

## ARGUMENT IN FAVOR OF MEASURE U1

### FUND AFFORDABLE HOUSING, VOTE YES ON MEASURE U1

The affordability crisis in rental housing is clear to everyone. Rising rents create hardship for tenants but give large landlords unprecedented profits.

Measure U1 increases the business license tax that larger landlords already pay, by an average of just \$30 per unit per month. This should raise around **\$4 million annually** (according to the City Attorney). This is enough for the City of Berkeley to create a substantial amount of affordable housing every year and really do something to provide affordable housing and prevent homelessness. Landlords can easily afford to pay this tax. They are collecting an extraordinary \$100 million a year above what is needed for a fair return.

In almost all cases, landlords are **prohibited by law from passing this tax on to tenants**.

**Measure U1 has the unanimous endorsement of the entire City Council**, which placed it on the ballot after extensive public input. It is backed by a broad community coalition: affordable housing and homeless services providers including East Bay Housing Organizations and the Berkeley Food and Housing Project; environmental groups including the Sierra Club, student organizations including the ASUC, the Berkeley Tenants Union, labor unions, senior and disability advocates and many more (see [www.fundaffordablehousing.org](http://www.fundaffordablehousing.org)).

Berkeley's big landlords saw the tremendous community support for taxing them to create revenue that can be used for affordable housing, so they created the fake Measure DD, that lets the landlords get away with paying much less and provides far too little money to make serious progress.

Don't be fooled by the big landlords. **Measure U1 is the real affordable housing measure** – a fair effort that will bring in three times as much revenue as the competing Measure DD bankrolled by the big landlords.

Vote YES on U1 and NO on DD.

s/Laurie Capitelli  
Berkeley City Councilmember

s/Jesse Arreguin  
Berkeley City Councilmember

s/Linda Maio  
Vice Mayor

s/Lori Droste  
Berkeley City Councilmember

s/Rick Lewis  
Executive Director, Bay Area Community Land Trust