

REBUTTAL TO ARGUMENT IN FAVOR OF MEASURE ____

Don't be fooled.

This measure asks voters to discard years of professional planning and public input in favor of a ballot-box rewrite.

And here's what the proponents aren't telling you:

- Real estate developer, Ken Picerne, who has multiple development projects in the City of Newport Beach, contributed \$150,000 to qualify this "new housing plan" for the ballot.
- Two leading advocates for this measure served on the citizen committee that helped develop the housing framework they now seek to change.
- Another advocate served on the City Council, as Mayor, and voted for the housing he now wants to replace.

The proponents were not excluded from the process. They had a seat at the table, helped shape the discussion, and now seek to replace years of public planning with a ballot measure.

This measure is not about reducing housing. It is about changing the type of housing to be built in Newport Beach by prioritizing affordable subsidized housing projects, while restricting market-rate housing opportunities.

- The proponents promise less traffic. Where's the traffic study?
- They promise a better plan. Where's the plan to subsidize this affordable housing? Where's the plan to fund infrastructure?
- They promise compliance with state law. Where's the legal analysis?

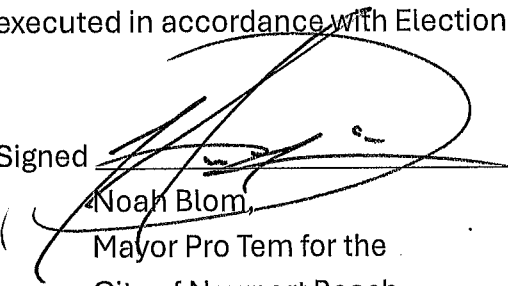
Responsible planning is built on facts, expert analysis, and public input—not slogans, assumptions, and a request that voters simply take the proponents' word for it.

Newport deserves better.

Vote NO on Measure ____.

This Rebuttal to Argument in Favor of Measure ___, the Responsible Housing Initiative, is executed in accordance with Elections Code Section 9285.

Signed

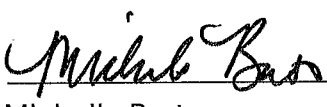

Noah Blom,

Mayor Pro Tem for the
City of Newport Beach

Date

6/21/26

Signed

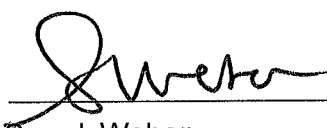

Michelle Barto

Councilmember
for the City of Newport Beach

Date

6/23/26

Signed


Sara J. Weber

Councilmember
for the City of Newport Beach

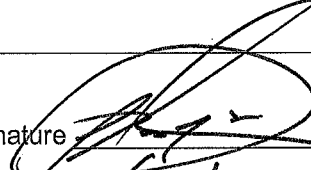
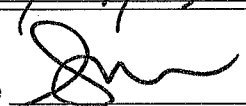
Date

6/23/26

**ARGUMENTS
FORM OF STATEMENT TO BE FILED BY
AUTHORS OF ARGUMENTS**

All arguments concerning measures filed pursuant to Division 9, Chapter 3 (beginning with § 9200) of the Elections Code shall be accompanied by the following form statement **to be signed** by each proponent, and by each author, if different, of the argument:

The undersigned proponent (s) or author(s) of the rebuttal argument against ballot proposition (Responsible Housing) at the General Municipal Election for the Newport Beach to be held on November 3, 2026 hereby state that the argument is true and correct to the best of (his/her/their) knowledge and belief.

Print Name <u>Noah Von Blom</u> Title <u>Mayor Pro Tem</u> (If applicable): Submitted on behalf of : _____ (name of organization)	Signature  Date <u>6/23/26</u>
Print Name <u>Sara Weber</u> Title <u>Councilmember</u> (If applicable): Submitted on behalf of : _____ (name of organization)	Signature  Date <u>6/23/26</u>
Print Name <u>Michelle Barto</u> Title <u>Councilmember</u> (If applicable): Submitted on behalf of : _____ (name of organization)	Signature  Date <u>6/23/26</u>

All Authors must print his/her name **and sign this form** (ELEC. § 9600.)

AND

Print his/her name **and sign the Argument itself** (ELEC. § 9283.)

AND

Print his/her name **and sign the Rebuttal Argument itself** (ELEC. § 9285.)

Further, pursuant to ELEC. § 9282., printed arguments submitted to the voters shall be titled with "Argument In Favor Of Measure ____" or "Argument Against Measure ____".

Likewise, printed rebuttal arguments submitted pursuant to ELEC. § 9285 shall be titled with "Rebuttal To Argument In Favor Of Measure ____" or "Rebuttal to Argument Against Measure ____".

The following statement shall be included on the front cover, or, if none, on the heading of the first page of the printed arguments in the Voter Information Guide:

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