



Ballot Measure Primary Argument Submission Form

A ballot argument shall not be accepted unless accompanied by this completed form, which shall contain the printed name(s) and signature(s) of the person(s) submitting it or, if submitted on behalf of a bona fide association of citizens/organization, the name of the association/organization and the printed name and signature of at least one of its principal officers. If the measure is presented to voters pursuant to an initiative petition in a special district election, please contact the Elections Office for special instructions.

Word count limit for Primary Arguments = 300

Ballot Measure M for the General Election to be held on Nov 4, 2014.

Primary Argument in Favor of Primary Argument Against

This argument is submitted by: (check all that apply)

<input type="checkbox"/>	The Governing Body of the County of San Mateo, a School District, or a Special District If this argument is filed by the governing body of the County of San Mateo, a school district or a special district, fill in the name of the governing body on the line below and complete both sides of this form.	
	Governing Body:	
	Contact Person's Printed Name:	Contact Person's Signature:
	Title:	
	Phone:	Email:
<input checked="" type="checkbox"/>	Member(s) of the Governing Body of the County of San Mateo, a School District, or a Special District If this argument is filed by any member(s) of the governing body, fill in the information below and complete both sides of this form. By statute, members of school district governing boards need board authorization to file an argument.	
	Member(s) of the Governing Body: <u>RAY MUELLER, MAYOR</u>	Name of Governing Body: <u>MENLO PARK CITY COUNCIL</u>
	Contact Person's Printed Name: <u>RAY MUELLER</u>	Contact Person's Signature: [Redacted]
	Title: <u>MAYOR</u>	
	Phone: [Redacted]	Email: [Redacted]
<input type="checkbox"/>	Bona Fide Association of Citizens/Organization If this argument is filed by a bona fide association of citizens/organization, the signers of the argument must be affiliated with the association/organization, be authorized to sign the argument on its behalf, provide the printed name and signature of at least one principal officer of the organization, and complete both sides of this form.	
	Name of Association/Organization:	
	Principal Officer's Printed Name and Title:	Principal Officer's Signature:
	Contact Person's Printed Name:	Email:
	Phone:	Fax:
<input checked="" type="checkbox"/>	Individual(s) eligible to vote on the measure Individual signers must be eligible to vote on the measure.	
	Contact Person: <u>RAY MUELLER</u>	Phone: [Redacted]
	Mail: [Redacted]	[Redacted]
	Fax: [Redacted]	[Redacted]

Please complete the reverse side of this form.

Primary Argument Signers Form

Each signer must designate in which capacity they are signing. Check the one box that applies.

No more than five signatures shall appear with any argument. If more than five signatures are submitted, the first five listed shall be printed.

Names and titles listed will be printed in the order that they are listed below.

If the signers are part of a bona fide association/organization, there is no requirement that they be eligible to vote on the measure. However, for each such signing individual(s), the title under the signer's name shall list the name of that bona fide association/organization and may include their position within that association/organization.

By signing below, the undersigned state that they have read the argument and believe it not to be false or misleading.

Governing Body of San Mateo County, a School District, or a Special District
 Member(s) of the Governing Body of San Mateo County, a School District, or a Special District
 Bona Fide Association of Citizens/Organization
 Individual(s) eligible to vote on the measure

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1.	Name: RAY MUELLER	Title: Mayor of Menlo Park	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Phone: [Redacted]	Email: [Redacted]				
	Address: [Redacted]					
	Signature: [Redacted]	Date: 8/11/14				
2.	Name: FRAN DEHN	Title: President/CEO Menlo Park Chamber of Commerce	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Phone: [Redacted]	Email: [Redacted]				
	Address: [Redacted]					
	Signature: [Redacted]	Date: 8/12/2014				
3.	Name: Benjamin Fertig	Title: Menlo Park Planning Commission Chair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Phone: [Redacted]	Email: [Redacted]				
	Address: [Redacted]					
	Signature: [Redacted]	Date: 8/13/14				
4.	Name: Maria Hilton	Title: Governing Board Member, Menlo Park City School District	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Phone: [Redacted]	Email: [Redacted]				
	Address: [Redacted]					
	Signature: [Redacted]	Date: 8/14/14				
5.	Name: Bianca Walser	Title: Chair, Menlo Park Transportation Commission	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Phone: [Redacted]	Email: [Redacted]				
	Address: [Redacted]					
	Signature: [Redacted]	Date: 8/14/14				

Submit a second form (this side only) for alternate signers attached to this form and the argument.

FOR OFFICIAL USE ONLY

Signers Registered N/A Signed Dated
 Bona Fide Association Verified N/A Signed Dated

Primary

Against

Ballot Argument in Opposition to Measure M.

7 We strongly urge No on Measure M.

13 Measure M creates negative impacts to Menlo Park's Downtown revitalization, handcuffs the City with
16 unworkable, inflexible rules for 30 years and damages the city, schools', and fire district finances. Additional
2 negative, unintended consequences also happen.

4 **Loss of Downtown Vibrancy**

- 10 • Vacant, blighted lots on El Camino Real remain for years.
- 11 • Anticipated mix of daytime customers (professionals) and nighttime customers (new residents) supporting newly created great restaurants and retail downtown will not materialize.

2 **Unintended Consequences**

- 15 • Increased Taxpayer Costs - future changes because of Measure M, even minor, must be made at
3 costly city-wide elections.
- 1 • Increased Burden on Schools - significantly more family housing built.
- 16 • Increased Traffic! The mix of uses allowed under Measure M may degrade traffic on El Camino
4 worse than current proposals.
- 16 • Harms Small Property Owners because limited development options and rules work against them.
- 11 • Unattractive, above-ground parking structures built instead of new underground parking.
- 16 • Planned bike/pedestrian railroad underpass may never be built, reducing safety for school
11 children and bicyclists.
- Modernized Downtown Fire Station jeopardized.

4 **Significant Negative Fiscal Impacts**

- 6 • Menlo Park, Schools and Fire Districts will lose millions of dollars annually in new tax revenue for
6 public safety, street repair, parks or school improvements.
- Expensive lawsuits.
- Rentable, affordable housing jeopardized.

16 In a city-wide collaborative process, Menlo Park spent 6+ years and over \$1 million dollars building consensus for
16 development standards for our Downtown that encouraged an optimum mix of uses to improve our Downtown,
1 manage traffic and generate new tax revenue.

16 Measure M changes that publicly created work with a secretly crafted, deeply flawed, negative impact initiative
16 locked in for 30 years. An independent, impartial analysis studied impacts of this initiative and identified
6 numerous negative consequences if adopted (www.menlopark.org/documentcenter/view/4683).

15 The Menlo Park City Council unanimously opposes Measure M. We urge a No on Measure M.

Ray Mueller, Mayor of Menlo Park
 Fran Dehn, President/CEO Menlo Park Chamber of Commerce
 Benjamin Eiref, Menlo Park Planning Commission Chair
 Maria Hilton, Governing Board Member, Menlo Park City School District
 Bianca Walsler, Chair, Menlo Park Transportation Commission

FILED IN THE OFFICE OF THE
 CHIEF ELECTIONS OFFICER
 OF SAN MATEO COUNTY, CALIF.

AUG
 MARK CHURCH
 By _____
 [Redacted Signature]