

Rebuttal to the Argument Against Measure F

FACT: Most Santa Cruz residents would agree that our local challenges with persistent homelessness and lack of affordable housing constitute “an emergency”.

Good news: local experts on housing and people experiencing homelessness agree Santa Cruz is now on the right track but needs additional funds to create lasting solutions.

Housing Matters CEO Phil Kramer said recently: “to resolve homelessness in our community... supporting the City’s new three-year homelessness plan is a great place to start”.

That’s exactly what Measure F will do.

FACT: Measure F is designed to benefit – not harm – low-income residents.

Measure F will support essential city services – especially those that low-income residents rely on, including:

- Safe, clean parks, public areas and recreational facilities
- Reduce the risk of wildfires in our open space and natural areas
- Partner on mental health and substance abuse treatment programs

Unlike wealthier residents, working families and low-income residents count on the City for services like these. They need Measure F funding.

FACT: Nearly half of Measure F revenue will come from visitors.

In a high-tourism community like ours, sales tax generates reliable funding for essential local services, without putting the entire burden on local residents.

Groceries, medicine, diapers and feminine hygiene products are exempt.

FACT: With Measure F, Santa Cruz sales tax will be consistent with other local, high-tourism cities, including over 100 communities across the state <https://www.cdtfa.ca.gov/taxes-and-fees/rates.aspx>.

FACT: Measure F requires fiscal accountability and transparency. **Measure F keeps sales tax dollars in Santa Cruz.**

Join Santa Cruz working families, Friends of Parks and Recreation and your neighbors: vote Yes on F.

Signers:

Linda Proctor
Carol Fuller
Shira Smith