

Vote YES on Measure V!

Measure V strengthens Watsonville. Making all city residents eligible to serve on commissions ensures all who call Watsonville home can contribute to our shared future.

Only City Council members have the authority to appoint commissioners and approve commission recommendations.

Commissions are advisory bodies to the Council and City Manager, per the City Charter. It states Council appointment to commissions should reflect our diversity to inform issues impacting our homes, economy, streets, parks, and schools.

Civic engagement is important. Measure V expands civic engagement to many longtime Watsonville residents who own businesses or are dedicated workers unable to register to vote.

We ARE a DIVERSE community. Watsonville is made up of smart, talented people. Measure V allows the Council to tap into their knowledge to guide our city forward.

Support Measure V because it:

Strengthens Civic Engagement: Some of Watsonville's long-standing, contributing residents are unable to vote. Measure V ensures our City benefits from the insights of integral and knowledgeable community members.

Aligns with State, Regional, and Other Charter Cities Best Practices: The State of California, City and County of Santa Cruz, and most charter cities allow all residents to serve on commissions, regardless of citizenship or voter registration.

Builds Trust: Expanding civic engagement to all residents means their voice and experience matter and are considered in city decisions. This builds trust in local government and its decisions.

Join Watsonville City Council, trusted community members, local elected officials, and former, current, and future Watsonville Mayors by **voting YES on Measure V!**

/S/ Lowell Hurst, Councilmember Emeritus/Former Mayor

/S/ Maria Cadenas, President & Executive Director of Ventures

/S/ Vanessa Quiroz-Carter, Watsonville City Councilmember & Mayor

/S/ Felipe Hernandez, 4th District Supervisor, County of Santa Cruz

/S/ Rebecca J. Garcia, Former Watsonville Mayor