



**READ ENTIRELY BEFORE COLLECTING SIGNATURES**

**Goal**

Approximately 12,500 signatures are needed by May 11 to qualify the measure for the November 2026 ballot.

The measure would raise \$27M a year for METRO and ensure high quality public transit in Santa Cruz County.

**About the Petition**

**A valid signature is from a registered voter in Santa Cruz County.** If anyone else signs the petition it won't count towards the total. The address and name listed should match the signer's voter registration. When someone thinks they *might* be registered to vote or is eligible to vote, have them sign the petition, then give them a voter registration card to fill out as well. They can also register to vote online.

Each petition is 6 pages (3 double sided pages). The petition will be considered *incomplete* if any of the pages are missing. If the staple rips or comes out, make sure all the pages stay together--use more staples, tape, or paperclip etc.

**When your petition is complete, sign the bottom of the last page and contact the people listed below.** Do NOT turn in the petition to the Clerk of Elections.

When possible, report your signature count to James Sandoval at 8312470400

**When Circulating the Petition**

Do not circulate the petition or promote the measure while on the clock for METRO. Do not wear a METRO uniform. The public agency cannot advocate for or promote this measure. You can say that you work for METRO (if this is the case) but be explicit that you are volunteering on your own time and are not being paid to collect signatures. Make sure to fill out a "Statement of Petition Circulator" once and turn it in with your petitions.

**Engaging People**

Starting a conversation with strangers is the hardest part. Barrel through the approach with a simple question like any of the following:

- Got a minute to save public transit?
- Do you want to make the bus fast and free?

You are encouraged to develop your own style and approach.

## **Talking Points**

Without this stable local revenue source METRO will have to **cut service by as much as 40%**. Also, State and Federal funding sources are drying up.

This **measure would keep the bus free for K-12 students**. It would also **make the bus free for seniors, people with disabilities, and people taking the bus to work**. (You can show them the Expenditure Plan and underlined sections at the top of page 4). When we made the bus free for youth ridership increased 400%.

It would NOT make the bus free for **Cabrillo and UCSC students**, who pay through their student fees, but it **WOULD ensure fast frequent service**. METRO would move to front and rear boarding (with Proof of Purchase ticket enforcement), so each stop will be much faster. Cabrillo and UCSC routes would be the first to be cut if the measure doesn't pass.

This is a straightforward 0.5% (½ of 1 percent) sales tax increase. It would bring the typical sales tax rate in Santa Cruz County from 9.75% to 10.25%. A 0.5% increase equals about 50 cents for every \$100 spent, and many everyday essentials—such as groceries, prescription medications, and diapers—are exempt.

### **Tips:**

Tape our flyer to the back of your clipboard, and keep at least two copies ready in hand so you can quickly pass them out to larger groups and help things move faster.

### **Pick up locations for petitions:**

#### **Santa Cruz:**

SMART Downtown Union office  
Before 6pm Mon - Fri  
903 Pacific Ave Ste 205

#### **Watsonville:**

Pajaro Valley Federation Office  
9am - 4pm Mon - Fri  
734 E Lake Ave STE 14, Watsonville

### **Petition Drop-Off & Pickup:**

#### **Mondays** (11:30 AM – 1:00 PM):

METRO Ops Building, 1200 River St, Santa Cruz  
Contact: Bonnie Bonard – 831-254-5806

#### **Sundays** (11:30 AM – 1:00 PM):

Live Oak Farmers Market  
Contact: James Sandoval 831-247-0400

(You can also slip them under the door at the SMART downtown union office, 903 Pacific Ave, Ste 205, Santa Cruz)

Signing this will put the METRO funding measure on the November 2026 ballot.

**Contact Ben Finke at 831-201-7002 or James Sandoval at 831-247-0400 for any questions.**

Friends of Santa Cruz METRO Yes on Funding Measure, ID# 1485897  
343 Soquel Ave STE 119, Santa Cruz, CA 95062

[friendsofscmetro@gmail.com](mailto:friendsofscmetro@gmail.com)

[friendsofscmetro.org](http://friendsofscmetro.org)

# Resources:

**(First Important Step)** Join Our Volunteer List —Friends of Santa Cruz METRO: (share with friends and family to recruit help)

<https://forms.gle/URU3XpYxyNdH7kh5A>

Report Your Volunteer Activity Survey: (please fill this out every time you go out and volunteer.)

<https://forms.gle/dpGHXmSjfUUisQGC9>

Volunteer Reporting Tracker:

[https://docs.google.com/spreadsheets/d/1BevXQq2l4\\_Ks5ZmuG3nV8mBj2uhQwoCEk\\_bRis\\_Jc3w/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1BevXQq2l4_Ks5ZmuG3nV8mBj2uhQwoCEk_bRis_Jc3w/edit?usp=sharing)

Signature Count Reported:

[https://docs.google.com/spreadsheets/d/1\\_tqRLoOCAIBPDmRYZ4f6Y-\\_knUwl4wYyp44G\\_K4KLwU/edit?usp=drivesdk](https://docs.google.com/spreadsheets/d/1_tqRLoOCAIBPDmRYZ4f6Y-_knUwl4wYyp44G_K4KLwU/edit?usp=drivesdk)

Friends of Santa Cruz METRO Facebook page:

<https://www.facebook.com/profile.php?id=61578545931961&mibextid=ZbWKwL>

WhatsApp Group - Friends of Santa Cruz METRO:

[https://chat.whatsapp.com/LBdG03bIL326MxZBPuhRCu?mode=gi\\_t](https://chat.whatsapp.com/LBdG03bIL326MxZBPuhRCu?mode=gi_t)

- This group chat is for Friends of Santa Cruz METRO volunteers to stay connected and informed. It's a space to receive important updates, coordinate efforts like collecting signatures, and check in with fellow volunteers about how things are going with the campaign.

Here is our website:

<http://www.friendsofscmetro.org/>

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