

# BUSINESS REVIEW

**BGG Endorsements**

Business For Good Government  
page 2

**Your Voice Matters**

by Laurence Hansen  
page 3

**SAVE's 40th Anniversary**

Save celebrates with "Night Fever" event  
page 7

Volume 16  
Number 3

**Q3: Election 2016**

**Quarter 3**  
**2016**

**INSIDE:**

<b>Chairmans Circle</b>	<b>2</b>
<b>BGG Endorsements</b>	<b>2</b>
<b>Your Voice Matters</b>	<b>3</b>
<b>Voter Info</b>	<b>3</b>
<b>Connection Clubs</b>	<b>3</b>
<b>New Members</b>	<b>4</b>
<b>Anniversaries</b>	<b>5</b>
<b>Member News</b>	<b>6</b>
<b>SAVE Turns 40</b>	<b>7</b>
<b>Measure A1</b>	<b>7</b>
<b>Prop 51</b>	<b>7</b>
<b>Prop 53</b>	<b>8</b>
<b>Measure RR</b>	<b>8</b>
<b>Poll Notes</b>	<b>8</b>

## Doing the Work: How the Chamber of Commerce Engages with Government and the Political Process

As an organization, the Fremont Chamber of Commerce takes on a variety of roles. We provide leadership training, community service and a networking portal. We organize events for the city at large, e.g. Street Eats, the Burger & Brew Fest and the Fremont Festival of the Arts. One of our most important roles is maintaining the relationship between the business community and government. As part of our mission, we engage with all levels of government as well as the political process. Through this engagement, the Chamber maintains a strong relationship with government and offers a voice for

business in a society in which a voice is crucial.

How is this accomplished? American government is organized in layers. Federal, state and local governments all provide different types of services and regulate different aspects of society. Like government, we use layers of effort to effectively engage with governments at the local, state and federal level, as well as the political process. These layers are most easily understood by looking at what we do: we have an ear to the ground, we act as liaison and we advocate.

**An ear to the ground** - We listen and observe what is going on

with member businesses and in Fremont. The Fremont Chamber staff is a crucial frontline resource. The Director of Government Affairs has daily contact with representatives from the City of Fremont as well as state and federal legislators. The relationship between the Chamber and these entities is two-way. Government seeks out the Chamber to inform as well as to gather information about business issues. We are a conduit for information going to government as well, passing along the issues and experiences of members to government representatives so that they are better informed as they

shape policy.

The Chamber Board is another important resource in our process of listening and engagement. Chamber Board members are leaders in the community, business owners and representatives of diverse industries. Board members see, hear and touch what is occurring in Fremont on a daily basis. The Board itself functions as a sort of institutional memory for the Chamber.

**Liaison between public and private sectors** – Chamber staff, Board members and volunteers work

–**Advocacy**  
**page 6**

## A Closer Look at Business for Good Government (BGG): The Chamber's Political Action Committee

The Business for Good Government Committee of the Fremont Chamber of Commerce (BGG) is an affiliated political action committee of the Fremont Chamber of Commerce, authorized by the State of California and the Fair Political Practices Commission (FPPC) to raise funds, endorse candidates, and ballot measures. BGG plays an active role in the support of business interests in all state, regional, and local arenas.

Formed in 1995 to help elect candidates who are sensitive to business issues, BGG enables the business community to have a voice in the political process. BGG has a board of trustees independent of the Chamber's Board of Directors.

Although the Chamber Board communicates its positions on issues to BGG for their consideration, BGG's endorsements of candidates and ballot measures are made independently.

Here are some questions about BGG that will help orient you to the critical role it plays to the Fremont Chamber's overall government advocacy program.

**1. WHY WAS BGG FORMED?**

BGG was formed by the Board of Directors of the Chamber to: 1) help elect candidates to office who are sensitive to and support business issues, and 2) to appropriately support or oppose passage of ballot measures which impact business.

BGG is legally authorized by the state of California to raise and spend funds for these purposes (such activities, if carried out by the Chamber, could jeopardize its tax exempt non-profit designation). The Bylaws of BGG read, "The purpose of the BGG is to help protect, preserve and further good government and foster a political environment which will strengthen the private enterprise system."

**2. WHAT IS IT?** BGG is classified by the State of California as "a general purpose sponsored recipient committee of the Fremont Chamber of Commerce." You will hear it referred to as PAC, or a political action committee. This is not really

accurate, as a PAC is a similar type of committee, but one which operates on the federal level. However, most people would understand the nature of the committee if it was referred to as a PAC; they would not know what was being talked about if it were referred to it as a general purpose sponsored recipient committee. BGG has its own Board of Trustees who has complete control over its endorsements or expenditures. It is not managed by the Chamber board of directors. BGG trustees serve consecutive one year terms until resignation or removal. BGG is completely independent of any political party, any political organization, or any candidate.

**3. WHAT CAN IT DO?** BGG can endorse and contribute money to candidates or ballot measures. It can also promote its endorsements to the Fremont Chamber membership, hold "get out the vote" drives, and conduct voter registration.

**4. IS IT LIMITED TO LOCAL CANDIDATES OR ISSUES?** It can be involved in the electoral process on the local, regional, county or state levels. Local council elections, school board or special agency elections, county supervisorial races, transit agency elections, and state elections, for

–**What is BGG**  
**page 2**

Fremont Chamber of Commerce  
39488 Stevenson Place, Suite 100  
Fremont, CA 94539

PRSR STD  
U.S. POSTAGE  
**PAID**  
FREMONT, CA  
Permit No. 8

Business News?  
Call (510) 795-2244, or e-mail  
fmtcc@fremontbusiness.com  
Visit www.fremontbusiness.com

To subscribe,  
Call (510) 795-2244



**Chairman of the Board**

Vince Hall.....Mission Peak Fitness

**Immediate Past Chair**

Sean Whiskeman.....Catellus Development Corp.

**Chair Elect**

Ken Ariathurai.....Aria Printing

**Vice Chairs**

Nick Arenson.....Meritage Homes  
 Elise Balgley.....Bernard, Balgley & Bonaccorsi  
 Nicholas Kozachenko.....Gonsalves & Kozachenko  
 Nina Moore.....Robson Homes  
 Tina Nunez.....Washington Hospital  
 Dan Smith.....Berge-Pappas-Smith

**Directors**

Carol Arata.....Abode Services  
 Robert Arquero.....Aniki's Sushi  
 Frank Bettag.....Business Computer Associates  
 Laurence Hansen.....Friend and Champion  
 Barbara Jenkins.....Ruby Ribbon Fashions  
 Joe Joly.....Joly Chiropractic  
 Terri Landon.....BJ Travel  
 David Lowman.....New England Financial  
 Victoria O'Gorman.....Kaiser Permanente  
 Raj Salwan.....Tri-City Animal Hospital  
 Albert Yanez.....Asteelflash

**Staff**

Cindy Bonior, President & CEO  
 510-795-2244, ext. 106,  
 cbonior@fremontbusiness.com

Aaron Goldsmith, Dir. Gov't & Comm Affairs  
 510-795-2244, ext. 107,  
 agoldsmith@fremontbusiness.com

KK Kaneshiro, Dir. Member Services  
 510-795-2244, ext. 103,  
 kkaneshiro@fremontbusiness.com

Jennifer Bonior, Event Manager  
 510-795-2244, ext. 108  
 jenniferb@fremontbusiness.com

Napoleon Batalao, Dir. Digital Communications  
 510-795-2244, ext. 102,  
 nbatalao@fremontbusiness.com

**Fremont Business Review**

Published quarterly by the Fremont Chamber of Commerce. Available by subscription, \$135 per year. Free subscription with annual membership dues. For more information and our online directory: [www.fremontbusiness.com](http://www.fremontbusiness.com). email: [fmtcc@fremontbusiness.com](mailto:fmtcc@fremontbusiness.com)

**Printed using soy ink**

Sign up for the Fremont Business Brief:  
<http://bit.ly/1BSVa7D>

**What is BGG—  
from page 1**

example, would all be appropriate areas in which BGG can be involved.

**5. WHO MAKES THE DECISIONS FOR BGG?** The BGG Board of Trustees makes all decisions by a simple majority of the total number of currently seated trustees. In other words, if there are 2 seats on the 13 member board which are not filled, 6 of the remaining 11 trustees must agree on a specific issue in

order for it to pass. The exception to this is when BGG makes an "endorsement". Any endorsement of a candidate or ballot measure requires a 2/3 vote of the currently seated trustees.

**6. QUESTIONS?** Any questions regarding the BGG beyond these general questions should ALWAYS be referred to the Chamber of Commerce CEO.



**BGG Endorsements**

Business for Good Government (BGG) is an affiliated political action committee of the Fremont Chamber of Commerce, authorized by the State of California and the Fair Political Practices Commission (FPPC) to raise funds, endorse candidates, initiatives and ballot measures. BGG plays an active role in the support of business interests in all state, regional, and local arenas. Formed in 1995 to help elect candidates who are sensitive to to business issues, BGG enables the business community to have a voice in the political process. BGG has a board of trustees independent of the Chamber's Board of Directors. Although the Chamber Board communicates its positions on issues to the BGG for their consideration, BGG's endorsements of candidates and ballot measures are made independently.

Candidates endorsed by the BGG for the November 2016 election:

<b>Fremont Mayor:</b>	<b>Bill Harrison</b>
<b>Fremont City Council:</b>	<b>Raj Salwan</b>
<b>Washington Hospital Healthcare System Board of Trustees:</b>	<b>Chitra Ramanathan William Nicholson</b>
<b>Fremont Unified School District:</b>	<b>Desrie Campbell Dax Choksi Ann Crosbie</b>
<b>Assembly-20th District:</b>	<b>Bill Quirk</b>
<b>Assembly-25th District:</b>	<b>Kansen Chu</b>

**Chairman's Circle**

Chairman's Circle sponsorship is a comprehensive approach to Chamber participation that combines membership with sponsorship opportunities and benefits. It is truly the best approach to make the most of your Chamber investment.



# Business Owner, Your Voice Matters

By **Laurence Hansen**  
Editor

As a business owner, you are affected by laws, regulations and policies of our government all the time. From the Affordable Care Act to local sign ordinances, you have more work to do - costing time and money - to comply with a host of rules and regulations that rarely if ever help you move your business toward success. Many of these are put in place with very little direct involvement by those who are affected.

We all know that our vote matters on election day, especially with respect to ballot measures and initiatives. But like it or not, in a very important way, voting is very much a defensive and reactive activity. By the time you cast your ballot this November 8, the very fact that a measure or initiative is on the ballot means the planning and thinking that shaped the ballot has already been done. At the point of casting our votes, we are each an individual expressing a single position on each ballot item. We hope that our vote is among enough others who agree with us, and the measure or initiative is passed or defeated consistent with our view.

What if there were ways to have greater influence on the legislative process?

There are. In fact, there is tremendous influence you can bring

to bear on policies and laws affecting your business. It all comes down to three things.

**Be informed. Be engaged. Be vocal.**

The three play into each other and each one supports the others.

First off, *be informed*. Know what Senate and Assembly bills are being considered that could have an effect on your business or the business climate in general. Both the state Senate and Assembly websites provide tools for finding pending legislation and other legislative action that might be of interest to you. The respective websites are [senate.ca.gov](http://senate.ca.gov) and [assembly.ca.gov](http://assembly.ca.gov).

Learn to use these websites to understand what is happening in Sacramento. The best way to do this is to *combine being informed with being engaged*.

Call your State Senator's office and ask for guidance on using the senate website. Take notes on who you speak with and what their title is. Ask the person you speak with to tell you about what their role and responsibilities are within the Senator's office. Now spend some time on the Senate website. As you go through it, make notes on what doesn't make sense, call back the Senator's office and ask for help and explanation. Pick a Senate Bill that may affect business and read it carefully.

Repeat for your State Assemblyperson.

**Be engaged.**

Maintain a dialog with elected officials. And maintain a dialog with those people around you who have a stake in your success. Before you lock in your opinion about a bill, ask for explanation, advice and the opinions of others you trust.

**Be vocal.**

Scott Hauge, Founder and President of Small Business California, says that fully 65% of registered voters have never contacted their state legislator or the Governor to express their views. In other words, only 35% of voters have ever contacted their legislator or the Governor even one time. Ever. There is a subtle implication in this statistic: each individual voice heard in Sacramento carries more weight than any single vote cast on election day.

The office staff of legislators and the Governor keep track of all calls, emails and other communication to their respective offices. They know how many individuals have expressed an opinion or concern on either side of every issue they are considering. What's especially interesting, and powerful, is that legislators don't simply count individual messages. They view each message as carrying

the weight of many more constituents. Whether it's 100, 300, 500 or more, whatever the factor that office uses, it is clear that each voiced opinion represents similar views of a larger number of people who do not voice their opinion. This is where your voice carries more weight than you might otherwise realize.

**Be vocal and be engaged.**

According to Small Business California, there are 3.5 million small businesses in the state. As with the owners of the other 3.5 million businesses, you have friends, family, suppliers and customers who have an interest in the success of your business. Because of their interest in you and your business, they may be influenced by what you can tell them about legislative actions affecting business.

Being informed and then passing along that information to others who can share the message, especially to Sacramento, can multiply the strength of your views.

**Continue to be engaged.**

Simply being active in Fremont Chamber of Commerce activities can give you opportunities to meet and talk with local officials, city employees, State Assembly Members, Senators and even Representatives to the United States Congress. This is especially true of ribbon cuttings and grand openings

for local businesses, nonprofit organizations and public agency facilities.

The Fremont Chamber of Commerce does a great job of publicizing a wide variety of events that can offer an opportunity to meet and talk with others in business. Some events are sponsored or organized by the Chamber such as the annual State of the City luncheon. Other events are sponsored and organized by other organizations, promoted by the Chamber, and offer great opportunities to be engaged.

All of these kinds of events present opportunities to meet public officials from various levels, allowing you to express your concerns and opinions directly to the people who are most directly influencing laws and policies that affect your business.

Our representatives and public officials do, in fact, listen to their constituents and want to hear from them so they are better able to make decisions and recommendations, and cast their votes in the best interests of the people they represent.

Your vote does matter. As you prepare to cast your ballot this November, why not also make a commitment to becoming more informed, engaged and vocal? That way you can have a greater impact on laws and regulations throughout the year, not just on election day.

## Need Referrals? Join a Connection Club!

Three groups meet on a variety of days and times of the week to exchange leads and assist members in growing their businesses. Fremont Chamber's Connection Clubs are so successful that they now serve as the model for similar "Leads-Generating" groups in Chambers all over the state.

### Thursday AM Connection Club

Meets every Thursday at 7:30 a.m. @ The Depot Cafe  
37260 Fremont Blvd, Fremont, CA 94536  
Chair: Matt Dickstein (510) 796-9144  
Vice-Chair: TBD

### Connect 2 Succeed

Meets the 2nd and 4th Thursday of each month at 11:45a.m. @ El Patio  
37311 Fremont Blvd, Fremont, CA 94536  
Co-Chair: Bobbette Grasty (650) 740-7499  
Co-Chair: Barbara Jenkins (510) 657-0573

### Friday AM Connection Club

Meets every Friday at 7:15 a.m. @ The Original Pancake House  
39222 Fremont Blvd, Fremont, CA 94538  
Chair: Dan Kisner (510) 791-5790  
Vice-Chair: Melissa Fields (510) 796-8300

## VOTER INFORMATION

### Election Day is November 8

The General Election is Tuesday, November 8. Polls will open at 7:00 AM and close at 8:00 PM.

### Polling place lookup and sample ballot

Visit this link to find your polling place:  
[http://www.acgov.org/rov/voter\\_poll\\_lookup.htm](http://www.acgov.org/rov/voter_poll_lookup.htm)

### Save Time...Vote Early!!

Early Voting for the November 8, 2016 General Election will be available beginning October 10 at the following location:

Alameda County, Registrar of Voters Office  
1225 Fallon St. Rm. G-1  
Oakland, California 94612  
Hours: 8:30 AM - 5:00 PM, Mon - Fri.

### Registered?

You can register to vote any time, but if you want to vote in an election, you must be registered by 15 days before that election. This means your latest opportunity to register for the November 8 election is October 24.

You should register as early as possible so that you receive election material in the mail. If you register later than 29 days before an election, you may not receive this information.

### Vote by Mail

For voters' convenience, Alameda County has a Vote by Mail program. To vote by mail, sign up at <http://www.acgov.org/rov/votbymail.htm>. All requests must be received in the Registrar of Voters office no later than 7 days before an election by 5:00 PM. Additional postage will be required to return your Vote by Mail ballot envelope by mail. Vote-by-mail ballots that are personally delivered can be delivered to the Registrar of Voters office during business hours; 8:30 AM to 5:00 PM - Monday through Friday up until Election Day or to any polling place in Alameda County between 7:00 AM. and 8:00 PM. on Election Day. Vote-by-mail ballots that are mailed must be postmarked on or before Election Day and received by the Registrar of Voters office no later than 3 days after Election Day. You may also drop off your ballot at any polling place on Election Day or at the City of Fremont ballot box located at 3300 Capitol Avenue, Fremont, CA 94538.

### Voter Registration Forms Available at the Fremont Chamber of Commerce

39488 Stevenson Place, Suite 100, Fremont, CA 94539.

Get the answers to more FAQs at: <http://www.acgov.org/rov/registrationfaq.htm>

## Beauty Salons & Day Spas

### Kayantra

Promila Sharma  
(510) 334-4915  
2140 Peralta Blvd., Ste. 102  
Fremont, CA 94536  
promila@gmail.com  
www.kayantra.com

Kayantra is a skin care day spa. They provide facial treatment for men and women. Their goal is to deliver results and provide great experience every time you visit us. Kayantra provides the best facial in Fremont. They analyze the skin condition, treat professionally and suggest how to do skin care at home. They ensure that every client receives outstanding customer service, product education and the best facial treatment customized only for your skin needs. They provide a 10 minutes free consultation to design a customized facial care treatment.

## Caterers

### HotBox Catering

Sean Randall  
(408) 674-3340  
42372 Blacow Rd. Fremont, CA 94538

sean.randall@hotboxcatering.com  
www.hotboxcatering.com  
Chef Sean Randall, a graduate of the French Culinary Institute in Manhattan, has been a highly demanded Executive Chef in the San Francisco Silicon Valley for the past decade. His tenure in the Silicon Valley brought him to the industry's best where he worked as the Executive Chef for Google, Intel, Pixar, and a few other Tech Giants. Further honing his craft and providing delectable foods for the masses, Sean now sets his sights on the future of sustainability and farm to fork foods within his own company, HotBox Catering.

## Contractors – Home Improvement

### System Pavers

Brian Tippin  
(800) 801-7283  
32950 Alvarado Niles Blvd., Ste. 500  
Union City, CA 94587  
contact@systempavers.com  
www.systempavers.com

Since 1992, System Pavers Co-owners, Larry Green, CEO, and Doug Lueck, President, have been redefining the outdoor living space industry. After years of success in the South African paver market, Larry Green moved to Southern California to bring this European art and style to homeowners throughout the U.S. Doug Lueck, an experienced and successful businessman in the industry immediately realized a common vision as to how home improvement should be professionally managed with customer services being the highest priority. They have become America's leading designer and installer of outdoor living systems.

# New Members

Most importantly, 60,000+ extraordinary spaces and counting while maintaining a customer satisfaction rate of nearly 95%.

## Credit Unions

### Provident Credit Union

Joshua Devincenzi Melander  
(650) 508-0300  
303 Twin Dolphin Ave.  
Rewood City, CA 94065  
jmelander@providentcu.org  
www.providentcu.com

Currently the 91st largest credit union in the U.S. (18th largest in California), Provident Credit Union was established in 1950 to serve the California Teachers Association. Headquartered in the San Francisco Bay Area, Provident Credit Union now serves more than 100,000 members from over 1200 employer groups and maintains branches throughout California.

### Unify Financial Credit Union

Beatriz Lainez-Gonzalez  
(877) 254-9328  
39174 Argonaut Way  
Fremont, CA 94538  
www.unifycu.com

Their financial best interest is their priority. Because they do not have stockholders, you share profit in the form of better rates and lower fees. A true financial partnership. You'll always receive a high level of personalized service—in person, by telephone, and online. They offer a wide range of lending options to help you reach your goals: Vehicle, Credit Card, and Personal Loans as well as Mortgage Loans in all 50 states. You also have access to a number of FREE services such as: FREE Checking, FREE eServices, and Fee-FREE ATM access. Most importantly, they exist to provide you with superior service. They have built their reputation around doing so.



## Disc Jockey

### DJ Alex Reyes Entertainment

(510) 754-5383  
675 Orangewood Dr.  
Fremont, CA 94536  
alex@djalalexreyes.com  
Welcome to DJ Alex Reyes Entertainment. They have been in business since it has been established on 01/01/2001. They are an official member of the American Disc Jockey

Association – (ADJA) – SF Bay Area Chapter and the Better Business Bureau – SF Bay Area Chapter. They are Licensed & Insured DJ all over the San Francisco Bay Area.

## Financial Planners & Services

### Asset Protection Strategies

Ronald Pucci  
(510) 790-0171  
8198 Pebble Beach Ave.  
Newark, CA 94560  
ronpucci@sbcglobal.net  
Protect your assets and achieve your financial goals.

## Merrill Lynch

Frank Jones  
(925) 227-6609  
4900 Hopyard Rd.  
Pleasanton, CA 94588  
Frank.d.jones@ml.com  
www.linkedin.com/in/frank-jones-4a2412

At Merrill Lynch, your financial advisor focuses on the things you care about the most such as your family, goals and priorities event as they change over the years.

## New York Life

Alaena Agbisit  
(510) 688-4223  
425 Market St., Ste. 1600  
San Francisco, CA 94105  
aagbisit@ft.newyorklife.com  
www.newyorklife.com  
As a licensed Agent of New York Life Insurance Company, she offers a variety of solutions that can help you meet your protection and financial needs, including, but not limited to college funding, retirement, estate planning and lifetime income strategies. Please contact her to help you fully analyze your needs.

## Gymnastics School

### Pacific West Gymnastics

Christopher Perkins  
(510) 471-0240  
42656 Albrae St. Fremont, CA 94538  
info@pacificwestgymnastics.com  
www.pacificwestgymnastics.com  
Pacific West Gymnastics, with locations in Union City and Fremont, is a sporting facility that is home to their Wiggle Worm Tumble Tots Preschool, Boys and Girls Recreational Gymnastics, Trampoline & Tumbling, Dance, Tae Kwon Do, Acrobatic Arts, and Girls Competitive Team Programs. Both gyms are padded throughout and offer all the latest matting and equipment for the safest and newest sporting facility in the Tri-City area.

## Healthcare

### Infusion Express

Ellen Kaster  
(510) 992-4114  
43360 Mission Blvd., #100  
Fremont, CA 94539  
ellenk@infusionexpress.com  
www.infusionexpress.com  
Infusion Express offers the IV therapy you need in a place and time that works for you! IV treatments are a safe, effective and easy way to help you feel better. They work around your schedule and they're available on weekends to provide you a place that makes treatment time feel better. You don't have to go through this alone. At Infusion Express, they care about you and for you.

## Manufacturing

### Air Products and Chemicals, Inc.

Matthew Swan  
(408) 988-2140  
1515 Norman Ave. Santa Clara, CA 95054  
swanmw@airproducts.com  
www.airproducts.com

Air Products touches the lives of consumers around the globe in positive ways every day. They serve customers across a wide range of industries from food and beverage, health and personal care to energy, transportation and semiconductors. They supply a unique portfolio of atmospheric gases, process and specialty gases, performance materials, equipment and services.

## Nonprofit Organizations

### Centerville National Little League

Jayson Ingraca Sr.  
(510) 719-9043  
P.O. Box 7632  
Fremont, CA 94537  
cnllvpop@gmail.com  
www.eteamz.com/cnll/

Centerville National Little League is a District 14 league affiliated with Little League International. They serve the Northern most portion of Fremont including the Ardenwood area and Decoto area. They offer instructional and competitive baseball for children ages 4-18 and currently have both spring and fall programs. Founded in 1965, Centerville National has been training children in the basic fundamental mechanics of baseball for 50 years! They thank you for your interest in our league and look forward to helping your child grow in America's past time!

## Niles Canyon Railway

Donna Alexander  
(510) 996-8420  
P.O. Box 515  
Sunol, CA 94586  
treasurer@ncry.org  
www.ncry.org

The Pacific Locomotive Association, Inc. operates the Niles Canyon Railway as a living history museum interpreting the importance of their heritage railroads in the development of California and the nation. The purpose of the organization is to preserve the physical aspects and atmosphere of Pacific Coast railroading during the period from 1910 to 1960. Their mission is to develop and operate a working railroad museum for the benefit of the general public.

## Photographers

### Bay Area Selfie

Neal Greenberg  
(510) 371-8780  
37423 Fremont Blvd.  
Fremont, CA 94536  
info@bayareaseelfie.com  
www.bayareaseelfie.com

Bay Area Selfie is the perfect addition to any public or private event. You want your guests and attendees to talk about your event long after it's over, right? Their Selfie Station is the solution that will create good chatter...immediately..while the event is still happening! Who else can make this claim? Our hardware comes to your event with 2 fun attendees who make sure that your Selfie Station is a hit. Bay Area Selfie Inc. is your local connection to the most advanced photo entertainment system on the market.

## Be Your Selfie Photo Rentals

Danny Walker  
(510) 395-2642  
P.O. Box 1946  
Tracy, CA 95378  
Beyourselfie321@gmail.com  
www.beyourselfiephotorentals.com  
They think outside of the booth! They strive to make your experience better than you could ever imagine. They provide only the highest quality photo stations. Their open-air stations feature a 32" touch screen interface so you are not confined inside a box or wall of curtains. No more cramming your guests into a booth like clowns in a tiny car at the circus! And they use a DSLR camera for all of their images and lab quality printer.

## Real Estate – Development

### Meritage Homes

Sonya Susman  
(707) 359-2034  
1671 E. Monte Vista Ave., Ste. 214  
Vacaville, CA 95688  
Sonya.susman@meritagehomes.com  
www.meritagehomes.com  
They believe in building homes the way they can, and should, be built. From helping renters become homeowners to finding people their second or third homes, they craft stunning, energy-efficient, 100% ENERGY STAR®-certified homes

**–New Members  
next page**

## New Members— from page 4

that can save as much as 50%\* on utility costs. Their new homes are quieter, cleaner, healthier, smarter and safer. Yes, they build the homes people want.

### Real Estate – Mortgage Pacific Mortgage Consultants

Harry Ahlstrom  
(530) 757-7707  
513 Angela St.  
Davis, CA 94518  
homeloansanswerman@gmail.com  
http://www.homeloansanswerman.com/  
Pacific Mortgage Consultants Inc has funded billions of dollars in loans. They have helped thousands of real estate owners. Their mission is to assist property owners with achieving their goals. They loan on all types of properties and help all types of people. Residential Refinance or Purchase, they are approved with dozens of lenders and shop for the lowest rate on your behalf. Because they are approved with many lenders, they are the Broker you want to apply with. They have more options for you than a Bank.

### Real Estate – Residential Coldwell Banker

Beth Wong  
(510) 608-7600  
3340 Walnut Ave., Ste. 110  
Fremont, CA 94538  
beth.wong@cbtnorcal.com  
www.cbtnorcal.com  
When searching for your next home or a local market expert who'll help you achieve your real estate goals, ColdwellBankerHomes.com is an indispensable resource designed with you in mind.

### Pacific Realty Partners

Jitu Choudhury  
(844) 746-6777  
39899 Balentine Dr.  
Newark, CA 94560  
jitu@prpbay.com  
www.prpbay.com  
They have helped and sold the best quality, affordable, beautiful homes and properties to their clients. They achieve this, by Customer Satisfaction First and Foremost, Commitment to the Highest Quality of Service, Continuous Improvement of Services and Processes, Concise and Prompt Communication and Can-Do Attitude. Their clients are their lifeline. Without you they are nothing and therefore meeting your needs is our number one priority.

### Schools – Academic – Pre-schools & Kindergarten

#### Our Savior Lutheran Church & Preschool

Marianne Sterling  
(510) 657-3191  
858 Washington Blvd. Fremont, CA 94539  
oursaviorfremont@sbcglobal.net  
www.oslfremont.com  
Their program is designed to foster the child's natural instincts at this stage to explore, ask questions, talk with others and be independent. They recognize individual differences and strive to help the child feel success and self-worth. They provide activities to foster academic readiness, improve physical coordination, language skills, the social graces and foster creativity. They only use constructive toys and encourage constructive play. They are a Christian preschool and their songs, stories and dramatic plays will often times be of a spiritual nature. Chapel talks are scheduled weekly and parents are encouraged to attend.

### Schools - After School Program

#### The Golden State Academy, LLC

Jennifer Xiang  
(510) 931-3644  
200 Brown Rd. Fremont, CA 94539  
info@tgsastaff.com  
www.thegoldenstateacademyschools.com  
The Golden State Academy seeks to promote and strengthen the speech and debate community in the San Francisco Bay Area. Students of all levels compete in interpretative, improvisational, creative and debate-based events and compete with other students from around the country. All coaches of The Golden State Academy are coaches who believe firmly in the values and skills that competitive speech and debate promotes.

### Transportation Scootybees

Carey Fan  
(510) 709-5491  
4995 Sterling Dr. Fremont, CA 94536  
careyf@gmail.com  
www.scootybees.com  
Their drivers will be there to meet your child and get him/her to his/her required destination. And you'll get a real-time notification letting you know your child's pick up and drop off have occurred safely and on time. All of their drivers go through a rigorous screening and interview process. They are required to have multiple years of child care experience and outstanding driving safety records. Organize rides from the convenience of your tablet or iPhone on their easy-to-use calendar

# Aug-Sept 2016 Anniversaries

#### 40+ Years

Bailey Farms Company  
Niles Merchants Association  
Round Table Pizza  
Union Bank of California

#### 20+ Years

A & R Booth Rental  
Bart Anderson & Co., CPA's  
Brookdale Fremont  
Clean Sciences Inc.  
Friedman & Perry, CPA's  
James R. Griffin, Inc.  
Karen's Word Processing Service  
M-1 Mercedes Only  
Massimo's  
Mission Valley ROP  
Quality Transport, Inc./Truck-Rail Handling, Inc.  
RK Electric, Inc.  
Valley Yellow Pages

#### 15+ Years

Aegis Living of Fremont  
Alameda County Community Food Bank  
Child, Family & Community Services, Inc.  
East Bay Regional Park District  
Fremont Bank- Executive Office  
Hopkins & Carley  
Lee-Conwright & Hartley, LLP  
Lowell King, Realty Experts  
Papillon Restaurant  
Sequoia Manor  
The Presidio Apartments

#### 10+ Years

A.C. Transit  
Aria Printing & Shipping  
Brauck International  
Gene Page  
HERS Breast Cancer Foundation  
Hope Station  
Rental Housing Owners Assn. - S. Alameda County  
Retail Tenant Source - Scott Capen  
Soroptimist Int'l of the Tri-Cities  
Titan's Kingdom Doggie Daycare & Vacationing Resort

#### 5+ Years

AAUW Fremont Branch (American Association of University Women)  
Abode Services  
Chugh's Insurance & Financial Services  
Comfort Inn-Fremont  
Kinders Meats Deli BBQ  
Legal Shield- John Rehnberg  
Metabyte, Inc.  
New Era Distribution, Inc.  
On Lok SeniorHealth  
Rotary Club of Mission San Jose  
Sport Clips  
University of San Francisco  
Pleasanton Campus  
Washington Township Medical Foundation

#### 2+ Years

Afghan Coalition/MicroEnterprise  
Alston Montessori Middle High  
Alzheimer's Services of the East Bay

#### Aniki's Sushi

B.L.V. Insurance Services  
CityShapers  
Elite Financial Insurance  
Fremont Urgent Care Center  
LEAF - Local Ecology & Agriculture Fremont  
LeTip of Fremont  
Mitchell Wong, Attorney at Law  
Niche Business Cafe  
Oakland Zoo (East Bay Zoological Society)  
One Lawn  
Premier Subaru of Fremont  
Professional Painting Co., Inc.  
TIRO  
Tri-City Voice Newspaper  
U-Haul Co. South Bay- Thornton  
U-Haul Co. South Bay-S. Grimmer  
United Neighborhoods Outreach  
Unitek College

#### 1+ Years

Bay Area Traffic Solutions - BATS Cream  
Divine Home Care  
FlashBanc, LLC  
GrubMarket.com  
JIB Management, Inc.  
Lennar - Chairmans Circle  
Milk & Honey Restaurant  
Mission Coffee Roasting Company  
Pacific Gas and Electric  
Paper and More  
Patrice and Associates  
PNG Jewelers, Inc.  
Robertson Publishing  
Sentientit America, LLC

*Congratulations to our members who have reached these milestones*

scheduling App. Change of plans? Just let them know a day in advance, and they'll adapt to meet your requirements. Scootybees gives you peace of mind. Let them make your life a little less hectic. Spend more of your time doing the things that matter instead of chauffeuring your kids around or fussing over transportation schedules.

### Web Site Graphics & Design

#### Upsightly

Gurjit Kaloty  
(510) 509-6500  
2450 Peralta Blvd., Ste. 104  
Fremont, CA 94536  
info@upsightly.com  
www.upsightly.com  
Upsightly is a design and development firm that provides companies with quality UI/UX design, graphic design, front-end development, app development and consulting. They specialize in emergent, open source, full-stack web technologies, UX design trends and team integration for websites, web apps and mobile apps. They create a positive impact through design by taking a human centered approach to helping organizations in the public and private sectors innovate, grow and bring new ideas to the market.

## New Member Pics



New Fremont Chamber members

Above: Niles Canyon Railway

Left: Kayantra at Fremont Street Eats

Visit our website for for links to members' social media:  
fremontbusiness.com

## PetersenDean Expands Corporate Headquarters and Creates New Jobs

PetersenDean has announced the expansion of its corporate headquarters at 39300 Civic Center Dr., Fremont, CA.

In the past six months, the company has hired more than 500 staff members, according to Jim Petersen, Founder of PetersenDean. With the steady growth of its roofing and solar businesses, PetersenDean will be adding approximately 20,000 square feet of office space which will house 100 new staff members, Petersen said. With its expansion, the company plans to double its installations across all markets, which includes Arizona, California, Colorado, Florida, Nevada, Oklahoma and Texas.

“As the economy continues to recover and solar becomes more affordable, we have seen huge increases in demand across the board with both residential and commercial. We estimate that roofing and solar manufacturing has grown about 400 percent from last year and is only going to grow more from here on, especially as the costs come down further and more and more municipalities change their energy policies to require solar,” said Petersen.

As part of the commitment to create better buildings from an environmental and economic standpoint, PetersenDean is reinvesting in America with American-made products.

“We made a decision at PetersenDean to only source our products from North America. It’s costing us a little more money to buy these panels, but we are supporting the American economy, we are supporting the American worker and we’re reinvesting those dollars back in America,” said Petersen. “It’s that simple. I want to make sure that our products stand the test of time and that our customers are happy with it. And that’s why we choose to go

# Member News

American. It is time to take matters into our own hands. And that’s what Solar4America is all about. It is about lowering our electric bills. It is about creating our own energy policy. It is about American jobs, American panels, reinvesting in America.”

## TIRO Life Coaching Gains Four New Certifications

Jackie Welch, president and founder of TIRO Life Coaching, has recently received certification in four national supplier categories, allowing TIRO Life Coaching, LLC to be recognized as a Minority Supplier as listed: Minority Women Owned Business Enterprise (MWBE); Women’s Business Enterprise National Council (WBENC); Women Owned Small Business (WOSB); Small Business Enterprise (SBE). Jackie Welch is a certified coach, facilitator and trainer, with credentials from Coaches Training Institute (CTI). She is also a member of the International Coaching Federation (ICF) and has completed her required studies in Learning & Development in the area of Instructional Design and Delivery.

Jackie is known for her unique ability to connect with her audience through personal stories, creating impact, helping others get unstuck, identify their strengths, potential gaps, and turn their FEARS into Action. She specializes in Talent Development in the following areas: Leadership Coaching, Organizational Workshops, Staff Assessment Tools for Hiring Onboarding / Succession Planning.

Jackie’s diverse Leadership background, with 28 years of corporate experience allows her to transfer knowledge and teachable

moments with audiences as a Workshop Facilitator, Guest Speaker on Topics such as Career, Public Speaking, Time Management, Goal Setting, Networking, Leadership, etc. As a Certified Coach, she has been the guest speaker for many organizations including Clorox, Silicon Valley Business Journal, Ohlone College, Bright Horizons, ABWA, etc.

## Fremont Museum Group Formed, Announces Passport to Adventure

Leaders from nine historic sites in Fremont, California, have formed the Fremont Museum Group. A new project called the Passport to Adventure encourages everyone to learn about the unique and exciting local history of Fremont. All nine historic sites in Fremont have artifacts you can see and touch. You can experience life as it was from the silent film era in the 1920’s up to over a million years ago. Discover how you can become a historian by participating in the Passport to Adventure project.

The Tri-City area of Fremont, California is rich in local history that is a part of the larger history of California. This land was populated by prehistoric animals, settled by Native Americans (Ohlone), claimed by the Spanish, ruled by Mexico, then became a part of the United States. We saw new immigrants build towns, changes in agriculture, the expansion of transportation and industry, population increases and demographic changes. We encourage all ages to learn about this unique and exciting history.

To begin the Passport to Adventure program, visit any one of the nine sites to pick up your passport postcard and have it

punched at each location. After you have visited all nine historic sites you will receive a personalized certificate of completion and will become a “Passport to Adventure Historian”.

Passport postcards are available at all of the participating locations: Children’s Natural History Museum, Shinn Park & Arboretum, Niles Depot Museum, Niles Essanay Silent Film Museum, Washington Township Museum of Local History, Olive Hyde Art Center and Gallery, Mission San Jose, Patterson House.

For more information and locations, visit [facebook.com/fremontmuseumgroup](http://facebook.com/fremontmuseumgroup).

## Abode Services Launches Make a House a Home Campaign

Abode Services believes that finding a home is just the first step toward self-reliance. That’s why they have partnered with Handup.org to launch the “Make a House a Home” campaign.

This fundraising effort will help formerly homeless people pay for kitchen utensils, beds, baby cribs, and other important household items that can transform a participant’s new housing into a true home. This campaign is related to their Housing First approach, as they believe that once one has a home, the services that follow will be more effective.

Their goal is to raise \$30,000 with the “Make a House a Home” campaign. Tax-deductible donations now can have twice the impact to help them reach that goal, as Google.org is matching 100% of gifts in the initial part of the campaign.

To learn more about this campaign and how it will help Abode’s work to end homelessness, please watch the video at [bit.ly/AbodeHandUp](http://bit.ly/AbodeHandUp)

## Union Sanitary District Wins Statewide Award of Excellence

Union Sanitary District (USD) recently received statewide recognition for its “Leadership School” in-house training program. The California Association of Sanitation Agencies (CASA) presented USD with its Organizational Excellence Award acknowledging the District’s efforts to educate staff about the responsibilities of management and other critical roles while providing training and mentoring to support them in promoting to those positions.

“Like many organizations, the District is continually faced with the retirements of seasoned staff – both management and non-management employees,” says Laurie Brenner, Organizational Performance Program Manager. “These employees fulfill roles that are

critical to our protection of public health and San Francisco Bay. USD’s Leadership School was conceived as an opportunity to develop internal candidates who could not only fill these positions, but like their predecessors, become strong industry leaders.”

The Leadership School’s curriculum is a blend of learning opportunities. Participants complete external college-level business management coursework, attend in-house classes focused on USD-specific policies and processes, and are paired with an executive team mentor to gain insight into what a management role at the District entails.

General Manager Paul R. Eldredge notes that “Leadership School has resulted in promotions from within that provide significant savings in training time and maintain our high productivity levels. This helps us to continue providing customers reliable, cost-effective service.”

## NECA Presents Excellence Awards

On September 13, 2016, electrical contractors and their project team members received Project Excellence Awards from NECA (National Electrical Contractors Association.) Among those honored was Morrow-Meadows Corporation for the Delta Americas project in Fremont, CA.

Designed to recognize excellence in electrical/technology installations and the Bay Area electrical contractors responsible for their outstanding achievements, NECA’s Project Excellence Awards program has been embraced by project owners, general contractors, architects, engineers, NECA electrical contractors, and other project team members who have had the honor of receiving an award for their submitted project(s).

The Delta Americas project is a LEED Platinum and net zero building. It includes a geothermal heating and cooling system utilizing 92 miles of underground tubing. In the conference rooms, the same system incorporates chilled beams for a quicker heating and cooling response. The building has EV chargers, natural daylight, and a complete photovoltaic system. A rainwater recovery system will be used to irrigate the property. This is the first LEED Platinum building in Fremont.

“NECA’s Project Excellence Awards program allows our electrical contractors and the project team members to be recognized for excellence in construction. NECA contractors not only perform specialized electrical work, but also follow sustainable practices to ensure the highest level of energy efficiency in new construction and retrofitted projects. This prestigious recognition gives them an opportunity to market their achievements,” said Greg Armstrong, Executive Director of the Northern California Chapter, NECA.

## Advocacy— from page 1

proactively with government, bringing together actors from the private and public sectors on a regular basis. Whether hosting public policy events or participating in working groups such as the City of Fremont’s FAST Committee, the Chamber takes an active role working with the public sector in a collaborative fashion. For example, this year, we managed the construction of EV (electric vehicle) charging stations in Fremont funded via a California Energy Commission grant. This productive partnership brought home tangible benefits to Fremont while engaging Chamber member businesses as well as various local and state government representatives.

**Advocating for the business community** – As an organization, we frequently assume an advocacy



role on behalf of the business community. Chamber Board and staff members regularly speak before City Council and Planning Commission meetings on a diverse range of subjects. The Government Affairs Committee considers and votes to support or oppose relevant business legislation as well as ballot measures and propositions. Once we determine our position, the Chamber advocates and

demands action on the issues. We also sponsor a separate political action committee board of trustees that vote to support candidates for political office.

The most important element of advocacy is our independence. We are independent of government officials and legislators. We advocate on behalf of the business community for the positions that we collectively determine are vital to the Chamber’s mission.

**Get involved.** Our interaction with the public sector is shaped by member engagement and activation. Serving on a committee like Government Affairs is a great way to engage with the community. If you have strong beliefs or issues with how things are, call the staff at the office or come to an event to share your perspective.

# SAVE Celebrates 40 Years of Service

By Shailaja Dixit  
SAVE

2016 marks a tremendous milestone for Fremont-based nonprofit organization, SAVE (Safe Alternatives to Violent Environments.) Founded in 1976 to shelter and assist victims of domestic violence, SAVE celebrates 40 years of community service this year.

According to the National Coalition Against Domestic Violence, on average nearly 20 people per minute are physically abused by an intimate partner in the United States. During one year, this equates to more than 10 million women and men. Even though almost 1 in 3 women report being victims of physical violence by their intimate partner, domestic violence stays surprisingly hidden and ignored by our communities. Domestic violence victims are often isolated, shunned and shamed. In such a context, the services of

organizations such as SAVE are critical for helping to rebuild lives, empower survivors and break the cycles of violence across generations.

The organization that would eventually become SAVE began four decades ago as a grassroots effort by local Tri-Cities women who recognized the need to create a safe space for domestic violence victims. What started as a seven-bed shelter has grown to become an organization that offers comprehensive services and programs, including a 30-bed emergency shelter, 24-hour hotline, counseling services, youth programs, community education, resources and training. In the past year alone, SAVE staff and volunteers answered nearly 1,800 hotline calls, provided shelter to over 200 women and children, and helped over 5,000 teens learn about healthy relationships. SAVE's many years of experience are clearly reflected in the compassion and

ingenuity with which they serve the community.

On October 22, SAVE will mark their 40th anniversary by hosting "Night Fever" – an elegant, 70s-themed fundraiser at the Fremont Silicon Valley Marriott. The evening will include dinner, music and dancing, a silent and live auction, and entertainment. A film featuring SAVE founders and early friends will convey their powerful and inspiring experiences. Proceeds will benefit SAVE's domestic violence victim support services, and much-needed improvements and repairs at its 30-bed emergency shelter.

Since its inception, SAVE has been at the forefront of responding to the needs of the survivors of domestic violence. Undoubtedly, SAVE has created many positive ripples - but ending the cycle of violence will require every hand on deck, every individual involved, every family aware, and communities, as a whole,



engaged. From prevention to response, any effort can be only as strong as the community that supports it.

There are so many ways to be an agent of change. Volunteer your time, consider donating aid and resources, attend charity events and be a passionate spokesperson for the cause. Individual actions create a sea

of reactions and results in our society. Make your ripple today.

For ticket information regarding SAVE's Gala on October 22 and sponsorship opportunities, contact SAVE at (510) 574-2250 or visit the Eventbrite page at <https://goo.gl/gxWRZl>.

## Measure A1: Alameda County Affordable Housing Bond

**Summary:** To provide affordable local housing and prevent displacement of vulnerable populations, including low- and moderate-income households, veterans, seniors, and persons with disabilities; provide supportive housing for homeless people countywide; and help low- and middle-income households purchase homes and stay in their communities; shall the County of Alameda issue up to \$580 million in general obligation bonds to acquire or improve real property, subject to independent citizen oversight and regular audits? All funds much stay local. Percentage needed to pass: 2/3rds

**Details:** This measure, if passed, will raise \$580 million for affordable housing in Alameda County. The measure addresses need on a

County-wide basis and also with targeted funding for each city and unincorporated area in Alameda County. Nearly 2/3 of the bond or \$425 million will be allocated to rental housing to create and preserve affordable rental housing for lower income workers. Of this amount, \$225 million will be allocated to cities on a predetermined formula with \$33,264,459 going to Fremont. An additional \$200 million will be distributed to regional pools with another \$33.5 million targeted to the Tri-Cities. \$45 million would be to allow seniors, the disabled and other low-income homeowners to remain safely in their homes, through loans for accessibility improvements and other safety features. \$50 million would be for a down payment assistance loan program for middle-income households to purchase homes and remain in Alameda

County and another \$25 million would be to develop housing for 1st time low-income homebuyers. Finally, another \$35 million would be an "Innovation and Opportunity Fund" to take advantage of new opportunities to maintain or expand affordable rental housing or prevent tenant displacement.

**Fiscal Impact:** The cost to owners would be \$12 to \$14 per \$100,000 of assessed property valuation (which for a long term homeowner is now typically less than current fair market value).

**Arguments For:** Affordable housing is getting harder and harder to find. It's too expensive and out of reach for many. While many working families now spend 50% or more of their income on housing, state and federal funding for

affordable homes has decreased 89%. Experts estimate the current shortfall in Alameda County at over 60,000 affordable homes for very low income families with at least 5,000 homeless and hundreds of thousands of working residents needing help now. The goal of this bond is to provide housing options for people who need it most – seniors, veterans, the disabled, and many service providers including teachers, electricians and EMT workers who can't find affordable housing near where they work in Alameda County.

**Arguments Against:** None submitted to Registrar of Voters; none found.

**Supporters (partial list):** Fremont City Council; Alameda County Board of Supervisors; League of

Women Voters; BRIDGE Housing; Eden Housing; MidPen Housing; East Bay Leadership Council; Alameda County Building & Construction Trades Council

**Supporters Website:** <http://www.affordablealameda.com/>

**Opponents:** None found.

**Opponents Website:** None found

**Chamber Recommendation:** **Support.** Regarding the issue of the senior exemption, the bond is expected to cost an average of \$5 per month. The Housing Preservation Loan program within the bond will help low-income senior homeowners to remain safely in their homes. It was felt the amount that seniors would pay was not a reason to oppose the bond.

## Proposition 51: School Bonds. Funding for K-12 & Community College

Initiative Statutory Amendment.

**Summary:** Prop 51 is a state school bond to address the multi-billion-dollar backlog of school construction projects. These projects have been approved by local school boards and must meet state program eligibility criteria. Requires local matching funds to get state money. These matching funds come from developer fees and local bond measures.

**Details:** A YES vote would authorize \$9 billion in general obligation bonds: \$3 billion for new construction, \$3 billion for modernization of K-12 public school facilities, \$1 billion for charter schools and vocational education facilities and \$2 billion for California Community College facilities.

**Fiscal Impact:** This is not a Q3 2016

property tax but the debt service comes out of the State General Fund. State costs of about \$17.6 billion to pay off both the principal (\$9 billion) and interest (\$8.6 billion) on the bonds. Payments of about \$500 million per year for 35 years.

**Arguments For:** Local school funding relies on a combination of local tax measures (1/3), developer fees (1/3), and state matching funds (1/3). The state has not been doing it share for many years, and local districts have suffered. California last authorized a statewide school bond in 2006, and the state's school bond fund has been depleted. As a result, there is now a \$2 billion backlog of K-12 school district projects awaiting funding. Additionally, future school construction needs are projected to be more than \$20 billion over the next decade, and there are nearly \$500

million in high priority Community College projects awaiting state funding support. Without Prop 51 there is the real possibility that these critical projects may not move forward. Local school districts are doing their part. Now it's time for the state to fulfill its funding responsibility through Prop 51 — California's 6 million students deserve nothing less.

**Arguments Against:** Proposition 51 benefits builders at taxpayers' expense. Bankrolled mostly by the construction industry, Prop. 51 is an end-run around calls for much-needed reform. Governor Brown has condemned "the developers' \$9 billion bond." He called it "a blunderbuss effort that promotes sprawl and squanders money that would be far better spent in low-income communities." Developers of new homes should pay for

infrastructure, whether it's roads, utility lines or new classrooms to serve the additional students. As for refurbishing existing schools, local districts should plan for the eventual cost or turn to their taxpayers for it.

**Supporters (partial list):** Ca. Chamber of Commerce; Ca. Business Roundtable; Ca. Taxpayers Assn; Ca. Building Industry Assn; Ca. Republican Party; Ca. Democratic Party; Ca. State PTA; Ca. School Boards Assn; Ca. League of Women Voters; Sam Ramon Chamber of Commerce; Hayward Chamber of Commerce; Fremont Unified School District;

**Supporters Website:** [Yeson51.com](http://Yeson51.com)

**Opponents:** Governor Jerry Brown; San Jose Mercury News editorial; California Taxpayers and Educators

Opposed to Sprawl and Developer Abuse.

**Opponents Website:** [facebook.com/VOTENOPROP51/](https://facebook.com/VOTENOPROP51/)

**Chamber Recommendation:** **Support.** The money is sorely needed for schools and it is unfair to expect developers and new construction to pay the entire share of the costs for new facilities and upgrades to existing facilities. This is backed up locally by a recent population study published by the City of Fremont showing that Fremont's population growth is only partially accommodated by new residential development. The majority of the population increase is being housed within existing housing stock. School Facilities should be a shared responsibility and the state has not been doing its share.

# Proposition 53: Public Vote on Revenue Bonds

**Summary:** Prop 53, if passed, would require voter approval before any revenue bonds can be issued or sold by the state for certain projects if the bond amount exceeds \$2 billion. Approval requires simple majority of votes.

**Background:** To pay for major construction projects (such as roads, bridges, prisons), the state often uses general fund money collected through taxes, or borrows money through selling bonds to investors who are paid back with interest over time. There are two types of bonds: General Obligation and Revenue. General obligation bonds are paid back through the State General Fund, and these currently require statewide voter approval. Another way the state pays for these projects is by selling another kind of bond, called a 'revenue bond,' to investors. Once the project is completed, fees

such as bridge tolls are used to pay back the bond. Under current law, the State may sell revenue bonds without voter approval.

**Details:** If Prop 53 passes, voters would have to approve revenue bonds that add up to over \$2 billion for a given project. The measure would apply to projects financed, owned, operated and managed by the State and to projects financed, owned, operated and managed by Joint Agencies.

**Fiscal Impact:** The effect is hard to predict. There probably won't be very many projects using revenue bonds that cost \$2 billion or more. Very large construction projects could be affected, such as high-speed rail or regional water systems.

**Arguments For:** Totalling over \$330 billion, California's outstanding

liabilities are unsustainable. As a share of personal income, population, and gross domestic product, California's debt load is the third worst among the ten largest states. Prop 53 closes the loophole that requires approval for general obligation bonds but not billion-dollar revenue bonds.

**Arguments Against:** Prop 53 proponents say that it does not apply to local projects (city, county, school district) but Prop 53's language includes local projects financed, owned, operated or managed by any JPA created by the state or in which the state is a member. As such, Prop 53 would force statewide votes on some local infrastructure projects, giving faraway voters veto authority over some local projects needed by your community. Examples include Bay Area Bridge repairs and Capitol Corridor Commuter Service. Prop 53

also does not contain any exemptions for financing infrastructure repairs after an emergency or natural disaster. Lastly, private investors bear the risk for revenue bonds, not the state or its general fund, and revenue bonds are repaid by the users of the project who directly benefit, not by general taxpayers.

**Supporters (partial list):** Joan & Dean Cortopassi (the sponsors); Central Coast Taxpayers Assn.

**Supporters Website:** stopblankchecks.com

**Opponents:** Ca. Chamber of Commerce; Bay Area Council; Silicon Valley Leadership Group; East Bay Leadership Council; League of Ca. Cities; Anaheim Chamber of Commerce; Orange County Business Council; Los

Angeles Chamber of Commerce; San Francisco Chamber of Commerce; Ca. Building Industry Assn; Ca. Democratic Party; Mercury News;

**Opponents Website:** www.NoProp53.com

**Chamber Recommendation:** **Oppose.** Proposition 53 sounds good and is well-intentioned but it is not well-crafted. Several sources say that the sponsors of this measure (the Cortopassi's) were motivated by opposition to Gov. Brown's plans for the state to build water diversion tunnels through the Sacramento-San Joaquin Delta and also high speed rail. There may be reasons to stop these projects but this measure brings with it unintended consequences and should be opposed.

## Measure RR: BART Safety, Reliability, and Traffic Relief Bond

**Summary:** To keep BART safe; prevent accidents/breakdowns/delays; relieve overcrowding; reduce traffic congestion/pollution; improve earthquake safety and access for seniors/disabled by replacing and upgrading 90 miles of severely worn tracks; tunnels damaged by water intrusion; 44-year-old train control systems; and other deteriorating infrastructure, shall the Bay Area Rapid Transit District issue \$3.5 billion of bonds for acquisition or improvement of real property subject to independent oversight and annual audits? Percentage needed to pass: 2/3rds

**Details:** Measure RR will: replace 90 miles of rails that have been worn down over 44 years; repair tunnel

walls damaged by water; modernize BART's electrical infrastructure; enhance BART's ability to withstand an earthquake; replace antiquated control systems; increase ridership capacity; ensure better station access for people with disabilities; improve bus connections; provide better bicycle parking; replace old escalators/elevators; improve lighting and security.

**Fiscal Impact:** If the bond measure passes, BART will have the authority to issue up to \$3.5 billion of general obligation bonds. The bonds will be issued in equal installments every 2 years for 18 years, and each bond will be paid back within 30 years of issuance. This means that the bonds will be paid back over a period of 48 years.

BART will raise the money to pay back the bonds through property taxes. The cost is roughly \$9 per \$100,000 of assessed valuation or an average of \$76 per year per home in Fremont.

**Arguments For:** BART is the backbone of Bay Area transportation. A system that originally carried 100,000 people per week now serves roughly 430,000 riders per day, and ridership is expected to increase 75% by 2040. However, the 44-year-old system is showing its age. It is time to reinvest to keep BART safe and reliable, reduce crowding, keep cars off the road, and protect the environment.

**Arguments Against:** No formal arguments submitted.

**Supporters (partial list):** Bay Area Council; East Bay Leadership Council; Alameda County Democratic Party; League of Women Voters Bay Area

**Supporters Website:** <http://www.yesforbart.com/>

**Opponents:** No formal opposition.

**Opponents Website:** None.

**Chamber Recommendation:** **Support.** Although this measure was actively debated, a pivotal consideration was what it would signify if we do not support the measure, since our Business Priorities state, "We believe that a robust and well-maintained transportation infrastructure, for

goods and people, is a necessity for continued economic growth and well-being." Our roads would be far more congested if we didn't have BART.

We gave thoughtful consideration to the cumulative impact of this measure and previous transportation measures on property owners, as well as the perceived mismanagement of BART. Despite these concerns, we came to the view that, on balance, measure RR is necessary for the ongoing contribution BART makes to the overall business climate in Fremont. We need to get more people out of cars and using public transportation (both for the environment and in order to decrease road congestion), we need BART, and it needs upgrade and renovation. Therefore, we support Measure RR.

## Polling place notes: bring this section with you

<p><b>Measure A1</b> Alameda County Affordable Housing Bond To provide affordable local housing and prevent displacement of vulnerable populations, including low- and moderate-income households, veterans, seniors, and persons with disabilities; provide supportive housing for homeless people countywide; and help low- and middle-income households purchase homes and stay in their communities; shall the County of Alameda issue up to \$580 million in general obligation bonds to acquire or improve real property, subject to independent citizen oversight and regular audits? All funds must stay local. Percentage needed to pass: 2/3rds <i>Chamber Recommendation: Support.</i></p> <p><b>YES</b> ←</p>	<p><b>Measure RR</b> BART Safety, Reliability, and Traffic Relief Bond. To keep BART safe; prevent accidents/breakdowns/delays; relieve overcrowding; reduce traffic congestion/pollution; improve earthquake safety and access for seniors/disabled by replacing and upgrading 90 miles of severely worn tracks; tunnels damaged by water intrusion; 44-year-old train control systems; and other deteriorating infrastructure, shall the Bay Area Rapid Transit District issue \$3.5 billion of bonds for acquisition or improvement of real property subject to independent oversight and annual audits? Percentage needed to pass: 2/3rds <i>Chamber Recommendation: Support.</i></p> <p><b>YES</b> ←</p>	<p><b>Prop 51</b> School Bonds. Funding for K-12 School and Community College Facilities. Prop 51 is a state school bond to address the multi-billion-dollar backlog of school construction projects. These projects have been approved by local school boards and must meet state program eligibility criteria. Requires local matching funds to get state money. These matching funds come from developer fees and local bond measures. <i>Chamber Recommendation: Support.</i></p> <p><b>YES</b> ←</p>	<p><b>Prop 53</b> Public Vote on Revenue Bonds (2016) Prop 53, if passed, would require voter approval before any revenue bonds can be issued or sold by the state for certain projects if the bond amount exceeds \$2 billion. Approval requires simple majority of votes. <i>Chamber Recommendation: Oppose.</i></p> <p><b>NO</b> ←</p>
---	---	---	---