

Rebuttal to Argument Against Measure N

Vote YES on Measure N. It is fair, reasonable, effective and respects property owners. An expert tax lawyer made certain Measure N is in line with other successful local tax measures, conforms with best practices, and avoids extreme penalties.

Only housing units left vacant for more than 8 months will be taxed. Additional exemptions are available and ADUs are not taxed. If your house is your primary residence, you will not be taxed. Homeowners are part of the broad coalition supporting Measure N.

Every homeowner is already registered with the County on the tax assessor roll which is not public. Measure N won't change that.

Measure N uses the exact same enforcement and penalties as taxes currently in effect in Santa Cruz.

Tax Oversight Committees exist locally for school parcel taxes and Measure D (2016). The Committee, modeled directly on these committees, has zero decision-making authority, and is only required to review and make public relevant reports and yearly fiscal audits.

Yearly operating costs are up to the city and reimbursed by the tax.

The declaration process for property owners is easy, simple, and fast. It is used in other places and keeps costs low. Property owners just need to answer "yes" or "no" to using their property for 120 non-consecutive days.

The City's Fiscal Impact Report states Measure N will raise millions to advance equity by funding the creation of affordable housing.

Vacancy taxes work around the country and will work in Santa Cruz.

Let's work together for thriving neighborhoods and a vibrant community. Vote YES on Measure N.

s/ Kayla Kumar – Nonprofit Director

s/Sandy Brown – Santa Cruz City Councilmember

s/ Ann Simonton – Former Chair Santa Cruz Commission for the Prevention of Violence Against Women

s/ Cyndi Dawson – Chair Santa Cruz Planning Commission