

Argument in Favor of Measure L – Santa Cruz City

Vote YES on L for a safer, healthier Santa Cruz.

Measure L generates local funding to help tackle some of our most urgent local problems, and can't be taken by the State:

- Connecting people experiencing homelessness with services and support
- Cleaning up and addressing the impacts of encampments
- Supporting affordable housing
- Keeping pollution out of local rivers, creeks, and streams
- Ensuring City firefighters have the training and equipment needed to fight wildfires
- Improving parks, open spaces, and beaches

Homelessness is our most urgent local problem. Thanks to collaboration among nonprofit organizations, public safety officials, local advocates, and city leaders, there's a plan in place that's delivering real results and connecting those experiencing homelessness with the mental health and supportive services they need.

Over the past year, we've seen a 29% decrease of unhoused people in the City. The City's encampment assessment team successfully and humanely moved people from high-risk flood and fire areas into emergency shelters.

Although progress has been made, there is still more work to be done. Unfortunately, one-time state and federal funding is expiring. Measure L provides local funding to maintain these essential programs:

Fighting Pollution

Our local rivers, creeks, and streams are vital to our local water supply and quality of life - and susceptible to pollution. Measure L provides local funding to help keep local waterways, beaches, and the ocean clean.

Wildfire Protection

As climate change worsens, extreme drought and wildfire cycles will repeat – and get more severe. Our city firefighters must have the equipment and training to battle fast-moving wildfires.

Tourists and shoppers visiting Santa Cruz will pay half of the total revenues of Measure L. Every penny raised stays here in Santa Cruz – nothing can be taken by the State.

Join us: vote YES on L for a safer, healthier Santa Cruz!

www.SafeHealthySantaCruz.com/Yes-on-L

Signers

- Casey Beyer, Executive Director, Santa Cruz County Chamber of Commerce
- Zennon Ulyate-Crow, Officer, UCSC College Democrats
- Eric Chitwood, Vice President, Firefighters Local 1716
- Renee Golder, School Principal, Educator
- Jim Rendler, Vice President, For the Future Housing, Inc.