

Measure B Outcome:

SCCAR's Continued Commitment to Housing Solutions



Dear SCCAR Members,

As you may have seen in recent local news, Measure C (Workforce Housing Affordability Act) passed by surpassing the 50% threshold and prevailed over the competitive Measure B (Workforce Housing and Climate Protection Act) in the City of Santa Cruz. Measure C was initially established by local government and placed on the ballot by a community group. It was funded mainly by out-of-area housing developers and local elected officials. In contrast, Measure B was a community-driven effort led by the Santa Cruz County Association of REALTORS®, with funding from your Local, State, and National REALTOR® associations, whose support we are thankful for.

While the outcome was not what we had hoped, there is much to acknowledge and appreciate in our efforts. Over 2.5 years, **SCCAR members engaged thoughtfully and constructively in good faith with local elected officials** to provide feedback on this matter, which will lead to slightly less burdensome aspects of the election result for our Santa Cruz neighbors.

It is also important to highlight that although we are philosophically opposed to transfer taxes as an organization, Measure B marked the first instance of a REALTOR® association supporting a transfer tax initiative in California and in the United States that we are aware of. This reflects how committed SCCAR is to addressing Santa Cruz County's housing challenges. **We remain focused on advancing much-needed rental opportunities while**

also protecting pathways for homeownership to support all Santa Cruz residents. Additional real estate transaction costs make it more costly for property buyers and sellers, while increased property taxes inevitably lead to more expensive rents. Among other issues, we expect parcel and transfer taxes to remain ongoing conversations throughout our area, and we are committed to staying engaged and collaborative with our local elected officials and community groups on these matters.

Although the result of this vote represents a rare setback for our advocacy efforts, especially following successes in supporting the defeat of local rent control and vacant home taxes in recent years, our involvement has reaffirmed to local municipalities that SCCAR will continue to stand for homeownership, property rights, and the ability of REALTORS® to serve their clients effectively. It is worth acknowledging that not every REALTOR® and community member will agree with each strategic choice we make, but these decisions are democratically made with member input and leadership oversight and always grounded in what we believe best supports homeownership opportunities for our neighbors.

As a member-driven organization, we welcome and encourage your continued input and involvement on future issues to ensure that SCCAR reflects a collective voice and the priorities of our profession. We remain committed to supporting local REALTORS® as community members who play an essential role in shaping Santa Cruz County.

Our goals remain clear: to support and educate you as real estate professionals and to advocate, in a nonpartisan manner, for policies that protect property rights and expand access to homeownership. Just as you negotiate daily on behalf of your clients, the advocacy division of **SCCAR works diligently on your behalf to ensure you can continue doing your jobs and helping local residents** achieve their homeownership dreams and home sale goals.

We extend our sincere appreciation to Renee Mello (2025 President) and Victor Gomez (Government Affairs Director) for their tireless work on this matter, which included countless meetings, calls, discussions, and interviews. We also thank the Local Government Relations Committee and Nick Bailey (2025 Treasurer and LGR Chair) for their consistent recommendations, in addition to the Campaign Committee. SCCAR is fortunate to have had such dedicated volunteer leadership and support from the entire exceptional staff team throughout this effort.

Santa Cruz County Association of REALTORS® Board of Directors