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 [ ] for the City of Foster C'Y to be held on 11/06/2015

☐ Primary Argument in Favor of [ ] Primary Argument Against

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

☐ The Governing Body of the County of San Mateo, a School District, or a Special District

- Governing Body: [ ]
- Contact Person's Printed Name: [ ]
- Title: [ ]
- Phone: [ ]
- Email: [ ]

☐ Member(s) of the Governing Body of the County of San Mateo, a School District, or a Special District

- Member(s) of the Governing Body: [ ]
- Contact Person's Printed Name: [ ]
- Title: [ ]
- Phone: [ ]
- Email: [ ]

☐ Bona Fide Association of Citizens/Organization

- Name of Association/Organization: [ ]
- Principal Officer's Printed Name and Title: [ ]
- Principal Officer's Signature: [ ]
- Contact Person's Printed Name: [ ]
- Email: [ ]
- Phone: [ ]
- Fax: [ ]

☐ Individual(s) eligible to vote on the measure

- Individual signers must be eligible to vote on the measure.
- Contact Person: [ ]
- Mailing Address: [ ]
- Fax: [ ]
- Email: [ ]

Please complete the reverse side of this form.

40 Tower Road, San Mateo, CA 94402
P 650.312.5222  F 650.312.5348  email registrar@smcacre.org  web www.smcacre.org
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.

<table>
<thead>
<tr>
<th></th>
<th>Name:</th>
<th>Title:</th>
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<tbody>
<tr>
<td>1.</td>
<td>HERNDON, John</td>
<td>Council Member</td>
</tr>
<tr>
<td></td>
<td>Phone:</td>
<td>Email:</td>
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<tr>
<td></td>
<td>Address:</td>
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<tr>
<td></td>
<td>Signature:</td>
<td>Date: 8/17/14</td>
</tr>
</tbody>
</table>

| 2. | NAME, Charles Stephen | Council Member |
|   | Phone: | Email: |
|   | Address: | FOSTER CITY, CA |
|   | Signature: | Date: 8/17/18 |

| 3. | Name: | Title: |
| 4. | Name: | Title: |
| 5. | Name: | Title: |

Submit a second form (this side only) for alternate signers attached to this form and the argument.
ARGUMENT IN FAVOR OF MEASURE ___

Measure ___ is NOT a new tax and will NOT raise taxes for homeowners or renters in Foster City. Transient occupancy (or "hotel") taxes are paid by travelers staying at our three local hotels. Services like police, fire, street and streetlight maintenance, and parks and recreation serve not only our residents and local businesses, but also those that stay in our hotels. While the costs of providing those services have risen, the hotel tax was at 8% since it was first adopted in 1981 and has been at 9.5% since 2012. Both the lowest in the County. With this proposed increase, Foster City will still have one of the lowest TOT rates in San Mateo County.

The proposed increase will be phased in over time and will initially raise an estimated $271,800 in the first year, rising to $981,000 by fiscal year 2022-2023. Starting back in 2010, the City eliminated about 10% of its workforce, trimmed $2 million in spending, and negotiated reduced pension benefits with its police officers and firefighters. Despite that, our projections show a structural deficit with expenses exceeding revenues. Going forward, our choices are clear - find additional revenue or face deep cuts in essential services.

Measure ___ applies only to travelers staying at hotels or motels in our city - the hotel tax has no impact on Foster City homeowners or renters. Voting YES ON MEASURE ___ means these visitors will pay their fair share of the costs for the police, fire, and other essential services they rely upon.

Please join us in voting YES on Measure ___!