

Rebuttal to Argument for Measure B

We agree with Measure B's lone supporter that Santa Cruz absolutely needs more affordable housing. The problems she lists are real, urgent, and deserve immediate action.

The irony is that Measure B will not solve any of them.

Measure B includes no actual plan, just buzzwords. Measure B identifies no specific housing solutions, no actual climate resilience efforts, and includes no accountability.

And that's because Measure B is dishonest. It was specifically created to confuse voters and bring down Measure C.

In reality, Measure B protects the corporate landlords who paid to write and qualify it for the ballot. After years of profiting off rising rents and real estate speculation, wealthy landlords are trying to exempt themselves from paying for any solutions to the affordable housing crisis in our community.

In fact, if Measure B receives more votes than Measure C, the real estate industry will get a 90% discount while the rest of us keep paying more for housing.

Reject Measure B.

Santa Cruz deserves better than deceptive, empty statements proposed by the deep-pocketed, statewide corporate real estate lobby trying to meddle in local affairs.

We deserve a detailed action plan carefully created by local nonprofits and community leaders who deal with housing issues every day – a plan that can really help make housing more affordable in our community.

And that's what Measure C is: a real solution. An action plan with strong accountability and transparency.

We all agree there's a housing affordability crisis in Santa Cruz.

Only Measure C can actually help solve it.

Vote NO on B, Vote YES on C.

s/ Elaine Johnson, Executive Director Housing Santa Cruz County
s/ Jenni Veitch-Olson, Chair of Democratic Party of Santa Cruz County
s/ Sandy Brown, Former Santa Cruz City Councilmember
s/ Janine Roeth, Volunteer Lead Santa Cruz YIMBY
S/ Daniel Dodge, Sr., President, Monterey Bay Central Labor Council