

## Argument Against Measure M

**Measure M is a major mistake for our community.**

Measure M will **push housing development away from downtown and closer to neighborhoods** all over town as we respond to state requirements to build more homes in Santa Cruz in order to address our housing crisis.

Measure M was **authored in private** by a well-intentioned group of residents who want to protect downtown from taller buildings. However, because of their **failure to have a public process**, they made many troubling mistakes when they wrote the initiative.

It **requires expensive citywide elections on minor zoning matters**, such as building fences between neighbors and constructing granny units. We taxpayers will pay for these elections that will average \$170,000 each.

Measure M will hinder workforce housing development just when we need more housing for the people who make our community healthy and successful.

It will push homebuilding further away from downtown, where the greatest number of jobs and the best sustainable transportation options are located. **This mistake will lead to more traffic**, increased vehicle emissions, and pressure to build more homes in areas that should be protected from development.

Many mistakes were made. They made a mistake when they proposed a system with so many costly elections. They made a mistake when they proposed costly impediments to building much-needed housing. **They made a mistake when they wrote a measure that pays lip service to affordable housing, but actually puts more barriers in the way of meeting the housing needs of our essential workers and their families.**

**Say NO to this disastrous housing policy mistake.**

**Measure M is opposed by** the Santa Cruz County Democratic Party, Affordable Housing Now, Santa Cruz YIMBY and other local organizations.

Please join us in voting NO on Measure M.  
[www.AffordableHousingAdvocatesSC.org](http://www.AffordableHousingAdvocatesSC.org)

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