



Measure C FAQs

Why is Measure C needed?

The high cost of housing is the single biggest problem facing Santa Cruz. While our community is making progress toward building more housing, there is still a huge gap in meeting the housing needs of the essential workers, seniors and young people who are struggling to live in our community. There are also dozens of unhoused residents who need very low-income apartments with wrap-around services. This problem is urgent — we must act now. Measure C is the real solution, providing stable, locally controlled funding to keep our community livable.

Who will benefit from Measure C?

We all benefit when there is a supply of housing for the essential workers, like nurses and teachers, who are so important to our local way of life. We all benefit when the next generation is able to remain in the community in which they grew up. We all benefit when people who are sleeping on the street are able to find housing.

What are some of the specific community benefits of Measure C?

- Affordable rental homes: Thousands of units with legal rent restrictions.
- Supportive housing: For residents facing health challenges or disabilities.
- Anti-eviction support: Emergency stipends to keep seniors and families in their homes.
- Environmental benefits: Less traffic and pollution by allowing more people to live closer to work.

Who is behind Measure C?

A broad coalition, convened by local nonprofit Housing Santa Cruz County, that includes many local housing, education, labor and business leaders and nonprofits. Supporters include the Monterey Bay Central Labor Council, NAACP Santa Cruz County, Habitat for Humanity, Democratic Party of Santa Cruz County and many more.

How much will Measure C cost me?

Those who own a home and do not qualify for exemptions will pay an parcel tax that is the equivalent of \$8 per month. Those who sell a property in the city for above \$1.8 million will pay a tiered real estate transfer tax that is based on the sale price.

Will Measure C raise rents?

Measure C expressly prohibits raising rent to pay the tax. Rents in Santa Cruz are based on the high housing market, and are typically far above landlord operating costs.

Are there exemptions?

There are parcel tax exemptions for low-income homeowners and seniors.

- Low-income households that are below the income level qualifying as 60% of area median income (such as a family of 4 that earns less than \$80,000 annually) would be exempt from the parcel tax.



- Low-income seniors that are below the income level qualifying as 80% of area median income (such as a household of 2 that earns less than \$85,000 annually) would be exempt from the parcel tax.

There also are exemptions for the real estate transfer tax for families transferring the ownership of property within the immediate family.

Will Measure C actually work?

Yes, we need to address the affordable housing crisis in our community **now**. Nearly \$100 million in funding will be raised by Measure C and will be managed through the City of Santa Cruz's Affordable Housing Trust Fund, which has an outstanding track record of creating and preserving housing for Santa Cruz residents who have a lower than average income. In the past five years, the Trust Fund has played a significant hand in creating approximately 400 affordable apartments.

Isn't there enough housing already under construction?

When it comes to building homes for people of modest means, the simple answer is no. While there are several affordable projects moving ahead, the cost of most current housing construction is not within reach of most of our residents and workers.

Are there environmental benefits?

Yes. Motor vehicles are the leading source of greenhouse gasses in our county. Currently, thousands of people work in our city but do not live in our city, instead driving long distances to work every day. If we can get more of our local workers off the highways and streets by enabling them live close to work, the environmental benefits will be huge.

Are there local preferences for who will live in the affordable homes?

There is a local preference in terms of who can benefit from the new housing units. There also is a local preference in terms of which workers will build the housing.

How do we know the money will be used properly?

Measure C includes strict accountability measures with local oversight, annual audits and public reporting requirements. Every dollar stays in Santa Cruz and must be used for affordable housing.

Does Measure C "sunset?"

Yes. The measure has a provision requiring it to expire in 20 years.

Is Measure C fair?

The measure has exemptions for those with the least ability to pay, including a low-income senior exemption. The measure also collects the majority of the funding from the sale of high-end properties. Most homes will not be subject to the real estate transfer tax.

How is Measure C different from Measure B?

Measure B is a deceptive competing measure designed and funded by the real estate lobby. It's a classic dirty trick, designed to confuse voters and protect corporate landlords. Unlike B, Measure C provides real, locally controlled solutions to make housing affordable in Santa Cruz.