



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 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:	Name of Governing Body:
Contact Person's Printed Name:	Contact Person's Signature:
Title:	
Phone:	Email:
<input checked="" 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: <u>Save Menlo</u>	
Principal Officer's Printed Name and Title: <u>Perla Ni President</u>	Principal Officer's Signature: [Redacted]
Contact Person's Printed Name: <u>Perla Ni</u>	Email:
Phone: [Redacted]	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:

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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
 Members 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: STEPHEN M. SCHMIDT Title: FORMER MENLO PARK MAYOR	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Phone: [Redacted] Address: [Redacted] Signature: [Redacted] Date: 08/15/2014				
2.	Name: HOWARD G. ROBINSON Title: FORMER MENLO PARK MAYOR	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Phone: [Redacted] Address: [Redacted] Signature: [Redacted] Date: 8/14/2014				
3.	Name: Patti Fry Title: Former Menlo Park Planning Commission Chair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Phone: [Redacted] Address: [Redacted] Signature: [Redacted] Date: 8/14/14				
4.	Name: Vincent Bressler Title: Menlo Park Planning Commission	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Phone: [Redacted] Address: [Redacted] Signature: [Redacted] Date: 8/14/2014				
5.	Name: Clark Kepler Title: President, Hometown Peninsula Independent Business Alliance	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Phone: [Redacted] Address: [Redacted] Signature: [Redacted] Date: 8-14-2014				

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

ARGUMENT IN FAVOR OF MEASURE M

Vote YES For Balanced Growth

11 Menlo Park voters face a critical decision about our City's future. Nothing less than our
11 community's small town ambiance and village character is at stake. A YES vote on
11 Measure M leads to a balanced mix of shops, services, restaurants, residences, offices,
11 and open space. A NO vote leads to mega-office buildings in the heart of downtown,
11 heavier rush-hour traffic, and more commuters cutting through our neighborhoods.

11 Thousands of Menlo Park citizens signed the petition to place Measure M on the ballot.
11 It is supported by nine former Mayors, local business owners, and the Sierra Club.

13 Two massive projects recently submitted to the City revealed unanticipated flaws in the
2012 Specific Plan. They call for:

- Building huge office complexes that will bring in thousands of out-of-town commuters.
- Counting private balconies and rooftops as required "Open Space".

15 These projects serve the interests of developers while leaving us to deal with rush-hour
traffic jams and cut-through traffic.

10 Unfortunately, City Council has been unwilling to fix these flaws.

15 Measure M closes both loopholes. It limits the amount of office space per project while
11 encouraging other uses. And it makes "Open Space" true open space.

11 Vote YES on M if you want our downtown to have:

- Revenue-generating restaurants, shops, and hotels.
- More open space for parks, plazas, walkways.
- Safer streets for you and your children.
- Vibrant growth that is environmentally and financially sustainable.

12 Developers opposing Measure M will spend huge sums to confuse, manipulate and
14 distort the facts. Don't be fooled. Remember, it's OUR town, OUR future, and OUR
11 decision.

13 Measure M supports our community's vision of a revitalized Downtown and El Camino
14 Real by encouraging balanced growth consistent with the special quality of life that drew
14 us all to Menlo Park.

5 Vote YES on M

SaveMenlo.org

Stephen M. Schmidt, Former Menlo Park Mayor
Heyward G. Robinson, Ph.D, Former Menlo Park Mayor
Patti Fry, Former Menlo Park Planning Commission Chair
Vincent Bressler, Menlo Park Planning Commissioner
Clark Kepler, President, Hometown Peninsula Independent Business Alliance

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

MAF
By