

Rebuttal to argument against Measure O

The arguments against Measure O are misleading.

Fast Facts:

- The City's project has not been approved.
- The Farmers' Market wants a permanent location: it endorses neither side.
- All Santa Cruz Public Libraries' renovations caused temporary closures.
- Numerous vacant buildings Downtown are available for childcare facilities.

The City is pushing a misguided proposal, tens of millions of dollars over budget, while hiding its biggest element – an unneeded parking garage.

Measure O marks a crossroads for Santa Cruz.

Land is the most valuable, dwindling resource in our highly desirable coastal town. How we decide to use that land should reflect our values. It permanently shapes whether our community will thrive.

The city wants to eliminate our best location for a public gathering space downtown and sell City lots for a luxury hotel. Let's reserve public land for affordable housing – for workers, families, and community members who can't afford the skyrocketing prices of market-rate housing.

Santa Cruzans are increasingly in need of:

- An honest and transparent public process
- Affordable housing near job hubs
- Central, active public space

This is the heart of Measure O – which was carefully crafted by community organizations in consultation with highly accredited urban planners, architects, and librarians – with formal endorsement from the national Sierra Club.

Factually, Measure O optimizes use of City-owned land for affordable housing and public space, while untying the currently proposed housing from the millstone of an unfunded parking garage. It follows well-established urban planning principles, achieves a fully renovated full-service Library, and puts the environment and public interest first. Vote YES on Measure O for Our Downtown, Our Future!

O-Yes.org

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