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

<table>
<thead>
<tr>
<th>Ballot Measure</th>
<th>for the General Election to be held on Nov 4, 2014</th>
</tr>
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<tbody>
<tr>
<td>☐ Primary Argument in Favor of</td>
<td>☒ Primary Argument Against</td>
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</tbody>
</table>

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

Please complete the reverse side of this form.
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>Name</th>
<th>Title</th>
<th>Governing Body of San Mateo County or a School District, or a Special District</th>
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<tbody>
<tr>
<td>1.</td>
<td>Ray Mueller</td>
<td>Mayor of Menlo Park</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>2.</td>
<td>Fran Dehn</td>
<td>President of Menlo Park Chamber of Commerce</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>3.</td>
<td>Ben Fink</td>
<td>Planning Commission Chair</td>
<td>[x]</td>
<td>[ ]</td>
</tr>
<tr>
<td>4.</td>
<td>Maria Hilton</td>
<td>Governing Board Member, City School District</td>
<td>[ ]</td>
<td>[x]</td>
</tr>
<tr>
<td>5.</td>
<td>Bianca Walski</td>
<td>Chair, Menlo Park Transportation Commission</td>
<td>[x]</td>
<td>[ ]</td>
</tr>
</tbody>
</table>

Submit a second form (this side only) for alternate signers attached to this form and the argument.
We strongly urge No on Measure M.

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

**Loss of Downtown Vibrancy**

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

**Unintended Consequences**

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

**Significant Negative Fiscal Impacts**

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

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

Measure M changes that publicly created work with a secretly crafted, deeply flawed, negative impact initiative locked in for 30 years. An independent, impartial analysis studied impacts of this initiative and identified numerous negative consequences if adopted (www.menlopark.org/documentcenter/view/4583).

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 Walser, Chair, Menlo Park Transportation Commission