

ARGUMENT AGAINST PLEASANTON MEASURE QQ

Despite the name, the “Pleasanton Ridgelines Protection and Growth Control Initiative”, Measure QQ, does nothing to protect ridgelines or control growth. This measure, requested by a hillside developer and other development supporters, was placed on the ballot by the Council majority as a competing measure to confuse voters and defeat the “Save Pleasanton Hills and Housing Cap Citizens Initiative”, Measure PP (Protect Pleasanton), which was signed by over 5,000 of our residents.

This Council-sponsored initiative sounds similar to the Citizen’s Initiative but is quite the opposite, as it does nothing more than reaffirm existing hillside and growth control policies from the 1996 General Plan. It contains no restrictions on ridgeline development and offers a vague clarification of a “housing unit”, which continues the Council’s flexibility as to whether to count particular units toward our voter-approved Housing Cap or not. In stark contrast, the Citizens Initiative clearly defines new restrictions that would protect our ridgelines and contains a definition of a housing unit which is consistent with those of the U.S. Census Bureau and the State of California.

Some important facts about Measure QQ:

1. It creates a process that gives developers a significant role in crafting policies to “protect our ridgelines” — clearly in conflict with their interests.
2. The implementation of new policies, if any, would occur well into 2010. The Council majority has refused to place development on hold until the process is complete — allowing plenty of time for developers to build out our remaining hillsides.
3. It includes a “poison pill” provision that would kill the Citizens’ Initiative, Measure PP, even if it passes with a majority of votes

Please do your homework, follow the money (check the city campaign website at <http://www.netfile.com/agency/cop/>) and make an informed decision.

Please VOTE NO on Measure QQ.

s/Cindy McGovern

Pleasanton City Council Member/Former School Board Trustee

s/Matt Sullivan

Pleasanton City Council Member

s/Ben Tarver

Former Pleasanton Mayor

Friends of Pleasanton, Steering Committee

s/Gregory O’Connor

City of Pleasanton Planning Commissioner

s/Philip J. Blank

Chairman, Pleasanton Planning Commission

*Rebuttal Arguments in Support or Opposition
of the proposed laws are the opinions of the authors.*

REBUTTAL TO ARGUMENT AGAINST MEASURE QQ

Vote YES on Measure QQ

Measure QQ was placed on the ballot at the urging of Pleasanton’s open space and trails advocates who want the opportunity to continue to extend a regional trail network in the Southeast Hills.

Measure QQ was placed on the ballot to clarify the issues. We trust the voters will agree

Measure QQ sets forth a November 2009 deadline to enact an ordinance.

We are near build out. The Council has had a long-standing policy of ensuring that seniors are a part of our community. **It does not make sense to count assisted living housing and extended stay hotels toward the housing cap.** Residents should not be punished for building additions for aging parents. Some of the definitions contained in Measure PP violate state law.

Measure QQ will:

- incorporate and expand existing hillside protections
- allow time for environmental study
- ensure careful deliberation with public input
- safeguard the opportunity for additional senior housing
- protect Pleasanton taxpayers from costly litigation

What is the motivation of the authors of Measure PP? They made no attempt to work through the process that has already preserved 11,659 acres of publicly accessible open space in and around Pleasanton

The authors of Measure PP want to paint anyone who does not agree with them as a developer. This is not true. Advocates of Measure QQ include current and former mayors, city councilmembers, park and trails advocates, environmentalists, the business community and many residents of Pleasanton.

We all agree. There is a better way. Vote YES on Measure QQ.

www.YESONQQ.com

s/Cheryl Cook-Kallio

Pleasanton City Council Member

s/Peter MacDonald

Former City Attorney

s/Sharrell Michelotti

Former City Council Member, Co-chair Economic Vitality Committee

s/Christine Steiner

Alameda County Commission on Aging/Alameda County Housing Authority

s/Scott Raty

President/CEO Pleasanton Chamber of Commerce