



# Presentation on VOTE YES on Measure A

**Please join us January 30<sup>th</sup> 6pm at the Fallbrook Library for a presentation on why we all need to VOTE YES on Measure A!**

**What is Measure A? How does it affect our community? Why is it so important for you to VOTE YES on MEASURE A on March 3?**

Measure A is on the March 3, 2020 ballot. Measure A, The Safeguard Our San Diego Countryside Initiative, would allow San Diego County residents a voice in preserving the integrity of San Diego's long-term land use plans. The Initiative does this by requiring voter approval for amendments to the County of San Diego General Plan that increase residential density in semi-rural and rural areas. The General Plan was a carefully wrought plan that took 13 years and \$18 million of taxpayer money, and included input from the building industry, the communities, fire professionals and numerous other stakeholders.

Developers regularly buy up cheap rural low-density land, then secure higher density zoning changes from politicians. A General Plan Amendment requires the County to modify the rules to accommodate developers' convenience and so should have a high threshold for adoption. This initiative would allow the voters, those most impacted, to decide rather than leave it to the Board of supervisors. VOTE YES ON MEASURE A.

**Fallbrook + Bonsall, all of San Diego County, need to VOTE YES on Measure A:**

Limits development that increases fire risk and traffic congestion.

Limits sprawl development by giving voters a voice in decisions that potentially put development in the wrong places.

Reduces impact on environment by encouraging development closer to jobs and mass transit, rather than rural areas far from existing infrastructure.

Increases transparency and reduces campaign donor influence over planning decisions.

Gives voters a voice - direct democracy!

**Please attend this important presentation on possibly the most impactful ballot measure of 2020. The presenters include some of the most knowledgeable people on land use issues in the County. For more on VOTE YES ON MEASURE A, visit [www.SaveOurCountryside.org](http://www.SaveOurCountryside.org)**