



Paid for by Yes on Measure I and Measure J, Move Pasadena Forward  
 A Committee Controlled by Mayor Terry Tornek  
 646 S. Hudson Avenue, Pasadena, CA 91106  
 626-375-0075 • FPPC ID#: 1408562



Presorted STD  
 US Postage  
 Paid  
 Star Mailing  
 Service

# It's a no brainer...



**Pasadena needs stable local funding that is independent of County, State and Federal funding schemes.**

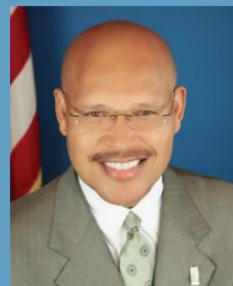
**The Pasadena City Council  
 UNANIMOUSLY supports  
 YES on Measures I and J**



Councilmember  
Tyron Hampton



Councilmember  
Margaret McAustin



Vice Mayor  
John J. Kennedy



Councilmember  
Gene Masuda



Councilmember  
Victor Gordo



Councilmember  
Steve Madison



Councilmember  
Andy Wilson



Mayor  
Terry Tornek

**YES ON MEASURES I AND J**

**Measures I & J**

**YES!**

**Fair Share For Pasadena**

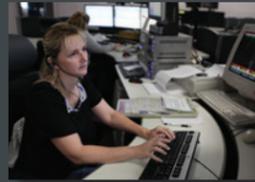
# YES on MEASURE I

# YES on MEASURE J

## Pasadena Gets All the Benefit

**Measure I** is a local sales tax that will provide \$21 million in revenue, 100% of which goes to the City of Pasadena.

**Measure I** will provide funding to repair and upgrade our aging fire stations so they won't fail in a major earthquake.



**Measure I** will provide funding to replace our obsolete 911 emergency response communication system.

Pasadena's homeless problem is huge and growing. **Measure I** will provide funding to fight this problem.

**Funding to reduce homelessness**

## We need to ACT NOW

Pasadena currently pays **\$63 Million** in L.A. County sales tax.

**L.A. County takes too much**

L.A. County keeps **\$52 million**.

**Pasadena doesn't get its Fair Share**

Pasadena gets only **\$11 million** out of the \$63 million it pays (17%).

A **YES** vote on **Measure I** means Pasadena gets **ALL THE BENEFIT** of this new revenue.

## Education matters to us all

**Measure J** advises the Pasadena City Council to use **one-third of sales tax revenue** from **Measure I** to protect and strengthen public schools. This additional support is essential for our children's future.



Education matters to **our entire community** – to all of us, whether or not we have children or grandchildren in the public schools. Good public schools:

- build a stronger, better educated workforce
- help attract and retain high-quality employers who create good jobs
- reduce delinquency, crime, incarcerations, and welfare costs
- increase property values and support the local economy

Pasadena schools have made significant progress in recent years:

- Test scores and graduation rates are rising; drop-out rates are falling.
- Successful magnet programs focus on science, technology and art.
- Specialized programs are drawing more parents into the public schools
- Many graduates are being admitted to the nation's finest universities.

Now, however, this hard-won progress is at risk. The Pasadena Unified School District (PUSD) faces a major financial crisis due to trends beyond local control: lower State funding, and costly State and Federal mandates.

To balance the budget, PUSD has slashed administrative costs. They've closed six schools. They've started to lay off teachers and staff. But the situation is still dire.

Measure J will prevent even deeper cuts that could threaten academic progress – fewer advanced courses in math and science; less art and music; higher class sizes.

For more information on I and J, go to: **YESonIandJ.com**

**It's a no brainer...MEASURE I guarantees Pasadena will keep 100% of this revenue**