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Ballot Initiative Case Study

Fighting for Rent Control

Background

In recent years, Pasadena landlords have begun forcing long-time Pasadena residents out of their homes at an increasing rate, aiming to flip and rent units at much higher costs to wealthier newcomers. As a result, the people who made up the heart of Pasadena have been increasingly displaced, and gentrification has affected the area and community.

The Pasadena Tenant Justice Coalition is a coalition of the Pasadena Tenants Union and several partner organizations in the Pasadena community, founded in direct response to Pasadena's tenant housing crisis. PTJC is an alliance of organizations campaigning for the ballot measure Yes on H to adopt rent control and eviction protections in Pasadena.



★ **Group**
The Pasadena Tenant Justice Coalition

★ **Time**
2022

★ **Location**
Pasadena, CA

★ **Initiative**
Ballot initiative Yes on H

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Outreach on a Grassroots Budget:

Measure H threatened some of the largest corporate landlords in the country, who collectively spent approximately \$450,000 against the grassroots measure and primarily used television and online advertising to reach and sway voters.

Yes on H managed to raise over \$350,000 from foundations, unions and small-dollar donors. Using Universe's list cutter, volunteer management and door-to-door canvassing tools, Measure H volunteers knocked on over 42,000 doors and called more than 29,000 voters as part of a large-scale, grassroots volunteer field operation focused on a more personal, neighbor-to-neighbor voter outreach.



Big Impact

Measure H Passed! Pasadena voters passed strong rent control and eviction protections by a 7.6% margin. As of December 22, 2022, Pasadena renters have new rights.

Including Measure H in Pasadena, there were multiple legislative rent control wins in California. This win protects Pasadena tenants from bad faith, often corporate, landlords who evict long-time renters to sell units for more money.