



OFFICE OF
ASSESSOR-COUNTY CLERK
RECORDER & ELECTIONS
 COUNTY OF SAN MATEO



MARK CHURCH
 CHIEF ELECTIONS OFFICER &
 ASSESSOR-COUNTY CLERK-RECORDER

Ballot Measure Primary Argument Submission Form

A ballot argument will not be accepted unless accompanied by this completed **typed** 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, the name of the association and the printed name and signature of at least one of its principal officers. **Please make sure you are using proper format before submitting to the Elections Office.**

Word count limit for Primary Arguments = 300 words

Ballot Measure _____ for the City of South San Francisco to be held on November 5, 2024

Primary Argument in Favor of Primary Argument Against

This argument is submitted by (check ONLY ONE):

<input type="checkbox"/>	The County of San Mateo Board of Supervisors or the Governing Body of a School District or Special District Name of Governing Body: Contact Person's Printed Name: Phone: _____ Email: _____
<input type="checkbox"/>	Member(s) of the County of San Mateo Board of Supervisors or the Governing Body of a School District or Special District Name of Governing Body: Contact Person's Printed Name: Phone: _____ Email: _____
<input type="checkbox"/>	Bona Fide Association of Citizens If this argument is filed by a bona fide association of citizens, the signers of the argument must be affiliated with the association and be authorized to sign the argument on its behalf. Provide the printed name and signature of at least one principal officer of the association. Name of Association: Contact Person's Printed Name: Phone: _____ Email: _____
<input checked="" type="checkbox"/>	Individual Voters Eligible to Vote on the Measure Contact Person's Printed Name: <u>James Hsu Coleman</u> Phone: [REDACTED] Email: [REDACTED]
<input type="checkbox"/>	Combination of Voters and Associations Contact Person's Printed Name: Phone: _____ Email: _____

Arguments will be emailed to the contact person listed here for review before they are printed in the Sample Ballot & Official Voter Information Pamphlets.

Please complete the reverse side of this form.

40 Tower Road, San Mateo, CA 94402

P 650.312.5222 F 650.312.5348 email registrar@smcacre.gov web www.smcacre.gov

Primary Argument Signers Form

Author Verified

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. Place a checkmark in the author column if the signer is the author of the argument. A signer can only list one title. Honorifics such as M.D., Dr., Esquire, etc. with a name are not accepted.

If the signers are part of a bona fide association, there is no requirement that they be eligible to vote on the measure. However, for each such signing individual, the title under the signer's name must list the name of that bona fide association and may include their position within that association.

By signing below, the undersigned state that they have read the argument and believe it not to be false or misleading.

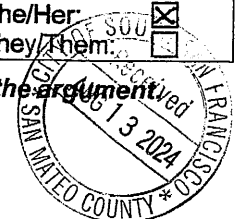
Type information clearly.

Check if the signer is the author of the argument. Authors must be signers.

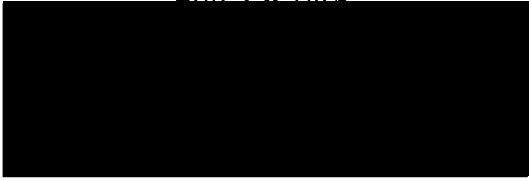
(FOR OFFICIAL USE ONLY)
Staff check once the eligibility of the signer is verified.

1.	Name: James Hsu Coleman	Title: Mayor, City of South San Francisco	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Phone: [REDACTED]	Email: [REDACTED]		
	Address: South San Francisco, CA 94080		Pronouns:	
	Signature: [REDACTED]	Date: 8/12/24	He/His: <input checked="" type="checkbox"/>	She/Her: <input type="checkbox"/>
			They/Them: <input type="checkbox"/>	
2.	Name: Mark Nagler	Title: Councilmember, City of South San Francisco	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Phone: [REDACTED]	Email: [REDACTED]		
	Address: South San Francisco, CA 94080		Pronouns:	
	Signature: [REDACTED]	Date: 8/12/24	He/His: <input checked="" type="checkbox"/>	She/Her: <input type="checkbox"/>
			They/Them: <input type="checkbox"/>	
3.	Name: Pat Murray	Title: SSFUSD Board Trustee	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Phone: [REDACTED]	Email: [REDACTED]		
	Address: SSF CA 94080		Pronouns:	
	Signature: [REDACTED]	Date: 8/12/2024	He/His: <input type="checkbox"/>	She/Her: <input checked="" type="checkbox"/>
			They/Them: <input type="checkbox"/>	
4.	Name: Robert [REDACTED]	Title: SF PARKS + RECS Commissioner	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Phone: [REDACTED]	Email: [REDACTED]		
	Address: South San Francisco CA 94080		Pronouns:	
	Signature: [REDACTED]	Date: 8/12/2024	He/His: <input checked="" type="checkbox"/>	She/Her: <input type="checkbox"/>
			They/Them: <input type="checkbox"/>	
5.	Name: ZITA OREY (SMALL BUSINESS OWNER)	Title: FORT MCKINLEY	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Phone: [REDACTED]	Email: [REDACTED]		
	Address: SSF, CA 94080		Pronouns:	
	Signature: [REDACTED]	Date: 8/13/24	He/His: <input type="checkbox"/>	She/Her: <input checked="" type="checkbox"/>
			They/Them: <input type="checkbox"/>	

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



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Argument in Favor of Measure ___

Dear South San Francisco Community,

South San Francisco's Business License Tax is regressive and has not been updated since 2008. Currently, small businesses pay over 50% of the tax, and there is a cap that has limited the contribution of the largest corporations.

Meanwhile, California's State budget deficit puts South San Francisco under increasing threat to lose over \$5,000,000 in fiscal year 2025/26. The State has taken millions of property tax dollars from cities to address its own budget deficit, and is threatening to not pay the City back. South San Francisco needs a locally controlled source of revenue to maintain crucial services our residents depend on.

Measure ___ seeks to address these two issues through modernizing our Business License Tax.

Measure will raise \$2,600,000, with every single dollar invested locally into the South San Francisco community. All funds must stay in South San Francisco for local services and infrastructure, and no funds may be taken away by the State.

Measure does NOT increase taxes on residents.

Measure protects small businesses and makes sure the largest corporations pay their fair share. Measure ___ will shift the tax burden away from small businesses, and remove the cap on large corporations.

Measure ___ is designed to attract, retain, and encourage business growth and job creation in South San Francisco.

Measure will keep us safe. Funds will be used to maintain fire protection/paramedic emergency response, neighborhood police patrols, and services.

Measure will maintain our quality of life, by funding pothole, street, and road maintenance; parks and recreation programs; and library programs and services.

Measure includes fiscal accountability protections to ensure funds are spent properly with public disclosures of all spending, mandatory annual audits, and citizens' oversight. South San Francisco will continue our record of fiscal responsibility and transparency.

Vote YES for a safer, stronger South City.

For more information, visit www.SafeStrongSouthCity.com

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