

Vote for Berkeley Measure U1

November 8th Ballot

YOU WIN WITH U1.

There are three important differences between **Measure U1** -- the real affordable housing measure -- and **Measure DD**.

1. HOW DID THEY GET ON THE BALLOT?

Measure U1 was proposed by affordable housing and homeless services advocates and placed on the ballot by a unanimous vote of the Berkeley City Council.

Measure DD was put on the ballot with an initiative circulated by paid signature gatherers, costing over \$65,000.

2. HOW MUCH MONEY IS RAISED FOR AFFORDABLE HOUSING?

Measure U1 would raise between \$3 and \$4 million a year. And it would do so while exempting small landlords.

Measure DD would raise only \$1.4 million a year. It would apply to even the smallest landlords, giving big landlords a windfall.

3. WHO IS SUPPORTING EACH MEASURE?

Measure U1 is endorsed by the **League Women Voters**, the **Sierra Club**, the Green Party, affordable housing developers, homeless service providers, the Berkeley Tenants Union, and the ASUC and student groups. See: http://www.fundaffordablehousing.org/?page_id=1124. Contributions have come from a wide range of individuals and organizations.

Measure DD contributions came almost exclusively from **landlords and real estate contributors**. As of September 24, \$497,000 had been spent, mostly on ads attacking U1. In addition, \$290,274 from many of the same contributors was spent for polling, consulting and circulating petitions. **No city council members, Democratic clubs, student groups, or environmental groups have endorsed DD.**

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Berkeley Progressive Alliance

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