

ARGUMENT IN FAVOR OF MEASURE D

Measure D would allow a viable and long overdue revitalization of the dying and nearly vacant Vallco Shopping Mall.

Measure D will revitalize Vallco as an innovative, sustainable mixed-use town center as called for in Cupertino's community-created General Plan.

What Measure D Provides for Cupertino Residents:

- 30-acre Community Park and Nature Area with trees, trails and open space
- A destination Town Center square, performance venues, a unique amphitheater and play space for children.
- Free space for nonprofits and civic organizations, a banquet hall and community center.
- Over \$40 million in onetime revenue for Cupertino's K-12 school districts to reduce class sizes and enrich education, millions more *annually* for local schools, and over \$1.2 million annually for Foothill-De Anza Community College District.
- Sets aside new homes for local seniors and results in a \$50 million contribution to affordable housing for Cupertino's most deserving residents and families.
- A carefully-engineered transportation plan that minimizes traffic impacts, including a free community shuttle, transit center, I-280 improvements and tens of millions of dollars for local roadway improvements.
- A LEED Platinum plan with the highest standards of environmental sustainability, water conservation and mandated recycled water use.

To guarantee these benefits to Cupertino residents, they have been written into Measure D and will become a binding legal mandate of any redevelopment.

Measure D : The Right Choice for Revitalization

Voting Yes on Measure D means an innovative and beneficial revitalization of empty, decaying Vallco Shopping Mall, transforming it from a dated eyesore into a lively, attractive center of community life.

Voting No on Measure D means Vallco Shopping Mall will stay empty and unusable for decades, eliminating a once-in-a-generation chance at revitalization and rejecting millions for Cupertino schools, residents and our community.

The choice for Cupertino's future is clear. Please join California Assemblymember Evan Low and neighbors from across Cupertino in supporting Measure D. Learn more at RevitalizeVallco.com.

Vicky Tsai, Initiative Proponent & 2005 Cupertino Small Business of the Year Owner
Dolly Sandoval, Former Cupertino Mayor & Senior Housing Advocate
Donna M. Austin, Cupertino Historian & 2010 Cupertino Citizen of the Year
Rammohan Varadarajan, High Tech Entrepreneur & New Innings Sports Foundation President
Xiaofeng Xiong Ph.D., Inventor & 20-year Cupertino Resident