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 PACIFICA SCHOOL DIST. to be held on __06/07/16__.

[X] 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
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: ____________________________

☐ 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: ____________________________

☐ 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: ____________________________

[X] Individual(s) eligible to vote on the measure
Individual signers must be eligible to vote on the measure.

Contact Person: ____________________________  Phone: ____________________________

Please complete the reverse side of this form.
Primary Argument Signers 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 Special District</th>
<th>Member(s) of Governing Body of another School District</th>
<th>Bona Fide Association of Lobbying Organization</th>
<th>Individual(s) eligible to vote on the measure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Julie Mazzeotti</td>
<td>Local Business Owner</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Richard Campbell</td>
<td>Chair, Planning Commission</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Ross Ellison</td>
<td>Terra Nova High School Science Teacher</td>
<td>[ ]</td>
<td>[ ]</td>
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<td>[ ]</td>
</tr>
<tr>
<td>Jennifer Ervin</td>
<td>Former Mayor</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Joan T. Wickwerman</td>
<td>25 year resident</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
</tbody>
</table>

Submit a second form (this side only) for alternate signers attached to this form and the argument.
Argument in Favor of Measure __

Vote Yes on Measure __ to renew stable, local education funding that will protect excellent academic programs and retain qualified teachers in Pacifica School District schools without raising taxes by a single penny.

Although our local elementary and middle schools are a source of community pride in Pacifica, the fact remains that they are among the lowest funded in San Mateo County.

Measure __ provides a dedicated source of local funding to protect vital keys to student success. Strong core academics, skilled teachers and innovative science, technology, engineering and math programs all ensure that local students are prepared to excel in high school, college and the 21st-century workforce. Without Measure __, Pacifica School District schools will have to cut critical educational programs like these.

Measure __ continues the community tradition of supporting our elementary and middle schools with locally controlled funding that cannot be taken away by the state.

Vote Yes on __: Prepare Elementary and Middle School Students for Future Success
- Enhance core academic programs like math, science, history, reading and writing
- Support outstanding art, music and electives critical to a well-rounded education
- Attract and retain qualified teachers
- Maintain classroom computer and technology instruction
- Strengthen school library programs
- Maintain programs to support struggling students

Measure __ Is Fiscally Accountable and Does Not Increase Taxes
- Every penny benefits local schools and is locally controlled; nothing can be taken by the state
- No money can be used for administrators’ salaries
- An independent Citizens’ Oversight Committee ensures funds are spent responsibly
- Homeowners 65 and older continue to be eligible for an exemption

Our local elementary and middle schools are an integral part of Pacifica. Please join parents, teachers and community leaders in supporting the future success of local Pacifica School District students and protecting quality education in our neighborhood schools without raising taxes — vote Yes on __.