

NAACP

Oakland Branch

NAACP OAKLAND BRANCH URGES A NO VOTE ON MEASURE E.



“Oakland’s Black and brown communities have carried the burden of disinvestment for generations. They should not now be asked to shoulder a disproportionate share of another regressive tax while continuing to receive unequal services in return.”

—President Cynthia Adams

**VOTE NO ON MEASURE E
BEFORE JUNE 2**

Ad paid for by Neighbors for an Affordable Oakland,
Sponsored by REALTORS – No on Measure E,
2855 Telegraph Ave. #600, Berkeley (#1490634).
Ad Committee’s Top Funders:
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Ethics Commission’s website.

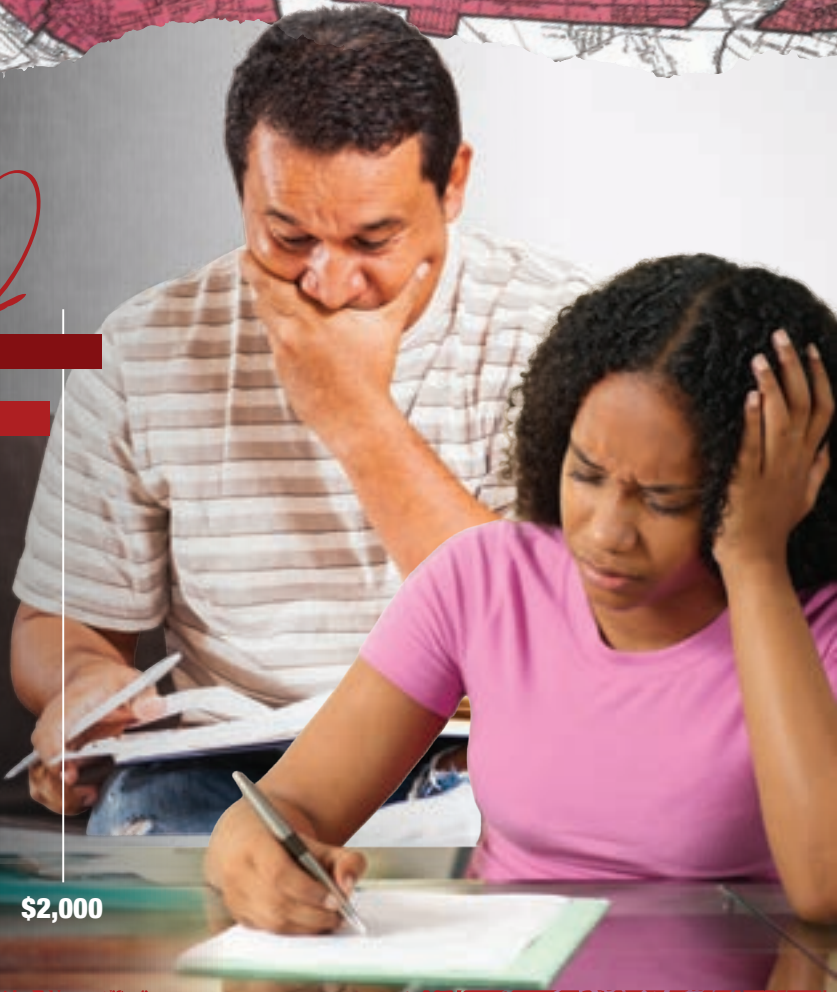
The Communities Oakland Redlined Yesterday are Being Priced out of their Homes Today.

Measure E is a regressive tax that will disproportionately impact Black and Latino Oaklanders, many of whom have been here for generations. This tax hits them just as hard as wealthy hillside homeowners, which is inequitable and unfair.¹

A 1937 racist “redlining” map of the Oakland area. Redlined areas will experience disproportionate impacts from Measure E.



Oaklanders already pay the highest taxes of any city in the state.



ENOUGH IS ENOUGH!

VOTE NO ON MEASURE E
BY JUNE 2

DON'T BELIEVE IT? CHECK THE FACTS:

1. Black Action Alliance, “What The Data Actually Says About Oakland’s Black Community,” 3/18/26. 2. SPUR analysis of California State Controller’s Office, Cities Financial Data, FY 2022-23, cities.bythenumbers.sco.ca.gov.