

## MEMORANDUM

TO: No on 10 Supporters  
FROM: Tony Russo, No on 10 Campaign Consultant  
Libby Hall, Unearth, No on 10 Digital Team  
RE: Social Media Engagement

---

Thank you for your continued support of the No on 10 efforts to defeat the flawed rental housing initiative that will be on the November ballot.

Prop 10 has already driven thousands of conversations in social media. Many of these conversations turn into off-topic, broad debates about housing in California that can distract voters from the flaws of the initiative. You have an opportunity to refocus the conversation on the many deep flaws of Proposition 10.

When you encounter comments on a news article or on social platforms like Facebook:

1. **Do not engage with proponents of the initiative by replying to them directly** or by responding to any specific part of their messages. Instead, add a new comment that focuses on the flaws of Prop 10.
2. **Use the following table to identify the most relevant flaw and supporting points.** Stay focused on these messages.
3. **If questioned by another commenter, remain polite and focused on the flaws of Prop 10.** If you are asked to cite sources, you may direct people to the information in the Source column. Do not respond to other arguments or criticisms.

For example, to refocus a conversation about the pros and cons rent control on the flaws of Prop 10, you might comment:

*Whatever you think about rent control, Prop 10 WILL NOT make things better for renters. Landlords will turn apartments into condos and short-term vacation rentals, which is going to force more people out of their homes. There are way too many problems with Prop 10.*

OR

*We all want to make housing more affordable, but Prop 10 will not do that. It will let government add fees on top of rent – making housing even more expensive, not less.*

And if asked for a source:

*The proponents want you to think that Prop 10 will magically solve the housing crisis, but it won't. The fact that it will encourage people to convert rental properties to condos is on Page 2 of the Legislative Analyst's Office analysis, which you can find here: <https://lao.ca.gov/ballot/2017/170629.pdf> Take a look. Hope you have a good weekend.*

Paid for by No on Prop 10 – A Flawed Initiative That Will Make The Housing Crisis Worse  
a coalition of housing advocates, renters, large and small businesses, taxpayer groups, and veterans  
Committee major funding from  
Michael K. Hayde, including Western National Group & Affiliated Entities  
Geoffrey H. Palmer  
California Association of Realtors  
funding details at [www.fppc.ca.gov](http://www.fppc.ca.gov)

<i>IF PEOPLE ARE TALKING ABOUT...</i>	<i>REFOCUS ON THIS FLAW...</i>	<i>WITH THESE SUPPORTING POINTS...</i>	<i>IF ASKED, YOU CAN PROVIDE THIS SOURCE...</i>
High cost of housing	Prop 10 will drive up the cost of housing even further.	<ul style="list-style-type: none"> <li>Prop 10 gives homeowners a huge financial incentive to convert rental properties into more profitable uses like short-term vacation rentals. This will increase the cost of existing housing and making it even harder for renters to find an affordable place to live.</li> <li>California Association of REALTORS opposes Prop 10 because it could increase prices for existing housing and make it even more difficult for families to purchase their first home.</li> <li>Prop 10 puts bureaucrats in charge of housing with the power to add additional fees. These fees will be passed on to tenants in the form of higher rents – making homes and apartments even more expensive.</li> </ul>	<ul style="list-style-type: none"> <li>Page 2 of the state's nonpartisan Legislative Analyst's Office analysis of Prop 10 <a href="https://lao.ca.gov/ballot/2017/170629.pdf">https://lao.ca.gov/ballot/2017/170629.pdf</a></li> <li>See who opposes Prop 10 here: <a href="https://prop10flaws.com/coalition/">https://prop10flaws.com/coalition/</a></li> <li>Page 1 of the state's nonpartisan Legislative Analyst's Office analysis of Prop 10 <a href="https://lao.ca.gov/ballot/2017/170629.pdf">https://lao.ca.gov/ballot/2017/170629.pdf</a></li> </ul>
Rent control, or tenant vs. landlord arguments	Prop 10 is bad for renters and will not provide any immediate relief for people facing higher housing costs.	<ul style="list-style-type: none"> <li>Prop 10 could force thousands of renters, including seniors and others living on fixed incomes, out of their apartments and communities because it allows wealthy corporate landlords to turn apartments into condos.</li> <li>Prop 10 gives homeowners a huge financial incentive to convert rental properties into more profitable uses like short-term vacation rentals – increasing the cost of existing housing and making it even harder for renters to find an affordable place to live.</li> <li>Prop 10 does not force the state or any city to lower rents. It will NOT provide any immediate relief for people facing higher housing costs, will NOT increase funding for affordable housing, and will NOT force local communities to build the housing approved in their general plans.</li> </ul>	<ul style="list-style-type: none"> <li>Page 2 of the state's nonpartisan Legislative Analyst's Office analysis of Prop 10 <a href="https://lao.ca.gov/ballot/2017/170629.pdf">https://lao.ca.gov/ballot/2017/170629.pdf</a></li> <li>Read the initiative in full here: <a href="https://prop10flaws.com/read-it-for-yourself/">https://prop10flaws.com/read-it-for-yourself/</a></li> </ul>

<i>IF PEOPLE ARE TALKING ABOUT...</i>	<i>REFOCUS ON THIS FLAW...</i>	<i>WITH THESE SUPPORTING POINTS...</i>	<i>IF ASKED, YOU CAN PROVIDE THIS SOURCE...</i>
Housing construction or supply	Prop 10 will make California's housing crisis worse.	<ul style="list-style-type: none"> <li>Prop 10 will significantly reduce the construction of new housing, further reducing supply and driving up housing costs.</li> </ul>	<ul style="list-style-type: none"> <li>Page 4 of the state's nonpartisan Legislative Analyst's Office analysis of Prop 10 <a href="https://lao.ca.gov/ballot/2017/170629.pdf">https://lao.ca.gov/ballot/2017/170629.pdf</a></li> </ul>
California's economy	Prop 10 could increase costs for local governments by tens of millions of dollars per year.	<ul style="list-style-type: none"> <li>The state's nonpartisan Legislative Analyst's Office found that Prop 10 could increase costs for local governments by hundreds of millions of dollars per year and cost the state millions more in lost revenue.</li> <li>This could lead to higher taxes or result in less money for schools and emergency services, reduced new home construction, and a loss of thousands of well-paid construction jobs.</li> </ul>	<ul style="list-style-type: none"> <li>San Francisco Chronicle Editorial Board article from July 26: <a href="https://www.sfchronicle.com/opinion/editorials/article/Editorial-Tougher-rent-control-could-mean-13109063.php">https://www.sfchronicle.com/opinion/editorials/article/Editorial-Tougher-rent-control-could-mean-13109063.php</a></li> </ul>
Local control or regulations	Prop 10 puts bureaucrats in charge of housing.	<ul style="list-style-type: none"> <li>Prop 10 gives government agencies unlimited power to add fees on housing that will be passed on to tenants in the form of higher rents – making homes and apartments even more expensive.</li> <li>Prop 10 allows government to dictate pricing for privately owned single-family homes, controlling how much homeowners can charge to rent out their home – or even just a room.</li> <li>Prop 10 may even lead to bureaucrats charging homeowners a fee for taking their home off the rental market – even when they go to sell their home.</li> </ul>	<ul style="list-style-type: none"> <li>Page 1 of the state's nonpartisan Legislative Analyst's Office analysis of Prop 10 <a href="https://lao.ca.gov/ballot/2017/170629.pdf">https://lao.ca.gov/ballot/2017/170629.pdf</a></li> </ul>
No on Prop 10 funders <i>or</i> Yes on Prop 10 supporters	Prop 10 is opposed by a diverse coalition because it is deeply flawed.	<ul style="list-style-type: none"> <li>Prop 10 is opposed by a diverse coalition including: <ul style="list-style-type: none"> <li>California Association of REALTORS</li> <li>California Community Builders (affordable housing advocates)</li> <li>California Seniors Advocates League</li> <li>California State Conference of the NAACP</li> <li>United Latinos Vote</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>See who opposes Prop 10 here: <a href="https://prop10flaws.com/coalition/">https://prop10flaws.com/coalition/</a></li> </ul>