Good morning Members of the City Council,
This is a public comment on the Bennett Valley
dynamic pricing agenda item. Please read this free NYT piece on the issue.
The bulk of the info is in the video.

https://www.nytimes.com/2025/11/28/opinion/dynamic-pricing-algorithms.html?unlocked_article_code=1.5U8.dAQg.INjly0g5Qqb-&smid=url-share

**My suggestion: vote No and steer clear of dynamic pricing as an unethical, immoral, and many times illegal pursuit
of excess profit. Government is supposed to act as a backstop to business' excess pursuit of profit, not join in with it. When price becomes fungible, greed rules without limit.**

My concern is that once the city has opened the door to dynamic pricing, it will spread to water bills, park picnic fees, parking meters, and any number of ways the city can leverage higher prices. Does a time of budget austerity mean it's OK for the city to resort to usorius fee-raising tactics? Will staff present any downsides?

I'd at least like to see some council deliberation on whether using what is a consumer-reviled method to leverage higher prices is a good idea for the city overall? **No consumers think dynamic pricing is a good idea because frankly, business is greedy and prices never go down. If you believe prices will go down, I'll sell you the Brooklyn Bridge. Business and its advocates never tire of ripping us off.** Examples: rents for housing, concert tickets, airline prices, airline seat selection; people hate this! If it worked for the good why aren't rents and airline prices lower?

What are city council member's rationales for support? I'd like to know.

best regards, Fred Allebach

"We don't know where we're going but we have to stick together in case somebody gets there."
Ken Kesey