

City of San José

**Rebuttal to the Argument Against Measure C**

Measure C

City of San José's Urban Sprawl Charter Amendment – Amending the City of San José City Charter to enact a new Article XIX, entitled “An Act to Limit Urban Sprawl and the Fiscal and Environmental Effects of Specified Development in Outlying Areas”

Signature Order:

1. Megan Medeiros, Executive Director, Committee for Green Foothills
2. Magdalena Carrasco, Vice Mayor, City of San Jose
3. Lan Diep, Councilmember, City of San Jose

**How do you know our opponents lie?** Because “Jeffrey Schroeder, San Jose Residents for Evergreen Senior Homes” signed their ballot argument.

**In fact, Schroeder isn't a “San Jose resident.”**

Rather, **Schroeder is an executive with Ponderosa Homes, the out-of-town developers** seeking to build a gated community of luxury homes in our undeveloped foothills through Measure B.

**Why do these developers lie to us to try to defeat Measure C?**

Because Measure C protects San Jose's environmentally sensitive hillsides and open spaces, like Coyote Valley and Almaden Valley, from developers who seek to build sprawl there.

Measure C also **protects San Jose's ability to provide police, fire, emergency medical response to our residents**, because poorly-planned sprawl strains those services.

**Measure C maintains the public interest over developers' interest**, in two ways:

- Whenever developers propose sprawl in environmentally-sensitive outlying areas, Measure C require environmental and fiscal studies of project impacts; and
- If Council approves the project, Measure C requires developers to provide, at no taxpayer expense:
  - 50% of any housing to be affordable;
  - Road improvements required by increased traffic;
  - “Zero net energy” construction and use of recycled water for landscaping;
  - Support services for residents, such as nursing care for seniors and persons with disabilities.

The process to bring Measure C to the ballot complied with every public disclosure law, and included two public hearings.

Measure C protects our taxpayers, our residents, and our environment by keeping our community in control of development in San Jose.

**Join ten members of the San Jose City Council, including Mayor Sam Liccardo, in voting Yes on Measure C.**

[www.StopSanJoseSprawl.com](http://www.StopSanJoseSprawl.com)