

What is our  
community  
saying about  
Measure C?

Prsrt Std

U.S. Postage

PAID

TJG

95050

\*\*\*\*\*ECRLOT\*\*C004

GLEND A SAVAGE

2389 GLEN WAY

EAST PALO ALTO CA 94303-1531

## **FUNDS TO EAST PALO ALTO FROM IKEA STORE**

**\$100,000 Children's and Families Fund**

**\$100,000 to East Palo Alto Schools in Fees**

**\$100,000 Pre-Employment Training Fund**

**\$75,000 First Source Hiring Program**

**\$1,000,000 in funds for traffic improvements**

**\$1,800,000 annual tax revenue**

**\$700,000 annual property tax revenue**

**\$137,000 annually for low and moderate income housing**

**\$15 million annual payroll**

**IT ALL ADDS UP!**

**Para información**

**en Español,**

**llame al**

**634-9382**

**YES on C = IKEA**

**VOTE**

**Tuesday**

**March 5th**

*IKEA Properties, Inc., 660 Donahoe Street, East Palo Alto, CA 94303*



# We are all voting YES on Measure C for the jobs, tax revenue and to revitalize East Palo Alto.

## ELECTED OFFICIALS

Congresswoman Anna Eshoo  
Supervisor Rose Jacobs Gibson  
Mayor Duane Bay  
Vice Mayor Pat Foster  
Councilmember Sharifa Wilson

Kenneth M. Cortez-Martin, III  
Marilyn Cooley  
Ruth Cossey  
Foroagh Dahesh  
Eric Darko  
Marsha David

Margie Hicks  
Rebecca Hill-Long  
Joseph Hughes  
Refugio P. Huizar  
Flora L. Hurd  
Jill Ingersoll  
Frankiet Isane  
Angela Jackson  
Clara Jackson  
Elizabeth Jackson,  
Community Activist  
Sara Jackson  
Albert Jacobs  
Nicole James  
Michael James  
George Jefferson  
Mary Jefferson  
Erick Jessee  
J. Jimenez  
Audrey Johnston  
Charles Jones, Jones Mortuary  
Robert Jones  
Claudia Jordan  
Jon Jordan  
Sam Jordan  
Richard Kepner

Alissa Picker  
Norm Picker

Mildred Simon  
Parnesh Singh

Eva Valdovinos  
Oscar Vallejo

## 550 JOBS FOR LOCAL RESIDENTS



“A vote for IKEA is a  
vote for new jobs  
in East Palo Alto”  
*Marcelino Lopez*  
Resident and  
Community Volunteer

## ORGANIZATIONS

East Palo Alto  
Police Officer's Association  
Gardens Block Club  
San Mateo County Central  
Labor Council  
San Mateo County Building &  
Construction Trades Council

Terrence David  
Jean Davis  
Mike Davis

## RESIDENTS

David Acosta  
Phyllis Adams Bolchalk  
Luis Aguila  
Salvador Alaniz  
Chuck Andrews  
Lavora Annette Anthony  
Perry Archibald  
Melvin Arterberry Jr.  
Alireza Ashayer  
Elmer Avala

## EXPANDED CITY SERVICES—HOUSING, RECREATION, PARKS, TRAFFIC IMPROVEMENTS, AFFORDABLE HOUSING, POLICE SERVICES



“I urge all East Palo Alto residents who  
want to better our community to vote  
Yes on Measure C”

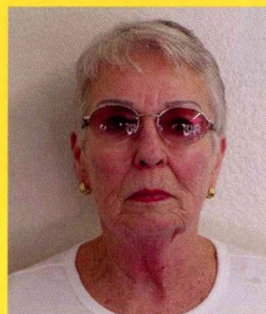
*Sharifa Wilson*  
City Councilwoman

Roberto Polanco  
Karen Prindle  
Robert Pritchett  
Michele Pritchett  
Lillie R Pugh

Court Skinner  
Anita Smith  
Selbia Smith  
Lloyd Snider  
Vivina Songcayawon  
Cesar Sorto  
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Rogelio Trejo

Sal Vallejo  
A. Varfolomeev  
Alma Vasquez  
John Veloz  
Richard Wadley  
Sani WaDunia  
Cynthia Walker  
Patricia Walters  
James Watts  
Larry Westland  
Louise M. White  
Yolanda White  
Alfred Whitley  
Cassandra Wilson  
John Wilkinson  
Gertrude Wilks  
Johnny Winston  
Verna Winston  
Gordana Wolfman  
Victor Wong  
Edgar Yacub

## SMART PLAN FOR HOMEOWNERS AND RENTERS



“Without a new source of tax dollars from  
IKEA, the City may have to raise taxes on  
home-owners and renters to pay for the  
city services we need. We need the IKEA  
tax dollars for East Palo Alto. Please vote  
Yes.”

*Patsy Johnson, Community Activist*

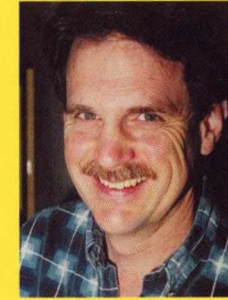
Elvira Ayala  
 Joe Bamberg  
 Beulah Barber  
 Consuelo Barrow  
 Maxine Barrow  
 Heather Bartolome  
 Gelsomina Becks  
 Ida Berk  
 Raul Bermudez  
 Vik Bhatia  
 Nenah Board  
 Julianne Bonnet  
 Gahji Bostic  
 John Bostic  
 Sheila Bostic  
 Glonlese Boswell  
 Hugo Bravo  
 Daisy Brewer  
 Eddie Bridges  
 David Brown  
 Helen M. Brown  
 Patrick Brown  
 Ruth Brown  
 Arlene Buchanan

Patricia Dawson  
 Rudy DeCaminada  
 Sandra Dennen  
 Ranjni Deo  
 Rohit Deo  
 Cheryl Dixon  
 Reverand Louis Dixon  
 Remedios Domondon  
 Saniwa Donia  
 Amy Duxbury  
 Carolyn Easter  
 Cezar Echano III  
 Mark Emerson  
 Oscar Esguerra  
 Frank Estan  
 Stephen Fitch  
 Erica Fonseca  
 Kasanita Fonua  
 Sally Garbutt  
 Dorothy Gates  
 Karen Gavrilov  
 Ronald Henry Glaze  
 Marjorie Goodwill  
 Herbert Graham

Farinac Keyhan  
 Arthur V. Kolly  
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 Dyanne Ladine  
 Thelma Lee  
 Jane A. Leech  
 Nancy Leech  
 Alfred LeGrand-Sawyer  
 Arthur Le Gray  
 Robert H. Leonard  
 Shirley Leonard  
 Eliza M. Levy  
 Bryan Lincoln  
 Niambi Lincoln  
 Gilberto Lopez Reyes  
 Marcelino Lopez  
 Katherine J.P. Loudd  
 Edward J. Mack  
 Eva Maldovino  
 Rebecca Mathews  
 Robert McFarland Jr.  
 Tim McGuire  
 Michele McMath  
 Yohannes Mesfine  
 R. J. Millington  
 Jorge Luis Miranda  
 Elbert El Mitchell  
 Janice Mitchell, Gardens Block  
 Club  
 Farshad Momeny  
 Ana Montes-Bustos  
 Dr. William Moore  
 P.A. Moore  
 Doris Nash  
 Bryan T. Nguyen  
 Harun A. Niowito  
 Mr and Mrs. Niranjan  
 Barbara Noparstak  
 Lorraine Norman  
 Pamela Noyer  
 Meda Okelo  
 Andrew Oliver  
 Jodi Oliver  
 Raquel Ordas  
 Magdalena Padilla  
 M.F. Chester Palesoo  
 Ana Palma  
 Nestor Palma  
 Maura Palmer  
 Dick Wycich  
 Jose Parada  
 Eliseo Paralta  
 Luella Parker  
 Ola Mae Parker  
 Amil Jr Parker  
 Olga Pena  
 Marguerite Philips

Elizabeth Pulido  
 Mario Pulido  
 Albert Ramirez  
 Eugenio Ramos  
 Julio Ramos  
 Nancy Ramos  
 Maezales Rector  
 Andre Reed Sr.  
 Nathaniel Reese  
 Ana Rendon  
 Catherine Rivers  
 Tom Roberts  
 Eddy Robinson  
 Eugene Robinson  
 Mary Robinson  
 Osa Robinson  
 Ray Robinson  
 William Robinson  
 Letty Robles  
 Robert Robles  
 Robin R. Rogers

## A LOCAL SUPERMARKET



“Vote Yes on Measure C for the jobs, tax revenue and expanded city services— but also because it will help bring a supermarket here.”

*Duane Bay  
 East Palo Alto Mayor*

Susan E. Tureaud  
 W.M. Turks  
 Debra Turner  
 J.T Turner  
 Marcus Turner

Darla Yacub  
 Bethzabe Yanez  
 Kenneth Yuen  
 Humberto Zuniga  
 (partial list)

## \$1.8 MILLION IN NEW TAX REVENUE



“The tax revenue the IKEA store will generate will help us improve city services to every single resident”

*Pat Foster  
 East Palo Alto Vice-Mayor*

Rosemary Burgess  
 Clarence Burley Jr.  
 David Butler  
 James Calloway  
 James Carter  
 C.C. Cazares-Rogmans  
 Richard Clark  
 Dr. John M. Chavez  
 Arnold Chen  
 Kristi Chiu  
 Eddie Y. Chow  
 Louis Clarida  
 Arthur Claude  
 Danae Clohan  
 Melinda Clover

Mrs Grantig  
 Ray Greene  
 Floyd Griber  
 Medardo Guerrero  
 Timothy Hadlock  
 Meredith Hagendorn  
 Mrs. Aberash T. Hailu  
 Mark Hall  
 Ona Hall  
 Martha Hanks  
 Tom Harding  
 Annie Mae Harrison  
 Andy Hartwell  
 Esther Hartwell  
 Rozene Henderson

## TRAFFIC MANAGEMENT



“We can manage the traffic and we get a new source of sales tax revenue for expanded city services. Measure C and IKEA make a lot of sense and I urge a Yes vote.”

*Dr. LaGrande Sawyer  
 35-year resident  
 Transportation Advisory Committee member*

William Rosetti  
 Elaine Rouse  
 Martha Ryans  
 Jose Salinas  
 Linda Salinas  
 Willie Mae Samuels  
 David Sanchez  
 Carlos Santoyo  
 Glenda Savage Johnson  
 Joseph Sawyer  
 Michael Schaupp  
 Mary Schembri  
 Karin Schlanger  
 Shorron Scoggins  
 Chris Scott  
 Letta Seiuli  
 Hailu W Semaiaat  
 Jennifer Serran  
 Robert Sherrard



# **TODAY is ELECTION DAY**

**Vote YES on Measure C  
for IKEA and an Even  
Better East Palo Alto!**

**Your polling place is:**

**City Hall - Community Room  
2415 University Avenue**

**Polls close at 8:00PM**

**PLEASE VOTE!**



IKEA Property, Inc.  
Yes on Measure C  
660 Donohoe St.  
East Palo Alto CA 94303

PRSR STD  
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PAID  
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\*\*\*\*\*ECRLOT\*\*C004  
LAURA SAVAGE  
2389 GLEN WAY  
EAST PALO ALTO CA 94303-1531

# The Truth



# About IKEA in East Palo Alto

# East Palo Alto Residents Say Yes to Measure C

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Mayor Duane Bay  
Vice Mayor Pat Foster  
Council member Sharifa Wilson

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Gardens Block Club  
San Mateo County Central Labor Council  
San Mateo County Building & Construction Trades Council

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Sandra Dennen  
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Saniwa Donia  
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Frank Estan

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Timothy Hadlock  
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Mark Hall

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Arla Jackson  
Clara Jackson  
Elizabeth Jackson, community activist  
Sara Jackson  
Albert Jacobs  
Nicole James  
Michael James  
George Jefferson  
Mary Jefferson  
Erick Jessee  
J. Jimenez  
Audrey Johnston  
Charles Jones, Jones Mortuary  
Robert Jones

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Robert H. Leonard  
Shirley Leonard  
Eliza M. Levy  
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Linda Salinas  
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David Sanchez  
Carlos Santoyo  
Glenda Savage Johnson  
Joseph Sawyer  
Michael Schaupp  
Mary Schembri  
Karin Schlanger  
Shorron Scoggins  
Chris Scott  
Letta Seiuli  
Hailu W Semaia  
Jennifer Serran  
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Marcus Turner  
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Alma Vasquez  
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Patricia Walters  
James Watts  
Larry Westland  
Louise M. White  
Yolanda White  
Alfred Whitley  
Cassandra Wilson  
John Wilkinson  
Gertrude Wilks, United Homeowneris Assn.  
Johnny Winston  
Verna Winston  
Gordana Wolfman  
Victor Wong  
Edgar Yacub  
Darla Yacub  
Bethzabe YaOez  
Kenneth Yuen  
Humberto Zuniga  
*(partial list)*

## Funds to East Palo Alto from IKEA Store

\$100,000 Children's and Families Fund

\$100,000 to East Palo Alto Schools in Fees

\$100,000 Pre-Employment Training Fund

\$75,000 First Source Hiring Program

\$1,000,000 in funds for traffic improvements

\$1,800,000 annual tax revenue

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\$137,000 annually for low and moderate income housing

\$15 million annual payroll

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Tom Harding  
Annie Mae Harrison  
Andy Hartwell  
Esther Hartwell  
Rozene Henderson  
Margie Hicks  
Rebecca Hill-Long  
Joseph Hughes  
Refugio P. Huizar  
Flora L. Hurd  
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Claudia Jordan  
Jon Jordan  
Sam Jordan  
Richard Kepner  
Farinac Keyhan  
Arthur V. Kolly  
Kevin Konoelje  
Andrea Kortenhoven  
Dyanne Ladine  
Thelma Lee  
Jane A. Leech  
Nancy Leech  
Alfred LeGrand-Sawyer

R. J. Millington  
Jorge Luis Miranda  
Elbert El Mitchell  
Janice Mitchell, Gardens Block Club  
Farshad Momeny  
Ana Montes-Bustos  
Dr. William Moore  
P.A. Moore  
Doris Nash  
Bryan T. Nguyen  
Harun A. Niowito  
Mr and Mrs. Niranjana

Amil Jr Parker  
Olga Pena  
Marguerite Philips  
Alissa Picker  
Norm Picker  
Roberto Polanco  
Karen Prindle  
Robert Pritchett  
Michele Pritchett  
Lillie R Pugh  
Elizabeth Pulido  
Mario Pulido

# Vote Tuesday, March 5 — YES on C

**M**UCH HAS BEEN SAID and written about the proposed IKEA store. Opponents, financed by wealthy Palo Alto interests, have stretched the truth and outright lied about the IKEA measure. We want to give you straight answers and expose the lies of the opposition.

**Opponent's Lie #1:  
There won't be 550 jobs**

**THE TRUTH:** IKEA will have 550 full-time and part-time jobs with good benefits at its East Palo Alto store. The Emeryville IKEA store employs 500 full and part-time workers – over 75% are minorities. Nearly 70% of IKEA workers live within 10 miles of the store. IKEA has received national recognition for their programs to promote minorities to high-level managerial positions. IKEA has already signed agreements to build the store with union construction workers — in addition to the 550 jobs once the store is built.

“IKEA has been an asset to our community. It provides good jobs, sales tax revenue and is a partner and supporter to many of our community organizations.”

—Nora Davis, Mayor of Emeryville



“We support Measure C and the IKEA store. IKEA has agreed to build this store with qualified union workers.”

—Bill Nack, San Mateo County Building & Construction Trades Council President



**Opponent's Lie #4: Most homes will be taken from their owners and replaced by new development.**

**THE TRUTH:** This claim is false and another scare tactic. No homes will be taken. Residents of an apartment building on the site will be moved to other housing and are being generously compensated with a relocation fee. All those residents **SUPPORT the IKEA proposal.**

**Opponent's Lie #5: United Homeowners of East Palo Alto oppose Measure C.**

**THE TRUTH:** United Homeowners of East Palo Alto – one of the largest homeowners group in the city – does not take stands on political issues. Many of their members and officers, including President Gertrude Wilks, **support IKEA and Measure C as individuals.**

**Opponent's Lie #6: IKEA was brought in by outside developers who have a plan to wipe out East Palo Alto.**



**Opponent's Lie #2: IKEA won't bring \$1 million in new tax revenue.**

**THE TRUTH:** IKEA has agreed to pay the City at least \$1 million a year for the next eight years, no matter with the sales are at the store. Sales projections forecast the City receiving \$1.8 million a year that can improve local streets, expand city services for seniors and young people and, enhance police services.

**Opponent's Lie #3: IKEA will bring 1,500,000 cars.**

**THE TRUTH:** Opponents are making up traffic numbers to frighten people. IKEA will spend \$1 million to improve neighborhood streets, overpasses and intersections. IKEA will have parking for all its shoppers. A car dealership and Superstore promoted by opponents would generate MORE traffic than IKEA.\* (City Environmental Impact Report).

**IKEA opponents will say anything to get you to vote no on Measure C.**

**THE TRUTH** is that IKEA will bring 550 new jobs with good benefits for East Palo Alto Residents, new sales taxes for expanded city services, and funds to make traffic and street improvements that we already need.

**You decide between the lies and the truth.**

**THE TRUTH:** The concept for an IKEA store came out of an open process for ideas about what would be good for the community. IKEA will hire local workers to build the store and it will hire local workers at the store as a priority, under signed legal agreements.

THE TRUTH is that wealthy Palo Alto interests oppose IKEA and Measure C for their own financial interests. They don't care about East Palo Alto.

**San Jose Mercury News**

*Saturday, Feb. 2, 2002*

**Car dealer's involvement in Ikea measure criticized**

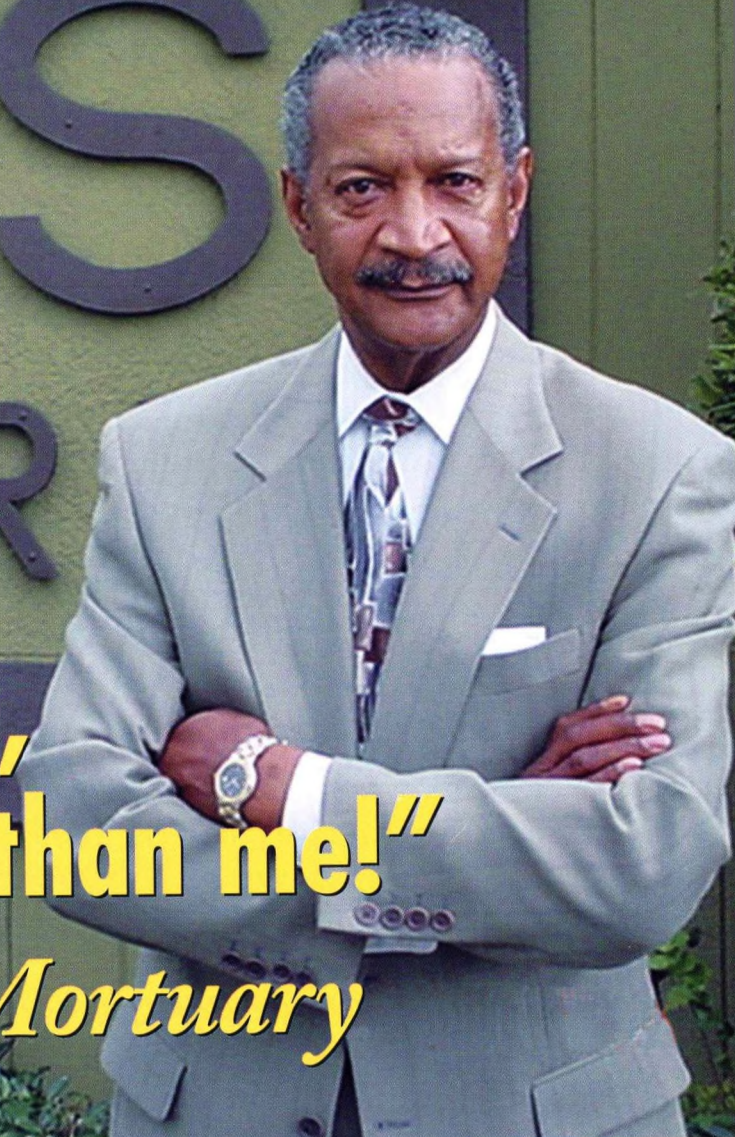
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# JONES MORTUARY

**"When IKEA comes to town,  
no one will be closer to it than me!"**

*Charles Jones, Owner Jones Mortuary*



# Yes on Measure C = IKEA

## Elected Officials

Supervisor Rose Jacobs  
Gibson  
Mayor Duane Bay  
Vice Mayor Pat Foster  
Councilmember Sharifa  
Wilson

## Organizations

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Rebecca Hill-Long  
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Jill Ingersoll  
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Clara Jackson  
Elizabeth Jackson  
Sara Jackson  
Albert Jacobs  
Nicole James  
Michael James  
George Jefferson  
Mary Jefferson  
J. Jimenez  
Audrey Johnston  
Charles Jones, Jones  
Mortuary  
Robert Jones  
Claudia Jordan  
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Sam Jordan  
Richard Kepner  
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Hailu W Semaiait  
Robert Sherrard  
Mildred Simon  
Court Skinner  
Anita Smith  
Selbia Smith

Lloyd Snider  
Vivina Songcayawon  
Cesar Sorto  
Dixie Lee Specht-Schulz  
Paul Sposato  
Aaron Spurling  
Billy C. Still  
Minako Tagashi  
Brian Tayan  
Robert Taylor  
Clarence Thomas  
Cheryl Thompson  
Mark Thompson  
Paul Thompson  
Lawrence Timmons  
Edgar Torres  
W.M. Turks  
Debra Turner  
J.T Turner  
Marcus Turner  
Eva Valdovinos  
Oscar Vallejo  
Sal Vallejo  
Alma Vasquez  
John Veloz  
Richard Wadley  
Sani WaDunja  
Cynthia Walker  
Patricia Walters  
James Watts  
Larry Westland  
Louise M. White  
Yolanda White  
Alfred Whitley  
Cassandra Wilson  
John Wilkinson  
Gertrude Wilks, United  
Homeowner's Assn.  
Johnny Winston  
Verna Winston  
Victor Wong  
Kenneth Yuen  
Humberto Zuniga

(partial list)

## **IKEA = Jobs**

- 550 new jobs for local residents
- full and part time positions with extensive benefits
- Job training
- \$100,000 Children and Families Fund established to help subsidize childcare and after school programs

## **IKEA = Expanded City Services**

- \$1.8 million in annual new tax revenue
- Funds for street repairs, affordable housing, recreation programs, parks, police services and other city services
- New tax revenue means less burden on local residents to maintain services

## **IKEA = Minimize Traffic Impacts**

- Over \$1 million in street and traffic improvements, including an improved University Avenue interchange
- Community-driven effort to keep traffic off neighborhood streets
- Extensive parking lot to keep cars out of neighborhoods
- Studies show IKEA shoppers will come during non-commute hours

## **IKEA = Commitment to East Palo Alto Supermarket**

- East Palo Alto needs our own Supermarket
- New tax revenue from IKEA can be used to bring a Supermarket to town
- Community Planning group has identified preferred sites (IKEA site not a preferred site)
- IKEA supports Citizen's Task Force to bring Supermarket to town

**YES on C = IKEA Vote Tuesday, March 5th**

**Para información en Español, llame al 634-9382.  
For more information, call 634-9382.**

**“And I urge a YES  
vote on Measure C  
to bring IKEA to  
East Palo Alto!”**

*Charles Jones,  
Owner Jones Mortuary*

“I’ve lived in this community for more than 25 years. I’ve operated my business here for 25 years. East Palo Alto needs the jobs and tax revenue the IKEA store will bring us. Either we get tax revenue out of people who come here to shop – or the City might look to us to pay more taxes. I’d rather have the shoppers pay to fix our streets, parks and expand city services. Yes on IKEA. Yes on Measure C. Please vote Tuesday, March 5th!”



IKEA Property, Inc.,  
Yes on Measure C  
660 Donohoe St.  
East Palo Alto CA 94303

\*\*\*ECRLOT\*\*C00.1

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U.S. POSTAGE  
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TJG  
94578

Sharifa Wilson  
2389 Glen Way  
East Palo Alto, CA 94303-1531



**East Palo Alto Neighbors, Friends,  
Families and Businesspeople Say**



**for East Palo Alto**

**Para información en Español, llame al 634-9382.**

# East Palo Alto Residents Say Yes to Measure C

## ELECTED OFFICIALS

Supervisor Rose Jacobs  
Gibson  
Mayor Duane Bay  
Vice Mayor Pat Foster  
Councilmember Sharifa  
Wilson

## ORGANIZATIONS

Gardens Block Club  
San Mateo County Central  
Labor Council  
San Mateo County  
Building & Construction  
Trades Council

## RESIDENTS & COMMUNITY LEADERS

David Acosta  
Phyllis Adams Bolchalk  
Luis Aguila  
Salvador Alaniz  
Chuck Andrews  
Lavora Annette Anthony  
Perry Archibald  
Melvin Arterberry Jr.  
Alireza Ashayer  
Elmer Ayala  
Elvira Ayala  
Joe Bamberg  
Beulah Barber  
Consuelo Barrow  
Maxine Barrow  
Heather Bartolome  
Gelsomina Becks  
Ida Berk  
Raul Bermudez  
Vik Bhatia  
Nenah Board  
Julianne Bonnet  
Gahji Bostic  
John Bostic  
Sheila Bostic  
Hugo Bravo  
Daisy Brewer  
Eddie Bridges  
David Brown  
Patrick Brown  
Ruth Brown  
Arlene Buchanan  
Rosemary Burgess  
Clarence Burley Jr.  
David Butler  
James Calloway  
James Carter  
Arnold Chen  
Kristi Chiu  
Louis Clarida  
Arthur Claude  
Danae Clohan  
Melinda Clover  
Kenneth M. Cortezs-  
Martin, III  
Marilyn Cooley  
Ruth Cossey  
Foroagh Dahesh  
Marsha David  
Terrence David

Jean Davis  
Mike Davis  
Rudy DeCaminada  
Sandra Dennen  
Cheryl Dixon  
Reverand Louis Dixon  
Remedios Domondon  
Saniwa Donia  
Amy Duxbury  
Carolyn Easter  
Cezar Echano III  
Mark Emerson  
Oscar Esguerra  
Frank Estan  
Stephen Fitch  
Erica Fonseca  
Dorothy Gates

Sara Jackson  
Albert Jacobs  
Nicole James  
Michael James  
George Jefferson  
Mary Jefferson  
J. Jimenez  
Audrey Johnston  
Charles Jones, Jones  
Mortuary  
Robert Jones  
Claudia Jordan  
Jon Jordan  
Sam Jordan  
Richard Kepner  
Farinac Keyhan  
Kevin Konoelje

Doris Nash  
Barbara Noparstak  
Lorraine Norman  
Pamela Noyer  
Meda Okelo  
Andrew Oliver  
Jodi Oliver  
M.F. Chester Palesoo  
Ana Palma  
Nestor Palma  
Maura Palmer  
Dick Wycich  
Jose Parada  
Eliseo Paralta  
Luella Parker  
Ola Mae Parker  
Amil Jr Parker

William Robinson  
Letty Robles  
Robert Robles  
Robin R. Rogers  
William Rosetti  
Elaine Rouse  
Martha Ryans  
Jose Salinas  
Linda Salinas  
Willie Mae Samuels  
Carlos Santoyo  
Glenda Sawage Johnson  
Joseph Sawyer  
Mary Schembri  
Karin Schlanger  
Shorron Scoggins  
Chris Scott  
Letta Seuli  
Hailu W Semaiait  
Robert Sherrard  
Mildred Simon  
Court Skinner  
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Lloyd Snider  
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Cesar Sorto  
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Paul Sposato  
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Cassandra Wilson  
John Wilkinson  
Gertrude Wilks, United  
Homeowner's Assn.  
Johnny Winston  
Verna Winston  
Victor Wong  
Kenneth Yuen  
Humberto Zuniga

- **Yes on C means 550 new, local jobs**
- **Yes on C means \$1.8 million in annual tax revenue**
- **Yes on C means increased city funds for affordable housing, street repaving, senior and youth services, police services, and improved parks**
- **Yes on C will provide the city funds to help bring a supermarket to our community**

If you wish to vote by absentee ballot, detach, sign and mail the attached applications. In a few weeks, the Elections Department will mail you your ballot. You can vote from the comfort of your home.

**Para información en Español, llame al 634-9382.**

Karen Gavrilov  
Ronald Henry Glaze  
Marjorie Goodwill  
Herbert Graham  
Mrs Grantig  
Floyd Griber  
Medardo Guerrero  
Timothy Hadlock  
Meredith Hagendorn  
Mrs. Aberash T. Hailu  
Mark Hall  
Ona Hall  
Martha Hanks  
Tom Harding  
Annie Mae Harrison  
Andy Hartwell  
Esther Hartwell  
Rozene Henderson  
Margie Hicks  
Rebecca Hill-Long  
Joseph Hughes  
Jill Ingersoll  
Frankiet Isane  
Clara Jackson  
Elizabeth Jackson

Andrea Kortenhoven  
Dyanne Ladine  
Thelma Lee  
Jane A. Leech  
Nancy Leech  
Alfred LeGrand-Sawyer  
Robert H. Leonard  
Shirley Leonard  
Bryan Lincoln  
Niambi Lincoln  
Marcelino Lopez,  
Community Volunteer  
Eva Maldovino  
Rebecca Mathews  
Tim McGuire  
Michele McMath  
Yohannes Mesfine  
R. J. Millington  
Jorge Luis Miranda  
Elbert El Mitchell  
Janice Mitchell, Gardens  
Block Club  
Ana Montes-Bustos  
Dr. William Moore  
P.A. Moore

Olga Pena  
Marguerite Philips  
Alissa Picker  
Norm Picker  
Roberto Polanco  
Karen Prindle  
Robert Pritchett  
Michele Pritchett  
Lillie R Pugh  
Elizabeth Pulido  
Mario Pulido  
Albert Ramirez  
Eugenio Ramos  
Julio Ramos  
Nancy Ramos  
Maezales Rector  
Andre Reed Sr.  
Nathaniel Reese  
Ana Rendon  
Catherine Rivers  
Eddy Robinson  
Eugene Robinson  
Mary Robinson  
Osa Robinson  
Ray Robinson

(partial list)

**YES on C = IKEA = Jobs & Expanded Services**

\$100,000 Children's and Families Fund

\$100,000 to East Palo Alto Schools in Fees

\$100,000 Pre-Employment Training Fund

\$75,000 First Source Hiring Program

\$1,000,000+ in funds for traffic improvements including traffic lights,  
overpass upgrades and street repaving

\$1,800,000 annual tax revenue

\$50,000,000 construction budget including payroll for local workers

\$15,000,000 annual employee payroll and benefits

\$8,000,000 sale price for city land

\$700,000 annual property tax revenue

\$137,000 annually for low and moderate income housing

More than \$70,000,000 in East Palo Alto



# It All Adds Up



# Yes on Measure C is a **Financial Boost** to **East Palo Alto**

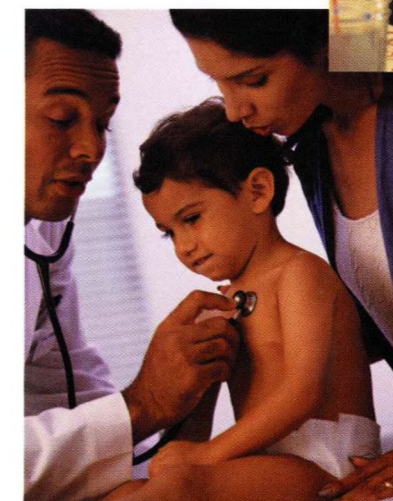
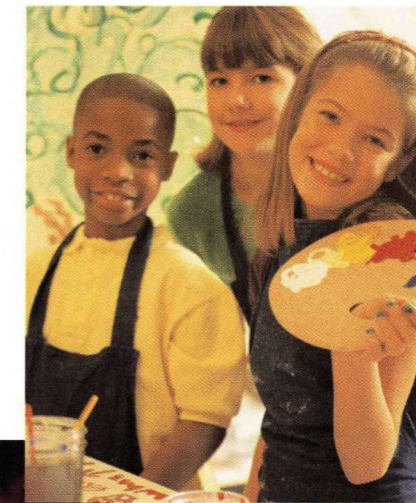
Yes on Measure C will fund a variety of special funds and generate tax revenue that will benefit every East Palo Alto family. The following list details the various funds and tax benefits to East Palo Alto.

- \$100,000 Children's and Families Fund
- \$100,000 to East Palo Alto Schools in Fees
- \$100,000 Pre-Employment Training Fund
- \$75,000 First Source Hiring Program
- \$1,000,000+ in funds for traffic improvements including traffic lights, overpass upgrades and street repaving
- \$1,800,000 annual tax revenue
- \$50,000,000 construction budget including payroll for local workers
- \$15,000,000 annual employee payroll and benefits
- \$8,000,000 sale price for city land
- \$700,000 annual property tax revenue
- \$137,000 annually for low and moderate income housing
- More than \$70,000,000 in East Palo Alto

**It all adds up to an even better East Palo Alto.**

## The revenue generated from IKEA will fund many worthy city needs including:

- Affordable Housing
- Expanded Youth Recreation Programs
- Expanded Senior Programs
- Enhanced Police Services
- Upgrades to Parks
- Funds for local schools
- Subsidized Childcare
- Traffic improvements
- Street repaving



A Yes on **Measure C** is a vote  
for **More City Services.**

# Yes on C = IKEA = Expanded City Services



\*\*\*\*\*ECRL0T\*\*C004  
 LAURA SAVAGE  
 2389 GLEN WAY  
 EAST PALO ALTO CA 94303-1531

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 95050

Paid for by IKEA Property, Inc., 660 Donohue Street, East Palo Alto, CA 94303



## We all support Measure C for an even better East Palo Alto

### Elected Officials

Congresswoman Anna Eshoo  
 Supervisor Rose Jacobs Gibson  
 Mayor Duane Bay  
 Vice Mayor Pat Foster  
 Council member Sharifa Wilson  
 Ruben Abrica, Ravenswood School Board

### Organizations

East Palo Alto Police Officer's Association  
 Gardens Block Club  
 San Mateo County Central Labor Council  
 San Mateo County Building & Construction Trades Council

### Residents

David Acosta  
 Phyllis Adams Bolchalk  
 Luis Aguila  
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 Perry Archibald  
 Melvin Arterberry Jr.  
 Alireza Ashayer  
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 Elvira Ayala  
 Joe Bamberg  
 Beulah Barber  
 Consuelo Barrow  
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 Heather Bartolome  
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 Eric Darko  
 Marsha David  
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 Jean Davis  
 Mike Davis  
 Patricia Dawson  
 Rudy DeCaminada  
 Sandra Dennen  
 Ranjni Deo  
 Rohit Deo  
 Cheryl Dixon  
 Reverand Louis Dixon  
 Remedios Domondon  
 Saniwa Donia  
 Midge Dorn  
 Amy Duxbury  
 Carolyn Easter  
 Cezar Echano III  
 Mark Emerson  
 Oscar Esguerra  
 Frank Estan  
 Stephen Fitch  
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 Kasanita Fonua  
 Sally Garbutt  
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 Marjorie Goodwill  
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 Mark Hall  
 Ona Hall  
 Martha Hanks  
 Tom Harding  
 Annie Mae Harrison  
 Andy Hartwell  
 Esther Hartwell  
 Rozene Henderson  
 Margie Hicks  
 Rebecca Hill-Long  
 Joseph Hughes

Refugio P. Huizar  
 Flora L. Hurd  
 Jill Ingersoll  
 Frankiet Isane  
 Angela Jackson  
 Clara Jackson  
 Elizabeth Jackson, community activist  
 Sara Jackson  
 Albert Jacobs  
 Nicole James  
 Michael James  
 George Jefferson  
 Mary Jefferson  
 Erick Jessee  
 J. Jimenez  
 Audrey Johnston  
 Charles Jones, Jones Mortuary  
 Robert Jones  
 Claudia Jordan  
 Jon Jordan  
 Sam Jordan  
 Richard Kepner  
 Farinac Keyhan  
 ArthurV. Kolly  
 Kevin Konoelje  
 Andrea Kortenhoven  
 Dyanne Ladine  
 Thelma Lee  
 Jane A. Leech  
 Nancy Leech  
 Alfred LeGrand-Sawyer  
 Arthur Le Gray  
 Robert H. Leonard  
 Shirley Leonard  
 Eliza M. Levy  
 Bryan Lincoln  
 Niambi Lincoln  
 Gilberto Lopez Reyes  
 Marcelino Lopez, Community Volunteer  
 Katherine J.P. Loudd  
 Edward J. Mack  
 Eva Maldovino  
 Rebecca Mathews  
 Robert McFarland Jr.  
 Tim McGuire  
 Michele McMath  
 Yohannes Mesfine  
 R. J. Millington  
 Jorge Luis Miranda  
 Elbert El Mitchell  
 Janice Mitchell, Gardens Block Club  
 Farshad Momeny  
 Ana Montes-Bustos  
 Dr. William Moore  
 P.A. Moore  
 Doris Nash  
 Bryan T. Nguyen  
 Harun A. Niowito  
 Mr and Mrs. Niranjan

Barbara Noparstak  
 Lorraine Norman  
 Pamela Noyer  
 Meda Okelo  
 Andrew Oliver  
 Jodi Oliver  
 Raquel Ordas  
 Magdalena Padilla  
 M.F. Chester Palesoo  
 Ana Palma  
 Nestor Palma  
 Maura Palmer  
 Dick Wycich  
 Jose Parada  
 Eliseo Paralta  
 Luella Parker  
 Ola Mae Parker  
 Amil Jr Parker  
 Olga Pena  
 Marguerite Philips  
 Alissa Picker  
 Norm Picker  
 Roberto Polanco  
 Karen Prindle  
 Robert Pritchett  
 Michele Pritchett  
 Lillie R Pugh  
 Elizabeth Pulido  
 Mario Pulido  
 Albert Ramirez  
 Eugenio Ramos  
 Julio Ramos  
 Nancy Ramos  
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 Elaine Rouse  
 Martha Ryans  
 Jose Salinas  
 Linda Salinas  
 Willie Mae Samuels  
 David Sanchez  
 Carlos Santoyo  
 Glenda Savage Johnson  
 Joseph Sawyer  
 Michael Schaupp  
 Mary Schembri  
 Karin Schlanger  
 Shorron Scoggins

Chris Scott  
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 Verna Winston  
 Gordana Wolfman  
 Victor Wong  
 Edgar Yacub  
 Darla Yacub  
 Bethzabe Yañez  
 Kenneth Yuen  
 Humberto Zuniga (partial list)

IKEA Property, Inc.  
Yes on Measure C  
660 Donohoe St.  
East Palo Alto CA 94303

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SHARIFA WILSON  
2389 GLEN WAY  
EAST PALO ALTO CA 94303-1531

# IKEA=Community Involvement in East Palo Alto



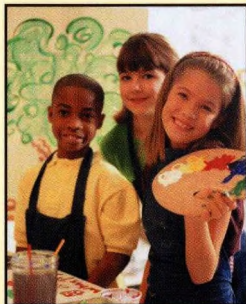
## Yes on Measure C=IKEA Vote Tuesday, March 5th

Para información en Español, llame al 634-9382.

IKEA is an active member of every community where they have stores. IKEA has donated millions of dollars to assist national and local charities in the communities where they have stores.

East Palo Alto non-profit groups will benefit from the IKEA store.

There are 15 IKEA stores in the United States. IKEA supports the following programs in those areas:

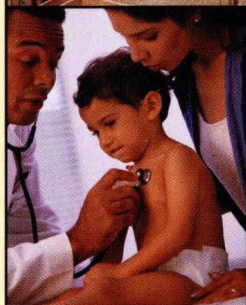
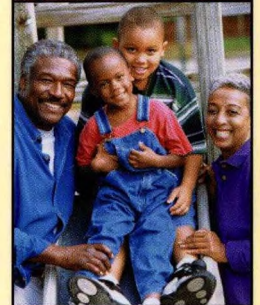
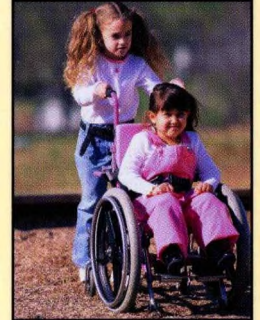
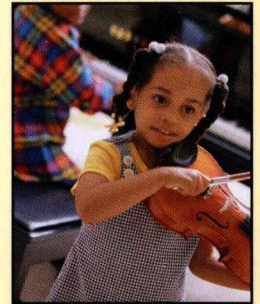


**Organization:**

Walter Payton Foundation  
 Wings  
 Bethlehem Haven  
 Variety  
 Project Bundle Up  
 Sussex Elementary School  
 Habitat for Humanity  
 Perry Hall School Band  
 The Family Tree  
 Children's Hospital of Oakland  
 Girl's 2000 Community Center  
 Emeryville Community Action Program  
 Berkeley Emergency Food & Housing  
 Salvation Army  
 The Times Share the Spirit Fund  
 Special Olympics  
 Shriner's Hospital of Philadelphia  
 Christmas in April  
 Toys for Tots  
 Good Shepard Shelter

**Focus:**

Children  
 Housing and children  
 Homelessness  
 Children with physical disabilities  
 Warm clothing to needy  
 After school programs  
 Affordable housing  
 Band equipment  
 Child abuse prevention  
 Children's health  
 Housing  
 Children & families  
 Affordable housing  
 Children & families  
 Homelessness  
 Children  
 Children's health  
 Home repair for the elderly  
 Needy children  
 Homeless women



(partial list)

IKEA will take an active role with organizations working to improve the lives of East Palo Alto residents.

IKEA has already agreed to fund:

- 1) \$100,000 Children and Families fund
- 2) \$100,000 Pre-employment training fund
- 3) \$75,000 First Source hiring program

**Yes on Measure C = Yes on IKEA**  
**Vote Tuesday, March 5th**

# IKEA Means Jobs, New Revenue, Traffic Management, Supermarket

## IKEA means JOBS

- 550 Local Jobs
- Additional Union Construction Jobs
- Funds for Job Training
- Local residents hired through "First Source" program

**"A vote for IKEA is a vote for new jobs in East Palo Alto."**

—Marcelino Lopez, Resident and Community Volunteer.



## IKEA means FUNDS FOR MORE CITY SERVICES

- \$1.8 million additional tax revenue
- Funds for affordable housing, repaved streets, improved parks, expanded police services, senior programs and youth recreation
- Additional funds designated for subsidized child care

**"The tax revenue the IKEA store will generate will help us improve city services to every single resident."**

—Pat Foster, East Palo Alto Vice-Mayor

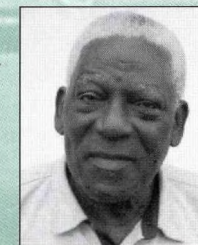


## IKEA means TRAFFIC MANAGEMENT

- IKEA pays \$1 million for traffic lights, overpass upgrades and repaving streets
- Over 70% of IKEA shoppers come off Highway 101 – no impact on neighborhood streets
- IKEA shoppers will come during non-commute hours (store hours are 10a.m. to 9 p.m.)
- A Car Dealership and Superstore will produce more commute traffic than IKEA
- And, if Measure C is defeated, IKEA will locate on the Peninsula – so we'll get traffic anyway and none of the tax revenue benefits.

**"We get traffic through East Palo Alto already. With the IKEA store, we will finally get something for that traffic – sales tax revenue for more city services. And, if IKEA goes to Mountain View or Redwood City instead, we get the traffic and NO revenue. Besides, a Supermarket and Car Dealership on the IKEA site will generate more new traffic than IKEA. The jobs will keep children off the streets and out of trouble. Measure C and IKEA make a lot of sense. I urge a YES vote."**

—Dr. LaGrande Sawyer, 35 year resident, Transportation Advisory Committee member

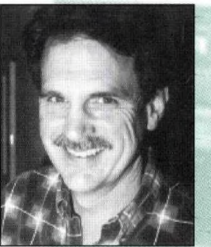


## IKEA means a LOCAL SUPERMARKET

- New City revenue from IKEA will assist in securing a Supermarket
- Sites have been identified for a Supermarket – the IKEA site is NOT a potential site.

**"I urge all East Palo Alto residents to vote YES on Measure C for the jobs, tax revenue and expanded city services – but also because it will help us bring a supermarket here."**

—Mayor Duane Bay



# Vote Yes on Measure C – March 5th

# East Palo Alto Residents Support IKEA

## Elected Officials

Supervisor Rose Jacobs Gibson  
 Mayor Duane Bay  
 Vice Mayor Pat Foster  
 Council member Sharifa Wilson

## Organizations

Gardens Block Club  
 San Mateo County Central Labor Council  
 San Mateo County Building & Construction Trades Council

## Residents

David Acosta  
 Phyllis Adams Bolchalk  
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 Patricia Dawson  
 Rudy DeCaminada  
 Sandra Dennen  
 Cheryl Dixon  
 Reverand Louis Dixon  
 Remedios Domondon  
 Saniwa Donia  
 Amy Duxbury  
 Carolyn Easter  
 Cezar Echano III  
 Mark Emerson  
 Oscar Esguerra  
 Frank Estan  
 Stephen Fitch  
 Erica Fonseca  
 Dorothy Gates  
 Karen Gavrilov  
 Ronald Henry Glaze  
 Marjorie Goodwill  
 Herbert Graham  
 Mrs Grantig  
 Floyd Griber  
 Medardo Guerrero  
 Timothy Hadlock  
 Meredith Hagendorn  
 Mrs. Aberash T. Hailu  
 Mark Hall  
 Ona Hall  
 Martha Hanks  
 Tom Harding  
 Annie Mae Harrison  
 Andy Hartwell  
 Esther Hartwell  
 Rozene Henderson  
 Margie Hicks  
 Rebecca Hill-Long  
 Joseph Hughes

Flora L. Hurd  
 Jill Ingersoll  
 Frankiet Isane  
 Angela Jackson  
 Clara Jackson  
 Elizabeth Jackson  
 Sara Jackson  
 Albert Jacobs  
 Nicole James  
 Michael James  
 George Jefferson  
 Mary Jefferson  
 J. Jimenez  
 Audrey Johnston  
 Charles Jones, Jones Mortuary  
 Robert Jones  
 Claudia Jordan  
 Jon Jordan  
 Sam Jordan  
 Richard Kepner  
 Farinac Keyhan  
 Kevin Konoelje  
 Andrea Kortenhoven  
 Dyanne Ladine  
 Thelma Lee  
 Jane A. Leech  
 Nancy Leech  
 Alfred LeGrand-Sawyer  
 Robert H. Leonard  
 Shirley Leonard  
 Bryan Lincoln  
 Niambi Lincoln  
 Marcelino Lopez, Community Volunteer  
 Eva Maldovino  
 Rebecca Mathews  
 Robert McFarland Jr.  
 Tim McGuire  
 Michele McMath  
 Yohannes Mesfine  
 R. J. Millington  
 Jorge Luis Miranda  
 Elbert El Mitchell  
 Janice Mitchell, Gardens Block Club  
 Ana Montes-Bustos  
 Dr. William Moore  
 P.A. Moore  
 Doris Nash  
 Barbara Noparstak  
 Lorraine Norman  
 Pamela Noyer

Meda Okelo  
 Andrew Oliver  
 Jodi Oliver  
 Magdalena Padilla  
 M.F. Chester Palesoo  
 Ana Palma  
 Nestor Palma  
 Maura Palmer  
 Dick Wycich  
 Jose Parada  
 Eliseo Paralta  
 Luella Parker  
 Ola Mae Parker  
 Amil Jr Parker  
 Olga Pena  
 Marguerite Philips  
 Alissa Picker  
 Norm Picker  
 Roberto Polanco  
 Karen Prindle  
 Robert Pritchett  
 Michele Pritchett  
 Lillie R Pugh  
 Elizabeth Pulido  
 Mario Pulido  
 Albert Ramirez  
 Eugenio Ramos  
 Julio Ramos  
 Nancy Ramos  
 Maezales Rector  
 Andre Reed Sr.  
 Nathaniel Reese  
 Ana Rendon  
 Catherine Rivers  
 Eddy Robinson  
 Eugene Robinson  
 Mary Robinson  
 Osa Robinson  
 Ray Robinson  
 William Robinson  
 Letty Robles  
 Robert Robles  
 Robin R. Rogers  
 William Rosetti  
 Elaine Rouse  
 Martha Ryans  
 Jose Salinas  
 Linda Salinas  
 Willie Mae Samuels  
 Carlos Santoyo  
 Glenda Savage Johnson  
 Joseph Sawyer  
 Mary Schembri  
 Karin Schlanger

Shorron Scoggins  
 Chris Scott  
 Letta Seiuli  
 Hailu W Semaiait  
 Robert Sherrard  
 Mildred Simon  
 Court Skinner  
 Anita Smith  
 Selbia Smith  
 Lloyd Snider  
 Vivina Songcayawon  
 Cesar Sorto  
 Dixie Lee Specht-Schulz  
 Paul Sposato  
 Aaron Spurling  
 Billy C. Still  
 Minako Tagashi  
 Brian Tayan  
 Robert Taylor  
 Clarence Thomas  
 Cheryl Thompson  
 Mark Thompson  
 Paul Thompson  
 Lawrence Timmons  
 Edgar Torres  
 W.M. Turks  
 Debra Turner  
 J.T Turner  
 Marcus Turner  
 Eva Valdovinos  
 Oscar Vallejo  
 Sal Vallejo  
 Alma Vasquez  
 John Veloz  
 Richard Wadley  
 Sani WaDunias  
 Cynthia Walker  
 Patricia Walters  
 James Watts  
 Larry Westland  
 Louise M. White  
 Yolanda White  
 Alfred Whitley  
 Cassandra Wilson  
 John Wilkinson  
 Gertrude Wilks, United Homeowner's Assn.  
 Johnny Winston  
 Verna Winston  
 Victor Wong  
 Kenneth Yuen  
 Humberto Zuniga  
 (partial list)

IKEA Property, Inc.,  
 Yes on Measure C  
 660 Donohoe St.  
 East Palo Alto CA 94303

\*\*\*\*\*ECRL0T\*\*C004  
 SHARIFA WILSON  
 2389 GLEN WAY  
 EAST PALO ALTO CA 94303-1531

PRSR STD  
 U.S. POSTAGE  
 PAID  
 TJG  
 95050



# What Does IKEA Mean to Our Community?



# Yes on C = IKEA

Para información en Español, llame al 634-9382.



**for East Palo Alto**

**Join Us For A Community Barbecue**

**Saturday, January 26  
Noon - 2 pm**

at the

**East Palo Alto Senior Center**  
560 Bell Avenue • East Palo Alto

**Bring Your Friends and Neighbors  
Free Food, Fun and Festivities**



Voter registration

Information available on the proposed IKEA store

Please RSVP to 634.9382  
(so we have enough food for everyone)

**Yes on Measure C**

A Brighter Future for East Palo Alto

**For additional information, call Yes on Measure C at 634.9382**

**Yes on C**  
**for East Palo Alto**

January 18, 2002

Dear Friends and Neighbors,

We are writing to ask you to join us and other concerned East Palo Alto residents as we take another step to strengthen our community and attract more than 500 new jobs.

This March, voters will be asked to approve an IKEA store for our community. IKEA will not only bring jobs, but a stable source of tax revenue that will improve city services such as police protection. We ask you to join us and vote Yes on Measure C.

**The Background**

In 1993, the city adopted the Ravenswood 101 Redevelopment Plan to establish a regional shopping center that would capture regional dollars to increase revenues for city services and provide quality jobs with benefits for our residents. After evaluating several proposals, the IKEA proposal was selected because it offered the highest number of jobs and the most revenue to our city.

**The Benefits**

Enclosed you will find a Fact Sheet detailing the specific benefits of the proposal. Here are some of the highlights:

- **The IKEA store will provide 550 new jobs.** IKEA has agreed to the City's policy that ensures our residents will have first priority for these jobs. The jobs will include benefits to full- and part-time employees including medical, dental and vision insurance, tuition reimbursement, retirement plans, flexible hours and paid vacation.
- **IKEA has guaranteed a minimum of \$1 million in new sales tax revenue to our City for at least 8 years.** The projections forecast as much as \$1.8 million in annual sales and property tax revenue. This revenue would increase existing city general fund revenues by 11 %. This money will allow the City to subsidize affordable housing, pay for increased police, youth and senior services, pave more streets and improve our parks.

We know IKEA is committed to participating in our community, bringing good jobs to our residents, partnering with our neighbors and local nonprofit groups, and investing in East Palo Alto's future. The IKEA store in nearby Emeryville has lived up to all its promises of local jobs and stable tax revenue. A Yes vote on Measure C will bring those benefits to our community.

We share the concerns about traffic and bringing a new supermarket to our City. IKEA's plans include local traffic management that protects the interests of the community. We believe bringing the IKEA store to East Palo Alto will also accelerate bringing a supermarket to another location in the city.

Please join with your neighbors and those of us signing this letter in supporting Measure C. Complete the enclosed endorsement card and return it as soon as possible.

Measure C will help us continue our efforts to improve East Palo Alto. Please join us in voting Yes on Measure C this March.

Sincerely,

Rose Jacobs Gibson,  
San Mateo County Supervisor  
and former East Palo Alto Mayor

Sharifa Wilson,  
East Palo Alto City Council  
Member and former Mayor

Patricia Foster,  
East Palo Alto Vice-Mayor

Duane Bay,  
East Palo Alto Mayor

Marcelino Lopez,  
East Palo Alto Community Volunteer

P.S. We are asking all supporters to take a lawn sign to publicly demonstrate their support — so please check the appropriate box on the endorsement card.





## **for East Palo Alto**

# **IKEA = 550 JOBS**

### **Here are the Facts**

#### **IKEA MEANS GOOD JOBS FOR EAST PALO ALTO**

- The store will create 550 new full-time and part-time jobs.
- All IKEA employees—full- and part-time—qualify for full benefits including:
  - Health insurance—medical, dental and vision
  - Flexible hours
  - Training programs
  - Tuition reimbursement
  - Paid vacation, flexible holidays
  - 401K retirement plans
- IKEA wants local residents for these jobs and will give first priority to East Palo Alto residents. In Emeryville, only 15 employees were transferred from other IKEA stores—the rest came from the community.
- IKEA provides training programs and reimbursement for educational courses, which can include college tuition.
- IKEA managers are promoted from within the company—that includes Ms. Pernille Spiers-Lopez, who started in merchandising and is now the President for IKEA North America.
- IKEA's 550 jobs mean wages will remain in the community—money that will be spent at other East Palo Alto businesses and nonprofit groups.

#### **IKEA WILL HELP IMPROVE HOUSING AND SERVICES IN EAST PALO ALTO**

- IKEA will generate \$1.8 million in new tax revenues each year—it will be East Palo Alto's single largest sales tax contributor.
- This money will help pay for subsidized affordable housing, paving streets, improving parks and increasing police, youth and senior services.

#### **IKEA WILL BE A GOOD NEIGHBOR IN THE EAST PALO ALTO COMMUNITY**

- IKEA will be located right next to Highway 101—making it the main access road to and from the store.
- Ample on-site parking for customers will be available—1,640 spaces, including two levels of parking underneath the store.
- IKEA will be good for East Palo Alto—bringing good jobs to city residents, partnering with the community and local nonprofit organizations and investing in East Palo Alto's future.

**For additional information, call Yes on Measure C at 650.634.9382.**

Information available in Spanish upon request.





**Yes on C**

**for East Palo Alto**  
**East Palo Alto Needs Both**  
**IKEA and A Grocery Store**

### East Palo Alto Needs IKEA

- 550 new full-time and part-time jobs
- Full benefits for all employees
- Local residents will have first priority for the jobs
- IKEA will generate \$1.8 million in new tax revenues each year
- This money will help pay for:
  - subsidized affordable housing
  - paving streets
  - improving parks
  - increasing police, youth and senior services

### East Palo Alto Needs A Grocery Store

- The City of East Palo Alto conducted a study called "An Urban Design Plan for the City of East Palo Alto". Through a series of Community, City Council and Planning Commission meetings, local residents identified seven sites as potential locations for a grocery store.
- The sites included:
  - Nairobi site: Northeast corner of University Avenue and Bay Road.
  - Post Office/PAL Market: SE corner of University Avenue and Bay Road.
  - Latte Dah/neighborhood stores site: SW corner of University and Bay Road.
  - Chevron/Drew Ravenswood City School District site
  - Gateway-Phase 4: bounded by University, Bell, Capitol and Donohoe Streets.
  - Ghomann Animal Hospital: bounded by University, Donohoe and the freeway off-ramp/ overpass.
  - Gateway-Phase 1: bounded by Clarke, O'Connor and the Ravenswood 101 Retail Center.

**An IKEA store will generate new tax revenue that will help  
East Palo Alto secure a new grocery store.**

For additional information, call **Yes on Measure C** at 650.634.9382.  
660 Donohoe Street. East Palo Alto. CA. 94303-1907.

Paid for by IKEA Property, Inc.



## **for East Palo Alto**

# **East Palo Necesita Ambas Cosas: IKEA y una Tienda de Alimentos**

### **East Palo Alto Necesita a IKEA**

- 550 nuevos trabajos, de tiempo completo y medio tiempo
- Beneficios completos para todos los empleados
- Los residentes locales tendrán prioridad para ocupar estos puestos
- IKEA generará \$1.8 millones de dólares en impuestos cada año
- Este dinero ayudará a pagar por lo siguiente:
  - Vivienda subsidiada y a bajos precios
  - Pavimentar calles
  - Mejorar parques
  - Aumentar el número de policías y servicios para la juventud y personas de la tercera edad.

### **East Palo Alto Necesita una Tienda de Alimentos**

- La ciudad de East Palo Alto llevó a cabo un estudio titulado: "Un Plan de Diseño Urbano para la Ciudad de East Palo Alto". Después de una serie de reuniones de la Comunidad, el Concejo de la Ciudad y la Comisión de Planeación, residentes locales identificaron siete sitios como posibles ubicaciones para una tienda de alimentos/ supermercado.
- Los sitios sugeridos son los siguientes:
  - Nairobi: Esquina nordeste de la Avenida University y la Calle Bay.
  - Oficina de Correos/ Mercado PAL: Esquina Sureste de University con Bay.
  - Latte Dah/ tienda de barrio: Esquina Suroeste de University con Bay.
  - Chevron/ Distrito Educativo Drew Ravenswood.
  - Gateway-Fase 4: limitado por University, Bell, Capitol y Donohoe.
  - Hospital para Animales Ghomann: limitado por University, Donohoe y el puente de la autopista.
  - Gateway-Fase 1: limitado por Clarke, O'Connor y el Centro Comercial Ravenswood 101.

**Una tienda IKEA generará nuevos impuestos que ayudarán a que East Palo Alto asegure una nueva tienda de alimentos.**

Para información adicional, llame a **Vote Sí por la Medida C** al 650.634.9382.  
660 Donohoe Street. East Palo Alto. CA. 94303-1907.

Paid for by IKEA Property, Inc



**for East Palo Alto**

I support Measure C for East Palo Alto  
I will help Measure C win by:

Displaying a lawn sign

Volunteering for the campaign

Listing my name as a supporter: \_\_\_\_\_  
Signature

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Paid for by IKEA Property, Inc

