



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 N 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 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:
	Principal Officer's Printed Name and Title: Principal Officer's Signature:
	Contact Person's Printed Name: Email:
	Phone: Fax:
<input checked="" type="checkbox"/>	Individual(s) eligible to vote on the measure Individual signers must be eligible to vote on the measure.
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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
 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

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1.	Name: JIM RUANE	Title: MAYOR, CITY OF SAN BRUNO	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Phone: [Redacted]	Email: [Redacted]				
	Address: [Redacted]					
	Signature: [Redacted]	Date: 8.05.14				
2.	Name: JAMIE MONOZON	Title: CEO, SAN BRUNO CHAMBER OF COMMERCE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Phone: [Redacted]	Email: [Redacted]				
	Address: [Redacted]					
	Signature: [Redacted]	Date: 8/12/14				
3.	Name: IRENE O'CONNELL	Title: Council member, City of San Bruno	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Phone: [Redacted]	Email: [Redacted]				
	Address: [Redacted]					
	Signature: [Redacted]	Date: 8-14-2014				
4.	Name: JOHN MARCOVICI	Title: OWNER, JACK'S RESTAURANT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Phone: [Redacted]	Email: [Redacted]				
	Address: [Redacted]					
	Signature: [Redacted]	Date: 8/14/14				
5.	Name: Sean Berube	Title: SRPEFA Union President	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Phone: [Redacted]	Email: [Redacted]				
	Address: [Redacted]					
	Signature: [Redacted]	Date: 8/14/14				

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
 Bona Fide Association Verified N/A Signed Dated

Ballot Argument in Favor of Measure N

9 We strongly urge a Yes Vote on Measure N.

14 As with other Peninsula cities, San Bruno continues to recover economically. While things look brighter,
14 the city must plan for the future. For several years, the City has engaged in a collaborative, inclusive and
14 transparent process focused on growing our local economy, generating new city revenue without taxing
10 our citizens, while improving our Downtown and major transit corridors.

12 Yes on Measure N is a vital step to accomplish these goals.

13 Measure N modifies city planning rules and development guidelines that were implemented decades
10 ago. The main change is to slightly alter the height limits only along El Camino, San Bruno Avenue, San
15 Mateo Avenue (Downtown) and near the new CalTrain station to spur private investment. This slight
10 alteration will make a huge difference for our City's future.

4 Specially, Measure N will:

- 1 • Attract private investment to revitalize old and rundown buildings;
- 10 • Eliminate the blight of vacant stores, especially in our Downtown;
- 11 • Generate new revenue for city services without raising taxes on residents;
- 12 • Bring new stores, shops and restaurants to our Downtown and the El Camino;
- 8 • Make San Bruno more bike, pedestrian and transit friendly;
- 7 • Create new public places, plazas and walk-ways;
- 12 • Developers will be required to pay for street, sidewalk and parking improvements.

17 This won't happen all at once. These new planning rules and regulations will require a full public,
10 transparent process with extensive environmental review for each proposed development.
1 Additionally, eminent domain has been prohibited in residential neighborhoods.

14 Several years ago, San Bruno voters took the same positive step at the ballot by altering height limits for
15 the Crossings Development across from Tanforan. That development has been a positive benefit to San
Bruno.

14 Please join a large coalition of civic leaders, businesses and homeowners in voting Yes on Measure N to
10 economically enhance San Bruno for the benefit of our residents. www.YesforSanBruno.com

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