

## 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.

Word count limit for Primary Arguments = 300

Ballot Measure Quarry Initiative<sup>(w)</sup> for the City of Pacifica to be held on November 8, 2016.

Primary Argument in Favor of       Primary Argument Against

### This argument is submitted by: (check all that apply)

<input type="checkbox"/>	<p><b>The Legislative Body of the City of Pacifica</b> If this argument is filed by the legislative body of the City of Pacifica, fill in the name of the governing body on the line below and complete both sides of this form.</p> <p>Legislative Body:</p>						
<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">Contact Person's Printed Name:</td> <td style="width: 50%; border: none;">Contact Person's Signature:</td> </tr> <tr> <td colspan="2" style="border: none;">Title:</td> </tr> <tr> <td style="border: none;">Phone:</td> <td style="border: none;">Email:</td> </tr> </table>		Contact Person's Printed Name:	Contact Person's Signature:	Title:		Phone:	Email:
Contact Person's Printed Name:	Contact Person's Signature:						
Title:							
Phone:	Email:						
<input type="checkbox"/>	<p><b>Member(s) of the Legislative Body of the City of Pacifica</b> If this argument is filed by any member(s) of the legislative body, fill in the information below and complete both sides of this form.</p> <p>Member(s) of the Legislative Body:      Name of Legislative Body:</p>						
<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">Contact Person's Printed Name:</td> <td style="width: 50%; border: none;">Contact Person's Signature:</td> </tr> <tr> <td colspan="2" style="border: none;">Title:</td> </tr> <tr> <td style="border: none;">Phone:</td> <td style="border: none;">Email:</td> </tr> </table>		Contact Person's Printed Name:	Contact Person's Signature:	Title:		Phone:	Email:
Contact Person's Printed Name:	Contact Person's Signature:						
Title:							
Phone:	Email:						
<input checked="" type="checkbox"/>	<p><b>Bona Fide Association of Citizens/Organization</b> 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.</p> <p>Name of Association/Organization: <u>Pacifica Residents, Taxpayers, and Small Businesses for Preserving the Quarry</u></p> <p>Principal Officer's Printed Name and Title: <u>Christopher Skinnell, Treasurer</u></p> <p>Contact Person's Printed Name: <u>Christopher Skinnell</u></p>						
<input type="checkbox"/>	<p><b>Individual(s) eligible to vote on the measure</b> Individual signers must be eligible to vote on the measure.</p> <p>Contact Person:      Phone:</p> <p>Mailing Address:</p> <p>Fax:      Email:</p>						

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, 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 proponent(s) or author(s) of the primary argument in favor of (in favor of/against) ballot proposition Pacificia Quarry Initiative (name or number) at the General Municipal election for the City of Pacifica to be held on November 8, 2016 hereby state that this argument is true and correct to the best of their (his/her/their) knowledge and belief.

		Legislative Body of the City of Pacifica	Member(s) of the Legislative Body of the City of Pacifica	Bona Fide Association of Citizens/Organization	Individual(s) eligible to vote on the measure
1.	Name: <u>Michael Mooney</u> Title: <u>Liberty Garden Developer</u> Phone: [Redacted] Address: [Redacted] Signature: [Redacted] Date: <u>8-18-16</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> proponent
2.	Name: <u>GERALD TRECROCI</u> ✓ Title: <u>FORMER School Board Member</u> Phone: [Redacted] Address: [Redacted] Signature: [Redacted] Date: <u>8-18-16</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> proponent
3.	Name: <u>Cheryl Goes</u> Title: <u>Board member - Pacifica Chamber of Commerce</u> Phone: [Redacted] Address: [Redacted] Signature: [Redacted] Date: <u>8/18/16</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
4.	Name: <u>Kamela Weston</u> Title: <u>Designer, Business Owner</u> Phone: [Redacted] Address: [Redacted] Signature: [Redacted] Date: <u>8.19.16</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
5.	Name: [Redacted] Title: [Redacted] Phone: [Redacted] Address: [Redacted] Signature: [Redacted] Date: [Redacted]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

Arguments in support or opposition of the proposed laws are the opinions of the authors.

#### ARGUMENT IN FAVOR OF MEASURE W

We have carefully read Measure W – the Rockaway Quarry initiative– and we strongly encourage you to vote Yes!

Any vote concerning the Quarry is important to Pacifica. We encourage all Pacifica residents to read the measure for yourselves.

You will see that Measure W is a thoughtful approach; ensuring our community will benefit from permanent open space; limited development; significant new tax revenue; and needed traffic mitigation.

Here is what Measure W does:

- Requires any development at the Quarry to preserve 75% of the property as permanent open space.
- Requires any development to include new and improved trails connecting Rockaway Beach to Mori Point.
- Requires any building at the Quarry to use green building standards.
- Ensures that before any building at the Quarry, the developer must conduct a complete traffic study, pay all traffic fees, and mitigate any significant traffic impacts.
- Sets strict limits on the size of development that the City Council cannot exceed, or the project must go back to the voters.
- Require at least 25 residential units be live-work; reducing traffic impact.
- Require at least 20% of remaining units be affordable; helping with housing costs.
- Require the developer to reclaim the old mining site so hillsides are stabilized, wetlands restored, and invasive species removed.
- Allows for a new hotel/retail center which will bring significant new tax revenue to the City.

It's equally important to understand what Measure W does not do. As clearly laid out in the City's official report:

- Measure W does NOT rezone the Quarry.
- Measure W does NOT approve any development.
- Measure W does NOT take away your right to vote.

Take the time to read Measure W for yourself. We believe you will come to support it like we did.

You can find more information at [www.YesOnTheQuarry.com](http://www.YesOnTheQuarry.com).

Please vote Yes on Measure W!

/signed

Michael "Mike" Mooney  
Founder of the "Liberty Garden" Along Calera Creek

Gerald "Jerry" Trecroci  
Former Board Trustee, Pacifica School District

Cheryl Yoes  
Member of the Board of Directors, Pacifica Chamber of Commerce

Pamela Wiston  
Designer, Business Owner