



**CALIFORNIA STATE CONFERENCE OF THE NATIONAL
ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE**

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California NAACP Finds in Social Justice Impact Study, Spilt Roll Initiative will Accelerate Gentrification and Affect Minority-Owned Firms the Hardest

SACRAMENTO, CA – Split roll will produce rapid hikes in property tax bills in areas with the highest rising property values. In practice, split roll will consequently serve as an accelerant in gentrifying neighborhoods. As new businesses able to afford rising rents move into an area to serve higher income new residents, long time neighborhood businesses—as the result of simply being located where they are—will suddenly face added cost pressures from property taxes as well.

“The property tax hike on the November ballot will hurt minority communities — causing more gentrification, killing jobs and increasing the cost of living for working families. The California Hawaii NAACP is proud to stand in opposition to the largest property tax increase in state history,” said Alice Huffman, President, California State Conference of the NAACP.

The NAACP finds in Social Justice Impact Study that the proposed provisions to protect minority business are meaningless. Based on the simple

fact that many businesses—especially minority-owned businesses—don’t own their stores, offices, and shops. They lease, and they generally do so under a “triple net” lease that means they are responsible for paying all real estate taxes, building insurance, and maintenance in addition to the normal components such as rent and utilities.

“Too many families have been priced out of their long-time neighborhoods because of the rising cost of living. The gentrification of communities like mine in the Bay Area will only get worse if California voters approve the \$12.5 billion property tax hike this November,” said Freddye Davis, President, NAACP Hayward South Alameda Branch.

To learn more and read the NAACP Social Justice Impact Study click [here](#).

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