



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 5 for the VOEC to be held on 11/3/15

Primary Argument in Favor of Primary Argument Against

Primary Argument Author: Mark W.A. Hinkle Phone: 408-779-7922 Email: mark@garlic.com

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>Silicon Valley Taxpayers Association</u>
	Principal Officer's Printed Name and Title: <u>Mark W.A. Hinkle; President</u> Principal Officer's Signature: _____
	Contact Person's Printed Name: <u>Mark Hinkle</u> 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: _____

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.				
<p>No more than five signatures shall appear with any argument. If more than five signatures are submitted, the first five listed shall be printed.</p> <p>Names and titles listed will be printed in the order that they are listed below.</p> <p>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.</p> <p>By signing below, the undersigned state that they have read the argument and believe it not to be false or misleading.</p>						
1.	Name: <i>Mark W.A. Hinkle</i>	Title: <i>President</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Phone:	Email:				
	[REDACTED]					
2.	Name:	Title:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Phone:	Email:				
	Address:					
	Signature:	Date:				
3.	Name:	Title:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Phone:	Email:				
	Address:					
	Signature:	Date:				
4.	Name:	Title:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Phone:	Email:				
	Address:					
	Signature:	Date:				
5.	Name:	Title:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Phone:	Email:				
	Address:					
	Signature:	Date:				

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

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Argument Against San Mateo 1/4% Sales Tax: Measure S

32 "Sales taxes are among the most regressive forms of taxation. Consumers with moderate or low incomes have to sacrifice much larger portions of their incomes on sales taxes than do wealthy consumers."

-7 17 *-Robert Reich, NPR interview (former Secretary of Labor under President Clinton, Public Policy Professor, U.C. Berkeley)*

23 After 25 years, San Mateo's 1/4% sales tax will finally revert to 0%—what a sigh of relief for our businesses and shoppers!

26 **But wait:** Proponents won't let them enjoy this break for a second. They want to immediately impose a 1/4% tax — for the next 30 years!

33 We already pay San Mateo County's exorbitant rate of 9.00% — only Alameda County is higher. So this new 30-year tax means an increase in our city, of over 2.75%! ($0.25 / 9.00 = 2.78\%$)

12 Does anyone seriously believe this drastic increase won't impact businesses? It will!

29 Many folks shop online to save. Tax increases just drive more people away from local businesses — bad both for our businesses and our neighbors they would have hired.

11 When economies struggle to rebound, sales taxes only hamper the recovery.

29 **In 1960, sales tax was only 3%.** Granting politicians tax hikes has never stopped them from wanting more. But higher taxes mean regular people still can't make ends meet.

16 As we endure this continuing recession, *the poorest among us need every single penny to survive.*

Vote your conscience.

11 **Vote for those hit hardest by the downturn.**

13 Please don't raise taxes on anyone — especially those who can't afford it.

5 **Vote NO on Measure S.**

There are better, smarter ways to fund essential City services than hiking the sales tax.

38 **Vote NO: Tell politicians to meet financial challenges the same way we do: by cutting costs, and spending no more than we earn.**

3 Please visit: www.SVTaxpayers.org/2015-san-mateo-city-sales-tax.

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

AUG 14 2015