

**From:** [Marie](#)  
**To:** [REG - BSC Clerk](#)  
**Subject:** Request to use clearer text for the Great Highway ballot language this November  
**Date:** Thursday, July 25, 2024 3:09:18 PM

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Dear Ballot Simplification Committee Members,

I am a resident of District 4 and a supporter of the measure to use the Great Highway as a coastal promenade. I am concerned that changes made by your committee might confuse voters about their choice this November.

Specifically, the “no” vote states that “you want the Upper Great Highway to continue to be closed to personal and commercial vehicles only on Friday afternoons, weekends, and holidays until the pilot program expires.” This is confusing because that is not the question before voters with this ballot measure. The measure proposes to use the Great Highway as a full-time oceanfront park promenade. Voters should have a clear choice on whether or not they support that proposal. The “yes” vote makes this clear, but the “no” vote adds confusion by referring to a temporary, part-time pilot program.

Ideally, the “no” vote description should be the opposite of the “yes” vote. Voters choosing “no” do “not want the City to use the Upper Great Highway as public open recreation space, permanently closing it to private motor vehicles, with limited exceptions.” This reflects the actual choice voters are making: they do not want the Upper Great Highway to be a public open recreation space. They are not making any statement about their opinion on the weekend pilot program.

If the committee finds this undesirable, the “no” vote should simply read that “you do not want the City to make this change.” The “no” voter rejects the proposal, no more and no less.

I urge you to make this change to avoid confusing voters about what they must choose between on this issue. They are not choosing between a full-time park or a part-time park; they are choosing “yes” or “no” on whether they want a full-time park. A “no” voter may not want a part-time park or may want other proposals, such as Supervisor Chan’s proposal to split the Great Highway into half roadway and half promenade.

Thank you for your time and attention to this matter.

Respectfully,

Marie Mika