

Argument for Measure P

Vote Yes on Measure P to increase affordable housing, protect against wildfire risks, increase public safety and preserve our parks, open space, streams and clean water sources.

Vote YES on Measure P to ensure that the tourists enjoying Santa Cruz also share the costs of our essential city services and address the impacts of vacation rentals on our neighborhoods.

Vote YES on Measure P to support essential, local City public services - **without increasing taxes on local residents only.**

Our community faces real challenges today: skyrocketing housing prices and protection of our community from wildfires and the impacts of climate change.

We know we can't count on the state government to solve problems for Santa Cruz: we have to take local action to address these issues.

Vote **YES on Measure P:**

- Help repair **local streets, roads and sidewalks**
- Maintain **safe, secure and clean parks, watersheds and recreational facilities**
- Partner with community organizations and the County to connect unhoused people to mental health and substance abuse help
- Continue working on solutions to homelessness in our community
- Invest in **affordable housing** for low- and moderate-income households, including **workforce housing**
- **Reduce the risk of wildfires** in the Wildland Urban Interface (WUI), our open spaces and natural areas
- **Support public safety, police and fire**
- **Help locally-owned small businesses** continue to bounce back
- Reduce neighborhood impacts from out-of-town visitors

Measure P does not raise taxes on Santa Cruz City residents. Measure P ensures that tourists also pay their fair share of the costs to help protect and maintain quality of life in Santa Cruz.

Every penny must stay in the City of Santa Cruz under local control. Annual public reports will ensure transparent spending.

Please **vote YES on Measure P** for a cleaner, safer and more resilient Santa Cruz!

Signors for Argument in Favor of Measure P

Dan Haifley
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Lora Lee Martin
Prospect Heights Firewise, Co-Founder

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