



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 PARCEL TAX for the CITY OF EAST PALO ALTO to be held on NOV 6, 2018.

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>RAVENSWOOD SHORES BUSINESS DISTRICT</u>	
	Principal Officer's Printed Name and Title: <u>JEFFREY POETSCH, PRESIDENT</u>	Principal Officer's Signature:
	Contact Person's Printed Name: <u>JEFFREY POETSCH</u>	
	Phone: 	Fax: <u>NA</u>

<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.

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	Member(s) 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
1.	Name: JEFFREY POETSCH Title: PRESIDENT	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Phone: [REDACTED] Email: [REDACTED]				
	Address: [REDACTED] EAST PALO ALTO, CA				
	Signature: [REDACTED] Date: AUGUST 16, 2018				
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.

FOR OFFICIAL USE ONLY

Signers	<input type="checkbox"/> Registered	N/A	Signed	Dated
Bona Fide Association	<input type="checkbox"/> Verified	N/A	Signed	Dated

Vote NO on this tax if you want the City of East Palo Alto to prosper. Currently East Palo Alto has the LOWEST per capita city government expenditures of any Bay Area urban city. The City of East Palo Alto has over \$120 Million of unfunded infrastructure (water, road, storm drainage) and community benefit (parks, trails, community buildings) according to the Ravenswood / 4 Corners Specific Plan. WHY - because the City of East Palo Alto has not benefited from the increased tax base of commercial development. Menlo Park, Redwood City, Mountain View, Palo Alto all have ample resources for community services because they have commercial office development. The City of East Palo Alto needs commercial development to provide the tax base to support programs and investment for the community benefit.

Don't be confused - This is a "Stop Commercial Development Tax" This parcel tax adds the equivalent of a \$45 per square foot cost on to any new development. This tax will significantly discourage and may economically prohibit office development in the City of East Palo Alto. Simply put, no development, no development impact fees to address infrastructure deficiencies. No property tax growth from what might otherwise be an investment of over \$1 Billion in new commercial development that would generate over \$10 Million per year in additional property taxes.

If you want investment in your community to support the many needs of East Palo Alto - to pay for a new library, to address the flooding in your neighborhood, to finally improve Bay Road, to reconfigure University Avenue to reduce traffic congestion, to have resources to enhance the levees to address the issue of sea level rise, you must vote NO on this measure.



JEFFREY ROETSCH, PRESIDENT
RAVENSWOOD SHARES BUSINESS DISTRICT
AUGUST 17, 2018