



Support public safety.
Keep Pasadena affordable.

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Your questions, answered.

What would Measure PFD pay for?

The measure would fund Fire Department facilities, equipment, and emergency services. Eligible uses include fire stations, paramedic response, wildfire readiness, communications, and debt service for capital improvements. It also covers tax administration costs.

How much would it cost?

The annual rate is 19 cents per square foot of improved property. For 1,600 taxable square feet, that is \$304 a year, or \$4,256 over 14 years. For 20,000 taxable square feet, the annual amount is \$3,800. These are arithmetic examples before exemptions. The City's taxable square footage determines the actual bill.

What does the \$1,700 figure refer to?

The campaign's figure refers to the combined household cost of new city and school-district tax and bond measures approved since 2020, together with proposed Measure PFD. The campaign describes this total as more than \$1,700 per household in new taxes in the last five years. It is not the amount charged by Measure PFD alone.

Who qualifies for an exemption?

The ordinance includes owners whose household income does not exceed the HUD very-low-income limit for the area, and owners who receive a senior citizen or disability utility-user-tax exemption. It also exempts government agencies and qualifying religious and community-service properties. The City administers eligibility.

A closer look at Measure PFD.

What accountability does the measure include?

It requires an annual independent financial audit, a public annual report, and City Council oversight. Reports must include revenue, spending, capital-project status, and verification that the funds enhanced services above the established baseline. The ordinance names reconstruction of Fire Stations 33 and 37 within the first ten years.

Does it protect existing fire funding?

The measure defines a baseline using the preceding three fiscal years' average Fire Department budget and existing front-line services. It funds service enhancements above that baseline. It also states that prioritizing capital improvements does not require the City to maintain a specific General Fund appropriation.

Why is the campaign asking for a NO vote?

We support Pasadena's firefighters and paramedics. We believe the City should develop a funding plan that shares the cost more broadly and gives residents a clearer picture of what they will pay.

How does this affect rental housing?

Rental properties are included in the tax on improved property, subject to applicable exemptions. Our campaign is concerned about the added cost of operating housing in Pasadena. The tax amount is not a prediction of a rent increase, and the measure does not itself authorize a direct rent pass-through.

What does a NO vote do?

A NO vote opposes this proposed parcel tax. The measure needs two-thirds approval to pass. Its defeat would not enact an alternative funding plan. We would ask City Hall to return with a proposal that shares the cost more broadly.

Source: [City of Pasadena, proposed Measure PFD ordinance](#).

Paid for by Committee for Responsible Property Taxation, Opposing Measure PFD, Sponsored by REALTORS®.

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