



## Ballot Measure Argument Rebuttal Submission Form

If both an argument in favor of and against a measure have been selected for publication in the voter information pamphlet, a rebuttal to the argument in favor of or the argument against the measure may be submitted as outlined in this form.

The author of the argument in favor of the measure may prepare and submit a rebuttal argument to the argument against the measure or may authorize in writing any other person or persons to prepare, submit, or sign the rebuttal argument. Likewise, the author of the argument against the measure may prepare and submit a rebuttal argument to the argument in favor of the measure or may authorize in writing any other person or persons to prepare, submit, or sign the rebuttal argument.

A rebuttal 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.

Word count limit for Rebuttal Arguments = 250

The rebuttal arguments shall be submitted to the elections official conducting the election no later than \_\_\_\_\_.

These rules apply to all rebuttal arguments unless a rebuttal argument is otherwise provided by law.

Ballot Measure M for the General Election to be held on Nov 4, 2014.

Rebuttal to Argument in Favor of Measure \_\_\_\_\_  Rebuttal to Argument Against Measure M

### Signed by Exact Same Individual(s) as Argument Already Selected for the Voter Information Pamphlet

If you are submitting a rebuttal argument and the individual(s) signing the rebuttal argument are the same as the individual(s) signing the original Ballot Measure Primary Argument Submission Form, check the following box and complete the back side of this form.

Rebuttal Argument Is Signed by Same Individual(s) as Argument Already Selected For the Voter Information Packet

### Submitted by Different Individual(s) as the Opposing Primary Argument

If the rebuttal argument is signed by anyone different than the signer(s) of the Ballot Measure Primary Argument Submission Form already submitted—including whether there is only one different individual or whether there are up to five new individuals—you must complete the section below, complete the back side of this form, and attach to this form the written authorization by the author that indicates: (i) your name(s); and (ii) the author's name, contact information, statement of authorization, and signature.

Contact Person: Perla Ni Phone: [Redacted]

Mail: [Redacted]  
Fax: [Redacted]

**Rebuttal 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, 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 of the Governing Body of San Mateo County, a School District, or a Special District  
 Bona Fide Association of Citizens/Organization  
 Individual

1.	Name: J. Michael Cullard	Title: Member, Districts Specific PLAN Oversight & Outreach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Phone: [Redacted]	[Redacted]				
	Address: [Redacted]	[Redacted]				
	Signature: [Redacted]	Date: Aug 29, 2014				
2.	Name: [Redacted]	Title: [Redacted]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Phone: [Redacted]	Email: [Redacted]				
	Address: [Redacted]	[Redacted]				
	Signature: [Redacted]	Date: [Redacted]				
	See Page 3					
3.	Name: Chuck Bernstein	Title: Director, Menlo Park Fire Protection District Board	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Phone: [Redacted]	[Redacted]				
	Address: [Redacted]	[Redacted]				
	Signature: [Redacted]	Date: 8/24/14				
4.	Name: [Redacted]	Title: [Redacted]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Phone: [Redacted]	Email: [Redacted]				
	Address: [Redacted]	[Redacted]				
	Signature: [Redacted]	Date: [Redacted]				
	See Page 2					
5.	Name: MARGARET CARNEY	Title: CO-Founder, MEALU PARK FARMERS' MARKET	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Phone: [Redacted]	[Redacted]				
	Address: [Redacted]	[Redacted]				
	Signature: [Redacted]	Date: 8/25/14				

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

pg 3 of 3

Rebuttal Argument Signers Form			Each signer must designate in which capacity they are signing (check the <input type="checkbox"/> 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, 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>			Governing Body of San Mateo County, a School District, or a Special District	Member of the Governing Body of San Mateo County, a School District, or a Special District	Bona Fide Association of Citizens/Organization	Individual
1.	Name:	Title:				
	Phone:	Email:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Address:					
	Signature:	Date:				
2.	Name: <i>John Hickson</i>	Title: <i>Secretary, Menlo Park Live Oak Lions Club</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Phone:	Email:				
	Address:					
	Signature:	Date: <i>8/25/14</i>				
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:				

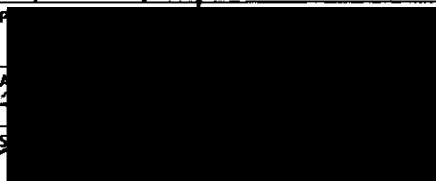

Submit a second form (this side only) for alternate signers attached to this form and the argument.

Rebuttal Argument Signers Form

Each signer must designate in which capacity they are signing. Check the one that best applies.

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Governing Body of San Mateo County, a School District, or a Special District  
 Member of the Governing Body of San Mateo County, a School District, or a Special District  
 Bona Fide Association of Citizens/Organization  
 Individual

1.	Name:	Title:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Phone:	Email:				
	Address:					
	Signature:	Date:				
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: <i>Maryelo Barak</i>	Title: <i>former Menlo Park Mayor</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
						
		Date: <i>8/24/14</i>				
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

Registered

N/A

Signed

Dated

## Rebuttal to Argument Against Measure M

- 10 **Vote YES to preserve Menlo Park's small town charm and character.**
- 13 Measure M gives voters a choice about future development. Opponents support massive office  
9 developments in downtown. We don't. We support balanced growth.
- 12 Measure M encourages developers to better match their projects to Menlo Park's character.
- 11 Opponents' arguments distort the facts and contradict the City consultant's conclusions.
- 3 Here's the truth:
- 14 **REVITALIZATION** – Measure M closes loopholes to provide REAL open space and a vibrant mix  
14 of shops, restaurants, offices, housing, and hotels – as adopted in the 2009 Downtown Vision.
- 13 Without Measure M, developers will count balconies and rooftops as "Open Space"; massive  
16 office complexes will be approved by the City Council, changing the heart of town for our  
1 lifetimes.
- 13 Don't be misled: Vacant lots will be redeveloped. Menlo Park is desirable to developers.  
12 Measure M encourages more variety of property uses, more consistency with Menlo Park's  
2 residential character.
- 16 **LESS CONGESTION** – Less office space means less rush hour gridlock on El Camino Real, and less  
6 cut-through traffic in our neighborhoods.
- 15 **MORE REVENUE** – The City's own study concluded Measure M will not burden the City, Schools,  
14 or the Fire District. Hotels, shops, and restaurants provide City tax revenues – unlike offices.
- 15 **VOTER VOICE** – Council remains able to approve projects and modify zoning rules at any time;  
14 they will not be able to reset limits on office development without voter approval.
- 16 **Vote YES on M** for a revitalized downtown that retains a small town character, protects our  
11 neighborhoods and children, and funds important services for our residential community.

J. Michael Gullard – Member, Downtown Specific Plan Oversight & Outreach Committee (2008-2012)

John Hickson – Secretary, Menlo Park Live Oak Lions Club

Chuck Bernstein – Director, Menlo Park Fire Protection District Board

Mary Jo Borak – Former Menlo Park Mayor

Margaret Carney – Co-founder, Menlo Park Farmers Market

250

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

MARK  
By \_\_\_\_\_

