

Arguments in support or opposition of the proposed laws are the opinions of the authors.

Argument in Favor of Measure I

A YES vote on Measure I is our community standing up for a healthy environment, safe neighborhoods, and fair taxation.

Arcata is known for its longstanding commitment to sustainability, but excessive residential electricity use undermines our goals. We must take action as a community before it's too late. This is why we support Measure I:

- Residential electricity use in Arcata increased 30% between 2000 and 2006 and remains high. In 2011, 633 households exceeded 600% of baseline—that's three times the average residential electricity use in Arcata. Measure I will discourage excessive energy consumption and encourage conservation.
- Large-scale marijuana grow houses are primarily responsible for Arcata's dramatic increase in residential electricity use. They can also attract violent crime, start house fires, and erode the character of our neighborhoods. Measure I will make Arcata a less appealing place for large-scale residential marijuana cultivation.
- Measure I is a fair tax. It closes a loophole that has allowed unpermitted, high energy using businesses operating in residential areas to go undertaxed. Measure I will ensure that these unpermitted businesses contribute their fair share to our tax base, as do other types of businesses.
- Measure I will generate funds for important public services without taxing the vast majority of Arcata residents. Only those households using more than 600% of baseline will pay the tax—those are users with a minimum average annual electricity cost of \$7,995 (with gas heat) or \$16,570 (with electric).

This measure has gained broad approval from throughout our community. The Arcata City Council voted unanimously to support it and many other prominent individuals and organizations have endorsed it. Please join us in voting YES on Measure I.

/s/ Shane Brinton, Vice-Mayor, City of Arcata
/s/ Julie Vaissade-Elcock, Local Business Owner
/s/ James I. Zoellick, Energy Research Engineer
/s/ Carl E. Pellatz, Former Mayor of Arcata
/s/ Kate Christensen, Local Business Owner