

Paid for by Coalition to Protect L.A. Neighborhoods and Jobs, No on S, a team of businesses, labor organizations, homeless advocates, renters, and homeowners. Major funding by CH Palladium, LLC and No on S - Build Better L.A. Sponsored by Los Angeles County Federation of Labor, AFL-CIO, Coalition of Organizations Representing Working Men and Women, and Businesses. 777 S. Figueroa St., Ste. 4050, Los Angeles, CA 90017. Additional information is available at ethics.lacity.org.

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Los Angeles Times

FEBRUARY 11, 2017

Measure S isn't a solution to L.A.'s housing woes, it's a childish middle finger to City Hall. Vote NO

Measure S will unleash a series of consequences — intended and unintended — that will hurt Los Angeles in the long run by worsening the city's housing crisis and stifling economic development. Don't be swayed by the misleading promises of Measure S. Don't hold hostage badly needed housing with this overly broad ballot measure.

www.GoesTooFar.com

Firefighters are asking for your help:



Vote NO on Measure S on March 7, 2017

Firefighters oppose Measure S.

"Measure S won't fix L.A.'s planning process. Instead, it will slash tens of millions of dollars each year from our city's general fund — funding our Fire Department needs to help protect our neighborhoods."

~ **Frank Lima** United Firefighters of Los Angeles City

Here is what economic experts, in a written report, said about Measure S:

- Costs taxpayers \$70 million every year, enough for 1,000 police officers or firefighters^[1]
- Eliminates \$1.9 billion in economic activity every year and could push L.A. back into a recession^[2]
- Destroys as many as 12,000 jobs every year^[3]
- Raises costs on renters by \$10.6 million every year^[4]

Measure S is a risk none of us can afford, and that's why the largest coalition in L.A. history is opposing it. For a full list, visit www.GoesTooFar.com/oppose

GET THE FACTS: [1] [2] [3] [4] Beacon Economics, Measure S: Economic Policy Analysis (December 2016) - www.GoesTooFar.com/Report

"We say NO on Measure S"



Mayor Eric Garcetti



L.A. County Federation of Labor



United Way of Greater Los Angeles



United Firefighters of Los Angeles City



LOS ANGELES AREA CHAMBER OF COMMERCE
Los Angeles Chamber of Commerce



DOWNTOWN WOMEN'S CENTER
Homelessness ends here.
Downtown Women's Center



Homelessness Services Southern California Assn. of Nonprofit Housing



L.A. Police Protective League



Los Angeles County Democratic Party



Los Angeles County Republican Party

Mayor Eric Garcetti
National Organization for Women Hollywood
United Way of Greater Los Angeles
Los Angeles Area Chamber of Commerce
Los Angeles County Federation of Labor AFL-CIO
Los Angeles/Orange Counties Building and Construction Trades Council AFL-CIO
United Firefighters of Los Angeles City
Los Angeles Police Protective League
So. California Association of Non-Profit Housing
Midtown Los Angeles Homeless Coalition
Inner City Law Center
Skid Row Housing Trust
Downtown Women's Center
Abundant Housing LA
Hollywood Community Housing
Los Angeles Community Action Network (LA CAN)
Weingart Center for the Homeless
Hope of the Valley Rescue Mission
The People Concern – OPCC and Lamp Community United
Los Angeles County Democratic Party
Republican Party of Los Angeles County
Los Angeles League of Conservation Voters
Natural Resources Defense Council
Climate Resolve
American Civil Liberties Union (ACLU) Southern California
Stonewall Democratic Club
Korean American Democratic Club
Chrysalis
Shelter Partnership, Inc.
American Institute of Architects/L.A. Chapter
Bet Tzedek
South Park BID
Crenshaw Chamber of Commerce
AFSCME Council District 36
United Farm Workers
Laborers' Union Local 300
IBEW Local 11
UNITE HERE Local 11
AFSCME Council 36
Southwest Regional Council of Carpenters
Congressman Tony Cárdenas
California State Assemblymember Richard Bloom
California State Assemblymember Mike Gatto
Los Angeles County Supervisor Hilda Solis
Los Angeles County Supervisor Mark Ridley-Thomas

Los Angeles County Supervisor Sheila Kuehl
Controller Ron Galperin
L.A. City Councilmember Herb Wesson
L.A. City Councilmember Joe Buscaino
L.A. City Councilmember Bob Blumenfeld
L.A. City Councilmember Gil Cedillo
L.A. City Councilmember Mitchell Englander
L.A. City Councilmember Paul Krekorian
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Scott Epstein, Chairman, Mid City West Community Council
Dr. Joseph K. Lyou, President & CEO, Coalition for Clean Air
Zoe Elizabeth, Associate Director, Los Angeles Regional Collaborative for Climate Action and Sustainability
Stephanie Pincetl, Director and Professor-in-Residence, California Center for Sustainable Communities at UCLA
Jonathan Zasloff, Professor, UCLA School of Law
Paavo Monkkonen, Professor of Urban Planning, UCLA
Bill Roschen, Historic Preservation Architect and former President of the L.A. City Planning Commission
Jay Handal, Treasurer, West Los Angeles Neighborhood Council
Carol Newman, Secretary, Lake Balboa Neighborhood Council
Luke Klipp, Los Feliz Neighborhood Council
Hector Huez, Boyle Heights Neighborhood Council
Patti Berman, DTLA Neighborhood Council
Amber Maltbie, DTLA Neighborhood Council
Miguel Vargas, LA-32 Neighborhood Council
James Baeza, President, Coastal San Pedro Neighborhood Council
Brian Vassallo, Vice President, Coastal San Pedro Neighborhood Council
Kathy Leal, LA32 Neighborhood Council
Eli Lipman, Commissioner, Board of Neighborhood Councils and member of Palms Neighborhood Council
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Melanie Freeland, Highland Park Neighborhood Council
Scott Plante, Architect and member of Silver Lake Neighborhood Council
Joshua Albrekton, DTLA Neighborhood Council
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Herb Smith, President & CEO, Los Angeles Mission
Rev. K.W. Tulloss, Vice Pres., Baptist Ministers Conference of Los Angeles
Partial list. Titles for identification purposes only.

**For the real facts and an economic impact report on Measure S, visit: www.GoesTooFar.com
Vote NO on Measure S on March 7th**

