

Political Campaign Advertisement Fact Checking Measure O

Updated Thursday, February 26, 2015

When campaign material that is submitted to the City for fact check review, and the City Manager concludes the information is incorrect or misleading as it appears in campaign material, the campaign material will be listed on this web page along with links to the relevant City reports for voters to review.

Tom Bakaly
City Manager, Hermosa Beach

#

NEWS SECTION FOR UPDATED/AMMENDED FACT CHECK MATERIALS

2/25/15: The Surfrider Foundation, whose website materials were recently requested for a Fact Check review by the City for an oil drilling fact sheet once hosted on the website, removed the outdated Fact Sheet titled ““Not the Answer – Factsheet on Hermosa Beach Oil Drilling Proposal.”

The material included in the report was old, but still had a presence through search functions online. In response to the City’s request, the Foundation removed it; therefore the fact check review is no longer included on this page.

2/13/15: City Manager Update – Section 2.08.030(B) of the Hermosa Beach Municipal Code forbids the use of the city seal in campaign material. Parties for both “Yes on O” and “No on O” were notified of misuse of the City seal in recent mailers and video content. Both parties have agreed not to use the City seal in future campaign materials.

Advertisement - 2015

"Make your decision on Measure O based on the unchallenged fact, not personal opinions"

Created by "Yes on Measure O"

Ad Copy

- "No substantial effect on community health"
- "More safety measure than required by law"

City Fact Check

Voters should reference the entire contents of the City's Final Health Impact Assessment – and full executive summary - available online here: <http://www.hermosabch.org/modules/showdocument.aspx?documentid=4634> and its full conclusion

- Conclusion: Executive Summary – pages 1 -3 - states the following: "With the exception of a well blowout accident, the negative health outcomes were largely nuisance related (e.g., odor, noise, aesthetics) and without irreversible health impacts. As mitigated in the Final EIR, the majority of the health determinants examined revealed that the Project would have no substantial effect on the health of the community. Based on the Final EIR mitigation measures and additional recommendations provided in the HIA, on balance we do not believe that the Project will have a substantial effect on community health in Hermosa Beach. Ultimately it is the voters of Hermosa Beach who will decide whether the impacts described in this HIA are acceptable or not."

Voters should reference the Final Environmental Impact Report (EIR) regarding safety measures:

<http://www.hermosabch.org/modules/showdocument.aspx?documentid=4514>

- See 4.8 Safety, Risk of Upset, and Hazards – pages 19 – 25
- Entire EIR found online here:
<http://www.hermosabch.org/index.aspx?page=755>

entitled to their own opinion.
entitled to their own facts.

In a recent court filing, in a statement made under penalty of perjury, opponents of Measure O admitted "**statements [of opponents] are mere opinion statements.**"¹ They admit that their statements are "... expression of the parties' **opinions on issues that are not subject to verifiable proof of truth or falsity.**"²

However, statements of fact, supported by science, such as the City's independent Health Impact Assessment, clearly state that Measure O would have "**No substantial effect on community health.**"³

The City's independent Environmental Impact Report states that Measure O contains "**More safety measures than required by law.**"⁴

These independent reports were created by scientists, engineers and doctors who are experts in these fields, **not** the biased opinions of lawyers, musicians, labor arbitrators and other non-scientific community members.

Make your decision on Measure O based on the **unchallenged facts, not personal opinions.**

¹ Real Party in Interest Armato's Memorandum in Opposition to Petition for Peremptory Writ of Mandate, Page 6
² Real Party in Interest Armato's Memorandum in Opposition to Petition for Peremptory Writ of Mandate, Page 5
³ Reissued Draft Health Impact Assessment - Proposed E&B Oil Drilling and Production Project, July 14, 2014, City of Hermosa Beach, CA, Page iii
⁴ Final Environmental Impact Report, 4.8-57 - E&B Oil Drilling & Production Project

YES on Measure O

www.YesOnO-Hermosa.com
www.facebook.com/HermosaOilRecovery

Mailer – February 2015

“Kennedy Jr.”

Created by “Yes on Measure O”

Ad Copy

- Partial quote of HIA conclusion...“Based on the Final EIR mitigation measures and additional recommendations provided in the HIA, on balance we do not believe that the Project will have a substantial effect on community health in Hermosa Beach.”

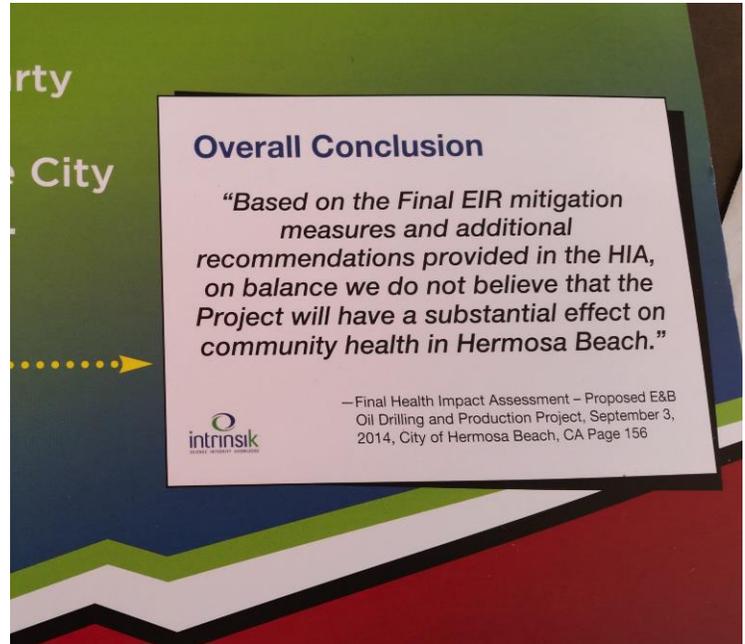
City Fact Check

Voters should reference the entire contents of the City's Final Health Impact Assessment – and full executive summary - available online here:

<http://www.hermosabch.org/modules>

[/showdocument.aspx?documentid=4634](http://www.hermosabch.org/modules/showdocument.aspx?documentid=4634) and its full conclusion

- Conclusion: Executive Summary – pages 1 -3 - states the following: “With the exception of a well blowout accident, the negative health outcomes were largely nuisance related (e.g., odor, noise, aesthetics) and without irreversible health impacts. As mitigated in the Final EIR, the majority of the health determinants examined revealed that the Project would have no substantial effect on the health of the community. Based on the Final EIR mitigation measures and additional recommendations provided in the HIA, on balance we do not believe that the Project will have a substantial effect on community health in Hermosa Beach. Ultimately it is the voters of Hermosa Beach who will decide whether the impacts described in this HIA are acceptable or not.”



Mailer – February 2015
"Oil Company Caught Exaggerating Money for City"

Created by "Stop Hermosa Beach Oil - Committee
Against Measure O"

Ad Copy:
Every dollar of Oil Revenue would be cut by 75%;
limited use of funds

City Fact Check

- Reference Kosmont Companies Cost Benefit Analysis (CBA) here:
<http://www.hermosabch.org/modules/showdocument.aspx?documentid=4684>
 - See "7.4 Restrictions on Use of Revenues" – p. 44
 - See also Cost Benefit Analysis, Development Agreement Supplement – Section 5, figure 101:
<http://www.hermosabch.org/modules/showdocument.aspx?documentid=5364>

"I have reviewed the E&B ad titled 'Numbers Don't Lie' and have determined that the ad is deceptive and misleading."

— Tom Bakaly
Hermosa Beach City Manager



**Oil Company
CAUGHT
Exaggerating
Money for City**

Oil Drilling is a Bad Deal for Hermosa

March 3rd

Vote No on Measure O

Newspaper Ad – January 8, 2015

"Sgt. Jaime Ramirez, President, Hermosa Beach Police Officers' Association"

Created by "Yes on Measure O"

Ad Copy:

"Measure O could provide the much needed new revenue to put more patrols on the street and fund salaries equal to other cities to attract the best qualified officers."

City Fact Check

- Reference Kosmont Companies Cost Benefit Analysis (CBA) here:
<http://www.hermosabch.org/modules/showdocument.aspx?documentid=4684>
 - See "7.4 Restrictions on Use of Revenues" – p. 44
- See also Cost Benefit Analysis, Development Agreement Supplement:
<http://www.hermosabch.org/modules/showdocument.aspx?documentid=5364>



The image shows a newspaper advertisement for Measure O. On the left is a portrait of Sgt. Jaime Ramirez, President of the Hermosa Beach Police Officers' Association. The text of the ad is as follows:

EBRnews.com
PAID POLITICAL ADVERTISEMENT
January 8, 2015 • 9

“As a 20 year member of the Hermosa Beach Police Department, my colleagues and I work hard to do the best job with limited resources. We need more sworn officers to patrol and police all areas of the city.

But our salaries aren't competitive with the other South Bay departments making it hard to get experienced recruits.

Measure O could provide the much needed new revenue to put more patrols on the street and fund salaries equal to other cities to attract the best qualified police to Hermosa Beach.

The Hermosa Beach Police Officers' Association is proud to support Measure O. We hope you will join us in securing Hermosa's financial future and to help keep Hermosa safe.

Please vote YES on Measure O.

 Sgt. Jaime Ramirez, President
Hermosa Beach Police Officers' Association

YES on Measure O

www.YesOnO-Hermosa.com
 www.facebook.com/HermosaOilRecovery

Paid for by Hermosa Beach Residents for a Better Tomorrow, Yes on Measure O. Sponsored and Major Funding by E&B Natural Resources Management Corporation.

Newspaper Advertisement – February 19, 2015
“Rick Auerbach, Retired Los Angeles County Assessor”

Created by “Yes on Measure O”

Ad Copy

"Oil projects which are properly managed and environmentally safe have no negative impact on property values. Property values in cities that benefit financially from oil revenue increase as there is more money available for city services like public safety, repairing roads, protecting beaches and other vital infrastructure investments."

City Fact Check

For information regarding use of funds, voters should reference:

- Kosmont Companies Cost Benefit Analysis (CBA) here:
<http://www.hermosabch.org/modules/showdocument.aspx?documentid=4684>
 - See “7.4 Restrictions on Use of Revenues” – p. 44
 - See also Cost Benefit Analysis, Development Agreement Supplement – <http://www.hermosabch.org/modules/showdocument.aspx?documentid=5364>

For information regarding property values, reference:

- Final Environmental Impact Report (EIR) – all Section: Entire EIR found online here:
<http://www.hermosabch.org/index.aspx?page=755>
- Additional EIR Material:
<http://www.hermosabch.org/modules/showdocument.aspx?documentid=4514>

TBRnews.com February 19, 2015
PAID POLITICAL ADVERTISEMENT

Rick Auerbach
Retired Los Angeles County Assessor

As your three-time elected County Assessor, I have direct experience with the effect oil facilities have on residential neighborhoods and cities. Oil projects which are properly managed and environmentally safe have no negative impact on property values. Property values in cities that benefit financially from oil revenue increase as there is more money available for city services like public safety, repairing roads, protecting beaches and other vital infrastructure investments.

Hermosa has a unique opportunity to improve its city finances. This in turn will increase home prices and property values without having to raise the fees you pay for your city services.

Vote Yes on Measure O. ”

YES on Measure O
www.YesOnO-Hermosa.com
www.facebook.com/HermosaOilRecovery

Hermosa Beach Residents for a Better Tomorrow, Yes on Measure O, Sponsored and Major Funding By E&B Natural Resources Management

Newspaper Ad – 2015

“Fireman- Beverly Hills Promise” Ad:

Created by “Yes on Measure O”

Ad Copy

"With this project, Hermosa Beach could enjoy the kind of benefits that the City of Beverly Hills, the Beverly Hills Unified School District, as well as the City of Los Angeles, have seen for the last century!"

City Fact Check

Hermosa has limitations of use of funds considered Tidelands revenue. Voters should reference:

- Kosmont Companies Cost Benefit Analysis (CBA) here:
<http://www.hermosabch.org/modules/showdocument.aspx?documentid=4684>
 - See “7.4 Restrictions on Use of Revenues” – p. 44
- See also Cost Benefit Analysis, Development Agreement Supplement –
<http://www.hermosabch.org/modules/showdocument.aspx?documentid=5364>

“I am a long term resident of the City of Hermosa Beach and have lived in the same home for over 30 years. I retired 8 years ago, after 33 years of service as a Firefighter/Paramedic from the Beverly Hills Fire Department.

I love living in Hermosa Beach. Unfortunately, I have witnessed a slow and steady deterioration of our city's infrastructure, school facilities and parks. With this project, Hermosa Beach could enjoy the kind of benefits that the City of Beverly Hills, the Beverly Hills Unified School District, as well as the City of Los Angeles, have seen for over the last century!

Not once in my 33 year career as a Firefighter/Paramedic did I respond to an incident at the oil recovery facility located adjacent to Beverly Hills High School.

For these reasons, and others, I support the E&B oil drilling project. Like countless other oil recovery projects in other cities, this project can be done safely and in a responsible manner.”

**Marc Pierce, Hermosa resident
Retired Firefighter/Paramedic**

**YES on
Measure O**

www.YesOnO-Hermosa.com
www.facebook.com/HermosaOilRecovery

Mailer – February 2015
“Oil Drilling Will Put Children at Risk”

Created by “Stop Hermosa Beach Oil - Committee Against Measure O”

Ad Copy

- Bulleted list of health issues including: asthma, learning impairments and a less safe environment

City Fact Check

- The advertisement only includes a portion of the facts within the report
- The bullets should be read in the entire context of the report as detailed in the **FINAL HEALTH IMPACT ASSESSMENT** – available online here:
<http://www.hermosabch.org/modules/showdocument.aspx?documentid=4634>



PRSRD STD
U.S. POSTAGE
PAID
STAR MAILING
SERVICE

The advertisement has a dark background with a close-up image of several hands, including a child's hand, reaching out. The text is white and yellow. The main headline is "Oil Drilling Will Put Children at Increased Risk". Below this, there are three sections: "Higher Risk of Asthma", "Learning Impairments", and "A Less Safe Environment". Each section has a brief description of the risk. The background image shows a large hand holding a smaller child's hand, symbolizing protection and care.

- Higher Risk of Asthma: Entire contents of **5.0 ASSESSMENT** –pages 38 – 43 should be read in relation to potential impacts
- **5.3.2.3 Project Impact** – pages 71 – 118 should be referenced together when analyzing potential impacts
- **Conclusion: Executive Summary** – pages 1 -3 - states the following: “With the exception of a well blowout accident, the negative health outcomes were largely nuisance related (e.g., odor, noise, aesthetics) and without irreversible health impacts. As mitigated in the Final EIR, the majority of the health determinants examined revealed that the Project would have no substantial effect on the health of the community. Based on the Final EIR mitigation measures and additional recommendations provided in the HIA, on balance we do not believe that the Project will have a substantial effect on community health in Hermosa Beach. Ultimately it is the voters of Hermosa Beach who will decide whether the impacts described in this HIA are acceptable or not.”

Mailer – February 2015
“Oil Drilling with a Bad Company”

Created by “Stop Hermosa Beach Oil - Committee Against Measure O”

Per City fact check policy, items can only be fact checked that misrepresent City-issued reports. The claim in this fact check to be referenced is "Destructive to Communities."

Ad Copy

- Destructive to Communities

City Fact Check

Items from the City’s Environmental Impact Report (EIR) and Health Impact Assessment (HIA) do not support this claim

- Final Environmental Impact Report (EIR) – all Section: Entire EIR found online here:
<http://www.hermosabch.org/index.aspx?page=755>
- Additional EIR Material:
<http://www.hermosabch.org/modules/showdocument.aspx?documentid=4514>
 - See also EIR Executive Summary:
<http://www.hermosabch.org/modules/showdocument.aspx?documentid=4289>
- See HIA Executive Summary:
<http://www.hermosabch.org/modules/showdocument.aspx?documentid=4634>



Mailer – February 2015
“Oil Drilling Will Change Hermosa”

Created by “Stop Hermosa Beach Oil - Committee Against Measure O”

Ad Copy

- Years of Heavy Traffic
- Years of Construction
- 110-Foot-Tall Workover Rigs and 87-Foot-Tall Drilling Rigs
- Noise and Light Pollution

City Fact Check:

Final Environmental Impact Report (EIR):
<http://www.hermosabch.org/modules/showdocument.aspx?documentid=4514>

- See [4.13 Transportation and Traffic](http://www.hermosabch.org/modules/showdocument.aspx?documentid=4294) - <http://www.hermosabch.org/modules/showdocument.aspx?documentid=4294>
- See “ES – Timeline” pg. 30
- See “Section 2: Project Description - 2.4.4.1 Phase 4 Drilling” – pg. 150
- See “Noise ES-10” – pg. 36
- Also for review: Environmental Impact Report (EIR) Executive Summary:
<http://www.hermosabch.org/modules/showdocument.aspx?documentid=4289>



Oil Drilling Will Change Hermosa

Years of Heavy Truck Traffic
Heavy truck traffic will make Hermosa streets less safe. It is estimated that 10,500 miles of heavy truck traffic will be added during the first year of construction alone. The increased truck traffic could occur along the city-suggested routes to school used by elementary school children and will increase air pollution. [Environmental Impact Report 4.13-1, Bercha Group Report 7.3]

Years of Construction
Construction of the drilling site and storage tanks will disrupt lives, create noxious odors and dust and lower the quality of life for Hermosa residents. Roads will also have to be dug up to lay oil and gas pipelines through our city. [Environmental Impact Report ES 41-44]

110-Foot-Tall Workover Rigs and 87-Foot-Tall Drilling Rigs
Thirty oil and gas wells along with four wastewater injection wells will be part of the 35-year project. The towers erected to extract oil and gas will ruin the view for many Hermosa Beach residents and change the character of our community. [Environmental Impact Report 4.14-15]

Noise and Light Pollution
Around-the-clock oil and gas drilling will bring noise and light pollution to Hermosa Beach. Some residents will need blackout curtains in order to sleep and others will be adversely affected by noise and noxious odors. [Environmental Impact Report ES-9 -20]

35 years of oil and gas drilling!

Vote NO on Measure O

Paid for by: Stop Hermosa Beach Oil - Committee Against Measure O
P. O. Box 985, Hermosa Beach, CA 90254
ID# 1348545

Vote NO on Measure O
March 31
Keep Oil Out of Hermosa

PRSRRT STD
U.S. POSTAGE
PAID
STAR MAILING
SERVICE

715 Lucas Dr
Hermosa Beach, CA 90254-4656

Community Mailer – February 2015
“Oil Drilling is a Bad Deal for Hermosa Beach”

Created by “Stop Hermosa Beach Oil - Committee Against Measure O”

Ad Copy

“...state law prohibits Hermosa Beach from spending 75% of the proposed oil revenue on city services...”
“Hermosa homeowners could lose tens of millions...”

City Fact Check:

- Cost Benefit Analysis PPT:
<http://www.hermosabch.org/modules/showdocument.aspx?documentid=5430>
 - See “C. Estimated City Revenues (Uplands & Tidelands)”
 - See “E. School & Education Foundation Revenue”

**Bad Deal
For Hermosa Beach**

They Get **We Get**





Vote No on Measure O
On March 3rd, Say No to Oil Drilling in Hermosa

Paid for by: Stop Hermosa Beach Oil -
Committee Against Measure O
P.O. Box 5918, Hermosa Beach, CA 90254
ID# 1346645

POSTNET STD.
U.S. POSTAGE
PAID
STAR MAILING
SERVICE

**Vote NO
on Measure O**
March 3rd
Keep Oil Out of Hermosa

Oil Drilling is a Bad Deal for Hermosa Beach

75% of Oil Revenue Cannot be Spent
State law prohibits Hermosa Beach from spending 75% of the proposed oil revenue on city services and infrastructure, police and fire, undergrounding of utilities, education, salaries and benefits.

Hermosa Property Values Could Drop Significantly
Hermosa homeowners could lose tens of millions of dollars in property values if we allow oil drilling on March 3rd. Lower property values will also reduce revenue for city services and public safety.

Only 20 Cents per Barrel of Oil
There's no guarantee schools will receive anything more than mineral rights and 20 cents per barrel of oil — that is less than 1% of our school's annual budget.

Dropping Oil Prices = Less Oil Revenue
Dropping oil prices will lower oil revenue for Hermosa Beach. But, the dangerous and unhealthy effects of oil drilling will not be reduced. This deal is not worth the risk.

Hermosa Beach is Financially Strong!
“The city of Hermosa Beach has a budget surplus and has never been threatened by bankruptcy. We can afford to pay the settlement and keep oil drilling out of our community. We have nearly half the money already set aside. We don't need to become an oil company town to pay our bills or fund our city services.” — Hermosa Beach Mayor Peter Tucker

StopHermosaBeachOil.com
Visit our website or call us at (310) 957-9171

Community Mailer – February 2015
“Oil Drilling Will Put Hermosa Beach
Seniors’ Health at Risk!”

Created by “Stop Hermosa Beach Oil -
Committee Against Measure O”

[Health Impact Assessment PPT:
http://www.hermosabch.org/modules/showdoc
ument.aspx?documentid=5429](http://www.hermosabch.org/modules/showdocument.aspx?documentid=5429)

- See “Overall Conclusion” – pg. 20

A photograph of an elderly woman in a red and black striped shirt talking to a male doctor in a white lab coat. The doctor has a stethoscope around his neck and is holding a clipboard.

Oil Drilling Will Put Hermosa Beach Seniors' Health at Risk!

Protect the Health of Our Seniors Vote No on Measure O

On March 3rd, Say No to Oil Drilling in Hermosa

Paid for by: Stop Hermosa Beach Oil -
Committee Against Measure O
P. O. Box 965, Hermosa Beach, CA 90254
DP 1346045

PREST STD
U.S. POSTAGE
PAID
STAR MAILING
SERVICE

**Vote NO
on Measure O**
March 3rd
Keep Oil Out of Hermosa

How Will Oil Drilling Affect Hermosa Residents?

Increased Air Pollution

The oil and natural gas project will push Hermosa Beach air pollution well over local and federal air quality standards. Higher levels of air pollution are linked to an increase in heart and lung diseases including asthma, emphysema, heart attacks and heart failure.

Lower Quality of Life

More hospitalizations, sleep disorders and cognitive decline are associated with the environmental impacts caused by the oil project. Environmental stress will accelerate the effects of aging and will lower the quality of life for seniors.

Seniors and Children Will Be Most at Risk

According to the official Health Impact Assessment, seniors and children will be at increased risk from air quality impacts. This means 25% of Hermosa's population will be more vulnerable to cardiopulmonary diseases and cancer including childhood leukemia.

Numerous Side Effects

Headaches, nasal congestion, eye, nose and throat irritation, hoarseness, sore throat, cough, chest tightness, shortness of breath, wheezing, heart tremors (palpitations), nausea, drowsiness, depression and higher stress levels are the most commonly reported symptoms associated with the environmental impacts that can be caused by oil and gas drilling in Hermosa Beach.

A small version of the photograph of the elderly woman and the doctor.

Vote No on Measure O

On March 3rd, Say No to Oil Drilling in Hermosa

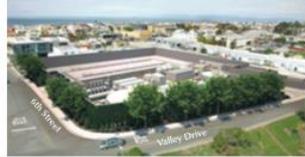
Hermosa Beach Oil Recovery 101 A Factual Guide to Measure O

Created by “Yes on Measure O”

City Fact Check:

- Environmental Impact Report (EIR) Executive Summary:
<http://www.hermosabch.org/modules/s/howdocument.aspx?documentid=4289>
 - Pg. 4 – “Proposed Oil Project” – details the number of wells and their purpose as proposed by the Applicant

So Here's the Hermosa Maintenance Oil Project When Completed



There will be no permanent oil producing equipment visible above the 35 foot walls. The exterior will be landscaped to blend with the surrounding area.

Compare the current maintenance yard with the completed project.



The facility has been designed to set the standard for safety and reliability:

- 24-hour, 7 day a week monitoring of the entire operation
- Designed to prevent any odors or other vapors from getting into the atmosphere
- A leak detection system capable of detecting any very small leak
- Multiple safety systems and sound dampening to keep the facility clean, safe and quiet
- Immediate shut-down systems will secure the entire facility if any abnormality is detected

The City's independent Environmental Impact Report concluded that the probability there could be a spill in the facility that escapes into the neighborhood is 1 in 6,421,148 years.⁶

With mitigation, the Environmental Impact Report and the Health Impact Assessment concluded that there were no substantial negative impacts related to construction and operations emissions from its proximity to adjacent homes.^{7,8}

⁶ Final Environmental Impact Report, Table 4.8-70 E&B - Oil Drilling & Production Project
⁷ Final Environmental Impact Report, ES-9 E&B - Oil Drilling & Production Project
⁸ Final Health Impact Assessment - Proposed E&B Oil Drilling and Production Project, September 3, 2014, City of Hermosa Beach, CA, Page xii

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Community Mailer – February 2015
“Numbers Don’t Lie”
Created by “Yes on Measure O”

Ad Copy

“The City of Hermosa Beach could receive a new net revenue of \$627,370,000 over the next 30 years!”

City Fact Check:

- Applicant’s estimate is \$627,370,000 according to William Hamm of the Berkeley Research Group:
<http://www.hermosaoilrecovery.com/economic-study-documents-economic-benefit-to-city-and-schools/#sthash.ztYClpQM.dpuf>
- According to Kosmont Companies, who prepared the City’s independent Cost Benefit Analysis (CBA), a net revenue projection based upon oil prices at the time of the release of the final CBA (approximately \$95 per barrel of CMS) determined that net revenues to the City under the “expected” case scenario were estimated to be approximately \$202 million over the approximately 35 year life of the proposed Project (including provisions of the DA)
<http://www.hermosabch.org/module/showdocument.aspx?documentid=4684>
 - See “7.3 Projected City Revenues” – p. 42
 - The Development Agreement Supplement to the CBA provides analysis of “what-if” scenarios under lower or higher production and oil pricing assumptions. See also Cost Benefit Analysis, Development Agreement Supplement –
<http://www.hermosabch.org/modules/showdocument.aspx?documentid=5364>

YES on Measure O

NUMBERS DON'T LIE

The City of Hermosa Beach could receive new net revenue of **\$627,370,000** over the next 30 years!

The City of Hermosa Beach's independent "Development Agreement Supplement to the Oil Drilling & Recovery Cost-Benefit Analysis" states that if Measure O passes, the City of Hermosa Beach could receive new net revenue of \$627,370,000 over the next 30 years!

In addition, Measure O could provide our Hermosa schools and students an additional \$43,200,000 over the life of the project – revenue that will help provide a quality education for our children and their children.

NUMBERS DON'T LIE:
Measure O could provide:
Over **\$600 Million** in new revenue for Hermosa
and
Over **\$40 Million** for our Hermosa schools

Protect Hermosa's Future:
YES on Measure O
www.YesOnO-Hermosa.com
www.facebook.com/HermosaOilRecovery

January 30, 2015

[“Measure O Benefits to Hermosa Beach”](#) Broadcast Advertisement

Broadcast Ad Statement

Financial experts have reviewed Measure O and found that it could bring over \$500 Million to Hermosa Beach

City Fact Check:

- Cost Benefit Analysis:
<http://www.hermosabch.org/modules/showdocument.aspx?documentid=4684>
 - See “7.3 Projected City Revenues” – p. 42
 - See also Cost Benefit Analysis, Development Agreement Supplement –
<http://www.hermosabch.org/modules/showdocument.aspx?documentid=5364>

Community Mailer – February 2015

“Without Oil, A Day At the Beach Wouldn’t Be Very Fun”

Created by “Yes on Measure O”

Ad Copy

“It could provide Hermosa with an estimated \$600 Million dollars...”

City Fact Check:

- Cost Benefit Analysis:
<http://www.hermosabch.org/modules/showdocument.aspx?documentid=4684>
 - See “7.3 Projected City Revenues” – p. 42
 - See also Cost Benefit Analysis, Development Agreement Supplement –
<http://www.hermosabch.org/modules/showdocument.aspx?documentid=5364>

Without oil, a day at the beach wouldn't be very fun.

It's in almost everything we use in Hermosa on a daily basis. Measure O will do more than provide fuel for your car or become surfboards and bicycles. It could provide Hermosa with an estimated \$600 million dollars to help maintain our beaches and coastal areas so we can continue to enjoy it for generations.

YES on Measure O

www.YesOnO-Hermosa.com
www.facebook.com/HermosaOilRecovery

December 11, 2014

[Hermosa Beach Sewers](#) and Repair Costs Advertisement

Created by “Yes on Measure O”

Advertising Copy

Our Hermosa Beach sewer system is in such bad shape that there are portions of it the County of Los Angeles refuses to annex into their system. Instead, the City decided to make the much needed repairs itself and keep those portions under Hermosa Beach control and maintenance.

A City Council commissioned study estimated that sewer improvements are critically needed and will cost taxpayers \$11,000,000.00. If the oil project does not pass the city will owe an additional \$17,500,000.00 plus interest, which the *Easy Reader* has reported may have to be paid for by an increase in taxes.

We have a choice: Vote YES on Measure O to safely recover oil with a well-regulated, unobtrusive project, or continue to let an 80-year-old sewer system degrade and hurt our property values.

City Fact Check:

- Cost Benefit Analysis:
<http://www.hermosabch.org/modules/showdocument.aspx?documentid=4684>
 - See “9.0 Direct City Costs - A summary of the City’s cost whether the Project is or is not approved, including Settlement Agreement, maintenance yard relocation, and City staffing costs - p. 56
- City of Hermosa Beach Sewer Service Charge Formula/Storm Drainage Fee Analysis, September 23, 2014, PENCO Engineering, Inc., page 5.
http://hermosabeach.granicus.com/MetaViewer.php?view_id=6&clip_id=3305&meta_id=161424
- Robb Fulcher “Hermosa Beach Council to Discuss Potential Tax-Increase Measure,” Easy Reader News, September 8, 2014,
<http://www.easyreadernews.com/86689/hermosa-beach-tax-ballot>

PAID POLITICAL ADVERTISEMENT

We have a **CHOICE!**



Our Hermosa Beach sewer system is in such bad shape that there are portions of it the County of Los Angeles refuses to annex into their system. Instead, the City decided to make the much needed repairs itself and keep those portions under Hermosa Beach control and maintenance.

A City Council commissioned study estimated that sewer improvements are critically needed and will cost taxpayers \$11,000,000.00.¹ If the oil project does not pass the city will owe an additional \$17,500,000.00 plus interest, which the *Easy Reader* has reported may have to be paid for by an increase in taxes.²

We have a choice: Vote YES on Measure O to safely recover oil with a well-regulated, unobtrusive project, or continue to let an 80-year-old sewer system degrade and hurt our property values.

City of Hermosa Beach Sewer Service Charge Formula/Storm Drainage Fee Analysis, September 23, 2014, PENCO Engineering, Inc., page 5
http://hermosabeach.granicus.com/MetaViewer.php?view_id=6&clip_id=3305&meta_id=161424
Robb Fulcher “Hermosa Beach Council to Discuss Potential Tax-Increase Measure,” *Easy Reader News*, September 8, 2014,
<http://www.easyreadernews.com/86689/hermosa-beach-tax-ballot/>

YES on Measure O

www.hermosabch.org
www.facebook.com/hermosabch

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November 27, 2014

[Hermosa Beach Police](#) Advertisement
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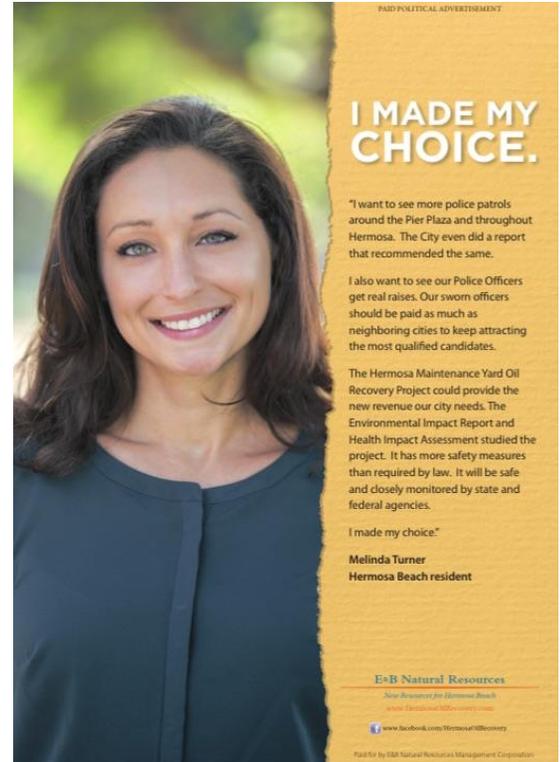
I want to see more police patrols around the Pier Plaza and throughout Hermosa. The City even did a report that recommended the same.

I also want to see our Police Officers get real raises. Our sworn officers should be paid as much as neighboring cities to keep attracting the most qualified candidates.

The Hermosa Maintenance Yard Oil Recovery Project could provide the new revenue our city needs. The Environmental Impact Report and Health Impact Assessment studied the project. It has more safety measures than required by law. It will be safe and closely monitored by state and federal agencies. I made my choice.

Melinda Turner

Hermosa Beach resident for by E&B Natural Resources Management Corporation



City Fact Check:

- Full Hermosa Beach Police Department Operations Analysis Report – Aug. 2013 – is available on City website here: <http://www.hermosabch.org/index.aspx?page=123>
- Click on the link titled "Operations Analysis Report" on the bottom left hand column



November 20, 2014:
[Hermosa Beach Police](#) Limited Resources
Advertisement
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Advertising Copy

Hermosa Police are doing the best they can with limited resources.

The salary for sworn personnel is not competitive with [Other](#) South Bay departments. Our officers have effectively not had a raise in salary in years.¹ We need more patrols for effective neighborhood policing.² We have a choice: Safely recover oil with a well regulated, unobtrusive project that could generate the funds needed to make Hermosa Police salaries competitive with neighboring cities to attract the most qualified candidates, or ignore the needs of those who have sworn to protect and serve.

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¹ Police Operations Report, Hermosa Beach, California page 11
² Police Operations Report, Hermosa Beach, California page 11

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