

ARGUMENT IN FAVOR OF MEASURE MM

The City of Pleasanton is planning to create a big box shopping center in the Johnson Drive Economic Development Zone along a portion of Johnson Drive near the intersection of Interstates 580 and 680, bringing more traffic and pollution to Pleasanton.

The City's current plan including a new Costco will generate an additional 12,000-15,000 vehicle trips and heavy truck traffic on a daily basis, impacting traffic at critical intersections in the Johnson Drive area, Stoneridge Drive and I-680. Do we really need more traffic in Pleasanton?

The City's own consultants characterize these traffic impacts as "significant and unavoidable." And they describe the pollution associated with the increased traffic as "significant and unavoidable."

In addition to traffic and pollution, the project is estimated to cost \$16 million for infrastructure improvements and other expenses, with potentially up to \$11 million being subsidized by taxpayers.

But there is an alternative. Measure MM will:

- Provide for the development of small scale retail, office and other commercial uses, opening opportunities for local businesses while still creating diverse jobs and a steady revenue stream, instead of a big box store that will offer mostly low-paying jobs;
- Help ensure traffic and air quality impacts are less than if the City's plan were adopted; and
- Encourage the City to devise a better plan, with a view towards creating a gateway "lifestyle center" that provides interesting entertainment, shopping and dining options for local residents and the region and that preserves what makes Pleasanton a great place to live.

Vote YES on Measure MM to ensure we get the best plan for the new Johnson Drive Economic Development Zone.

s/PAUL SOUTHERN
Citizen

s/WILLIAM S. WHEELER
Business Owner, on behalf of the Citizens For Planned Growth

s/CRAIG L. SCHWAB, E.A.
Citizen-Business Owner, on behalf of the T.J. Kristi Corporation

s/CONNIE M. COX
Citizen-Realtor

s/KRISTEN EDWARDS
Citizen

REBUTTAL TO ARGUMENT IN FAVOR OF MEASURE MM

Get the facts! All of the documents related to the planning of the Johnson Drive Economic Zone are on the City's website at cityofpleasantonca.gov

Voting NO on Measure MM will allow the proposed Economic Development Zone, including Costco, to move forward under our normal public process. The Zone's benefits:

- Quality redevelopment of the former Clorox site along transportation corridors
- Millions of dollars of revenue for the City
- Providing a closer and more convenient alternative to Pleasanton residents who shop at Costco

The alternative plan required by Measure MM would not allow Costco to be built, but would still generate significant traffic. (*Johnson Drive EDZ Supplemental Comparative Analysis, p. ES-4*).

Many improvements were identified in the planning of the Economic Zone to reduce traffic impacts, but, according to the report, the "funding of traffic improvements would likely be more difficult" under the development proposed by Measure MM (*p. ES-2*).

If we vote NO on Measure MM, these improvements will be completed before Costco opens with Costco paying its fair share.

Funding for the improvements will be paid for by Costco, the property owner, and from future sales tax revenue generated from the new Costco. Costco has agreed that NO taxes that you have paid will go to support their project.

The Johnson Drive EDZ will bring new jobs to Pleasanton. Costco alone will provide more than 200 great jobs with excellent benefits.

Please join Councilmembers, community leaders, small business owners, and Pleasanton residents and vote NO on Measure MM.

s/JERRY PENTIN
Councilmember, City of Pleasanton

s/VANI VADERA
Parent Leader/School Volunteer

s/MATT DEPRETIS
Chairman of the Board, Pleasanton Chamber of Commerce

s/OLIVIA SANWONG
Member and Past Chair, Economic Vitality Committee

s/BRYAN BOWERS
Parks and Recreation Commissioner