

BAD FOR YOUNG FAMILIES

NO ON **SOS**

BAD FOR OUR ECONOMY



TOP 5 REASONS TO VOTE NO ON SOS INITIATIVE

1. SOS HARMS OUR ECONOMY & MAKES OUR HOUSING CRISIS WORSE

Young families who can't afford a \$600,000 starter home and working families who cannot make expensive rent payments will be hit hardest by the SOS Initiative. It will cause more

San Diegans to live in overcrowded housing and pay higher rent, making it even harder for young professionals, working families and our children to

stay in San Diego County. Local businesses are already struggling to recruit and retain talent because of our housing crisis, yet the SOS measure will make our housing crisis worse and drive more jobs away.

SOS will hurt our economy and make it harder for San Diegans to rent and buy homes – young families will suffer the most – AND it won't protect our rural lands or give us the control it promises. The extremely wealthy Wall Street investors behind SOS are trying to sell voters a bill of goods.

2. DRIVING YOUNG FAMILIES AWAY

According to the U.S. Census, **more than 13,000 residents moved from San Diego County to Riverside County in 2016 alone.** Many of them are police officers, firefighters, teachers, nurses, and young professionals. The only place they can afford to live is in Temecula or beyond. Official counts show 60,000 commuters drive daily from homes in Riverside County to jobs in San Diego County, and transportation experts report this will become 100,000 cars daily within a few years. It's one reason the American Lung Association has labeled San Diego as having the sixth-worst air pollution in America. Meanwhile, carbon emissions from those commuters adds more than a half million metric tons of greenhouse gas to our air annually, an ugly contribution to global warming and climate change.





3. THE SOS INITIATIVE DOESN'T MAKE SENSE

The extremely wealthy Wall Street investors who paid to put the SOS Initiative on the March 2020 ballot have a hidden agenda that has nothing to do with preserving or protecting rural land.

The SOS Initiative requires a countywide vote to add just six houses to the County's General Plan. That is not a typo: The SOS Initiative forces 1.6 million San Diego voters to decide changes for

as few as six houses. Yet the SOS Initiative puts no limits at all on hotels, resorts, casinos, country clubs, office buildings, warehouses, or factories in our rural and semi-rural areas. Additionally, projects within an unincorporated village – places like Julian, Alpine and Ramona – are exempt from the measure. Worst of all, the SOS measure would block most or all changes for 20 years to the County's General Plan – a document planning experts say should be updated to guide growth and respond to community needs.

Bottom line: SOS won't do what it promises to do – protect our backcountry and our environment. It is NOT a genuine effort. It's a bait-and-switch. Unfortunately, the SOS Initiative is worse than ineffective: it will cause real harm to our economy, our environment and young families.

4. THE SOS INITIATIVE COSTS TAXPAYERS UP TO \$76 MILLION

The Registrar of Voters officially estimates that taxpayers must spend at least \$950,000 for election costs for each measure added to a Countywide vote.

State law permits a maximum of four general plan amendments a year, which works out to, at minimum, a cost of \$7.6 million per election cycle/every two years to add eight housing measures to the countywide ballot.

Because the SOS Initiative requires these elections through 2038, that adds up to a whopping \$76 million just to vote on minor changes to the County's General Plan. Money taken from your property and sales taxes to pay for trivial elections, not essential services. It is an unwise use of limited taxpayer resources, money far better spent on real problems like homelessness, public schools, roads and transit.

5. THE SOS INITIATIVE IS NOT FAIR

It's unfair to rural communities that **voters throughout the entire County will make decisions controlling rural neighborhoods.**

It's wrong to give voters in places like La Jolla and Chula Vista the right to decide housing issues in rural communities. Yet voters in rural communities have no rights to control housing decisions in cities.

“Children in crowded housing score lower on standardized math and reading exams. As a result, children in crowded housing also displayed more behavioral problems at school. California's overall crowding rate is four times higher than the U.S. average.”

California Legislative Analyst, nonpartisan office that provides fiscal and policy information and advice to the Legislature.

Help fund our campaign to defeat the SOS Initiative. Go to www.noonsos.org to contribute. Together we can defeat this harmful initiative.

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