ARGUMENT IN FAVOR OF MEASURE H

Mom & Pop landlords, homeowners, and the 62% of households who are renters agree—rent control will keep Pasadena affordable and protect all Pasadenans. With Measure H, Pasadena will join the rest of Los Angeles County and cities around California that have enacted real and fair rent control.

Rents are up nearly 20% from last year and a third of Pasadena renter households pay half or more of their income to rent. **We all know the score: skyrocketing rents means our children can't find housing here. It means families can't put down roots. It means more evictions. Measure H keeps costs stable for working families.**

Right now, many of our neighbors can be legally evicted for any reason—including being replaced by someone willing to pay more. Measure H gives renters basic stability by only allowing evictions if there is a "just cause," like failure to pay rent, breach of lease, or an owner moving into the unit.

Measure H will be funded by a small fee on landlords, not homeowners or taxpayers.

Implementation of the measure will be overseen by an independent body but the measure itself can only be changed by a vote of you, the people.

Don't believe the lies from corporate landlords focused on protecting their profits. Rent control protects against corporate landlords' outrageous rent increases by allowing predictable increases of 75% of annual inflation, while guaranteeing small landlords' a fair return on their investment.

Measure H was drafted by a diverse group of Pasadena residents, tenant advocates, homeowners and landlords, and placed on the ballot by over 15,000 Pasadena voters who all agree: We need rent control to keep Pasadena affordable.

More at www.pasadena4rentcontrol.org

/s/ Jess Rivas
City Council Member, District 5

/s/ Michelle White
Proponent and Executive Director, Affordable Housing Services

/s/ Ryan Bell
Proponent and President, Democrats of Pasadena Foothills

/s/ Vincent de Stefano
President, ACLU Pasadena-Foothills Chapter

/s/ Liberty McCoy
Pasadena Tenants Union