REBUTTAL TO ARGUMENT AGAINST MEASURE H

Corporate landlords from outside Pasadena are spending big money to defeat Measure H to protect their profits. Don't be fooled.

These are the facts:

Pasadena renters need protection against unfair evictions and rent hikes. Opponents cite a temporary state law that allows rent to go up by as much as 10% per year. That's too much! And many have no protection against post-pandemic evictions for any reason!

Measure H will NOT cost Pasadena taxpayers a dime. Landlords, especially corporate landlords – **not taxpayers** – will pay all costs associated with the independent rent board necessary to protect renters through a small registration fee on each rental unit.

Exemptions for Mom and Pop landlords. Rented single family homes are exempted from rent control, protecting many "mom and pop" landlords. The law protects landlords' right to a fair return.

No negative impact on affordable housing. State law exempts all units built after 1995 from any rent control, meaning that Measure H has no impact on developers building new housing.

Measure H is fair and clear:

- Limits rent increases to a reasonable rate, tied to inflation
- Requires a "just cause" for eviction, such as failure to pay rent or breach of lease
- Creates an independent rent board accountable to you, the voters; not subject to political influence.

Don't fall for their scare tactics! Join over 15,000 Pasadena voters including homeowners, landlords, renters, small business owners and city leaders who placed this measure on the ballot by petition and VOTE YES ON H!

/s/ Jess Rivas
City Council Member, District 5

/s/ Michelle Richardson Bailey
Member, PUSD Board of Education

/s/ Rick Cole
Planning Commissioner and former Mayor of Pasadena

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

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