



Date: December 4, 2019

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All 5 North County Mayors Line Up to Endorse the Better Choice Measure

Measure Would Deliver Much Needed Attainably-Priced Housing to the North County for Local Working Families

WHAT: The mayors of all five North County cities – Escondido, Vista, San Marcos, Carlsbad and Oceanside – will endorse the Better Choice Measure, which will be one of the most-watched measures on the March 2020 ballot. The measure will help alleviate the critical housing shortage in San Diego County, where only 26% of working families can afford the median-priced home. If approved, the Better Choice Measure would also set aside 1,200 acres – more than 60% of the property – as permanent open space, which is the approximate size of Balboa Park.

The privately-owned North County property is currently zoned for a massive office and commercial development the size of approximately two Westfield North County shopping malls, as well as 99 large lot estate homes. However, given San Diego's housing crisis, San Diego-based Newland Communities is proposing to build 2,135 homes, the vast majority of which would be affordably-priced for local families.

WHO: San Marcos Mayor Rebecca Jones
Escondido Mayor Paul McNamara
Both Jones and McNamara – along with the mayors of Vista, Carlsbad and Oceanside – have signed a mutual letter of endorsement. It will be unveiled at the media availability.

WHEN: **TOMORROW:** Thursday, December 5, 2019
12:00-12:45pm (one-on-one interviews will be provided on a first-come, first-serve basis)

WHERE: 4790 Eastgate Mall, #150
San Diego, CA 92121

OTHER: The five mayors join a continually growing coalition in support of voting Yes on the Better Choice Measure. The measure has recently been endorsed by [CAL FIRE Local 2881](#), [Deputy Sheriffs' Association of San Diego County](#), [Local Laborers 89](#) and San Diego North Economic Development Council, among many others. For more information, visit betterchoicesd.org.

Ad paid for by Plan for the People: San Diegans for solutions to housing, traffic and sustainability.
Committee major funding from Newland Sierra, LLC

