

Argument Against Measure O

Don't be fooled by claims that Measure O supports affordable housing!

This ill-conceived, irresponsible initiative delays or kills real, affordable housing for Downtown that is already moving forward.

If approved, Measure O immediately halts 125 affordable housing units Downtown, as well as a new modern library and childcare center, already planned and approved with extensive public input.

Measure O would also delay, prevent or negatively impact hundreds of future affordable housing units also planned for Downtown, with no realistic alternatives.

Essential workers, young families, seniors and the middle class are all struggling to live in Santa Cruz. We need more affordable housing now.

Vote NO on Measure O so we can finally move forward on REAL affordable housing solutions.

Don't be fooled by claims that Measure O will "improve the Downtown Library!"

Friends of the Santa Cruz Public Libraries vigorously opposes Measure O because it would close the Downtown Library for at least two years, impede long-planned, essential upgrades, and result in a smaller, mediocre library with fewer services than we have now.

Don't be fooled by claims that Measure O saves the Farmers' Market!

The Farmers' Market doesn't even support Measure O – which locks it into a long-term location that it may not want.

Measure O relies on imaginary plans and bad assumptions that will have serious unintended consequences for our community.

Measure O is a mess that was written in private by a few people who didn't get their way during the public process. When writing the initiative, Measure O proponents:

- Did NOT get input from library leaders about what's best for the library.
- Did NOT get input from the Farmers' Market.
- IGNORED affordable housing experts on how best to increase affordable housing Downtown.

It's time to stop playing political games and start actually building more affordable housing and a fully modern library. No more delays.

Don't be fooled! Vote NO on Measure O.

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SIGNED

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