



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 0 for the Presidential Election to be held on November 8, 2016.

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 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: Carlos Romero, Ruben Abrica	Name of Governing Body: East Palo Alto City Council
	Contact Person's Printed Name: Carlos Romero	Contact Person's Signature: [Redacted]
	Title: Councilmember	
	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 type="checkbox"/>	Individual(s) eligible to vote on the measure	
	Individual signers must be eligible to vote on the measure.	
	Contact Person:	Phone:
	Mailing Address:	
	Fax:	Email:

RECEIVED
AUG 19 2016
BY [REDACTED]

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
1.	Name: Donna Rutherford	Title: Mayor	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	[Redacted]					
	[Redacted]					
		Date: 8/17/16				
2.	Name: CARLOS ROMERO	Title: Councilmember	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	[Redacted]					
	Signature: [Redacted]	Date: 8/17/16				
3.	Name: Father Lawrence Goode,	Title: PASTOR, St. Francis of Assisi Church	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	[Redacted]					
	Signature: [Redacted]	Date: 8/18/16				
4.	Name: Sonja Spencer	Title: Chair, Rent Stabilization Board	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	[Redacted]					
	Sig: [Redacted]	Date: 8/6/16				
5.	Name: Pastor Paul Bains	Title: Homeless Advocate	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	[Redacted]					
	Sig: [Redacted]	Date: 8/18/2016				

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

Argument in Favor of Measure O
(City of East Palo Alto: Business License Tax Measure)

Vote YES on Measure O. East Palo Alto median asking rents have increased 90% over the last 5 years, creating a severe housing affordability crisis that has caused displacement and gentrification, while producing an estimated \$9,000,000 annually in increased rental revenue for large landlords.

Measure O would capture a modest \$600,000 of that large landlord windfall, providing funding the City can use annually to help prevent evictions so tenants can remain in their homes, to help homeowners avoid foreclosure and to support efforts to preserve and develop affordable housing. →

Measure O was discussed openly at City Council meetings over the last five months and is based on a recommendation by an expert housing consultant.

Measure O was placed on the ballot by a supermajority of the Council and is supported by every member of the Rent Stabilization Board. →

Measure O is also supported by housing and tenant advocates, social justice, and legal services groups. →

Measure O is NOT a property tax on homeowners or on tenants.

Measure O requires the City Council to seek annual public input on how to use the funding and review expenditures annually. →

Measure O is carefully constructed to assure that the tax cannot be passed on to tenants who have shouldered the burden of exorbitant rent increases.

Measure O includes exemptions that make this tax on landlords fair and that serve the goals of addressing displacement and preserving affordable housing. These exemptions include: →

- Landlords who demonstrate financial hardship,
- Very small landlords who own fewer than five units,
- Apartments rented to people with federal rental assistance vouchers,
- New rental construction for the first ten years (to encourage housing development)

Vote YES for Measure O. Help EPA prevent displacement and assist families in need of stable and affordable housing. →

Word count: 280

2

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/s/ Donna Rutherford,
Mayor, East Palo Alto

/s/ Carlos Romero
Councilmember, East Palo Alto

/s/ Father Lawrence Goode
Pastor, St. Francis of Assisi Church

/s/ Sonja Spencer,
Chair, EPA Rent Stabilization Board

/s/ Rev. Paul Bains
Homeless Advocate