



VOTE YES ON **MEASURE Z**

Safe, Healthy Santa Cruz

Santa Cruz is a community that cares deeply about its people and environment. We're proud of our beautiful parks, beaches, and open spaces and committed to keeping them safe and enjoyable for everyone.

By maintaining our welcoming neighborhoods and ensuring they remain clean, safe, and well kept, we support the health and wellness of our entire community. Healthy communities contribute to healthier lives, and together, we can build a thriving, vibrant community for all.

Measure Z Will Help Keep Santa Cruz Safe, Healthy, and Thriving by Driving Funds Towards Issues Like:

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|  Improving and maintaining neighborhood parks, beaches, and open spaces |  Promoting bike and pedestrian safety |
|  Providing safe routes to school |  Investing in resources for youth mental health |
|  Expanding programs for children and seniors |  Supporting health initiatives |



A Simple Solution with Real Results

- By law, every penny stays here in Santa Cruz, directly benefiting essential city services and enhancing the quality of life to align with Santa Cruz's commitment to healthy living.
- Paid by wholesale distributors of sugary drinks, NOT small businesses.
- 2¢ per ounce on sugary drinks and ONLY on sugary drinks. Essentials are exempt.
- A community advisory board ensures local oversight and accountability.



Measure Z Doesn't Affect Essential Purchases

Measure Z is a tax on sugary drinks that harm our health — exemptions for necessary, everyday items like dairy products, baby formulas, and medical purchases are excluded. It follows a strong record of successful measures for other local communities that have generated millions of dollars in locally controlled funding and promoted healthier living.

Having soda distributors pay a couple pennies on their products is a simple logical mechanism to generate real results with long-term benefits.

Vote Yes on Z and Protect What Makes Santa Cruz a Special Place to Live



Donate



Endorse



Volunteer



Lawn Sign



Stay Involved

 **SafeHealthySantaCruz.com**

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