ARGUMENT IN FAVOR OF MEASURE C

A Yes vote on Measure C reinstates Santa Rosa’s rent control and protections that: Keep thousands of current renters in their homes, including families, seniors, college students and the disabled. Reduce crime with stable neighborhoods and less renter turnover. Improve learning by keeping students from being moved from school to school. Benefit public health by decreasing stress related to repeated moves and eviction threats. Support local businesses due to residents having more money to spend at local stores, and not just for rent.

Our housing crisis affects our entire community. Seniors are forced out of their homes where they’ve lived for decades. College students sleep in their cars. Mothers are evicted for no reason. Now 12,000 rental units that would be covered by rent control face unaffordable rent increases. That’s why last year, after months of debate, study and community meetings, our City Council approved this ordinance to help renters and agreed to build more affordable housing.

Measure C by law guarantees landlords a fair return on their investment, allowing increases at 3% / year, and a process for just cause evictions. This modest measure is fair to both renters and landlords, but it’s being challenged by a powerful special-interest group of apartment owners based in Sacramento and Los Angeles.

Remember these Facts when voting: Santa Rosa’s rent increases are among the highest in the United States; Our vacancy rate is just 1%; Almost half of Santa Rosa residents are renters; And nearly half of those are “overpaying households” where 30% or more of their income goes to housing costs; 4,500 low-income families are on a list for housing assistance – the average wait time is seven years.

Measure C will help immediately, providing dignity, stability and a better community for everyone. Help keep Santa Rosa Fair and Affordable – Vote Yes on Measure C!

www.FairAndAffordableSantaRosa.com

s/ Chris Coursey
Mayor, City of Santa Rosa
s/ Dorothy E Battenfeld
SRJC Trustee, Housing Advocacy Group

s/ David R Mongeau
MBA, Chess Financial Planning LLC

s/ Sibyl Day
Landlord/Realtor/NBOP Officer

s/ Ola King-Claye, President
Sant Rosa Teachers Association