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July 28, 2015

VIA EMAIL AND U.S. MAIL

Ballot Simplification Committee Members
c/o San Francisco Department of Elections
City Hall, Room 48
1 Dr. Carlton B Goodlett Place
San Francisco, CA 94102-4635

Re: *Proposed Changes to the Digest for the Mission Rock Measure*

Dear Committee Members Packard, Fasick,
Fraps, Jorgensen and Unruh:

We understand that Deputy Director Byron Rhett of the Port of San Francisco has asked you to change the "Yes Vote Means" portion of the Ballot Digest for the Mission Rock Measure to read as follows:

A "YES" Vote Means: If you vote "yes," you want to increase the height limit for 10 of the 28 acres of the Mission Rock site from one story to height limits ranging from 40 to 240 feet, and to encourage the development provided that it includes eight acres of parks and open space and housing of which at least 33% is affordable for low- and middle-income households.

Although we agree that the Port's proposal is technically accurate and have no objection to the substance of the proposed change, we suggest that the following version would be easier for voters to understand:

A "YES" Vote Means: If you vote "yes," you want to increase the height limit for 10 of the 28 acres of the Mission Rock site from one story to height limits ranging from 40 to 240 feet and make it

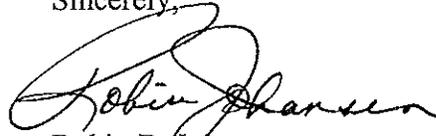
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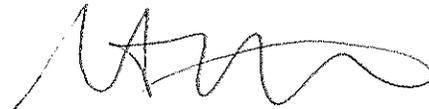
City policy to encourage development of Mission Rock provided that it includes eight acres of parks and open space and housing of which at least 33% is affordable for low- and middle-income households.

Thank you for your thoughtful consideration of how best to describe the measure.

Sincerely,



Robin B. Johansen



Thomas A. Willis
Representatives of Proponents

TAW:NL

cc: John Arntz, Director of Elections (via U.S. Mail)
Joshua White, Deputy City Attorney (via email and U.S. Mail)
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