

2024 AUG 15 P 4:57

Argument Against Measure J

MASSIVE TAX INCREASE **STRUGGLING RESIDENTS CAN'T AFFORD**

Be careful! Your city politicians are trying to fool you and the voters into approving Measure J by putting a misleading ballot title on it.

Measure J actually extends a massive tax hike! Worse, not a single penny of it is legally earmarked to go to improve city services claimed by backers.

We Can't Afford Another Tax Hike

El Cajon residents already have one of the highest cost-of-living burdens in the nation. Despite this, city politicians want to add to the pain of high inflation.

The tax that Measure J extends imposes an extra 0.5% in sales tax on purchases you make — for a total sales tax rate of 8.25%!

If approved, Measure J could cost a typical El Cajon family hundreds more per year in sales tax.

Wasteful Spending with No Oversight

Politicians shamefully say Measure J will fund specific areas such as “firefighters” and “roads” and “homeless” — but they use these words only because they polled these terms and they think they will entice you into supporting the measure.

In fact, the city's own fiscal forecast proves these claims to be deceptive.

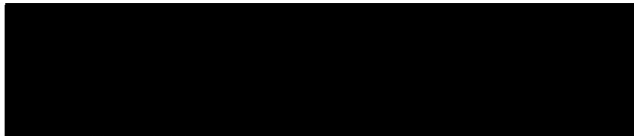
Measure J does NOT legally require politicians to spend this tax on the services claimed.

Proceeds of this tax hike are being diverted to cover bloated and overly-generous pension payouts to city workers.

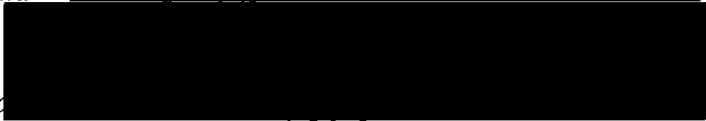
The solution? Vote NO and tell city politicians to reform their wasteful spending deals!

VOTE NO ON MEASURE J

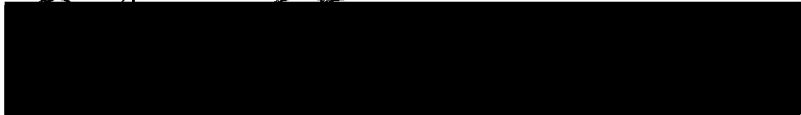
Carl DeMaio
Chairman
Reform California



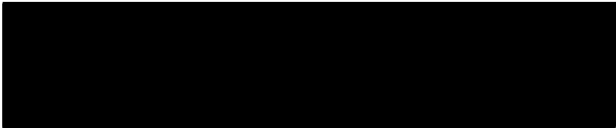
Richard Rider
Chairman
San Diego County Tax Fighters



Stevie Esparza
Chairman
California Latino Voter Alliance



Matt Stockton
Reform Local Government PAC



ARGUMENT/REBUTTAL SIGNATURES

(The following statement is required by California Elections Code Section 9600.)

The undersigned authors of the Direct argument against ballot measure J Letter
 at the Nov 2024 election for the City of El Cajon to be held on Nov 5 hereby state
 Election Title jurisdiction Date

that such argument is true and correct to the best of their knowledge and belief.
 his/her/their

NAME (Signature): (Print): *TITLE (Optional): ADDRESS: DATE: <u>8-14-24</u> PHONE:	NAME (Signature): (Print): *TITLE (Optional): ADDRESS: DATE: <u>8/15/24</u> PHONE:
NAME (Signature): (Print): *TITLE (Optional): ADDRESS: DATE: <u>8-14-24</u> PHONE:	NAME (Signature): (Print): *TITLE (Optional): ADDRESS: DATE: <u>8-15-24</u> PHONE:

Print Name to appear in voter information pamphlet
 Steven Spada
 Executive Director, California Voter Alliance

Print Name to appear in voter information pamphlet
 Carl DeMaio
 Chairman, Reform California

Print Name to appear in voter information pamphlet
 Richard River
 CMO, San Diego Tax Fighters

Print Name to appear in voter information pamphlet
 Matt Stockton
 Director, Reform Local Gov PAC

NOTE
 Registrar of Voters policy does not allow candidates, campaign managers, campaign treasurers, argument or rebuttal signers of ballot measures or members of their immediate family to host a polling place or act as a poll worker in the jurisdiction in which the candidacy or ballot measure of the interested party is being voted upon.

* If provided, this title will be printed under the signer's name in the Voter Information Pamphlet.

NAME (Signature):
 (Print):
 *TITLE (Optional):
 ADDRESS:
 DATE: PHONE: