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Vote NO on Measure ____.

Pasadena's firefighters and paramedics deserve strong support. But building square footage does not reflect emergency service use. This tax was a hasty decision, made after the city admitted ignoring financial strains for years.

Firefighters serve everyone: homeowners, renters, workers, tourists, businesses, commuters, Rose Bowl guests, and people experiencing homelessness. But only property owners bear the higher tax burden.

Public safety is a citywide responsibility. County and state investigators determined that electrical equipment caused the Eaton Fire. Pasadena firefighters have also responded to a brush fire linked to a documented homeless encampment.

Commercial and multifamily properties face substantial cumulative tax bills. A 20,000-square-foot building would owe approximately \$3,800 in the first year if every improved square foot were taxable. Additional operating costs strain maintenance, improvements, future rents, and threaten family-owned, small housing providers.

Pasadena homeowners already face affordability challenges. City documents highlight that thousands of households are cost-burdened. Adding new costs to properties threatens Pasadena's commitment to housing stability.

Homeowners, some on fixed incomes, face pressure. This tax scheme, together with others since 2020, has increased taxes by over \$1,700, nearly two months' worth of groceries.

The tax's "accountability" provisions won't work. Annual financial audits cannot guarantee completed stations, improved response times, successful recruitment, or fewer repeat emergencies. Voters deserve a detailed project schedule, measurable performance standards, protection against the replacement of existing fire funding, a housing impact analysis, and a midterm public review.

Pasadena can protect residents without shifting this shared obligation entirely onto property owners. Supporting public safety does not require approving every tax labeled as public safety.

Demand a fairer funding plan that protects firefighters, addresses preventable risks, reduces the risk of vacant storefronts, shares responsibility equitably, and demonstrates results before seeking a 14-year commitment from Pasadena taxpayers.

Vote NO on Measure ____.

Rian Barrett, Chief Executive Officer

Pasadena Foothill Association of Realtors®

Matthew Klink, Founding Member

Community Tax Coalition

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