



## Too Expensive. Too Vague. No Blank Checks.

### Los Angeles County Families Already Pay Too Much

Los Angeles County already has a 9.75% sales tax rate across much of the county. Many cities are even higher. By April 1, 2026, several communities will pay 10.25%, 10.50%, 10.75%, 11.00%, and as much as 11.25%. **This new tax proposal would add another 0.5%, pushing many areas even further above 10%, with some nearing 12%.**

At a time when groceries, gas, rent, and household expenses already strain working families, this tax increase would make all residents pay more for everyday purchases. Sales taxes are especially regressive because they impact people the hardest when buying essentials.

### The Tax Hike Is a Blank Check, Not a Real Guarantee

Supporters will try to promote this as a tax dedicated to healthcare. However, the County's own ordinance states otherwise. The proposal is officially described as a "general" sales tax, and the ordinance specifies that the proceeds are to be used "solely for general governmental purposes" and placed in the County's general fund, not allocated to a dedicated healthcare account – meaning that politicians can use these tax revenues for any purpose they choose.

**If this money were truly guaranteed for healthcare, the measure would clearly and legally state that.** Instead, politicians are asking voters to trust them with a new stream of flexible tax revenue they can shift later. That is a blank check.

### Government Should Fix Waste Before Raising Taxes Again

L.A. County's own budget for 2025-26 totals roughly **\$47.9 billion**. Before asking taxpayers for more, County leaders should prove they can manage the billions they already collect.

Voters have every right to ask a simple question: if nearly **\$48 billion** is not enough, where has the money gone? Before politicians raise taxes again, they should fix how they spend the billions already flowing into County government.

### Higher Taxes Will Hurt Small Businesses and Local Jobs

A higher sales tax does not fall on the government. It lands on consumers and the businesses that serve them. Retailers, restaurants, and small businesses already operate under rising labor, rent, insurance, energy, and supply costs. Another sales tax increase makes it harder for them to compete, especially in a region where consumers can change buying habits quickly or shift purchases elsewhere.

Local businesses are still recovering from years of inflation and economic pressure. This measure makes that climb steeper.

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## **“Temporary” Taxes in L.A. County Have a Way of Sticking Around**

County leaders say this tax would last **five years**, beginning October 1, 2026, and ending October 1, 2031. But voters have seen this story before. Once government becomes dependent on new tax revenue, the pressure to extend, renew, or replace it never goes away.

Politicians call it temporary. Taxpayers know better.

## **L.A. County Supervisor Kathryn Barger Opposes the Tax Hike**

“We are not, as a whole, credible when it comes to promises made, promises broken.”

“Making things more expensive... especially for those who can least afford it... without real guarantees or accountability is not the answer. Placing a burden on taxpayers, with no certainty that the dollars will be spent as intended, is not responsible fiscal policy.”

“If the County is going to ask voters to approve a tax, it should be a special tax that provides clear purpose, enforceable accountability, and real transparency — not a general tax which can be used for other County needs.”

## **The Los Angeles Daily News Opposes Measure ER**

The *Los Angeles Daily News* editorialized in opposition to Measure ER. Their editorial stated:

# DAILY NEWS

SERVING THE SAN FERNANDO AND SURROUNDING VALLEYS

AN EDITION OF THE REGISTER

Sales taxes are regressive, putting the greatest burden on lower income people...Measure ER is a **general sales tax**, the money can legally be spent for any purpose, and the oversight committee can only watch...Another illusion is the well-worn “**It’s temporary**” trick, expiring in five years. **Vote no on Measure ER.**

**Vote NO on Measure ER.  
No Blank Checks, L.A. County.**

**Please make checks payable to:  
No on ER. No Blank Checks, LA County  
c/o Reed & Davidson, LLP  
515 S. Figueroa St., Suite 1110  
Los Angeles, CA 90071**