ARGUMENT AGAINST MEASURE A

This measure converts the Measure A (2016) sales tax from a temporary into a PERMANENT TAX on the residents of Long Beach.

Measure A resulted from a deceptive campaign run by City Hall and funded by a feeding frenzy of over $600,000 in special interest money, including $150,000 from the police department and fire department unions (looking for raises and big pensions, not new hires) and from pro-development interests like builders and building trades unions.

IN ORDER TO TAKE YOUR MONEY, they told you with expensive glossy mailers that Measure A was necessary to save the elderly, to save our streets, to save public infrastructure like libraries, and to improve public safety and law enforcement in the city. That was a lie.

IN ORDER TO TAKE YOUR MONEY, they refused to tell you this was a tax, and that it's a SALES TAX whose burden is heaviest on those who can least afford it. This is a regressive tax on the most basic goods and services to live, and it is a devastating tax for our troubled retail and restaurant small business sector.

IN ORDER TO TAKE YOUR MONEY, they refused to write into the measure a legal guarantee of how it would be spent—instead it's a BLANK CHECK for City Hall.

IN ORDER TO TAKE YOUR MONEY, they misled you into thinking it would all be spent on improved public safety and infrastructure. That was a lie. Our new hires are few, and our streets aren't getting the money we expected.

They knew much of it would be put back in their own pockets through huge pay increases and extravagant pensions. They knew it would be spent on the developers' tax giveaways and billion-dollar new civic center boondoggle.

Vote No on Measure A.