

Argument Against Measure B

Say NO to B.S. dirty political tricks! Vote NO on Measure B.

Measure B is designed to protect corporate landlords. After years of profiting from rising rents, wealthy landlords are trying to exempt themselves from paying for any solutions to the lack of affordable housing in our community.

How? Measure B is a **deceptive** ballot measure funded by statewide corporate real estate interests with deep pockets.

It was deliberately designed to confuse and deceive voters, and undermine Measure C, which is a real solution to Santa Cruz's urgent housing affordability crisis.

They even admitted it when interviewed!

According to the *Santa Cruz Lookout* (April 7, 2025), "Renee Mello [president of the local Association of Realtors] said the mission of their ballot measure [Measure B] is to defeat the Workforce Housing and Affordability Act... by closely mirror[ing] the language and proposals put forth by...housing advocates...."

"... [The] statewide and national Association of Realtors organization, a monied group known to be one of the most powerful lobbies in California, spent hundreds of thousands of dollars in local Santa Cruz elections in 2018 and 2022 to defeat [similar] ballot measures..."

Read it for yourself: www.workforcehousingnow.net/news

Corporate real estate interests don't want housing to be more affordable. Higher housing prices are good for commissions.

Don't let corporate special interests manipulate our community. Reject Measure B.

Measure B is not a serious plan to address housing affordability in Santa Cruz. It includes trivial things like landscaping and buzzwords like "climate resilience" to make us think it accomplishes more than it really will.

Santa Cruz deserves real solutions, not sabotage.

- Say NO to deceptive tactics.
- Say NO to wealthy corporate landlords protecting their profits at the expense of working families.
- Say NO to political tricks designed to keep housing prices high.

Stand up for our community, vote NO on B.

Protect Measure C – a real solution.

s/ Elaine Johnson, Executive Director Housing Santa Cruz County
s/ Jenni Veitch-Olson, Chair of the Democratic Party of Santa Cruz County
s/ Bruce Van Allen, Trustee Santa Cruz County Board of Education
s/ Dan Haifley, Former Executive Director of Save our Shores
s/ Fred Keeley, Mayor City of Santa Cruz