



FOR IMMEDIATE RELEASE

CONTACT:

Ariana Criste

(619) 419-1222 Ext. 705

ariana@climateactioncampaign.org

Climate Action Campaign Endorses Countywide Measure A, Opposes Measure B

SAN DIEGO, January 16, 2020 - Climate Action Campaign is proud to announce our endorsement of Measure A, the Safeguard our San Diego Countryside Initiative, and opposition to Measure B, the Newland Sierra Initiative. Both initiatives will shape the region's future land use policies and appear on the March primary election ballots.

Endorsement of Measure A

Measure A, the Safeguard our San Diego Countryside Initiative, will require voter approval for major amendments to the County of San Diego's General Plan that increase residential density in semi-rural and rural areas. The existing General Plan meets our growing region's needs by calling for housing in the right places — near jobs and transit.

For years, sprawl developers and the County Board of Supervisors have amended the General Plan to push development further into our fire-prone backcountry. This has locked families into longer and longer commutes and caused our GHG emissions to skyrocket, further exacerbating the climate crisis.

#YesonA will safeguard the smart growth vision of the General Plan and give our region a chance to meet the climate goals that are critical to achieving a safe and livable future for kids growing up today.

Opposition to Measure B

A **NO vote on Measure B** will stop the Newland Sierra project, which would increase the number of homes in a fire-prone area north of Escondido **twentyfold**, further locking the region into car-dependency.

"Housing policy is climate policy. As the climate crisis worsens, we must reject business-as-usual sprawl development and embrace smart growth to meet both our housing and climate goals," Nicole Capretz, Executive Director of Climate Action Campaign.

###



Climate Action Campaign is the leading climate watchdog in San Diego and Orange County.

Our mission is simple: stop the climate crisis. For more information, please visit

www.climateactioncampaign.org