

Argument Against Measure S

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

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

Measure S is actually a massive tax hike to coverup the fiscal failures of city leaders.

We Can't Afford Another Tax Hike

Santee residents already have one of the highest cost-of-living burdens in the nation. Despite this, Measure S imposes an extra .5% in sales tax on purchases you make — for a total sales tax rate of 8.25%!

Studies show that sales taxes are regressive and hurt low-income families the most. If approved, Measure S could cost a typical Santee family hundreds more per year in sales tax.

Wasteful Spending with No Oversight

Politicians shamefully say Measure S will fund specific areas such as “firefighting” — but they use public safety wording only because they think it will entice you into supporting their costly tax hike.

The city's own fiscal forecast proves that a massive portion of your existing tax dollars have been diverted by city politicians to cover bloated and overly-generous pension payouts to city workers.

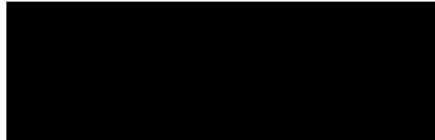
Don't Bail Out Politicians

Now that they have created a fiscal mess with their wasteful spending, the politicians want you to bail them out by duping you into raising taxes!

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

Vote NO on Measure S

Carl DeMaio
Chairman
Reform California



8-14-24

Haney Hong
President & CEO
San Diego County Taxpayers Association



Stevie Esparza
Chairman
California Latino Voter Alliance



8/15/24

Matt Stockton
Director
Reform Local Government PAC



8-14-24

ARGUMENT/REBUTTAL SIGNATURES

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

The undersigned authors of the Direct argument Against ballot measure S
Direct OR Rebuttal to the In favor of OR Against Letter
at the 2024 general election for the City of SanDiego 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): [Redacted]
(Print): Carl DeMaco
Print Name to appear in voter information pamphlet
*TITLE (Optional): Chairman, Reform California
ADDRESS: [Redacted]
Escondido CA 92026
DATE: 8-14-24 PHONE: [Redacted]

NAME (Signature): [Redacted]
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Print Name to appear in voter information pamphlet
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DATE: 14 Aug 2024 PHONE: [Redacted]

NAME (Signature): [Redacted]
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Print Name to appear in voter information pamphlet
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Escondido, CA 92026
DATE: 8-14-24 PHONE: [Redacted]

NAME (Signature): [Redacted]
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Print Name to appear in voter information pamphlet
*TITLE (Optional): Executive Director, California Latino Voters Alliance
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DATE: 8/15/24 PHONE: [Redacted]

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

NAME (Signature): _____
(Print): _____
Print Name to appear in voter information pamphlet
*TITLE (Optional): _____
ADDRESS: _____
DATE: _____ PHONE: _____

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.