**News Release**

Santa Cruz County Clerk/Elections

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# Arguments Due for Local Measures on the November ballot

Several local measures will be on the November 6, 2018 ballot, and interested persons have until 5pm, Friday, August 17 to file arguments for or against the measures.

The following school measures have been approved by the respective governing boards to be placed on the November ballot:

* **Scotts Valley Unified School District:** To maintain quality core educational programs, prevent cuts in math, science, technology, reading, and the arts, attract and retain highly qualified teachers and counselors, and keep up with technology, shall "Scotts Valley Unified School District" levy an annual education parcel tax of $108 per parcel for five years, with independent community oversight, no funds for administrator salaries, pensions or benefits, senior and disabled exemptions, raising $820,000 annually in funding for "Scotts Valley Unified School District" that can't be taken away by the State?
* **Soquel Union Elementary School District:** To support academic excellence, retain and recruit quality teachers and support staff, offer student enrichment in the arts focusing on music, enhance science with hands-on lessons in school gardens, and provide local funding that cannot be taken by the State, shall Soquel Union Elementary School District’s measure be adopted authorizing the levy of a parcel tax for six years at a rate of $96 per year raising approximately $990,000 with an exemption for seniors and with annual citizens’ oversight?

Arguments for or against the measures listed above must be filed by 5pm, Friday, August 17 with the Santa Cruz County Clerk/Elections Department, 701 Ocean St., Room 310, Santa Cruz, 831-454-2060, FAX: 831-454-2445.

The cities of Capitola, Scotts Valley and Watsonville will also have measures on the November ballot. Persons interested in filing arguments for or against those measures should contact the City Clerk in the appropriate city. The deadline for filing arguments with the Capitola, Scotts Valley and Watsonville City Clerks is 5pm, Friday, August 17. The City measures include:

* **City of Capitola cannabis business tax:** To protect the quality of life in the City of Capitola and to fund essential City services such as sidewalks, streets, and emergency response, shall Capitola voters enact an ordinance establishing a tax of no more than 7% on cannabis businesses in the city, generating estimated revenue of up to $310,000 annually per cannabis business, to remain in effect until changed or ended by voters, with all funds staying local?
* **City of Capitola transient occupancy tax:** To help fund youth programs, protect parks, beaches and open space, and support local businesses, shall a special tax measure paid only by hotel and short-term rental guests be approved increasing transient occupancy taxes from 10% to 12% until ended by voters, providing approximately $310,000 annually, and allocating dedicated portions to youth and early childhood programs, and local business groups for marketing and community improvements, and the balance to fund core City functions?
* **City of Capitola change treasurer from elected to appointed:** In order to assure that the City of Capitola’s finances are overseen by a trained and qualified individual, shall the office of City Treasurer be changed from elective to appointive?
* **City of Scotts Valley transient occupancy tax:** Shall the City of Scotts Valley adopt an ordinance amending Section 3.24.030 of the Municipal Code raising the transient occupancy tax rate from 10% to 11%?
* **City of Watsonville transient occupancy tax:** To protect the quality of life in Watsonville by supporting police, fire, emergency services, parks and recreation, economic development, job creation, and essential city services; shall the City of Watsonville be authorized to levy an additional one percent of Transient Occupancy Tax on people staying at lodging facilities in the City?

The City of Santa Cruz will have a rent control initiative on the November ballot. Please contact the Santa Cruz City Clerk regarding that measure. Also, the City of Capitola is considering placing the Greenway initiative on the November ballot at their August 9 City Council meeting. Arguments for or against the Greenway initiative will be due to the Capitola City Clerk by 5pm, Friday, August 17.

The Santa Cruz County Board of Supervisors is scheduled to consider placing two measures on the November ballot at their hearing on Tuesday, August 7. One is an affordable housing bond measure, the other is a sales tax measure. If adopted, those measures will also be on the November ballot and the deadline for filing arguments for or against those measures will be August 17.

The County Clerk will assign measures a letter designation after 5pm, Friday, August 17.

Arguments must not exceed 300 words. In addition, arguments must be accompanied by a signed “Signature Statement” form available from the elections office or online at [www.votescount.com](http://www.votescount.com/). The form is contained in the “Guide to Writing Arguments” on the Elections Department’s website.

Only one argument for and one argument against each measure will be printed in the County Voter Information Guide. Should more than one argument be filed, the elections official will choose one to appear in accordance with the law.

Measures may be viewed online at [www.votescount.com](http://www.votescount.com/)

For more information, please call the Santa Cruz County Clerk/Elections Department at 831-454-2060 or go online to [www.votescount.com](http://www.votescount.com/) for the latest election information.

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