

**Argument in Favor of Measure\_\_**  
**(City of East Palo Alto: Business License Tax Measure)**

**Vote YES on Measure\_\_.** East Palo Alto median asking rents have increased 29% over the last **two** years, creating a severe housing affordability crisis that has caused displacement, homelessness, gentrification and increased evictions.

Measure\_\_ is an existing tax on rental revenue for residential landlords, most of whom live outside of the City. It yields about \$1,450,000 annually to fund programs protecting residents from displacement or homelessness, such as temporary tenant rental assistance, as well as affordable homeownership, and affordable housing preservation.

Measure\_\_ will assure these funds go to the housing programs that 70% of East Palo Alto's voted for in November, 2022 when we approved Measure L. The City must allocate this revenue to housing programs.

Measure\_\_ requires the City Council to annually review expenditures and seek public input on how to use the funding.

Measure\_\_ was placed on the ballot unanimously by the City Council after a community signature gathering campaign collected 2,060 signatures.

Measure\_\_ is supported by every member of the Rent Stabilization Board, by housing and tenant advocates, and by faith-based and legal services groups.

Measure\_\_ is NOT a new tax. It merely dedicates its revenue to much needed housing programs as promised in the 2022 successful Measure L campaign.

Measure\_\_ is not a property tax on homeowners or on tenants.

Measure\_\_ prohibits landlords from passing the tax on to tenants, who have shouldered the burden of rent increases.

Measure\_\_ continues to include exemptions that make this tax on landlords fair:

- Landlords who demonstrate financial hardship
- Apartments rented to people with federal rental assistance vouchers
- Rooms rented in single-family homes
- New rental construction for the first three years (to encourage housing development)
- Accessory Dwelling Units (ADUs)

**Vote YES for Measure\_\_.** Help EPA prevent displacement and homelessness, and assist families in need of stable and affordable housing.