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Community Bridges Endorses Measure S

SANTA CRUZ — Human services nonprofit Community Bridges joins a host of local nonprofits endorsing Measure S on the June 5 ballot in the City of Santa Cruz.

Measure S proposes a quarter percent increase to the city’s sales tax, the funds of which will be directed toward valuable social services that keep neighborhoods safe, maintain the beauty of public spaces and ensure that Santa Cruzans of all ages can thrive.

The city currently faces critical deficits, reflecting changes in traditional revenue sources, losses in state investment, rising costs of services and aging city infrastructure. If passed, Measure S will generate an estimated \$3 million, all of which will help alleviate these deficits through direct investment in local services.

The reality is that since the Great Recession, many critical local programs have operated at insufficient funding levels, inhibiting their ability to flourish and meet growing needs within the community. To move forward and secure a brighter future, the city must possess the necessary resources to address its debts and continue to invest in the services that keep Santa Cruz vibrant. Although Measure S represents a small step toward that effort, it will help preserve key services that we all appreciate as community members.

ABOUT COMMUNITY BRIDGES:

Community Bridges is a local nonprofit with ten human services programs across twenty locations throughout Santa Cruz County. Together, the programs empower seniors, increase access to medical care and good nutrition, and strengthen children’s resilience. The Community Bridges family of programs includes: Meals on Wheels for Santa Cruz County; Elderday Adult Day Health Care; Lift Line; Child Development Division; Child & Adult Care Food Program; Women, Infants and Children (WIC); La Manzana Community Resources; Live Oak Community Resources; Nueva Vista Community Resources; and Mountain Community Resources. To learn more, please visit www.communitybridges.org