

*Our City Council Has a  
5 Point Plan To Defeat the  
Resident-Sponsored  
**LUVE Initiative***

# *#1. Spend \$60,000 on a Phony Phone Survey*



*Objective: To Determine how to  
sell the Manhattanization of SM  
to voters*



# *#2. Plan Their Campaign To Defeat The Popular **LUBE** Ballot Measure*





# *Objective:* *To Confuse & Divide Voters*



# #3. Lie to Voters By Saying -



*We're Anti-Over Development  
Just Like You...*





(Except When We're Not)





*Keep repeating this lie -  
hoping it will be believed in...*

- \* Social Media
- \* Staff Reports
- \* Campaign Literature



# *#4. Secure Major Developer Money to Fund the City's **Anti-LUVE** Campaign*



# *While Residents Struggled to Collect Over 10,000 Signatures!*

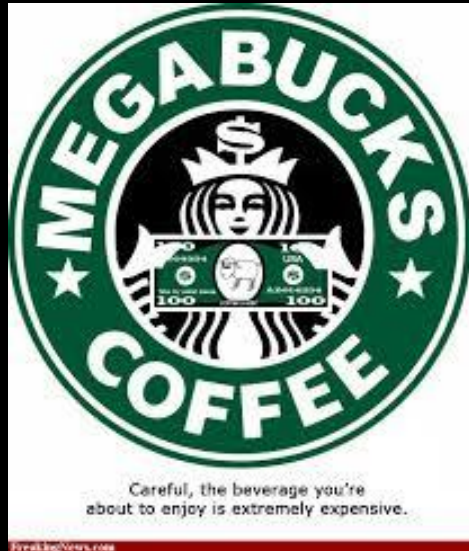


**WHOLE  
FOODS  
MARKET**





*City Council members leisurely  
sipped coconut water frappes  
at one of 28 local Starbucks*





#5. Hope **L****U****V****E** voters are too gridlocked on election day to even make it to the polls!



*If you're mad as hell and don't  
want to take it anymore.....*





***YES***

***On the***

***LUVe Initiative***

***November 8th***





**LUVE**

**Land Use Voter Empowerment**

# **Residocracy Initiative**

The resident's initiative  
to protect Santa Monica  
from overdevelopment