

Members of the Economic Development and Advocacy Advisory Council have carefully reviewed and vetted the two measures below and their economic impact to the region. The decisions to support or oppose come from a majority vote of the Advisory Council and Board of Directors and does not reflect the opinion of just one person.

2019 ADVOCACY BY THE NUMBERS

411

Members attended the 10
Economic Development
meetings



43

Advocacy letters sent by the
Economic Development &
Advocacy Advisory Council.

27

Provided testimony at
local hearings



16

Meetings with local,
state, and federal
officials and offices

3

Panels focused on business
development and
employment law education



**BUILDING VIBRANT
COMMUNITIES THROUGH
STRONGER COMMERCE**

MEASURE A

SAVE OUR SAN DIEGO COUNTRYSIDE

The Chamber **OPPOSES** the Save Our San Diego Countryside Measure because: it will require that an entire County wide vote be taken for any development projects outside of the County general plan that create at least 6 homes. If approved this measure will make creation of housing projects much more costly and difficult, causing developers to forgo developing within San Diego County. Without the creation of more housing outside of the general plan San Diego will not be able to meet current and future population projections, the region will not be able to maintain its economic competitiveness and preserve the quality of life for our workforce and families.

MEASURE B

BETTER CHOICE

The Chamber **SUPPORTS** the Better Choice Measure because: The measure will allow Newland Sierra to build 2,135 new homes within two miles of major job hubs in Escondido, San Marcos, and Vista. Building homes near employment centers allows employees to live locally, keeping their tax base in the region and reducing emissions from commutes. The project also follows Chamber requirement for housing projects in affordability, with over 60% of homes priced for working families. As well as sustainability, the project guarantees 1,209 acres of permanently open space. The project will provide thousands of homes to a region that desperately needs housing.