the Democratic Party of Santa Cruz County