

**Argument in Favor of Measure U
City of South Pasadena**

Vote YES on U to keep South Pasadena safe, prepare for emergencies, and protect our quality of life. Measure U WILL NOT INCREASE YOUR TAXES.

For nearly four decades, the City of South Pasadena has relied upon funding from its Utility Users Tax (UUT). Currently generating \$3.4 million annually, the UUT is the City's second largest source of funds, providing 12% of the General Fund. This vital funding is once again set to expire.

Vote YES on U to renew this essential locally controlled tax revenue at its current rate.

Voting YES on U will:

- Preserve rapid 911 emergency response times
- Maintain firefighters and paramedics
- Fund community, family, youth, senior, and library programs
- Repair city streets and sidewalks for drivers, pedestrians, and bicyclists
- Support crime prevention and neighborhood safety
- Keep parks and public areas safe and clean
- Help prepare for disasters and health emergencies

Measure U Requires Local Control and Accountability:

- All funds must be spent solely for programs and services in South Pasadena
- By law, no funds may be taken away by the State or Los Angeles County
- Low-income residents are eligible for an exemption

Without Measure U, South Pasadena will lose over \$3 million in annual funding at a time when all cities are facing steep declines in revenue due to the COVID-19 economic downturn. This would force steep reductions to all city departments and shrink investments in roads and public infrastructure.

The level of our City services directly enhances our quality of life and our property values.

Please vote **YES on U** to prevent deep cuts to the services and programs that make South Pasadena exceptional!