

On November 6th, go all the way to the bottom of your ballot to **Vote YES on Measure I and Measure J!**

QUESTION: What would **Measure I** do?

ANSWER: Measure I would raise the sales tax rate in Pasadena by $\frac{3}{4}$ -cent; 100% of the money raised would stay in Pasadena to maintain essential City services, to repair the City's aging infrastructure and (with voter approval) to protect and strengthen Pasadena's public schools.

QUESTION: Why should we vote for Measure I?

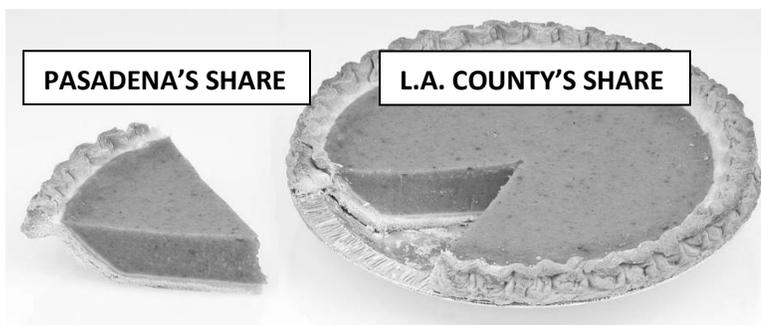
ANSWER: There are two excellent reasons to vote YES:

1. **To protect essential City services.** After years of budget cuts – and down-sizing the City's workforce by 250 employees – Pasadena will be forced to start cutting into basic services next year. Measure I will protect Pasadena's quality of life by preventing service cuts and funding infrastructure repairs.



Here are a few examples of what Measure I will accomplish:

- prevent cuts in police, fire and paramedic staffing.
 - repair and upgrade our aging fire stations so they won't fail in a major earthquake.
 - replace our obsolete 911 emergency response communication system.
 - provide funding to help fight Pasadena's growing homelessness problem
2. **To guarantee Pasadena our fair share of sales tax revenues.** Currently, L.A. County keeps almost all the local sales tax money raised in Pasadena (83%!) and spends it elsewhere. Of the \$63-million we pay in sales taxes, Pasadena gets to keep just \$11-million (17%) to support local services, from fire and police to parks and homelessness.



Measure I will guarantee Pasadena our fair share. State law puts a cap on the sales tax, and Pasadena is just $\frac{3}{4}$ -cent below the limit. If we don't act now, LA County will take that money and leave us with

pennies on the dollar to meet local needs. Measure I ensures there will be no further sales tax increases, and keeps 100% of the proceeds in Pasadena. The County can't touch the money; neither can Washington or Sacramento.

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QUESTION: What would **Measure J** do?

ANSWER: Measure J is an advisory measure which only goes into effect if Measure I passes. It does NOT raise taxes. Instead, Measure J asks the City Council to use 1/3 of the money raised by Measure I to help support Pasadena's public schools.

QUESTION: Why should we vote for Measure J?

ANSWER: There are 17,000 good reasons to vote YES!

Our children's future depends on protecting and strengthening our public schools. But the Pasadena Unified School District (PUSD) is facing a financial crisis due to causes beyond local control: lower State funding; demographic decline; and costly State and Federal mandates.



To balance the budget the School Board has slashed administration, closed six schools, rented out district property, and started laying off teachers and staff. But the situation remains dire.

Measure J provides \$7-million a year to ease some cuts and prevent deeper ones in the future. Cuts like fewer advanced courses in math and science; less art and music; and higher class-sizes would threaten our hard-won academic gains. Measure J takes those bad options off the table.

Measures I and J endorsed by:

Pasadena City Council
PUSD School Board
Pasadena PTA Council
United Teachers of Pasadena
Pasadena Educational Foundation
Pasadena Education Network
Pasadena Police Officers Association
Pasadena Fire Fighters Association
ACT/Arroyo Democratic Club
Democratic Club of the Pasadena Foothills



**For more information, please visit our campaign website:
YESonlandJ.com**

Use the website to donate and/or to volunteer for the campaign.
And learn about our contest for the best 15-second video ad in support of Measures I and J.