

Californians for Affordable Housing

Protecting the Rights of Property Owners

2024 Ballot Initiative – Justice for Renters Act

Repeals the Costa-Hawkins Rental Act of 1996

01

Rent Caps

Allows government to cap annual rent increases.

02

Vacancy Control

Prohibits owners from charging fair market rent for new tenant move-ins.

03

Expanded Rent Control

Imposes rent caps and vacancy control on rentals that were previously exempted by Costa-Hawkins:

- condominiums
- single-family residences
- rentals constructed after 1995

04

Property De-valuation

New York property values dropped by as much as 40% when laws similar to this initiative were passed.

Cost of Vacancy Control



Starting Rent

Year 1

Year 2

Year 3

Year 4

Year 5

Decontrol

Owner is allowed to set monthly rent at current fair market value of \$1,757.

\$21,717

\$22,369

\$23,040

\$23,731

\$24,443



Difference

-\$2,806

-\$2,891

-\$2,978

-\$3,067

-\$3,159



Control

Owner is prohibited from raising rent to fair market and is restricted to \$1,530.

\$18,911

\$19,478

\$20,062

\$20,664

\$21,284

Total Loss over 5 years: -\$14,901

Can you afford these losses?

**Stop
Vacancy
Control**
Contribute now!



Ballot fights are expensive

2018 & 2020 Ballot Initiatives

YES – 40.6%
NO – 59.4%



Support: \$25.6 M

Opposition: \$72.1 M

YES – 40.1%
NO – 59.9%



Support: \$24.9 M

Opposition: \$82.6 M

What your contribution pays for



01

Polling

Voter research

02

Ballot Argument Development

Developing and testing for the Voter Guidebook

03

Voter Contact Development & Testing

Developing messaging to voters and testing ads

04

Voter Contact Production & Execution

Finalizing the message to the voter

05

Media and Ad Buys

Delivering the message to the voter

Heavy Advertising

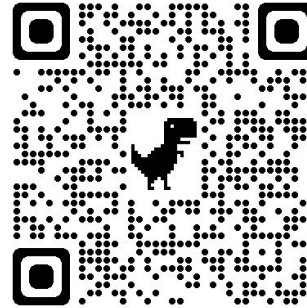
Delivering the Most Persuasive Messages to Targets



How You Can Help

1. **Contribute to the cause**
2. **Join the Coalition**
3. **Help us reach other donors by spreading the word**

To make a contribution, scan the QR Code or click [here](#)



<https://www.efundraisingconnections.com/c/CalRHAIssues>

Thank you for your generosity!

