

Good evening, ....

Measure C will protect renters from exorbitant rent increases.

The proposed ordinance will be paid for by a \$19 per month fee on each apartment plus \$6 per month for the first year to cover start-up costs.

These fees may be passed on to tenants by apartment owners. Renters see this fee as a type of “insurance” that will provide stability and prevent exorbitant increases.

Measure C does not create a new Tax. Due to the misinformation that is being spread by our opponents, I feel that it is necessary to say that again. Measure C does not create a new Tax. Please read the ordinance and see for yourself that there is “no tax” provision. Measure C will be paid for by the renters.

Opponents learned from a focus group that the greatest fear people have about any measure is that it will cost them. I am saddened that the opposition is using that fear to spread falsehoods. But I am angry that Mayor O’Neil and Council Member Sue Vaterlaus are endorsing these falsehoods. These falsehoods imply that the Campaign for Measure C is lying. I am proud to serve on the steering committee of this campaign, and I resent the implication that we are lying. I am not lying. Measure C will not create a tax. I urge all Council Members to publicly acknowledge that Measure C does not create a tax.

Measure C is now endorsed by many unions and associations including teachers, public health nurses, San Mateo Labor Council, the San Mateo County Democratic Party, Pacifica Peace People, and Pacifica Social Justice, Pacifica Progressive Alliance. These organizations are endorsing Measure C because they feel that fair rents is a moral issue. They realize that there is no tax in this measure.

Voters will have to choose. I am hoping that they will see a “no” vote means standing with the real estate industry and the approval of exorbitant Rents.

Yes on C means standing with its endorsers to protect renters; it is not a tax.