

[Argument Against Hayward Sales Tax Measure]

Vote NO on Measure ____. Stop this **NEW Hayward sales tax.**

Hayward's **high cost of living** already is unbearable. Grocery, gas, and electric bills are skyrocketing. Many families already are struggling.

Measure ____ will cost you \$20,000,000.00 every year until 2054. *We cannot afford this **NEW \$400,000,000.00 tax.***

We read Measure ____'s "fine print." The City's Resolution calls this a "temporary" tax. But **Measure ____'s NEW tax will end in 2054.** That's **NOT "temporary"**.

Hayward's sales tax already is 10.75 percent. That's the **highest sales tax rate ever in California history.** Measure ____'s **NEW tax** will cause more Hayward businesses to **shut down** and **move jobs elsewhere.**

Hayward's NEW tax confuses top City officials! City Attorney Michael Lawson made an unforgivable error in preparing his "Impartial Analysis." He initially claimed, "Currently, the tax on retail sales in Hayward is nine and a half percent (9.5%) of the purchase price." *The City Attorney corrected his **big mistake** after we pointed it out.*

The City wastes your money. 75 City employees received more than **\$400,000 in total pay/ benefits** in 2023 (TransparentCalifornia.com). That's nearly *four times* Hayward's median household income. **Measure ____ picks your pocket to fill theirs!**

The City falsely claims that this new tax would fund so-called "essential" services. In reality, all of the \$400,000,000.00 would go into the "General Fund." This means that the **City can spend it on ANYTHING**, including **more high-priced City bureaucrats.** *We cannot trust the City.*

Measure ____ is unnecessary. Voting **NO** will cause **NO** harm to City services.

The Measure ____ Ordinance **falsely** claims that the existing tax "would be in place through December 31, 2024." The existing City tax actually expires in 2034, TEN years from now! So there's **NO need to rush.** They have 10 more years to **come back with a better proposal.**

Demand honest City government. **Vote NO!**

Marcus Crawley
President, Alameda County Taxpayers' Association