ARGUMENT IN FAVOR OF MEASURE L

Your YES vote on Measure L will protect Pasadena's beloved public libraries from drastic service cuts for 15 years.

MEASURE L IS NOT A NEW TAX AND DOES NOT RAISE ANY EXISTING TAX. It simply continues, unchanged, the library parcel tax overwhelmingly passed by voters in 1993 and renewed several times since.

Pasadena's libraries are heavily used (over a million visits a year!). They provide excellent service and, in some ways, are needed now more than ever. For example, expanded offerings greatly assisted vulnerable citizens during the pandemic.

Without Measure L the existing library tax will soon expire, permanently cutting library funding by 20%. The consequences would be devastating:

- Every branch library would face closure or major cuts in hours and service.

- Key systemwide services – from reference and research to adult literacy and children's reading programs – would be curtailed.

- Fewer computers would be available and the budget for acquisition of new books, periodicals and technology would be slashed.

The impact would be felt by all but would be especially severe for seniors and lower-income families. School-aged children would suffer, too. Libraries provide resources many kids simply don't have at home: safe, quiet places to study; good computer access; tutoring and homework assistance.

Protecting our libraries from these losses costs the average household about a dime a day. Businesses and landlords chip in a bit more, and low-income families pay nothing. Voters can revisit this issue again in 15 years.

MEASURE L ALSO PROTECTS LIBRARIES FROM POLITICAL GAMES. EVERY PENNY MUST BE USED FOR LIBRARY SERVICES – and if library funding is cut by even one dollar, the city cannot collect the tax.

Our libraries are a Pasadena treasure, but they cannot survive without your support. Please vote YES on Measure L.

/s/ Victor M. Gordo
Mayor, City of Pasadena

/s/ Sandra Chen Lau
President, Pasadena City College Board of Trustees

/s/ Janice Segall
President, Friends of Pasadena Public Library

/s/ Elizabeth Pomeroy
President, Pasadena Unified School Board

/s/ Martha Y. Zavala
President, League of Women Voters Pasadena Area