

Most Alamedans agreed that we needed fair and equitable laws that protect renters from unreasonable rent increases and evictions, which is why our community came together to develop our Rent Stabilization Ordinance. The City Council approved the Ordinance, and the voters overwhelmingly passed Measure L1 in November, 2016. Then, Councilmembers attempted to override the clear direction of over 20,000 voters by trying to add provisions that were rejected by almost two-thirds of the voters in the very same election. This is why we must pass Measure K.

Just like Berkeley, Oakland, and San Francisco, Alameda has allowed the voters to decide rent issues. This is good governance. Opponents of Measure K argue that holding an election to make changes is too costly, but this cost is nominal compared to the significance of letting voters decide important issues, like rent control.

Most importantly, over two years later, the current Rent Stabilization Ordinance is working to protect seniors, working families, and our most vulnerable residents. Measure K provides rent protections, including allowing renters to challenge a rent increase of any amount and obtain a binding decision, when appropriate, and receive moving costs when required to relocate, resulting in greater stability for renters.

Measure K allows for flexibility by providing a mediation-based process to address the unique circumstances of every rental relationship.

Let's send a clear message to City Council that they must honor Alamedans' vote for balanced and fair rental protections.

Vote YES on Measure K

s/ Trish Spencer
Mayor, City of Alameda

s/ Dan Tuazon
Retired Tax Accountant and Martial Arts Instructor

s/ Candace Gutleben
Retired Teacher – Alameda Unified School District

s/ Victor Jin
Resident

s/ Terry Harrison
Vice President, Alameda Naval Air Museum