

Appendix A: Experimental Design

Overview: The experimental design consisted of a mobilization treatment integrated into a panel survey conducted before and after the November 8, 2011 San Francisco Municipal Election, during which the citizens of San Francisco elected their Mayor, Sheriff, and District Attorney, and voted on eight ballot propositions. The mobilization treatment reduced the costs of registration and voting, and additionally offered citizens a financial incentive to vote.

Case Selection: San Francisco Municipal Election: In the November 2011 Municipal Election, the citizens of San Francisco voted on eight ballot propositions, and elected three different city-level offices: the Mayor, the Sheriff, and the District Attorney. All three contests were non-partisan, and were elected using ranked choice voting (RCV), a preferential voting system.¹

This election was an ideal case in which to apply the experimental design for several reasons. First, a municipal election was likely to have lower voter turnout than a higher level election, which is key to enabling a test of the hypothesis. Second, the combination of a local-level contest, a lack of partisan cues, and a plethora of viable candidates all contributed to making this case an election both where subjects would have incentives to seek information and an election where I would be able to observe increases in information.² Third, San Francisco has remarkably progressive voter turnout laws, which maximized the ability for the mobilization treatment to reduce the costs of participation.³ Fourth, the combination of three offices elected through an alternative voting system with eight referenda on the ballot provided the researcher with multiple opportunities for measuring different categories of political knowledge. Fifth, the city of San Francisco maintains a well-kept voter history file, and makes this file available for scholarly research purposes. Access to the voter history file was critical for verifying actual voter turnout. And lastly, the 2011 San Francisco Municipal Election was a case where it was possible to offer incentives for participation. It is illegal to offer money or other material incentives in exchange for voting in all federal elections and within 48 states, but incentivizing participation is not forbidden in local elections in California (see Hasen 2000; Nichter 2008; and CA Election Code Sections 18520-18524).

Recruitment: Subjects were recruited through announcements made in classrooms at City College San Francisco (Ocean and Downtown Campuses) and through postings in online

¹ Ranked-choice voting enables voters to indicate up to three ranked preferences in each contest, differentiating between their first choice, second choice, and third choice. If no candidate receives a majority of the first choice votes, the candidate with the fewest first-choice votes is eliminated, and those votes are redistributed to the next choice indicated on the ballots. All the votes are then re-counted, and the process continues until a single candidate has a majority of first-choice votes.

² A non-competitive election, on the other hand, would not create strong incentives for subjects to seek out political information. A competitive partisan contest might motivate subjects to invest in making an informed choice, but a subject with little information could easily use the party cue as a heuristic to make a reasonably-informed vote. A competitive election provides incentives to become informed, and a non-partisan election requires individuals to seek out unique types of information, which are easier to observe and compare through survey questions.

³ For the 2011 Municipal Election, San Francisco allowed registration to occur up until 15 days before the election, any citizen was able to request to vote by mail up until one week before the election, early voting opened at City Hall one month before the election, voters were not required to produce identification at polling stations, there was no minimum residency requirement to register to vote, polling places were close in proximity, and any registered citizen was able to cast a provisional ballot at any polling place in the city. These voting laws enabled the mobilization treatment to greatly reduce the costs of voting by making subjects aware of resources that were already available to them.

job forums, including backpage.org, craigslist.org, and the San Francisco Chronicle's online classified section. The study was advertised as a money making opportunity, where participants would earn \$25 for filling out two surveys about 6 weeks apart from each other.

Sign-Up: All potential subjects could view the study website and were directed to an online sign-up form if they wanted to participate. The online sign-up form included a short (2 minute) pre-survey questionnaire. The data from these questions was used to screen subjects for eligibility, as well as to gather other information used to stratify the treatment assignment. The only formal criteria for eligibility in the study were that each participant had to be a United States citizen, at least 18 years old, with no prior felony convictions, and currently residing within the city of San Francisco. These criteria were only required in order to ensure that all participants were eligible to vote in the 2011 San Francisco Municipal Election. All eligible subjects who completed the online sign up form were invited to book an appointment to take the first survey. Every subject was required to take the first survey in person at an office located in downtown San Francisco, easily accessible by car, foot, and multiple methods of public transportation. Subjects were able to book an appointment for any time between 7:30 AM – 8:30 PM during a 14-day consecutive period: October 11th – October 24th, 2011. Appointments could be booked automatically online through a calendar page, via e-mail, or over the phone.

Treatment Assignment: After a subject booked an appointment, data gathered in the pre-survey questionnaire was used to stratify treatment assignment within a randomized block design. Specifically, data from the pre-survey questionnaire was used to generate treatment groups that were balanced with respect to gender, age, race, previous voter registration status, and self-identified political interest and likelihood of voting. Random treatment assignment was intended to split the full sample into groups that were comparable before the treatment was administered. Stratified randomization prevents imbalance between treatment groups, enabling stronger statistical power and increasing opportunities for subgroup analysis (Kernan, Viscoli, Makuch, Brass, and Horwitz 1999). As particular subjects failed to show up for appointments, and others joined the study, the treatment assignments were manually adjusted in order to balance all observable variables recorded during the pre-survey questionnaire. Balance on political interest and likelihood of voting were prioritized first, as these are most likely to affect information acquisition, the outcome of interest. Treatments were also randomized over time, to create balance in the time of day and the closeness of the election. All subjects were assigned to a treatment *before* arriving to take the first survey.

In order to estimate the effects of mobilization in varying information environments, a second test was created. In the second set of treatments, all subjects received an information treatment intended to reduce the cost of neutral information about the candidates and referenda. Half of the subjects in this information treatment sample also received the mobilization treatment. The results from the second set of studies do not contradict or challenge the core results from the primary study. However, the second set of results does not add explanatory power, and so in the interest of space, they are not described fully in the main body of the paper. A fuller description of the information treatment and supplementary results is provided in Appendix I (Information Treatment).

Pre-Treatment Survey: Every subject completed the first survey in person at a private office located in downtown San Francisco between October 11th – October 24th, 2011. Subjects were instructed to arrive during their selected appointment time, but were accepted at any time throughout the day. The researcher made an effort to follow-up with subjects who missed

appointments, both by e-mail and by phone, in order to re-schedule appointments. Subjects were allowed to re-schedule appointments as many times as necessary, within the 14-day period.

Upon arriving at the office, all subjects were registered in an identical manner. Identity and residency were verified through a government-issued photo identification. After also providing proof of San Francisco residency⁴, subjects were escorted to a boardroom down the hall, which included a long table and 12 chairs. Subjects filled out the first survey in silence, and came back to the researcher's office when they were finished.

Treatment Delivered: After subjects completed the first survey, the first stage of the mobilization treatment was delivered in person, in a private office. After the first stage of the treatment was delivered, the subject was instructed that the second survey would be sent via e-mail on November 9th, and could be completed online any time that week. The \$25 payment was not provided until a subject completed both surveys. Subjects were contacted by e-mail twice more before the second survey, on October 28th to confirm participation in the study, and on November 7th to send details about the upcoming second survey. The second and third stages of the treatment were also integrated into these e-mails, as described below.

Stage 1: The first stage of the mobilization treatment was delivered in-person immediately after the subject completed the first survey. The first stage consisted of two parts, one designed to subsidize participation costs as much as possible, and the other designed to incentivize participation. To reduce the cost of voting, each subject received a 14-page packet of information prepared from official government sources, including the details on how to register to vote, verify registration, request and submit a vote-by-mail ballot, where and when to vote early, how the voting system (ranked-choice voting) counts the votes, and how to properly mark a ranked-choice ballot (Appendix B: Stage 1 – Mobilization: Handout). Subjects were also offered a voter registration card, so they could register, update their address, or request a vote-by-mail ballot, and the researcher offered to return the registration card for the subject.

To incentivize participation, the mobilization treatment also provided each subject with a prepaid \$25 Visa gift card (see Figure A1). In place of a name, the card read “THANK YOU FOR VOTING, SAN FRANCISCO 2011” (Appendix C: Stage 1 – Mobilization: Visa Card). After handing subjects the Visa card and describing it as a “gift for you”, the researcher recited a memorized script that explained the following: (1) The \$25 is already on the card, and the subject can spend it however he or she would like; (2) The card has not been activated yet; (3) I (the researcher) have the activation code; (4) I will activate the card after the upcoming municipal election; (5) However, if for whatever reason, the subject does not cast a ballot in the election, I will cancel the card and “take the money back”; and (6) I will verify whether or not the subject cast a ballot with the official voter turnout record from the Election Office (Appendix D: Stage 1 – Mobilization: Visa Verbal Script).

⁴ Proof of residency was established by providing any official government ID listing an address within the city of San Francisco, or by providing an official piece of mail addressed to the subject at an address within San Francisco, such as a utility bill. In cases where a subject failed to bring proof of San Francisco residency to the survey appointment, he or she was still allowed to take the survey that day. All subjects were informed that the compensation for completing the surveys would not be received unless proof of residency was established. Subjects were then able to submit proof of residency at a later time, either via postal mail, in person, or through an e-mail attachment. Reminders were sent to subjects who failed to submit identification. Only one subject from the initial sample failed to provide proof of residency; he was not paid for taking the surveys, and his responses are not included in the analysis.

Figure A1: Participation Incentive: \$25 Visa Card



The Visa card was intentionally introduced as a gift, so that subjects felt like they had extra money already in their possession. Threatening to cancel the Visa card and “take the money back” was intended to capture the feeling of a penalty for not casting a ballot. Characterizing this part of the mobilization treatment as a non-participation penalty was intended to mimic the conditions of compulsory voting, as well as to capitalize on the observation that people respond more to concerns of losing money they already have than they do to prospects of receiving new money (Kahneman and Tversky 1979).

By informing subjects that their voter turnout would be validated with official government records, the mobilization treatment also made subjects aware that voter turnout was recorded, and was going to be monitored. Before beginning the first survey, every subject in every treatment group signed an identical copy of a consent form that specified, among other things, that the experimenter could merge the survey data with other information about the subject, “such as your electoral district, your voter registration status, and other information available from the voter history file.” Therefore, subjects in the mobilization control group were also alerted to the existence of a voter history file, and the fact that their records could be checked.

Stage 2: The second stage of the mobilization treatment was delivered via e-mail on October 28th. An e-mail was sent to all subjects, confirming their participation in the study, and reminding them that the second survey would begin on November 9th. For subjects receiving the mobilization treatment, the October 28th e-mail also included a reminder about the upcoming election, a reminder about the terms of the \$25 Visa card, and a list of resources intended to make it easier to vote (Appendix E: Stage 2 – E-mail Content).

Stage 3: An e-mail was sent to all subjects on November 7th, 2011 – one day before the election. This e-mail was a reminder that the second survey would begin in two days, on November 9th, 2011. The November 7th e-mail also informed subjects that all participants who completed the second survey within 24 hours of receipt would be entered into a lottery, and one random winner would be selected to receive an additional \$100 bonus. The lottery was intended to motivate subjects to fill out the survey while the election was still fresh in their memory.

For subjects receiving the mobilization treatment, the November 7th e-mail also included another reminder that the election was tomorrow, included information about how and where to vote, and included a reminder that the \$25 Visa card would be canceled if the subject did not cast a ballot in the election (Appendix F: Stage 3 – E-mail Content).

Post-Election Survey: The San Francisco Municipal Election took place on November 8th, 2011. The post-election survey was conducted online through Qualtrics. The second survey was conducted online in order to minimize attrition, and also to enable all subjects to complete the survey soon after the November 8th election, while memory of the candidates and issues were

still fresh.⁵ An e-mail was sent to all subjects on Wednesday November 9th, 2011, including a unique personal link to the second survey. Subjects were instructed that they had one week to finish the survey.

Attrition was very low: 97.8 percent of subjects (178/182) who completed the first survey also completed the second survey. The lottery was quite effective: more than 70 percent of subjects completed the survey within 24 hours.

Incentives: All subjects who completed both surveys were paid \$25 for their participation. Subjects in the mobilization treatment received an additional \$25 (through the activated Visa card) if they cast a ballot in the election. There was no additional incentive attached to acquiring information or answering information questions correctly.⁶

Verifying Voter Turnout: After the election, actual voter turnout was validated using the confidential version of the Voter History File, acquired directly from the San Francisco Department of Elections. This file was used to validate the actual turnout of all subjects in the study, matching based on name, date of birth, gender, and both home and mailing addresses.

⁵ Conducting the post-treatment survey online reduced the ability to control the survey environment, and introduced concerns that subjects might “cheat” on the political information questions. One might worry that subjects who were motivated to cast a ballot by the mobilization treatment might feel guilty or embarrassed about being uninformed, and thus might have stronger incentives to look up answers.

In order to reduce the temptation to look up answers online, before the information questions on the survey began, subjects were shown the following message on the computer screen, and had to wait several seconds before they were able to click on to the next section: “The next questions are intended to assess how much you know about the candidates and issues in the previous election. This is not a test, and you will not receive any reward for correct or incorrect answers. Please answer honestly based on what you actually know. All answers are confidential and will not be linked to your name. Select the answer that best represents your current actual knowledge about each question. Your responses are being timed, so please do not leave the survey to look up answers.”

Every screen on the survey was timed, providing a baseline estimate of how long each subject required to answer questions about political information, as well as about other topics. An analysis of the average time spent on different types of questions across treatment groups did not indicate any irregularities between the treatment and control group that would suggest subjects were cheating.

⁶ There is some concern that motivating involvement in the study through a monetary payment, as well as adding a financial incentive for participation, might affect the internal and external validity of the experimental design. By recruiting subjects through a monetary incentive, the experimental design might have restricted the subject pool to include only low-income subjects and people who are particularly motivated by money. If the representativeness of the sample were limited in this way, the ability for the results to provide inferences to a more general population would be limited. However, the sample characteristics suggest that respondents were not particularly poor. For example, more than 15 percent of the sample reported incomes over \$90,000 per year. One can look at an extended presentation of pre-treatment sample characteristics in Appendix G, to further assess the diverse characteristics of the sample. Moreover, if the sample were particularly motivated by money, the experiment would be an even stronger test of the hypothesis. The financial incentive to cast a ballot did not add any financial incentive to become informed. Motivating money-seeking subjects to invest in information would appear to be a particularly difficult task. Therefore, observed increases in information would still support the hypothesis.

There is also concern that offering a monetary incentive for casting a ballot might “crowd out” pre-existing intrinsic motivations for participation (Gneezy and Rustichini 2000; Panagopoulos 2008). If incentivizing participation in this experiment did crowd out instrumental incentives for voting, this process likely also happens when participation is incentivized through typical government policies – such as compulsory voting penalties or voter turnout lotteries. Offering a financial reward for voting should not affect incentives to become informed. However, if shifting incentives to participate did spill over to crowd out intrinsic incentives to invest in information, this spill over would cause the mobilization treatment to decrease incentives to invest in information, thereby making the experimental design an even stronger test of the hypothesis.

Appendix B: Stage 1 – Mobilization: Handout

The information handout included a 14-page packet of information about how to register to vote, how to verify one's registration status, how to update one's registration status, how to locate one's polling location, how to vote early at City Hall, how to register to vote-by-mail, how to submit a vote-by-mail ballot, how to submit a provisional ballot, and how to correctly mark a ranked-choice ballot. The packet is copied onto the following pages:

\$25 VOTING BONUS

As already explained, you will receive \$25 in compensation for completing both surveys. As part of this study, in addition to the \$25 you will be paid for your participation in the two surveys, you are also eligible to receive an additional bonus reward of \$25.

Before you leave today, I will give you a prepaid credit card worth \$25. I will record the number on the credit card that I give to you. The prepaid credit card will not be activated until after the study is completed.

Some people find it costly to participate in elections for a variety of reasons. As a legal resident of San Francisco, you are eligible to participate in the upcoming San Francisco Municipal Election on Tuesday November 8th, 2011. I would like to encourage you to participate in this election, and hope the \$25 bonus incentive will persuade you to do so.

If you cast a ballot in this election, and complete both surveys in this study, I will activate your \$25 bonus card. However, if you do not cast a ballot in the 2011 San Francisco Municipal Election, I will take away the reward and cancel your bonus card.

You will still receive the \$25 participation fee for completing both surveys, regardless of whether you cast a ballot in the election.

Although who you vote for and who you don't vote for is completely secret in all San Francisco Municipal Elections, whether or not you cast a ballot is recorded by the Secretary of State. This information is documented in the Voter History File, and the Voter History File records your turnout history for every election.

This means that political parties and researchers can look up the record and see whether you voted in previous elections. As part of this study, I am tracking the voter turnout of eligible voters who live in San Francisco, which includes you.

After reviewing the Voter History File after the November 2011 election, I will send you a letter in the mail verifying whether or not you cast a ballot in that election. If you did cast a ballot, this letter will be a certificate affirming your participation in the election, and will also inform you that your prepaid credit card has been activated. You are then free to spend this money however you wish. If you did not cast a ballot, this letter will affirm that you did not vote in the election, and will inform you that your prepaid credit card has been canceled.

Please keep this card in a safe place. If you lose your card for any reason, you will have the opportunity to have it reissued through the provider for a minimal cost.

This packet includes information which will make it easier for you to do the following:

Register To Vote
Register to Vote by Mail
Vote Early

Update Your Registration
Vote on Election Day
Fill out Your Ballot

As you may be aware, the city of San Francisco will be conducting its Municipal Election on Tuesday November 8th, 2011. Some people would like to participate in elections, but find it hard to register on time and locate the appropriate polling locations.

To make it easier for you to participate in this election, I am providing you with a voter registration form, as well as information about how to register, how to request an absentee ballot, how to engage in early voting, and how to locate your polling location if you want to vote on election day.

San Francisco uses ranked-choice voting for all of its local elections. This voting system is different from most federal elections, and it might be unfamiliar to you. The handout also includes information about how ranked-choice voting works. Much of this information is copied directly from the San Francisco Department of Elections website.

Register To Vote: The handout you are receiving includes a voter registration form. You can fill it out and mail it in yourself, or if you like, you can fill it out now and I will bring it to the Election Board for you. You must register on or before October 24th in order to be eligible to vote in the November 8th 2011 election.

Vote By Mail: On this registration form, you can request to receive an absentee ballot. If you do this, a ballot will be sent to your home address, and you can fill out your preferences and return the ballot anonymously through the mail, without having to leave your home. Absentee ballot requests must be received by the Department of Elections by 5:00 p.m. on November 1st, 2011.

Vote Early or Vote on Election Day: If you prefer to vote in person, you have the option to either vote at your local polling station on election day, or you can choose to vote early at one of several locations throughout the city. You can vote early starting on October 11th at the Early Voting Counter outside of Room 48 in City Hall. Early voting is available Monday – Friday, from 8 am to 5 pm.

Please refer to the handout for more information, including details on how to find your polling location.

INFORMATION PACKAGE CONTENTS

General Information → (Page 3)
How To Register To Vote → (Pages 4 - 5)
Request To Vote-By-Mail → (Pages 6 – 7)
Early Voting and Voting on Election Day → (Page 8)
Filling Out The Ballot → (Page 9)
Ranked-Choice Voting Explained → (Page 10 – 13)
Frequently Asked Questions → (Page 14)

DEPARTMENT OF ELECTIONS
City and County of San Francisco
www.sfelections.org



JOHN ARNTZ
Director

Dear San Francisco Voter:

September 6, 2011

Here's a quick guide of essential information for the Consolidated Municipal Election on November 8, 2011.

- Vote **BOTH** sides of the two ballot cards.
- Vote for one candidate per column, or leave columns blank if you have fewer than three choices for a contest. **Don't vote for the same candidate more than once.**
- Early voting in City Hall begins at 8 a.m. on Tuesday, October 11.
- Use the new "Voting Toolkit" on our website—www.sfelections.org/toolkit—which offers quick access to many of our election materials.
- On Election Day, Tuesday, November 8, polls open at 7 a.m. and close at 8 p.m.

Vote Both Sides

Everyone will vote using two ballot cards for the November 8, 2011, Consolidated Municipal Election. Due to space constraints, we printed the list of candidates for the Mayor's contest on the back side of the card for the local offices. On the front side of that card are the contests for District Attorney and Sheriff.

Ranked-Choice Voting

All voters will use the ranked-choice voting method for the Mayor, District Attorney, and Sheriff contests.

The ranked-choice ballot has three columns, allowing voters to select up to three different candidates—one in each column—by connecting the head and tail of the arrow pointing to each choice. However, you can still make fewer than three selections, if you choose to do so, by leaving columns blank.

Also, if you select the same candidate in more than one column, your vote for that candidate will count only once.

Early Voting

Vote-by-Mail:

The back cover of this Pamphlet includes an application to request a vote-by-mail ballot. You can also apply on our website: www.sfelections.org/toolkit.

Voting at City Hall:

Beginning October 11, early voting is available in City Hall to all registered voters on weekdays (except the holiday) from 8 a.m. until 5 p.m. On Election Day, City Hall is open for voting from 7 a.m. until 8 p.m.

Weekend Voting:

Early Voting is available in City Hall during the two weekends before the election, October 29–30 and November 5–6, from 10 a.m. until 4 p.m. For weekend voting, enter City Hall from Grove Street.

Website and Electronic Media

Our website—www.sfelections.org—now offers a "Voting Toolkit." Click on that link to promptly locate your polling place, apply for a vote-by-mail ballot, determine whether the Department has mailed or received your vote-by-mail ballot, or watch a demonstration for ranked-choice voting, among other options. For mobile devices, use www.sfelections.org/m

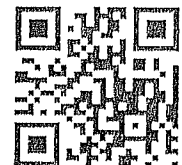
Facebook and Twitter:

You can now use Facebook and Twitter to receive reminders of the upcoming deadlines and events and other election information. "Like" the San Francisco Department of Elections on Facebook and follow us on Twitter.

Contact Us

To contact us directly, you can call the Department at 554-4375, 554-4367 (Chinese), or 554-4366 (Spanish) or visit our website—www.sfelections.org.

Respectfully,
John Arntz, Director



Voice (415) 554-4375
Fax (415) 554-7344

1 Dr. Carlton B. Goodlett Place, Room 48
San Francisco, CA 94102-4634

Vote-by-Mail Fax (415) 554-4372
TTY (415) 554-4386

HOW TO REGISTER TO VOTE

Qualifications to Vote

In order to qualify as a registered voter in San Francisco:

- You must be a citizen of the United States
- You must be a resident of San Francisco
- You must be at least 18 years of age or older on or before the next election
- You must NOT be in prison or on parole for the conviction of a felony
- You must not have been judged by a court to be mentally incompetent to register and vote

New Voter Registration ID Requirements

Federal and state law now requires that **EVERY** person who registers or re-registers to vote **MUST** provide the following identification:

1. A **California Driver's License** (or California Identification card) number on your registration form; or
2. The **last 4 digits** of your **Social Security Number** on your registration form.
3. If you do not have a California Driver's License, or California Identification card number or, a social security number, a **unique identifying number** will be assigned to you for registration purposes only.

Note: The Secretary of State's office must validate the registrant's identification number or last four digits of their Social Security number in order for the Department of Elections to place the registrant on the active voter roll.

How and Where to Register

You will need to register whenever you move, change your name, or change your political party affiliation. There are several convenient ways to register or re-register:

1. Register by Mail

You may call the San Francisco Election office at (415) 554-4411 or complete an e-mail request online at the following website, and a voter registration card will be mailed to you: <http://www.sfgov2.org/index.aspx?page=877>

Complete all required sections of the Voter Registration Card:

- Fill out the Voter Registration Card using a dark ink pen
- Use your legal name
- If you live in an apartment, fill in the apartment number
- Date of birth
- Sign the Voter Registration Card before mailing

Note: Provide a residential mailing address--**NOT a business address**

2. Register On-line

You may also download a registration card online at the California Secretary of State's Web site: http://www.sos.ca.gov/elections/elections_vr.htm

3. Register in Person

You may pick up a voter registration card at the Department of Elections, local public library branches, some City and County offices, the Department of Motor Vehicles (DMV), and U.S. Postal Service stations.

HOW TO REGISTER TO VOTE

If you need further assistance completing the voter registration card, please call the Department of Elections at (415) 554-4411.

Deadline to Register

To be eligible to vote in an upcoming election, a completed voter registration card must be postmarked no later than 15 days before Election Day. For the November 8th 2011 election, the registration deadline is October 24th, 2011.

Verifying Registration Status

After processing your registration form, the Department of Elections will mail a Voter Notification Card within three to four weeks. If you have NOT received a Voter Notification Card or wish to check your voting status, call the Department of Elections at (415) 554-4375.

To obtain proof of voter registration, you may also request a Certificate of Registration by mail or in person.

Obtaining Proof of Voter Registration

A Certificate of Registration verifies "active" voter registration within the City and County of San Francisco. There is a \$3.00 fee, payable by cash or money order (Personal checks and credit cards are not accepted).

To request a Certificate of Registration In-Person:

Please go to the Department of Elections, City Hall, Room 48 (Ground Floor), Monday thru Friday, 8 a.m. – 5 p.m. You will need to provide valid photo identification.

To request a Certificate of Registration by Mail:

Your written request must include:

- Your printed name
- Date of birth
- Photocopy of valid California State Driver's License or Identification Card
- San Francisco registered address
- Your signature
- Telephone number
- Self-addressed stamped envelope
- *Money order* payable to the Department of Elections in the amount of \$3.00
-

If you have any questions, you may call (415) 554-4375.

Mail your written request and money order to:

Department of Elections
1 Dr. Carlton B. Goodlett Place, Room 48
San Francisco, CA 94102-4634

HOW TO REQUEST TO VOTE-BY-MAIL

October 26th: Last Day to Request a Vote-by-Mail Ballot

Applications must be **received** by the Department of Elections by 5:00 p.m on November 1st, 2011. Postmarks are not accepted. This means you must submit your request far enough in advance, such that it arrives by November 1st (*California Elections Code § 3001*).

Applying for a Vote-by-Mail Ballot

There are four ways to apply for a vote-by-mail ballot:

1. Complete the online Vote-by-Mail Application; or
 2. Complete the application provided on the back cover of your Voter Information Pamphlet; or
 3. You may also download a Vote-by-Mail Application (PDF), which you can fill out and mail to the Department of Elections. *First-class postage required if returned by U.S. mail*; or
 4. You may send a signed note, postcard, or fax requesting a vote-by-mail ballot.
-

On the request, please include the following:

- The election date for which you are requesting a vote-by-mail ballot
- Your full name
- Date of birth
- Your residential address
- The address where the ballot is to be sent - if different from residential address
- Your daytime phone number (Optional)
- The date of your request
- Your signature (Your request cannot be processed without it)

Submitting Your Vote-by-Mail Application Form

Your completed and signed request may be **faxed, mailed or delivered** to:

Department of Elections
1 Dr. Carlton B. Goodlett Place, Room 48
San Francisco, CA 94102
Fax: (415) 554-4372

You may also have someone else deliver your vote-by-mail application.

Political campaigns often request that voters mail their applications to campaign headquarters. Mailing your vote-by-mail application to a third party may delay the delivery of your vote-by-mail ballot. It is advisable that completed vote-by-mail applications be delivered directly to the Department of Elections.

Delivery of Vote-By-Mail Ballot after the Vote-by-Mail Deadline

If, within seven days before an election, you are unable, for any reason, to go to your polling place on election day, you may authorize a representative to pick up your vote-by-mail ballot in person at the Early Voting Counter. Your authorization, signed under penalty of perjury, must include your voter details, i.e. name, date of birth, San Francisco residence address, name of person authorized to pick up your ballot, and your signature.

HOW TO REQUEST TO VOTE-BY-MAIL

Your authorized representative may:

- Receive your ballot after presenting the Vote-by-Mail Ballot Pick-Up Authorization Form (PDF) to the Department of Elections.
- Return the ballot to the Department of Elections or to any polling place by 8:00 p.m. on Election Day.
- **Please Note:** If your authorized representative returns the ballot, the appropriate section located on the upper flap of the vote-by-mail return envelope must be completed.
- Emergency ballots may not be mailed.
- Most hospitals and nursing homes provide assistance for their patients.

Marking your Vote-by-Mail Ballot

To ensure that your ballot is counted:

- Make no identifying marks on your ballot
- Do not sign or initial your ballot
- **Sign your name on the vote-by-mail return envelope**
(You must personally sign in the space provided; no one else, including persons with power of attorney, is permitted to sign for you)

Important: Please do not damage the bar code on your return envelope. It assists us in processing your ballot in a timely manner. No postage is necessary to return your vote-by-mail envelope, if mailed within the U.S.

Deadline for Returning your Vote-by-Mail Ballot

Your ballot **must** arrive at the Department of Elections' City Hall office or at any San Francisco polling place **by 8:00 p.m. on Election Day.**

Ballots that arrive in our office or at a polling place after 8:00 p.m. on Election Day will not be counted—even if a postmark on your vote-by-mail return envelope is dated before or on Election Day.

Having Someone Else Return Your Vote-by-Mail Envelope

Both you and the person returning the ballot **MUST** complete and sign the appropriate sections on the vote-by-mail return envelope.

Early Voting in Person or by Mail

Voting in Person

You can vote on or before Election Day at City Hall, Room 48. Office hours for early voting are as follows:

- October 11–November 7, Monday through Friday (except holidays), 8 a.m. to 5 p.m.;
- October 29–30 and November 5–6, Saturday and Sunday, 10 a.m. to 4 p.m. (enter on Grove Street); and
- Election Day, Tuesday, November 8, 7 a.m. to 8 p.m.

Voting by Mail for This Election Only

Any voter may request a vote-by-mail ballot, in the following ways:

- Apply online at www.sfelections.org/toolkit.
- Complete the application on the back cover of this pamphlet, and mail it to the Department of Elections. You may also send a written request to the Department of Elections. Remember to include your home address, the address to which you want the ballot mailed, your birth date, your name and your signature. Mail your request to the address on the back cover of this pamphlet, or fax it to 415-554-4372. **All mailed or faxed requests must include your signature!**

The Department of Elections must receive your request before 5 p.m. on November 1. Your ballot will be mailed as soon as possible after your application has been processed.

When you receive your ballot, carefully read and follow the instructions provided with it. You may mail your voted ballot to the Department of Elections or drop it off at any San Francisco polling place on Election Day; remember to **sign and seal** the envelope. The Department of Elections **must** receive your ballot by 8 p.m. on Election Day, Tuesday, November 8.



Check the Status of Your Vote-by-Mail Ballot

Vote-by-mail voters can check when their ballot was mailed or received by the Department of Elections. Visit our website, www.sfelections.org/toolkit, or call the Department of Elections at 415-554-4375.

Voting by Mail for All Elections

Any voter may request to be a permanent vote-by-mail voter. Once you become a permanent vote-by-mail voter, the Department of Elections will mail you a ballot automatically for every election.

To become a permanent vote-by-mail voter, complete the Vote-by-Mail Application on the back cover of this pamphlet, print an application from www.sfelections.org/toolkit, or call for an application at 415-554-4375. Before you return your completed application, **check the box that says "Permanent Vote-by-Mail Voter"** and sign the application.



Ballots will be mailed to permanent vote-by-mail voters starting October 11.

To find out if you are registered as a permanent vote-by-mail voter, check the back cover to see if "PERM" is printed on the Vote-by-Mail Application, use the Voter Registration Status Lookup tool on www.sfelections.org/toolkit, or call the Department of Elections at 415-554-4375. If you have not received your ballot by October 24, please call.

If you do not vote in two consecutive statewide general elections, you will no longer be a permanent vote-by-mail voter. However, you will remain on the voter roll unless the Department of Elections has been informed that you no longer live at the address at which you are registered. To regain your permanent vote-by-mail status, re-apply as described above.

Information: Voting on Election Day (November 8th, 2011)

You can locate your polling location online at www.sfelections.org/toolkit, or by calling (415) 554-4375.

Instructions for Voting at Your Polling Place

Marking Your Ballot

Mark your paper ballot with the pen provided by the pollworkers. Connect the head and tail of the arrow pointing to your choice for each contest, as shown in the picture. The ballot may be printed on both sides of the page—be sure to review both sides.

Beware of the Overvote

For this election, you may select **one choice per column** for each candidate contest. If you overvote by marking more than the allowed number of candidates for any choice, or by marking both "YES" and "NO" in a measure contest, your vote for that choice or contest cannot be counted.

Qualified Write-In Candidates

In addition to the candidates listed on the ballot, there may be other people running as qualified write-in candidates. For a list of qualified write-in candidates, please ask a pollworker. The list is posted on the Department of Elections website, www.sfelections.org, within two weeks prior to Election Day. Write-in votes can be counted only if they are for qualified candidates; "qualified" means that the person has submitted the appropriate documentation to run as a candidate for the office. For more information, see "Words You Need to Know."

Before casting a write-in vote, make sure:

- the candidate is **not listed on the ballot**.
- the candidate is a **qualified write-in candidate**.
- to write the name in the space at the end of the candidate list and **complete the arrow** that points to the space.

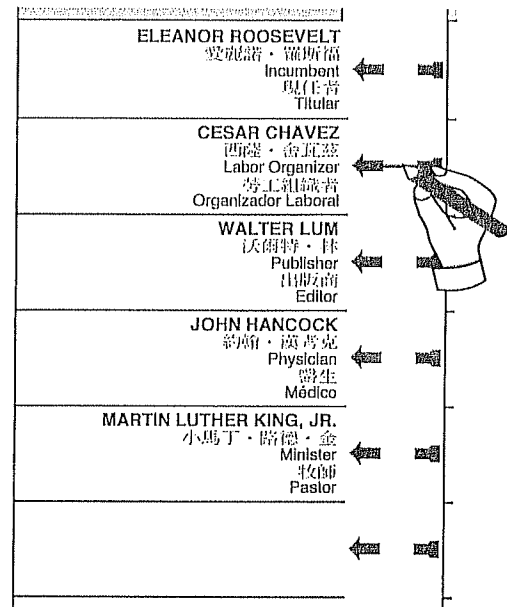
If You Make a Mistake

Ask a pollworker for another ballot. Voters may request up to two replacement ballots.

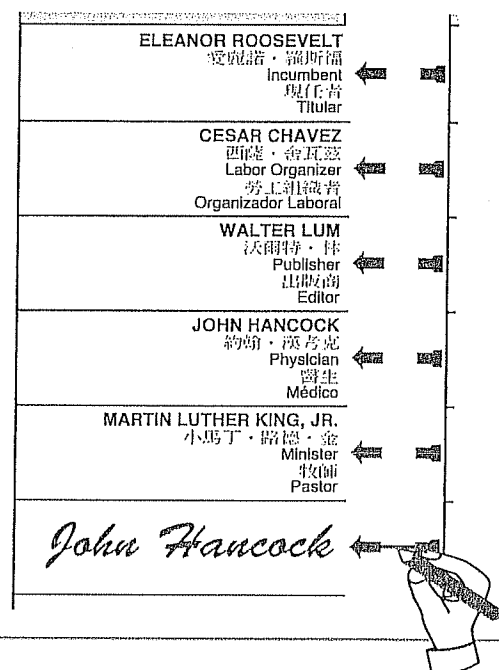
To Record Your Vote

Insert your ballot, one card at a time, into the slot in the front of the "Insight" optical-scan voting machine. The ballot can be inserted into the voting machine in any direction. The voting machine counts the votes electronically as the ballot is inserted and then deposits the ballot in a locked compartment under the machine.

How to mark your choice:



How to vote for a qualified write-in candidate:



INFORMATION: RANKED-CHOICE VOTING

Ranked-Choice voting was passed by the voters as an amendment to the City Charter in March of 2002. Ranked-choice voting allows San Francisco voters to rank up to three candidates for the same office. San Francisco voters use ranked-choice voting to elect the Mayor, Sheriff, District Attorney, City Attorney, Treasurer, Assessor-Recorder, Public Defender, and Members of the Board of Supervisors.

How do I mark the ranked-choice ballot?

The ranked-choice ballot lists the names of all the candidates in three repeating columns.

1. To mark the ranked-choice ballot, select your first-choice candidate in the first column by completing the arrow pointing to your choice.
2. To indicate a second choice, select a different candidate in the second column by completing the arrow pointing to your choice.
3. To indicate a third choice, select a different candidate in the third column by completing the arrow pointing to your choice.

Write-In Candidates:

If you wish to vote for a qualified write-in candidate for any of your three choices, write the person's name on the line provided and **complete the arrow pointing to you choice**.

When marking the ranked-choice ballot, keep in mind:

- You may--but are not required to--rank up to three candidates. If there are fewer than three candidates for the same office, or to rank fewer than three candidates, leave any of the remaining columns blank.
- If you select the same candidate in more than one column, that vote for that candidate will count only once.
- Your second choice will be counted only if your first-choice candidate has been eliminated. Your third choice will be counted only if BOTH your first-choice and second-choice candidates have been eliminated.

How ranked-choice voting works:

- To start, every first-choice selection is counted. Any candidate who receives a majority (more than 50%) of the first-choice selections is declared the winner.
- If no candidate receives a more than 50% of the first-choice selections, the candidate who received the fewest number of first-choice selections is eliminated.
- Voters who selected the eliminated candidate as their first choice will have their vote transferred to their second choice.
- The votes are then recounted. If any remaining candidate receives more than 50% of the votes, he or she is declared the winner.
- If no remaining candidate receives more than 50% of the votes, the process of eliminating candidates and transferring votes to the next ranked candidate is repeated until one candidate has a winning majority.

Ranked-Choice Voting Interactive Demonstration

You can view a demonstration of ranked-choice voting online, including an interactive explanation on how to correctly mark the ranked-choice ballot. <http://www.sfelections.org/demo/>

Ranked-Choice Voting

Ranked-choice voting was passed by San Francisco voters as an amendment to the City Charter in March 2002 (Proposition A).

Ranked-choice voting allows San Francisco voters to rank up to three candidates for the same office. San Francisco voters use ranked-choice voting to elect the Mayor, Sheriff, District Attorney, City Attorney, Treasurer, Assessor-Recorder, Public Defender and Members of the Board of Supervisors.

Marking the Ranked-Choice Ballot

With ranked-choice voting, the names of all the candidates are listed in three repeating columns on the ballot. This allows you to rank up to three candidates for the same office: one favorite, and two others.

- Select only **one** choice per column.
- To rank fewer than three candidates, leave any remaining columns blank.
- To vote for a qualified write-in candidate who is not listed on the ballot, write the person's name on the blank line at the end of the candidate list and complete the arrow.

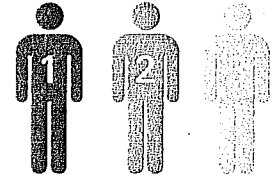
FAVORITE SAN FRANCISCO ATTRACTION 最愛的三藩市景點 ATRACCIÓN FAVORITA DE SAN FRANCISCO	FAVORITE SAN FRANCISCO ATTRACTION 最愛的三藩市景點 ATRACCIÓN FAVORITA DE SAN FRANCISCO	FAVORITE SAN FRANCISCO ATTRACTION 最愛的三藩市景點 ATRACCIÓN FAVORITA DE SAN FRANCISCO
1 FIRST CHOICE 第一選擇 PRIMERA PREFERENCIA	2 SECOND CHOICE 第二選擇 SEGUNDA PREFERENCIA	THIRD CHOICE 第三選擇 TERCERA PREFERENCIA
Vote for One 請選一名 Vote por Uno	Vote for One—Must be different from your first choice 選一名 (必須與第一個選擇不同) Vote por Uno—Deberá ser diferente de su primera preferencia	Vote for One—must be different from your first and second choice 選一名 (必須與第一個和第二個選擇不同) Vote por Uno—Deberá ser diferente de su primera y segunda preferencia
ALCATRAZ ISLAND 監獄島 ISLA DE ALCATRAZ	ALCATRAZ ISLAND 監獄島 ISLA DE ALCATRAZ	ALCATRAZ ISLAND 監獄島 ISLA DE ALCATRAZ
COIT TOWER 考伊特塔 TORRE DE COIT	COIT TOWER 考伊特塔 TORRE DE COIT	COIT TOWER 考伊特塔 TORRE DE COIT
FISHERMAN'S WHARF 漁人碼頭 FISHERMAN'S WHARF	FISHERMAN'S WHARF 漁人碼頭 FISHERMAN'S WHARF	FISHERMAN'S WHARF 漁人碼頭 FISHERMAN'S WHARF
GOLDEN GATE PARK 金門公園 PARQUE GOLDEN GATE	GOLDEN GATE PARK 金門公園 PARQUE GOLDEN GATE	GOLDEN GATE PARK 金門公園 PARQUE GOLDEN GATE

How Ranked-Choice Voting Works

General rules

- Initially, everyone's vote counts for his or her first-choice candidate. If a candidate has the majority—more than half— of these votes, that candidate wins.
- If no candidate has the majority of votes, the candidate in last place is eliminated. Votes for the eliminated candidate transfer to the next-choice candidates marked on those ballots.
- If one candidate has the majority after these votes are transferred, that candidate wins.
- If there is still no candidate with the majority of votes, the process of eliminating candidates and transferring votes continues until one candidate has the majority.

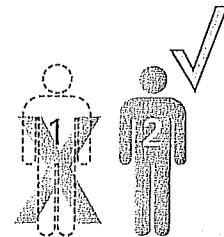
How your choices are counted



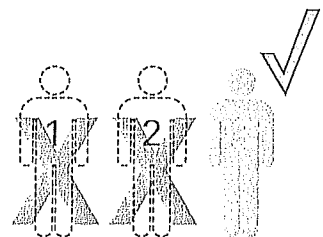
Your vote counts for your first choice as long as the candidate has not been eliminated.



If your first choice is eliminated, your vote will count for your second choice instead.



If both your first and second choices are eliminated, your vote will count for your third choice.



When marking your ranked-choice ballot:



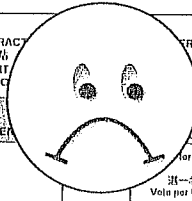
Choose a different candidate in each column. To rank fewer than three candidates, leave columns blank.

FAVORITE SAN FRANCISCO ATTRACTION 最愛的三藩市景點 ATRACCIÓN FAVORITA DE SAN FRANCISCO	FAVORITE SAN FRANCISCO ATTRACTION 最愛的三藩市景點 ATRACCIÓN FAVORITA DE SAN FRANCISCO	FAVORITE SAN FRANCISCO ATTRACTION 最愛的三藩市景點 ATRACCIÓN FAVORITA DE SAN FRANCISCO
FIRST CHOICE 第一選擇 PRIMERA PREFERENCIA	SECOND CHOICE 第二選擇 SEGUNDA PREFERENCIA	THIRD CHOICE 第三選擇 TERCERA PREFERENCIA
Vote for One 站選一名 Vote por Uno	Vote for One—Must be different from your first choice 選一名(必須與第一選擇不同) Vote por Uno—Debe ser diferente de su primera preferencia	Vote for One—must be different from your first and second choice 選一名(必須與第一及第二選擇不同) Vote por Uno—Debe ser diferente de su primera y segunda preferencia
ALCATRAZ ISLAND 監獄島	ALCATRAZ ISLAND 監獄島	ALCATRAZ ISLAND 監獄島
ISLA DE ALCATRAZ	ISLA DE ALCATRAZ	ISLA DE ALCATRAZ
COIT TOWER 考伊特塔	COIT TOWER 考伊特塔	COIT TOWER 考伊特塔
TORRE DE COIT	TORRE DE COIT	TORRE DE COIT
FISHERMAN'S WHARF 漁人碼頭	FISHERMAN'S WHARF 漁人碼頭	FISHERMAN'S WHARF 漁人碼頭
FISHERMAN'S WHARF	FISHERMAN'S WHARF	FISHERMAN'S WHARF
GOLDEN GATE PARK 金門公園	GOLDEN GATE PARK 金門公園	GOLDEN GATE PARK 金門公園
PARQUE GOLDEN GATE	PARQUE GOLDEN GATE	PARQUE GOLDEN GATE



Do not mark more than one candidate in a column. Your vote will not count.

FAVORITE SAN FRANCISCO ATTRACTION 最愛的三藩市景點 ATRACCIÓN FAVORITA DE SAN FRANCISCO	FAVORITE SAN FRANCISCO ATTRACTION 最愛的三藩市景點 ATRACCIÓN FAVORITA DE SAN FRANCISCO	FAVORITE SAN FRANCISCO ATTRACTION 最愛的三藩市景點 ATRACCIÓN FAVORITA DE SAN FRANCISCO
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ALCATRAZ ISLAND 監獄島	ALCATRAZ ISLAND 監獄島	ALCATRAZ ISLAND 監獄島
ISLA DE ALCATRAZ	ISLA DE ALCATRAZ	ISLA DE ALCATRAZ
COIT TOWER 考伊特塔	COIT TOWER 考伊特塔	COIT TOWER 考伊特塔
TORRE DE COIT	TORRE DE COIT	TORRE DE COIT
FISHERMAN'S WHARF 漁人碼頭	FISHERMAN'S WHARF 漁人碼頭	FISHERMAN'S WHARF 漁人碼頭
FISHERMAN'S WHARF	FISHERMAN'S WHARF	FISHERMAN'S WHARF
GOLDEN GATE PARK 金門公園	GOLDEN GATE PARK 金門公園	GOLDEN GATE PARK 金門公園
PARQUE GOLDEN GATE	PARQUE GOLDEN GATE	PARQUE GOLDEN GATE



Do not mark the same candidate more than once. Your vote for that candidate will count only one time.

FAVORITE SAN FRANCISCO ATTRACTION 最愛的三藩市景點 ATRACCIÓN FAVORITA DE SAN FRANCISCO	FAVORITE SAN FRANCISCO ATTRACTION 最愛的三藩市景點 ATRACCIÓN FAVORITA DE SAN FRANCISCO	FAVORITE SAN FRANCISCO ATTRACTION 最愛的三藩市景點 ATRACCIÓN FAVORITA DE SAN FRANCISCO
FIRST CHOICE 第一選擇 PRIMERA PREFERENCIA	SECOND CHOICE 第二選擇 SEGUNDA PREFERENCIA	THIRD CHOICE 第三選擇 TERCERA PREFERENCIA
Vote for One 站選一名 Vote por Uno	Vote for One—Must be different from your first choice 選一名(必須與第一選擇不同) Vote por Uno—Debe ser diferente de su primera preferencia	Vote for One—must be different from your first and second choice 選一名(必須與第一及第二選擇不同) Vote por Uno—Debe ser diferente de su primera y segunda preferencia
ALCATRAZ ISLAND 監獄島	ALCATRAZ ISLAND 監獄島	ALCATRAZ ISLAND 監獄島
ISLA DE ALCATRAZ	ISLA DE ALCATRAZ	ISLA DE ALCATRAZ
COIT TOWER 考伊特塔	COIT TOWER 考伊特塔	COIT TOWER 考伊特塔
TORRE DE COIT	TORRE DE COIT	TORRE DE COIT
FISHERMAN'S WHARF 漁人碼頭	FISHERMAN'S WHARF 漁人碼頭	FISHERMAN'S WHARF 漁人碼頭
FISHERMAN'S WHARF	FISHERMAN'S WHARF	FISHERMAN'S WHARF
GOLDEN GATE PARK 金門公園	GOLDEN GATE PARK 金門公園	GOLDEN GATE PARK 金門公園
PARQUE GOLDEN GATE	PARQUE GOLDEN GATE	PARQUE GOLDEN GATE

Frequently Asked Questions (FAQs)

by the Ballot Simplification Committee

Q: Who can vote?

A: U.S. citizens, 18 years or older, who are registered to vote in San Francisco on or before the registration deadline.

Q: What is the deadline to register to vote or to update my registration information?

A: The registration deadline is October 24, fifteen days prior to Election Day.

Q: When and where can I vote on Election Day?

A: You may vote at your polling place or at the Department of Elections on Election Day from 7 a.m. to 8 p.m. Your polling place address is shown on the back cover of your Voter Information Pamphlet. You can also find it at www.sfelections.org/toolkit or call 415-554-4375. The Department of Elections is located in City Hall, Room 48.

Q: Is there any way to vote before Election Day?

A: Yes. You have the following options:

- **Vote by mail.** Fill out and mail the Vote-by-Mail Application printed on the back cover of this pamphlet or complete one online at www.sfelections.org/toolkit. A vote-by-mail ballot will be sent to you. Your request must be **received** by the Department of Elections no later than 5 p.m. on November 1, or
- **Vote in person** at the Department of Elections in City Hall, Room 48, during early voting hours (see inside back cover for dates and times).

Q: If I don't use an application, can I get a vote-by-mail ballot some other way?

A: Yes. You can send a written request to the Department of Elections. This request **must** include: your printed home address, the address where you want the ballot mailed, your birth date, your printed name and your **signature**. Mail your request to the Department of Elections at the address on the back cover of this pamphlet or fax it to 415-554-4372. Your request must be **received** no later than 5 p.m. on November 1.

Q: My 18th birthday is after the registration deadline but on or before Election Day. Can I vote in this election?

A: Yes. You can register to vote on or before the registration deadline and vote in this election—even though you are not 18 when you register.

Q: If I was convicted of a crime, can I still vote?

A: If you have been convicted of a crime, California law allows you to register and vote if you:

- Have completed your prison term for a felony, including any period of parole or supervised release.
- Are on federal or state probation.
- Are incarcerated in county jail as a condition of felony probation or as a result of a misdemeanor sentence.

Additionally, if you have been convicted of a misdemeanor, you can register and vote even while on probation, supervised release, or incarcerated in county jail.

After completing your prison term for a felony conviction, including any period of parole or supervised release, you

must complete and return a voter registration form to restore your right to vote. No other documentation is required.

Q: I have just become a U.S. citizen. Can I vote in this election?

A: Yes.

- If you became a U.S. citizen on or before the registration deadline (October 24), you can vote in this election, but you must register by the deadline;
- If you became a U.S. citizen *after* the registration deadline but on or before November 1, you may register **and** vote at the Department of Elections by November 1 with proof of citizenship.

Q: I have moved within San Francisco but have not updated my registration prior to the registration deadline. Can I vote in this election?

A: Yes. You have the following options:

- Come to the Department of Elections in City Hall, Room 48, on or before Election Day, complete a new voter registration form **and** vote at the Department of Elections; or
- Go to your new polling place on Election Day and cast a provisional ballot. You can look up the address of your new polling place by entering your new home address on the Department of Elections website (www.sfelections.org/toolkit), or call 415-554-4375.

Q: I am a U.S. citizen living outside the country. How can I vote?

A: You can register to vote and be sent a vote-by-mail ballot by completing the Federal Post Card Application. The application can be downloaded from www.fvap.gov or obtained from embassies, consulates or military voting assistance officers. Non-military U.S. citizens living abroad indefinitely can vote only in federal elections.

Q: What do I do if my polling place is not open on Election Day?

A: Call the Department of Elections immediately at 415-554-4375 for assistance.

Q: If I don't know what to do when I get to my polling place, is there someone there to help me?

A: Yes. Pollworkers at the polling place will help you, or you may visit www.sfelections.org/toolkit or call the Department of Elections at 415-554-4375 for assistance on or before Election Day. (See page 8 for information about voting at your polling place.)

Q: Can I take my Sample Ballot or my own list into the voting booth?

A: Yes. Deciding your votes before you get to the polls is helpful. You may use either a Sample Ballot or the Ballot Worksheet in this pamphlet for this purpose.

Q: Do I have to vote on every contest and measure on the ballot?

A: No. The votes you cast will be counted even if you have not voted on every contest and measure.

Appendix C: Stage 1 – Mobilization: Visa Card

To: THANK YOU FOR VOTING

From: [REDACTED]

Amount: 25.00



Message: THIS \$25 REWARD CARD IS A GIFT FOR YOU. HOWEVER, THE CARD WILL BE CANCELED IF YOU DO NOT CAST A BALLOT IN THE 2011 SAN FRANCISCO MUNICIPAL ELECTION.

Helpful Tips:

Read the Terms and Conditions on the reverse side to become familiar with the use of your Reward Card. Next, go to www.wrl.com/cards/activate to activate your WRL Visa Reward Card, or call our activation line at 1-877-357-4975.

Using your Reward Card:

Although your Reward Card is marked as a "Debit" card, always choose "Credit" at the point of sale.

RewardCard use at gas pumps:

Do not swipe your Reward Card at the gas pump. Always present your card to an attendant inside the service station.

Reward Card use at restaurants/salons/service locations:

Many service industry merchants will pre-authorize a 20% gratuity when your Reward Card is processed. Your Reward Card may be declined if the Reward Card balance cannot accommodate this additional gratuity.

If your Reward Card is declined:

The most common reason for a declined transaction is that the purchase amount exceeds the Reward Card balance. You can check your Reward Card balance at www.wrl.com.



A Wolfe.com Company

Appendix D: Stage 1 – Mobilization: Visa Verbal Script

The following script was recited from memory when giving subjects the Visa gift card:

“I have a gift for you. This is a \$25 prepaid Visa gift card. The money is already on the card, and you are free to spend it on whatever you wish. The card has not been activated yet. I have the activation code, and I will activate your card after the upcoming San Francisco Municipal Election. However, if for any reason, you do not submit a ballot in this election, instead of activating your card, I will cancel the card, and I will take the money back. Although who you vote for and who you don’t vote for is always secret, whether or not you submit a ballot is recorded by the San Francisco Election Office. This data is kept in an official Voter History File, which tracks the registration and turnout of everyone in the city. After the election takes place, I will use the official Voter History File to verify whether or not you cast a ballot in the election. Assuming you cast a ballot, your card will be activated. Otherwise, your card will be canceled, and I will take the money back.”

Appendix E: Stage 2 – E-mail Content

[FOR ALL SUBJECTS]

Sent: Friday, October 28th 2011

From: [Researcher's Name]

Subject: San Francisco Survey - You Have Completed the First Survey! (details for Survey #2 Included)

To: [Researcher's E-mail Address]

Date: Friday, October 28th, 2011

Dear Participant,

Thank you for participating in this research study. You have completed the first survey. The second survey begins on November 9th, 2011.

On Wednesday November 9th, 2011, I will send you an e-mail including a personalized link to a website, where you can fill out the second survey. The second survey must be filled out online, and you can fill it out any time that week, up until November 15th. As soon as you complete the second survey, your payment will be processed, and I will send you a \$25 check immediately via postal mail. You should have your payment within seven days of when you complete the second survey.

[FOR SUBJECTS RECEIVING THE MOBILIZATION TREATMENT ONLY]

Your \$25 prepaid gift card will be activated after the November 8th, 2011 election. However, if you do not cast a ballot in this election for any reason, I will cancel your gift card, and take the money back. I will send you a letter in the mail, as well as a letter by e-mail, informing you whether or not your card has been activated. If you cast a ballot in the election, your card will be active, and you are then free to use that card to buy anything you want.

As I explained before, and as is stated on the handout you were given after the first survey, I will verify your turnout record using the official voter history file. This file is produced by the Election Office, and it records whether or not you submit a ballot in each election. This is the only way to verify whether or not you voted. You do not need to save your ballot stub or call or e-mail to tell me when you vote. This is not necessary, and will not help your card get activated sooner. Your participation will be recorded automatically by the government, and I will use official government records to verify your status

Remember, you can vote in three different ways

1. In person, at your polling place, on November 8th 2011 (Election Day)
You must have submitted your voter registration on or before October 24th, 2011
2. By mail, using your official vote-by-mail ballot
You can still request a vote-by-mail ballot, up until Monday November 1st, 2011
3. Early Voting, in-person at City Hall
You can vote early at City Hall, any day between now and November 8th, 2011.
Early voting is open on Monday – Friday from 8:00 AM – 5:00 PM, and
Saturday and Sunday from 10:00 AM – 4:00 PM.

You can watch a short video from the Election Office explaining these options here:
http://www.youtube.com/watch?v=KP44XiQ0Qss&feature=mfu_in_order&list=UL

If you want to learn more about ranked-choice voting, you can watch either of these videos, which explain how the voting system works:

1. <http://www.sfelections.org/demo/rcvvideo.html>
2. http://sanfrancisco.granicus.com/MediaPlayer.php?view_id=139&clip_id=12993

[FOR ALL SUBJECTS]

Sincerely,

[Researcher's Name and Contact Information]

Appendix F: Stage 3 – E-mail Content

[FOR ALL SUBJECTS]

Sent: Monday November 7th 2011

From: [Researcher's Name and E-mail Address]

Subject: Reminder: Survey #2 Begins Wednesday November 9th, Election Day is Tomorrow (November 8th), and \$100 Bonus!

To: [Researcher's E-mail Address]

Date: Monday, November 7, 2011, 5:48 PM

Dear Participant,

As you remember, you signed up for this research study, where you receive \$25 in exchange for completing two surveys. You already completed the first survey, at my office in downtown San Francisco.

This is a final reminder that the second survey will begin in 2 days, on Wednesday November 9th, 2011. I will send you an e-mail on Wednesday including a link to a website, and you can fill out the survey on that website any time between November 9th - November 15th. You must complete the second survey by November 15th to receive the \$25, and I encourage you to fill it out as early as possible.

As an added incentive to encourage you to complete the second survey early, if you complete the second survey within 24 hours, you will be eligible for a \$100 bonus. This \$100 bonus is in addition to the \$25 you will already receive for completing the survey

[FOR SUBJECTS RECEIVING THE MOBILIZATION TREATMENT ONLY]

, as well as the \$25 gift card you received for voting.

[FOR ALL SUBJECTS]

All participants who complete the second survey online within the first 24 hours will be entered in a lottery, and one eligible participant will be randomly selected as the winner. Your odds of winning this lottery depend on how many people finish within the first 24 hours. This bonus will be paid by check and will be sent to the winner along with the \$25 check for taking the survey.

[FOR SUBJECTS RECEIVING THE MOBILIZATION TREATMENT ONLY]

The \$25 check and the \$100 bonus lottery are both in addition to the \$25 gift card you received after you took the first survey.

**Remember, your ballot must be received by the time the polls close tomorrow,
Tuesday November 8th, 2011.
Otherwise your gift card will be canceled,
and I will take the \$25 back.**

If you have not submitted your ballot yet, you can do this in several ways:

1. **Vote In Person at Your Local Election Precinct:** You can go to your polling precinct in the city, and cast a ballot any time between 7:00 AM – 8:00 PM on Tuesday November 8th, 2011. You must be in line by 8:00 PM to vote in person at any precinct. Not sure where your precinct is? You can look it up here: <http://gispubweb.sfgov.org/website/pollingplace/>

2. You can vote in the Election Office at City Hall, any time between 7:00 AM – 8:00 PM. San Francisco City Hall is located at 1 Dr. Carlton B. Goodlett Place. You can drop off your vote-by-mail ballot or pick up a new ballot.

3. Vote-By-Mail – Important – If you haven't mailed your vote-by-mail ballot yet, don't mail it now! It will not be received in time.

However, you can still make sure your ballot is received by 8:00 PM on Election Day. You can drop off your vote-by-mail ballot at any of the precinct stations around the city. All precincts will be open from 7:00 AM – 8:00 PM. You can look up the closest station to you on this website: <http://gispubweb.sfgov.org/website/pollingplace/>

You can also drop off your vote-by-mail ballot at City Hall, 1 Dr. Carlton B. Goodlett Place.

Did you lose your original ballot, or make a mistake when marking it? You can still submit a ballot before the election is over! You can request a replacement ballot and submit it provisionally at any polling place in the city, or at City Hall. Once the Election Office confirms that your original vote-by-mail ballot was not received, your provisional ballot will be counted. You can verify that your ballot was counted online here: <http://www.sfelections.org/pv/>

[FOR ALL SUBJECTS]

Please feel free to contact me if you have any questions. I will send you the second survey on Wednesday, and look forward to receiving the results. As before, all answers are confidential.

Sincerely,
[Researcher's Name and Contact Information]

Appendix G: Descriptive Statistics of Sample, by Treatment Group

	Baseline	Mobilization Treatment	Total Sample	San Francisco Population ¹
Percent Female	52.8 (50.2)	51.1 (50.3)	52.0 (50.1)	49.3
Percent White	58.9 (49.5)	53.3 (50.2)	56.1 (49.8)	48.5
Percent Asian	18.9 (39.4)	22.2 (41.8)	20.6 (40.5)	33.3
Percent Black	8.9 (28.6)	11.1 (31.6)	10.0 (30.0)	6.1
Percent Hispanic or Latino	6.7 (25.1)	12.2 (32.9)	9.4 (29.3)	15.1
Percent Mixed Race	6.7 (25.1)	8.9 (28.6)	7.8 (26.9)	4.7
Percent Employed Full Time	32.3 (47.0)	28.9 (45.6)	30.6 (46.2)	
Percent Employed Part Time	30.0 (46.1)	22.2 (41.8)	26.1 (44.0)	
Percent in School Full Time	16.7 (37.5)	27.8 (45.0)	22.2 (41.7)	
Percent in School Part Time	15.6 (36.4)	16.7 (37.5)	16.1 (36.9)	
Percent High School Graduates	35.6 (48.1)	42.2 (49.7)	38.9 (48.9)	28.9
Percent Associate Degree	7.8 (26.9)	10.0 (30.2)	8.9 (28.5)	5.5
Percent College Degree	37.8 (48.8)	33.3 (47.4)	35.6 (48.0)	31.3
Percent Advanced Degree	18.9 (39.4)	14.4 (35.4)	16.7 (37.4)	20.0
Percent Married	8.9 (28.6)	8.9 (28.6)	8.9 (28.6)	
Percent With Child(ren)	21.1 (41.0)	23.3 (42.5)	22.2 (41.7)	
Length of Residency (in years)	7.8 (10.3)	7.4 (9.2)	7.6 (9.7)	
Age	36.6 (14.5)	37.3 (15.6)	36.9 (15.0)	38.5

¹ Note: the experimental sample was not a random sample of the San Francisco population. Comparisons to the San Francisco population are gathered using US Census data from 2010 and 2011, and are only intended to demonstrate that the recruited sample shared a similar distribution of demographic characteristics to the population of San Francisco.

Age ²	1549 (1194.0)	1628 (1345.3)	1588 (1268.9)	
Income Category	4.5 (3.1)	3.9 (3.0)	4.2 (3.0)	
Participation Index	19.4 (2.9)	19.3 (2.7)	19.3 (2.8)	
Percent Registered to Vote (Before Treatment)	73.3 (44.5)	77.8 (41.8)	75.6 (43.1)	62.4
Voter Turnout Total: Past 4 Elections	1.1 (1.5)	1.1 (1.5)	1.1 (1.5)	
Left-Right Ideology (11-point)	3.5 (3.0)	3.8 (2.4)	3.7 (2.7)	
Strength of Partisan Identity (3-point)	1.6 (1.1)	1.7 (1.0)	1.7 (1.1)	
Partisan Identity (Democrat – Republican, 7-pt Scale)	2.7 (1.7)	2.7 (1.8)	2.7 (1.7)	

Appendix H: Question Wording and Coding Procedures for Dependent Variables

1A. Accuracy of Left-Right Candidate Evaluations (Expert Average)

The survey asked respondents to place all 25 candidates on an 11-point ideology scale, ranging from 0 (Extremely Liberal) to 10 (Extremely Conservative), with 5 (Moderate) in the center. Subjects were also given the option to select “I Don’t Know” rather than being forced to make a guess.

Question Text (Respondent Survey): “All of the candidates below were running for [Sheriff / District Attorney / Mayor] in the San Francisco Municipal Election. From what you know about each candidate, please indicate how liberal or conservative you think each candidate is, on a 0 – 10 scale.”

Response categories were labeled as follows: [0 = Extremely Liberal; 1; 2; 3; 4; 5 = Moderate; 6; 7; 8; 9; 10 = Extremely Conservative; 99 = “I Don’t Know”]

This data is used to construct two estimates of political information that are intended to represent how accurately each respondent was able to identify the correct ideological position of the different candidates. This method of measuring information borrows substantially from Gordon and Segura (1997) and is calculated in a multi-step process. The first step estimates the actual ideological position of each candidate in a similar manner as the expert surveys produced by Hubert and Inglehart (1995) and Laver and Hunt (1992). Ten experts were surveyed about the ideological positions of the 25 candidates across the three contests. Potential experts were identified based on their knowledge and experience with local politics in San Francisco. In total, evaluations were gathered from ten experts, including academics, reporters, campaign consultants, and politically active community members.

Question Text (Expert Survey): “Please evaluate the candidates for [Sheriff / District Attorney / Mayor] in the 2011 San Francisco Municipal Election. Indicate how liberal or conservative you think each candidate is, using a 0 – 10 scale, where 0 is “extremely liberal”, 5 is “moderate”, and 10 is “extremely conservative”. If you don’t know enough about a particular candidate to give a good estimate of that candidate’s position, please indicate that you don’t know.”

Response categories were labeled as follows: [0 = Extremely Liberal; 1; 2; 3; 4; 5 = Moderate; 6; 7; 8; 9; 10 = Extremely Conservative; 99 = “I Don’t Know”]

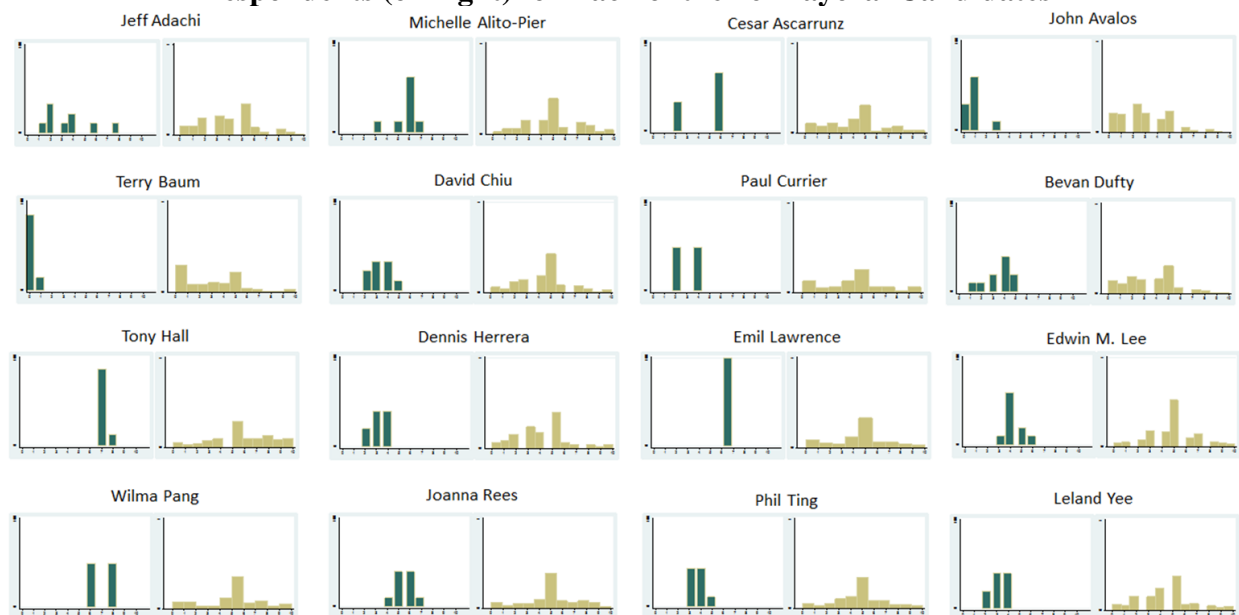
The “actual” position of each candidate is estimated as the average ideological position assigned to that candidate from among the experts who provided an evaluation. The absolute distance between each respondent’s evaluation and the correct position for each of the 25 candidates is calculated. In some cases, respondents indicated that they did not know the position of a particular candidate. Admitting one does not know is an indication of a lack of information. Dropping these observations from the sample would bias the results to exclude the least informed part of the population. To account for this indicated low level of information, in all cases where a respondent answered “I don’t know” for a particular candidate, the response is recoded to a value

equal to the maximum error made by the respondents who offered a response. All 25 distance scores are combined into an additive index. The index is inverted and re-scaled to range from 0 – 100, with higher numbers meaning more accurate responses, and therefore a higher level of political information.

1A. Accuracy of Left-Right Candidate Evaluations (Survey Average)

Out of concern that mass populations might anchor their evaluations on a different scale from political elites, a second estimate of the correct position for each party is generated by calculating the average ideological position assigned to each candidate from the survey sample. Using this alternative estimate of the correct position for each candidate, the same methods described above are used to calculate the distance between each respondent's evaluation and the correct position for each of the 25 candidates. These 25 distance scores are combined into an additive index, and the index is inverted and similarly re-scaled to range from 0-100.

Figure A2: Distribution of Ideological Positions Named by Experts (on left) and by Respondents (on right) for Each of the 16 Mayoral Candidates



2. Knows Candidate Party Affiliation:

Subjects were asked to identify the party affiliation for each candidate in the Mayoral election.

Question Text: “All of the following people are running for Mayor of San Francisco. Indicate which political party you think each candidate is a member of: ”

Response Categories were labeled as follows: “1 = Republican; 2 = Democrat; 3 = Green; 4 = Libertarian; 5 = Independent (No Party Affiliation); 6 = I Don’t Know.”

Each response is coded as “1” if the subject correctly identified the party affiliations listed below, and zero otherwise: Ed Lee (Democrat); John Avalos (Democrat); Dennis Herrera (Democrat); David Chiu (Democrat); Leland Yee (Democrat); Jeff Adachi (Democrat); Bevan Dufty (Democrat); Tony Hall (Independent); Michela Alioto-Pier (Democrat); Joanna Reas

(Independent); Terry Joan Baum (Green); Phil Ting (Democrat); Cesar Ascarrunz (Republican); Wilma Pang (Republican); Paul Currier (Democrat). Emil Lawrence did not have a publicly established partisan affiliation, so he is not included in the analysis. An index is constructed to indicate the percent of candidates each subject could correctly match to their respective party affiliations.

3A. Knows Democratic Party's Endorsement: Mayor:

Subjects were asked to identify the Democratic Party's endorsement(s) for Mayor.

Question Text: For the following Mayoral Candidates, indicate which one fits each of the following descriptions... Was Endorsed by the Democratic Party"

Response Categories were labeled as follows: "1 = Jeff Adachi; 2 = Michela Aliota-Pier; 3 = John Avalos; 4 = Dennis Herrera; 5 = Edwin Lee; 6 = Leland Yee; 7 = I Don't Know."

The Democratic Party officially endorsed two candidates in ranked order: John Avalos as 1st Choice, and Dennis Herrera as 2nd Choice. The Democratic Party did not endorse any of the candidates for the 3rd choice. This variable is coded as 100 if subjects answered either Avalos, Herrera, or both Avalos and Herrera, and zero otherwise.

3B. Knows Democratic Party's Endorsement: All

Two additional questions asked subjects to indicate the Democratic Party's endorsements for District Attorney and Sheriff:

Question Text: "Which of the following Candidates for [Sheriff / District Attorney] was endorsed by the Democratic Party?"

Response Categories were labeled as follows: For Sheriff: "1 = Chris Cunnie; 2 = Ross Mirkarimi; 3 = Paul Miyamoto; 4 = David Wong; 5 = I Don't Know". For District Attorney: "1 = Sharmin Bock; 2 = Bill Fazio; 3 = George Gascon; 4 = David Onek; 5 = Vu Vuong Trinh; 6 = I Don't Know."

The Democratic Party officially endorsed two candidates for District Attorney, in ranked order: David Onek as 1st Choice, and Sharmin Bock as 2nd Choice. The Democratic Party did not endorse any of the DA candidates for the 3rd choice. Subjects are coded as correct if they answered either Onek, Bock, or both Onek and Bock. The Democratic Party officially endorsed Ross Mirkarimi as their 1st Choice for Sheriff, and did not endorse any other candidates for their 2nd or 3rd choices. Subjects are coded as correct if they answered Mirkarimi. A variable is constructed that represented the percent of contests in which each subject could correctly identify the Democratic Party's endorsement, ranging zero to 100.

4. Knowledge of Ranked Choice Voting Rule

Subjects were asked to identify a feature of the unique voting system used in San Francisco Municipal Elections: Ranked-Choice Voting:

Question Text: “For the previous San Francisco Municipal election on November 8th, 2011, indicate how many candidates each voter was able to rank in order of preference for each of the following elected offices: San Francisco [Mayor / Sheriff / District Attorney]

Response categories were labeled as follows: [0; 1; 2; 3; 4; 5; More than 5; “Don’t Know”]

Each question is coded as a “1” if the subject correctly responded “3”, and is coded as a “0” otherwise. The three questions are then added together, producing an index ranging from 0 – 3. This index is then re-scaled from 0 – 100, so that higher numbers mean more correct answers.

5. Watched Candidate Debates

Subjects were asked whether they watched the debates between the candidates in the three contests.

Question Text: “Did you watch any of the debates between the [Mayoral / Sheriff / District Attorney] candidates?”

Response categories were labeled as follows: [1 = “No, I did not see any of the debates”; 2 = “Yes, I saw one of the debates” ; 3 = “Yes, I saw more than one debate” ; 4 = “I don’t know”]

Responses 1 and 4 are both coded as 0, and responses 2 and 3 are both coded as 1, in order to create a dummy variable to represent whether the respondent reported watching at least one of the debates. The dummy variables for all three elections are combined into an additive index ranging from 0 – 3. This index is then re-scaled from 0 – 100, so that higher numbers mean debates watched across more contests.

6A. Ballot Preferences Exist

Subjects were asked to identify their preferences on each of the eight referenda.

Question Text: “For each proposition, indicate whether you support or oppose the proposed ballot measure. If you don’t have a preference, please select “Don’t Know: [A: School Bonds / B: Road Repaving and Street Safety Bonds / C: City Pension and Health Care Benefits / D: City Pension Benefits / E: Amending or Repealing Legislative Initiative Ordinances and Declarations of Policy / F: Campaign Consultant Ordinance / G: Sales Tax / H: School District Student Assignment]”

Response categories were labeled as follows: [1 = “Strongly Oppose”; 2 = “Moderately Oppose”; 3 = “Weakly Oppose”; 4 = “Weakly Support”; 5 = “Moderately Support”; 6 = “Strongly Support”; 7 = “Don’t Know”]

For each referenda question, any response that indicated an opinion (1 – 6) is coded as “1”, and “Don’t Know” is coded as “0”. The dummy variables for all eight referenda are combined into

an additive index ranging from 0 – 8. This index is then re-scaled from 0 – 100, so that higher numbers mean more preferences declared.

6B. Candidate Preferences Exist

Subjects were asked to identify their preferences between the candidates in each of the three electoral contests.

Question Text: “Did you pay enough attention during the San Francisco [Mayoral / Sheriff / District Attorney] campaign to determine your preferences between the candidates who were competing?”

Response categories were labeled as follows: [1 = “Yes, I did form preferences between the [Mayoral / Sheriff / District Attorney] Candidates”; 2 = “I only formed some preferences between the [Mayoral / Sheriff / District Attorney] Candidates” ; 3 = “No, I did not form preferences between the [Mayoral / Sheriff / District Attorney] Candidates”]

For each election, response 1 is coded as “2”, response 2 is coded as “1”, and response 3 is coded as “0”. The variables for all three elections are combined into an additive index ranging from 0 – 6. This index is then re-scaled from 0 – 100, so that higher numbers mean more declared preferences between candidates.

7A. Self-Assessment: Informed about Referenda

Subjects were asked to self-identify their level of information regarding each of the eight ballot propositions.

Question Text: “Each of the following were ballot measures proposed during the 2011 San Francisco Municipal Election. For each proposition, indicate how informed you feel about the issue at the current time: [A: School Bonds / B: Road Repaving and Street Safety Bonds / C: City Pension and Health Care Benefits / D: City Pension Benefits / E: Amending or Repealing Legislative Initiative Ordinances and Declarations of Policy / F: Campaign Consultant Ordinance / G: Sales Tax / H: School District Student Assignment]”

Response categories were labeled as follows: [1 = “Extremely Uninformed”; 2 = “Moderately Uninformed”; 3 = “Somewhat Uninformed”; 4 = “Somewhat Informed”; 5 = “Moderately Informed”; 6 = “Extremely Informed”]

For each referenda question, each response is coded from 1 – 6, matching the coding from the original response. The responses for all eight referenda are added together, to create an index ranging from 8 – 48. This index is then re-scaled from 0 – 100, with higher numbers indicating stronger self-reported information.

7B. Self-Assessment: Informed about Campaign

Subjects were asked to self-identify their level of information regarding each of the three candidate-based contests.

Question Text: “For each of the three contests in the 2011 San Francisco Municipal Election, indicate how informed you feel about the candidates and issues overall: [Mayoral / Sheriff / District Attorney] Election”

Response categories were labeled as follows: [1 = “Extremely Uninformed”; 2 = “Moderately Uninformed”; 3 = “Somewhat Uninformed”; 4 = “Somewhat Informed”; 5 = “Moderately Informed”; 6 = “Extremely Informed”]

For each election question, each response is coded from 1 – 6, matching the coding from the original response. The responses for all three elections are added together, to create an index ranging from 3 – 18. This index is then re-scaled from 0 – 100, with higher numbers indicating stronger self-reported information.

8. Non-Campaign Political Engagement

Subjects were asked a series of questions about their level of engagement with politics outside the scope of the Municipal Election.

Question Text: “For each of the following questions, indicate how many days in the past week you did each of the following activities: Discuss [local politics / national politics / international politics] with [family members / friends / co-workers or classmates]”

Responses were labeled as follows: [0; 1; 2; 3; 4; 5; 6; 7].

Question Text: “Indicate whether you agree or disagree with each of the following statements: I [am interested in / pay attention to / am well-informed about] [local politics / national politics / international politics]”

Responses were labeled as follows: [1 = “Strongly Disagree” ; 2 = “Disagree”; 3 = “Somewhat Disagree”; 4 = “Neither Agree nor Disagree”; 5 = “Somewhat Agree”; 6 = “Agree”; 7 = “Strongly Agree”]

The responses from each question were coded from 1 – 7, as originally recorded in the survey, with higher numbers indicating more political engagement. The questions were combined into a series of indexes, which clustered all the questions addressing each level of government (local, national, and international), and which clustered questions addressing each category of assessment of political engagement (discussion, interest, attention, information). A complete index is also created which combines responses to all 54 questions, re-scaled from 0 – 100, with higher numbers indicating increased political engagement. Given that there were no significant effects on any sub-category, the only result reported in the paper is the analysis regarding the complete combined total.

Appendix I: Information Treatment

In order to estimate the effects of mobilization across different information environments, a second test was created. In the second set of treatments, all subjects received an information treatment intended to reduce the cost of neutral information about the candidates and referenda. Half of the subjects in this sample also received the mobilization treatment. A 2x2 treatment design assigned all subjects to receive one of the following: an information treatment, a mobilization treatment, both the information and the mobilization treatment, or neither. The mobilization treatment was as described in the core experimental design. The information treatment was also sequential in nature, and consisted of two stages.

The first stage of the information treatment was delivered in-person immediately after the subject completed the first survey. The subject was given a 42-page packet containing selections from the official voter guide, including statements from all candidates from all three races, and a description of each of the eight ballot propositions (Appendix J: Stage 1 – Information: Handout).² All materials were gathered from official government sources, in order to minimize any perceived advocacy on behalf of the researcher.

The second stage of the information treatment was delivered via e-mail on October 28th. An e-mail was sent to all subjects, confirming their participation in the study, and reminding them that the second survey would begin November 9th. For subjects receiving the information treatment, the October 28th e-mail also included additional information and resources about the upcoming election, including links to video records of candidate debates, the online official voter guide, a document summarizing the pros and cons of each of the eight ballot measures, and short video recordings from all 25 candidates, and regarding all 8 ballot referenda (Appendix K: Stage 2 – Information: E-mail Supplement). All information came from official government sources and was intended to be factual and unbiased.

Results: Table A1 displays the effects of receiving both the information and the mobilization treatment, in comparison to the pure control group, who received neither treatment. Compared to the data presented in Table 2 (which listed the treatment effects resulting from the mobilization treatment alone), the effects of the combined treatment are very similar. The combined treatment produced significant increases in political information among seven of the twelve estimates of political information. The magnitude of the effect of the combined treatment is bigger on average in all seven of those cases, in comparison to the effects of the mobilization treatment alone. The accuracy of candidate evaluations increased both in response to the expert average (+13.0, 5.3 points higher than mobilization alone) and the survey average (+11.9, 4.4 points higher than mobilization alone). Knowledge of ranked choice voting rules increased by 12.3 points, an effect nearly identical to the effect from the mobilization treatment alone (which was +12.0). Reported preferences increased among the referenda (+14.9 points, 6.2 points higher than mobilization alone) and among the candidate-based contests (+13.4 points, 4.6 points higher than mobilization alone). Self-assessments of being informed about the referenda increased by 6.9 points (comparable to the effect of mobilization alone), and self-assessments of being

² All of the information provided during Stage 1 of the information treatment was gathered from the official San Francisco voter guide. Therefore, for any subject who was already registered to vote at the correct address, all of the information provided in Stage 1 was a duplicate of materials already being sent to the subject's home. However, for any subject not yet registered to vote (more than 20 percent of the sample) and for any subject who was registered at the wrong mailing address (unknown quantity), the information provided in Stage 1 was likely a source the subject had not seen.

informed about the candidates increased by 11.7 points in response to the combined treatment, more than 7 points greater than the average effect of the mobilization treatment alone. Although debate watching and knowledge of candidate party affiliations both increased on average (+6.4 and +4.7, respectively), both estimates fall outside a 95% confidence interval and were smaller on average, compared to the effects of just the mobilization treatment. Similarly, knowledge of the Democratic Party's endorsements increased by about 3 – 4 points on average, but were also not significant increases. Curiously, the combined treatment generated a decrease in non-campaign electoral engagement (-5.4), an effect not found in response to mobilization alone.

Table A1: Estimated Effects of the Combined Treatment (Mobilization + Information) on Estimates of Political Sophistication

Model	Estimate of Political Sophistication	Pre-Treatment Estimate Control?	Mobilization Treatment Effect	
1A	Accuracy of Left-Right Candidate Evaluations (Expert Average)	Yes	9.3* (4.9)	13.0** (4.2)
1B	Accuracy of Left-Right Candidate Evaluations (Survey Average)	Yes	8.5* (4.5)	11.9** (4.0)
2	Knows Party Affiliation of Mayoral Candidates'	Yes	0.5 (3.8)	4.7+ (2.9)
3A	Knows Democratic Party's Endorsement: Mayor	Yes	2.5 (4.2)	3.6 (4.7)
3B	Knows Democratic Party's Endorsement: All	Yes	1.9 (3.9)	3.4 (4.2)
4	Knowledge of Ranked Choice Voting Rule	Yes	13.4* (6.8)	12.3* (6.9)
5	Watched Candidate Debates	No	4.5 (4.0)	6.4+ (4.4)
6A	Referenda Preferences Exist	Yes	10.7* (6.1)	14.9** (5.8)
6B	Candidate Preferences Exist	No	12.4* (5.5)	13.4** (5.1)
7A	Self-Assessment: Informed about Referenda	Yes	6.0+ (4.1)	6.9* (4.1)
7B	Self-Assessment: Informed about Candidates	No	10.6** (4.2)	11.7** (4.3)
8	Non-Campaign Political Engagement	Yes	-3.5 (2.8)	-5.4 (1.9)
	Covariates Included?		No	Yes

** $p \leq 0.01$

* $p \leq 0.05$

+ $p \leq 0.10$

The effects of the combined treatment were bigger on average across nearly all campaign-specific estimates of political information. The marginal effect of mobilization after information was provided was positive on average, and was significant in about half of the cases. The marginal effect of information after mobilization was provided was also positive on average, though rarely significant. The results suggest that the information treatment increased average information scores on its own, resulting in higher baseline information scores. When mobilization was added to the information treatment, information increases were higher on average and crossed higher significance thresholds. However, because the information treatment increased average information scores, the marginal effect of mobilization – after information had been added – was lower on average.

The data continues to suggest that mobilization leads to an increase in political information. Analysis of the information treatment further suggests that the marginal effects of mobilization can be reduced when other stimuli increase the baseline level of information. This is to be expected, as the potential for marginal effects is reduced when baseline values are increased. Although the marginal effects of mobilization were reduced by the presence of the information treatment, all treatments including mobilization (both on its own, and in conjunction with the information treatment) generated strong increases in campaign-specific political information. The results from the second set of analyses are complimentary to the primary analyses, and do not contradict or challenge the core results of the primary study.

Appendix J: Information Treatment Handout

The information treatment handout was a 42-page packet containing selections from the official voter guide, including statements from all candidates from all three races, and a description of each of the eight ballot propositions. All materials were gathered from official government sources, in order to minimize any perceived advocacy on behalf of the researcher. The packet is copied onto the following pages:

Candidate Information

Notice about Candidate Statements of Qualifications

Not all candidates submit a statement of qualifications. A complete list of candidates appears on the sample ballot, which begins on page 12 of this pamphlet.

Each candidate's statement of qualifications, if any, is volunteered by the candidate and printed at the expense of the candidate.



Statements are printed as submitted by the candidates, including any typographical, spelling or grammatical errors. The statements are not checked for accuracy by the Director of Elections nor any other City agency, official or employee.

City and County of San Francisco Offices To Be Voted on this Election

Mayor

The Mayor is the chief executive officer of the City and County of San Francisco. The term of office for Mayor is four years. The Mayor is paid \$252,397 per year.

District Attorney

The District Attorney prosecutes criminal court cases for the City and County of San Francisco. The term of office for District Attorney is four years. The District Attorney is paid \$217,610 per year.

Sheriff

The Sheriff runs the county jails and provides bailiffs (security) for the courts. The term of office for Sheriff is four years. The Sheriff is paid \$199,733 per year.



Tuesday, November 8,
from 7 a.m. to 8 p.m.

Candidates for Mayor

JEFF ADACHI

My occupation is Public Defender.

My qualifications are:

I am running for Mayor to restore integrity and fiscal responsibility at City Hall. San Francisco is a great City, but unless we begin to do what is necessary to protect our City's future, we will experience the political gridlock that is paralyzing our state and nation.

I have served as the elected Public Defender for nine years, protecting the rights of our citizens and fighting for justice in our courts. I have championed community-based programs that have helped many people turn their lives around. I have led one of the most respected and innovative public law offices in the country.

The public needs to be defended against backroom deals and entrenched special interests. I will fight for the progressive values that define our City and will be an independent, effective problem solver. As Mayor, I will focus on job creation, clean and safe streets, and effective, honest government.

I've been a leader on pension reform, because I understand that unless we address this problem, we will continue to face devastating cuts to our schools and basic services.

I reside in San Francisco with my wife and daughter.

We would be deeply honored to have your support.

www.adachi2011.com

Jeff Adachi

MICHELA ALIOTO-PIER

My occupation is Small Businesswoman and Mother.

My qualifications are:

San Francisco is a city rich with history. Although we honor our past, we are also a city that has always looked forward. What was once a Gold Rush city became a city of fishing boats and cargo ships. We became a center for finance and business, and when technology became a driving industry in the world, we became a center for people looking to launch new companies and new ideas.

As a Supervisor and a mother, I have also focused on the future. I saw the need for long-term planning and authored the city's first economic plan.

I developed the Biotech Payroll Tax Exemption, which attracted more than 70 biotech companies to San Francisco, created hundreds of jobs, and became a template for programs to attract high-tech businesses.

I created the Film and TV Rebate Program, which created more than 3000 jobs and paid out \$5 million in wages since 2008.

I worked with community, labor and business leaders to save St. Luke's Hospital in the Mission and to eliminate polluting power plants in the Bayview.

As Mayor, I will continue to fight for neighborhood schools, job growth, home ownership opportunities, and families.

I humbly ask for your vote.

Michela Alioto-Pier

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Candidates for Mayor

CESAR ASCARRUNZ

My occupation is Businessman.

My qualifications are:

For more than 50 years Cesar Ascarrunz has been an honest community and business leader in San Francisco. Educated at UC Berkeley and University of San Francisco, Cesar continues to use his MBA to successfully operate many businesses that advance traditional San Francisco values. His businesses support the City's diverse communities and make San Francisco a better place to live.

A true San Franciscan commonwealth, Cesar has revived the City's values through hundreds of charitable and political fundraisers. Best known for using his landmark Mission Street venue "Cesar's Latin Palace," he pioneered Gay Nights and Sunday Senior Soirees. Cesar has contributed and will continue to support many San Francisco causes.

It pains Cesar greatly to see the state of SF today. Families and small businesses are leaving, public safety is a dire issue and Muni is broken. Immediate action and long-term planning is required to ensure the future and prosperity of our city. Cesar will take San Francisco to better days by cutting bloated city payroll, red tape, tax burden on hard-working individuals and businesses and root out corruption. He will fairly protect tenant and worker's rights.

A vote for Cesar is a vote for a better future.

Cesar Ascarrunz

JOHN AVALOS

My occupation is Supervisor, District 11.

My qualifications are:

I am running for Mayor to take on the special interests and make San Francisco work for all our residents.

I am a father, community organizer, and Supervisor. My wife, Karen Zapata, is a public schoolteacher at SF Community School where my two children attend. We own a home in the Excelsior. We are a working San Francisco family, dedicated to serving our fellow citizens.

After earning my Master's in Social Work at SF State, I organized thousands of residents and union members to improve neighborhoods and workplaces and better the lives of families, seniors, and workers.

As Supervisor, I passed the nation's strongest local hiring legislation. As Chair of the Budget Committee, I closed half-billion dollar deficits two years in a row, while preserving \$80 million in vital City services. My legislation has brought \$45 million to the City this year alone.

I envision a San Francisco that puts people first – a City with a diverse economy, livable neighborhoods, and an open government that will bring out the best of San Francisco.

I would be honored to have your vote for Mayor of this great City.

Endorsed by:
Assemblyman Tom Ammiano
Sierra Club
United Educators of San Francisco

John Avalos

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Candidates for Mayor

TERRY JOAN BAUM

My occupation is Playwright / Actress.

My qualifications are:

I am a pioneer lesbian playwright, a homeowner here since 1978, and an activist in progressive politics since 1970.

The way we do politics is unsustainable and unethical. San Francisco is run by a corrupt machine. Contracts go to the politically connected. Do you want to live in a city that gives a tax break to Twitter the same week that it approves an entrance fee for the Arboretum? Well, you do live in that city!

Make San Francisco green: Free buses every 10 minutes from 6 am to midnight — Housing as a right, not a privilege — A moratorium on market-rate construction — Urban Artist Renewal (subsidies for galleries and theaters in blighted areas).

Revenue comes from: A municipal bank — Public power — Taxes that are fair (all pay something) and progressive (the rich pay more).

San Francisco cannot solve its own problems when our nation is spiralling downward in a frenzy of fear and greed. This country needs us to lead the way, as we so often have. Send a message that we will no longer settle for crumbs from the tables of the corporations, by making me your First Choice for Mayor.

TAX THE RICH – duh!

Terry Joan Baum

DAVID CHIU

My occupation is President, Board of Supervisors.

My qualifications are:

I've stepped up to the challenges of San Francisco and faced them head-on, focusing on job creation, balancing the budget, and making government work for all of our residents and neighborhoods.

As President of the Board of Supervisors for three years, I've led by:

Creating over 50,000 new jobs:

- Securing America's Cup
- Negotiating to keep Twitter, Zynga, Yelp and other businesses in San Francisco
- Delivering the Hunters Point Shipyard, Parkmerced, and Treasure Island projects

Reforming the city's budget process:

- Establishing long-term financial planning
- Adopting best financial practices
- Requiring strict fiscal oversight

Improving city government:

- Tackling mismanagement and waste at Muni
- Eliminating fees on small businesses
- Passing ethics reform legislation

Making SF more livable for all:

- Championing family and workforce housing
- Funding police, fire, emergency preparedness and new libraries
- Reducing toxic emissions and making SF greener

As Mayor, I will bring together community, business and neighborhood leaders with the Supervisors to solve our problems. Together, we'll tap the innovative, independent and inclusive spirit of San Francisco, so our City can live up to our full potential.

For my policy positions and to see who's supporting my campaign, visit www.DavidChiuforMayor.com

David Chiu

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Candidates for Mayor

PAUL T. CURRIER

My occupation is Community Organizer.

My qualifications are:

When I studied at UC Berkeley, I trained for two years in a small intense program to become Governor of California. At that time I worked for Congress as an Aide to Congressman Dellums. Earlier in life, I was very politically active, but I walked away from a career in Law due to the dishonesty, corruption, and the criminal nature of our system. I am back; mostly due awareness and disgust, which I share with most voters. We need real regime change now. Change is up to us. Our Official Family is Officially Corrupt. The CEO of Deere & Company trained me to run large enterprises. In my career I was considered one of the top large-scale systems architects in the world. We need a whole new approach now. The old ideas and processes do not work. My goal is to deliver prosperity to all of San Francisco. Your first choice vote matters. Thank you.

Paul T. Currier

BEVAN DUFTY

My occupation is Two-Term Supervisor.

My qualifications are:

Solving San Francisco's big picture problems means taking care of the basics: making MUNI run on time, fixing our streets, helping businesses large and small thrive, tackling neighborhood concerns and investing in schools.

I've dedicated my career to public service – working to make government a positive force in people's lives. A Berkeley grad, I worked for the first African-American Congresswoman, Shirley Chisholm.

After running the Office of Neighborhood Services – San Francisco's complaint department – for five years, and serving eight years in Harvey Milk's seat on the Board of Supervisors, I have the leadership experience to run our city.

A hardworking pragmatist on the Board of Supervisors, I honored our city's ideals, focused on neighborhood quality of life and worked to attract and retain businesses that ensure our city's economic vitality.

As Mayor, you must have passion for the job. You must be able to bring people together. You must have smart ideas – and follow through to get things done. I'll bring these skills and more to City Hall.

My child Sidney just began kindergarten in a San Francisco public school. No one will work harder so that every child has a great public education.

Find my ideas for San Francisco at bevanduffy.com.

Bevan Dufy

Candidates for Mayor

TONY HALL

My occupation is Retired Administrator, City and County of San Francisco.

My qualifications are:

I'll be an INDEPENDENT, WORKING MAYOR dedicated to a better QUALITY OF LIFE for San Franciscans - NOT special interests. I have 25 years' EXPERIENCE as an Administrator for the San Francisco District Attorney and Superior Courts, as a Budget Analyst, and a Pension Fraud Investigator.

www.tonyhallsf.com

ACCOMPLISHMENTS

"PEOPLE over Politics." As Supervisor, I spearheaded coalitions to successfully:

- Rebuild Laguna Honda for SENIORS
- Pass the Bond Oversight Commission to protect TAXPAYERS/HOMEOWNERS
- Restore Lake Merced and Harding Park for the ENVIRONMENT/recreation
- Rebuild the Ocean Avenue SMALL BUSINESS corridor

My COMMON SENSE platform:

- STRONGER PENSION REFORM saving billions while respecting promises to vested retirees.
- JOB CREATION – LESSTAXES and regulation for small businesses/families.
- ZERO-BASED BUDGETING, stringent AUDITS.
- Parental empowerment - CHOOSE YOUR CHILDREN'S SCHOOL.
- SAFE, clean streets - NO "SANCTUARY" for lawbreakers.
- TRANSPARENT GOVERNMENT that's unafraid of scrutiny - because it's always trying to serve the people, NOT SPECIAL INTERESTS.

I hope to earn your vote.

COMMUNITY ENDORSERS:

Mike Antonini
Al Baccari
Paul Barbagelata
Karen Breslin
Vic Crespi
John Dennis
Harmeet Dhillon
Charlie Farruggia
Joan Leone
Harry Ming
Eamon Murphy
Kevin O'Brien
Joe O'Donoghue
Bill O'Keeffe
Rita Paoli
Bob Pritikin
Joe Russoniello
Bob Squeri
Judith Misuraca Terracina
David Waggoner

Tony Hall

DENNIS HERRERA

My occupation is City Attorney.

My qualifications are:

I've been called "the best City Attorney in the nation." The award-winning city department I lead is uniquely recognized for excellence, integrity and professionalism.

That's the leadership I'll deliver as Mayor. I have a plan to create jobs, fix Muni, protect renters, improve schools, tackle homelessness, and preserve our neighborhoods.

In my two decades as City Attorney, Police Commission President, Clinton Administration appointee, and local business owner, my record of effective, independent leadership is unmatched.

I've led negotiations that attracted millions in new investments and created thousands of jobs. I've taken on powerful interests to protect San Francisco.

- Suing for marriage equality, winning a landmark LGBT rights ruling
- Securing the ouster of a corrupt supervisor
- Fighting PG&E to lower rates and improve safety
- Cracking down on shady contractors
- Reducing gang violence
- Negotiating the shutdown of the Potrero power plant – the dirtiest in California

My supporters include:

- California Treasurer Bill Lockyer
- Mayor Art Agnos
- Mayor Frank Jordan
- Sheriff Mike Hennessey
- Assemblyman Tom Ammiano
- Supervisor Scott Wiener
- Supervisor Sophie Maxwell
- Supervisor Jake McGoldrick
- School Board Member Rachel Norton
- Police Chief Tony Ribera
- LGBT Icon Phyllis Lyon
- San Francisco's Teachers

I hope to earn your support.

www.HerreraForMayor.com

Dennis Herrera

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Candidates for Mayor

EMIL LAWRENCE

My occupation is Economic & Political Activist.

My qualifications are:

I am running for San Francisco Mayor because City government is no longer accountable. As a resident and MBA graduate from a San Francisco institution, I have determined that local government needs an adjustment. Present leaders have worked City Hall so long, that they have lost touch with the residents they serve.

As a US Navy veteran, I have two daughters that were born and raised here. As a veteran my administration will reach out to those that have served.

As Mayor, you will know that I have lived and worked in the City since 1970. And, I did not come into town from Sacramento or Greenbrae, last month. Also, unlike others, I am not connected to a political machine that steam rolled into town.

As Mayor, I will eliminate 5000 high-paid-posts and replace them with more. I will hire seniors, veterans, high school and college students, as well as handicapped people at 'reasonable' salaries. I will put "City Voters" to work. Resident voters will have the jobs they deserve. Voters will know, "I am not one of them, but someone like you."

With this statement, I ask for your vote.

Emil Lawrence

ED LEE

My occupation is San Francisco Mayor.

My qualifications are:

As San Francisco's Mayor, I've seen the progress we make when we put politics aside and come together for the good of the City.

I've seen what we can accomplish when we focus on creating practical solutions instead of scoring cheap political points.

After years of a City Hall plagued by name-calling and rancor, we've changed the tone.

We worked together to close a \$380 million deficit, balance the budget and put our finances back on the right track.

During tough economic times, we brought new jobs, businesses and strong local-hire requirements to San Francisco.

We're making our City safer, fixing streets and strengthening neighborhoods.

I've served San Francisco as the Human Rights Commission Director, Investigator for the Whistleblower Program, Public Works Director, City Administrator, and now Mayor. In the private sector, I served as a civil rights attorney and advocate for immigrants and renters.

Throughout my decades of service, I've always taken the same approach – working collaboratively and respectfully to create sensible solutions.

We're on the right track, but there is much more to do. I respectfully ask for your support to continue the progress we've made, restore civility to City Hall, and keep getting things done for San Francisco.

Ed Lee

Candidates for Mayor

WILMA PANG

My occupation is College Professor / Musician.

My qualifications are:

As a life time renter, I know first hand what it is like to be a tenant in this city.

As a life time MUNI rider, I will work with SFMTA to improve the existing system.

As a long time San Franciscan: I am the founder of ABCT (A Better Chinatown Tomorrow), a community based organization formed to preserve the rich cultural heritage of the oldest community outside of Asia.

As a person in charge: I have proven my ability to work in harmony with people of color and diverse ethnic background from years of teaching and working abroad. Previously I was the North Beach/Chinatown Neighborhood Arts organizer for the SF Arts Commission.

As a former business owner: I worked closely with performing artists showcasing cultural events to visitors and locals alike.

As a college professor, I have taught music, citizenship and ESL at City College for over 30 years.

My platform: Quality education, incentive for families to remain in SF, provides adequate childcare for working parents, protective assistance to small owners and artists.

Wilma Pang

JOANNA REES

My occupation is Entrepreneur / Educator.

My qualifications are:

I'm an entrepreneur and an educator with a record of creating jobs, building stronger schools, and doing more with limited resources than anyone thought possible.

I'm not part of the city hall crowd.

I came to San Francisco as a working mom nearly two decades ago. Bootstrapping my way into the world of venture capital, I've helped more than 60 Bay Area companies create sustainable business models and thousands of jobs.

I've gone on to help lead cutting-edge efforts to support teachers, strengthen mentorship programs, and transform public schools in our most underserved communities by nurturing resourceful ideas into innovative solutions.

I know we can stop the cycle of budget deficits, cuts to vital services, and thousands of residents leaving our community for better jobs and better schools by bringing the entrepreneurial spirit to city government.

But we can't expect different results by rearranging the chairs at city hall, or surrendering our voice to well-connected insiders.

It's time for a new approach—focused on jobs and schools, rooted in our neighborhoods, and guided by the creativity that's made San Francisco the innovation capital of the world.

I'd be proud to earn your vote.

Join me at www.joinjoanna.com.

Joanna Rees

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Candidates for Mayor

PHIL TING

My occupation is San Francisco Assessor-Recorder.

My qualifications are:

I recognize our city government should be as creative and innovative as San Franciscans themselves.

To create jobs, improve our schools and make the Muni work, we need to do more than elect a new mayor – we need to change how we elect mayors.

That's why I launched www.ResetSanFrancisco.org – and I hope you will join us today.

We are a community of nearly 5,000 organized online and offline to make Muni run on time, create jobs, make our government responsive and most of all, make government more effective.

I bring together the values of a civil rights advocate, the training of a business consultant and the hard-won experience of turning around one of the City's worst agencies. I've helped:

- CREATE JOBS as Co-Chair of ChinaSF by bringing new companies to San Francisco.
- PROMOTE our ECONOMY and ENVIRONMENT with GoSolarSF
- GENERATE over \$300 million in new revenue by improving efficiency – without raising taxes.

ResetSanFrancisco.org is all about ending the bickering at City Hall by empowering every resident – not just insiders.

Change doesn't come through more power for one politician. Resetting San Francisco means realizing everyone deserves, and must demand, a voice.

Please join us at www.ResetSanFrancisco.org.

Phil Ting

LELAND YEE

My occupation is State Senator.

My qualifications are:

I'm an independent leader ready to kick the power brokers out of City Hall and make government work for us.

I've been called a "fiscal bulldog" for my battles against waste. I led the fight against excessive UC executive pay and opposed the \$400,000 MUNI golden parachute. My reform plan creates a citizen Ethics Commission and cracks down on unregistered lobbyists.

The son of a World War II veteran and a seamstress, I've lived in San Francisco since I was three. I attended San Francisco public schools, became a child psychologist, sent my children to public schools, and served eight years on the School Board. I know what quality schools mean to our families and I'll make education my top priority.

I've authored laws saving domestic violence shelters, expanding civil rights and protecting children from sexual predators. I'm endorsed by California's Nurses and as Mayor, I'll expand Healthy San Francisco.

My jobs plan is endorsed by business leaders and labor, including San Francisco Building Trades Council and AFSCME. My record of fighting for clean air and water earned me Sierra Club's endorsement and I'll fight for 100% clean energy in San Francisco by 2020.

I would be honored to have your vote.

Leland Yee
www.lelandyee.com

Candidates for District Attorney

SHARMIN BOCK

My occupation is Assistant District Attorney.

My qualifications are:

San Francisco deserves an independent and experienced prosecutor for District Attorney.

Being District Attorney is not a management job, a police job, or a job for just anyone with a law degree. It's a job for a seasoned prosecutor.

I have 22 years of courtroom experience with over 1,000 appearances on cases ranging from misdemeanors to murder. I'm an experienced manager of senior attorneys and their supervisors. I develop policy for my office and oversee Special Operations units including Sex Crimes, DNA/Cold Cases and Public Integrity.

I'm also a 40-year San Francisco resident, an immigrant, and a Mom. My teenage daughter wants to walk home from school. I want her home safely.

As District Attorney, I will keep San Franciscans safe from violent crime, protect civil rights, and implement reforms that break the cycle of incarceration.

With our criminal justice system in crisis – hundreds of mishandled and dismissed cases, a shocking drop in misdemeanor conviction rates, crime lab scandal, prison realignment – we need a professional prosecutor, not a political appointee.

Please join my supporters: Congresswoman Jackie Speier, Assemblymember Fiona Ma, former State Senator Carole Migden, California Asian Police Officers, Officers for Justice, and National Women's Political Caucus.

Sharmin Bock
www.sharminbock.com

BILL FAZIO

My occupation is San Francisco Trial Attorney.

My qualifications are:

Bill Fazio, the only native San Franciscan in the race. Bill Fazio has extensive courtroom experience, as a prosecutor and defense attorney, thereby ensuring a BALANCED approach to the administration of justice:

- Bill Fazio 20 years a San Francisco prosecutor
- Bill Fazio nearly 20 experience years as a defense attorney
- Recognized by peers and colleagues as a "Super Lawyer"

Bill believes in aggressive prosecution of violent criminals, zero tolerance of domestic violence and the diversion of non-violent offenders into treatment and rehabilitation. Parents of juvenile offenders must be directed to become involved in sentencing and rehabilitation efforts. In his administration, there will be aggressive prosecution of elder abuse, quality of life and public corruption cases.

Bill Fazio has proven management experience:

- Successful law practice
- Board member Bar Association of San Francisco
- Elected member County Central Committee
- Volunteer to Centro Latino and many local community based organizations
- Legal analyst and commentator; and
- Victim rights advocate

Please join Bill, his family, neighbors, progressives and conservatives, community activists, business leaders and union members, and the hundreds of current rank-and-file prosecutors, law enforcement professionals and judges who support his candidacy. Bill Fazio for The People!

BillFazio.com

Bill Fazio

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Candidates for District Attorney

GEORGE GASCON

My occupation is San Francisco District Attorney.

My qualifications are:

I was born in a working-class neighborhood in Cuba; my parents were factory workers. After my uncle was jailed as a political prisoner for speaking against the government, my family immigrated to Los Angeles as political refugees.

After dropping out of school, I earned my diploma and joined the LAPD, where I became second-in-command while earning a law degree. Commanding more than 8,000 personnel, I led major ethics reform in the wake of police misconduct.

I am the only candidate who has led or reformed large organizations. As San Francisco Police Chief I reduced crime to its lowest level in decades. As DA I've strengthened coordination between the police and DA's office to prevent and reduce crime.

As District Attorney I'm making San Francisco safer for everyone by:

- Increasing the number of prosecuted homicide cases.
- Supporting SB 490 to abolish the death penalty.
- Bringing victim assistance into neighborhoods, helping domestic violence victims and seniors.
- Prosecuting wage theft and hate crimes.
- Leading schools and community organizations to reduce truancy and keep kids away from crime.

I'm supported by:

- Senator Dianne Feinstein
- Lt. Governor Gavin Newsom
- Attorney General Kamala Harris
- Supervisors Sean Elsbernd, Scott Wiener, Carmen Chu
- Former Supervisor Matt Gonzalez

gasconforda.com

George Gascón

DAVID ONEK

My occupation is Criminal Justice Attorney.

My qualifications are:

I've spent my career reforming the criminal justice system. I know our city can be made dramatically safer and fairer by:

- Focusing on what PREVENTS CRIME, like keeping kids in school
- Building REALTRUST so every community becomes a partner in safety
- COORDINATING with police, probation and the entire safety community

I launched my career working with kids in trouble and learned that the most effective way to make us safer is to keep kids out of the criminal justice system. I co-authored the Justice Department's guide to juvenile justice reform. I worked with national leaders to combat racial disparities in the system. As a Police Commissioner, I championed best practices like the zone strategy that helped dramatically reduce homicides.

As District Attorney I will:

- Never seek the death penalty
- Reform Three Strikes to focus on violent offenders
- Intervene early to keep kids out of trouble

Our campaign for a safer and fairer San Francisco is uniting a diverse coalition including Tom Ammiano, city leaders like Carmen Chu and John Avalos, the California Police Chiefs Association, the city's teachers, the overwhelming majority of the School Board and former Chief Heather Fong.

Please join us: www.DavidOnek.com.

David Onek

Candidates for District Attorney

VU TRINH

My occupation is Certified Criminal Law Specialist.

My qualifications are:

Juris Doctor, UC Hastings College of the Law, 1992
State Bar Certified Criminal Law Specialist, 2000
Commissioner, State Bar's Criminal Law Advisory Commission, 2009-2012

San Francisco is perhaps the most diverse city in the country, and should be a beacon for liberty and a hub for social, cultural, educational, and economic activity. To make this vision a reality, we must concentrate our efforts on public safety. I want to keep us safe by implementing policies focused on truth, fairness, effectiveness, and cost-efficiency.

I will restore independence, professionalism, experience, open leadership, fiscal responsibility, and integrity to the District Attorney's Office. I promise to work with law enforcement officers, judges, and public defenders to administer justice in an innovative, lawful, ethical, and fair manner to accurately identify and apprehend perpetrators. I will adopt a restorative justice approach to victims' rights that will reduce recidivism, cut costs, and improve victims' satisfaction with the system. If elected, my administration will make appointments and assignments based on an attorney's merits, namely aptitude and credentials, determined through evaluations. San Francisco's District Attorney must stand for liberty and freedom, and I will work to protect these rights for everyone. For more information, visit my website: www.VuTrinh.com.

Vu V. Trinh

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Candidates for Sheriff

CHRIS CUNNIE

My occupation is Attorney General Advisor.

My qualifications are:

Thirty years protecting San Franciscans – from a decorated beat cop to San Francisco Undersheriff.

Safety in these difficult times requires the intuition of a cop, management experience of a chief and principles of a leader in the treatment community. I'm the only candidate who can bring ALL OF THESE SKILLS together. I've served as:

- Undersheriff of San Francisco, improving jail programs to responsibly return prisoners back to our communities and reduce further harm.
- Chief of Investigations in the District Attorney's Office, helping to lower crime with increased community engagement.
- Director of Emergency Communications, bringing many branches of law enforcement together.
- President of the board of one of the city's leading treatment service centers and member of a statewide board helping to divert addicts into treatment.
- President of the San Francisco Police Officers Association, supporting advances in community policing.
- San Francisco Police Officer twice decorated for bravery.

A safer city requires bringing all of these experiences together. I'm proud to have earned the support of Dianne Feinstein, Attorney General Kamala Harris, Gavin Newsom, former police chief Heather Fong, leading treatment and criminal justice reform advocates like Sunny Schwartz, Henry Der, Jeanne Woodford and many others.

Join us at www.ChrisCunnie.com.

Chris Cunnie

ROSS MIRKARIMI

My occupation is Board of Supervisors, Public Safety Chair.

My qualifications are:

Sheriff Mike Hennessey has led his office with integrity and effectiveness for 31 years. He knows best what the job requires.

Sheriff Hennessey's choice: "Only Ross Mirkarimi has the right combination of law enforcement training, legislative experience and independence to meet the challenges ahead as our next Sheriff."

San Francisco Resident, 27 years; now with my wife, Eliana Lopez and son.

Law enforcement / military experience:

- Graduated President, San Francisco Police Academy
- San Francisco District Attorney Armed Investigator, 9 years
- Veteran, U.S. Navy Reserves

Legislative accomplishments:

- Decrease Repeat Offender, Violent Felon Rates: Spearheaded San Francisco's Reentry Council.
- Reduce Violent Crime: Mandated community policing and foot patrols in high crime neighborhoods.
- Rehabilitate Youth, Adult Offenders: Reform San Francisco's job placement / rehabilitation programs.
- Greater Police Accountability: Championed reform efforts; investigation of Crime Lab scandal.

Let's keep the tradition of an independent Sheriff in San Francisco – not tied to law enforcement's "old boys" network.

Please join my supporters:

Sheriff Mike Hennessey
 Senator Mark Leno
 Assemblymember Tom Ammiano
 Assemblymember Fiona Ma
 Former Mayor Art Agnos
 Supervisors John Avalos, David Campos,
 Supervisors Jane Kim, Eric Mar
 Police Commission President Thomas Mazzucco*
 Police Commissioners Angela Chan / Petra DeJesus*
 San Francisco Firefighters
 California Nurses
 San Francisco Teachers

I respectfully ask for your vote.

www.rossforsheriff.org

*For identification purposes only

Ross Mirkarimi

Candidates for Sheriff

PAUL MIYAMOTO

My occupation is San Francisco Sheriff's Captain.

My qualifications are:

I am a career Sheriff and native San Franciscan. Our Deputy Sheriffs universally chose to support me to be their next boss because of my 15 years of experience. I am the only candidate with an entire career working directly for and with Sheriff Michael Hennessey.

I helped Sheriff Hennessey implement crime prevention and rehabilitation programs. I know what works and what we can do more efficiently.

I was promoted by Sheriff Hennessey four times, rising through the ranks from Deputy to Captain.

I commanded the City's maximum security prison, keeping dangerous criminals behind bars. I worked with our jail high school to ensure that people who make mistakes get a second chance.

As Sheriff I will work in schools and neighborhoods to solve problems before they arise, reducing crime and violent acts committed by youth.

I won't need on the job training. I wrote the Sheriff Department's field training manual.

I am running for Sheriff because of my experience and commitment, not politics.

I have earned the support of a range of leaders:

Assemblymember Fiona Ma
 Retired Judge Quentin Kopp
 Supervisor Sean Elsbernd
 Former Supervisor Bevan Dufty
 Former Board of Supervisors President Matt Gonzalez

Please visit www.miyamoto4sheriff.com

Thank you.

Paul Miyamoto

DAVID WONG

My occupation is Former Deputy Sheriff.

My qualifications are:

- City and County of San Francisco Deputy Sheriff for 20 years
- Former President of the Deputy Sheriffs Association for 8 years
- 26 year union member of UNITE HERE, Local 2, Teamsters Local 278 and Operating Engineers Local Union #3.
- Proudly served my country for 8 years in the U.S. Army Military Intelligence Unit

As a volunteer in the community, I served on the State Child Abuse Neglect and Recovery Act Task Force and as a Board Member for the Community Youth Center delivering comprehensive services to at-risk youth and diverting them from a life of incarceration.

The Sheriff's office must work proactively with our community and mentor our youth to prevent crime and rehabilitate the incarcerated.

As Sheriff, I will:

- Reduce recidivism by providing job training to the incarcerated
 - Target our youth and divert them from our jails
 - Provide state of the art training for our deputies
- Together we can make San Francisco a great, safe city to raise our families.

David Wong

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Local Ballot Measure and Argument Information

Digest and Argument Pages, Legal Text

The Ballot Simplification Committee has prepared a digest for each local ballot measure. A statement by the City Controller about the fiscal impact or cost of each measure and a statement of how the measure qualified to be on the ballot are also included. Arguments for and against each measure follow the digest. The legal text for all local ballot measures begins on page 107.

Proponent's and Opponent's Arguments

For each measure, one argument in favor of the measure ("proponent's argument") and one

argument against the measure ("opponent's argument") are printed in the Voter Information Pamphlet free of charge.

The designations "proponent's argument" and "opponent's argument" indicate only that the arguments were selected in accordance with criteria in Section 540 of the San Francisco Municipal Elections Code and printed free of charge.

Selection of Proponent's and Opponent's Arguments

The proponent's argument and the opponent's argument are selected according to the following priorities:

Proponent's Argument	Opponent's Argument
1. The official proponent of an initiative petition; or the Mayor, the Board of Supervisors, or four or more members of the Board, if the measure was submitted by same.	1. In the case of a referendum, the person who files the referendum petition with the Board of Supervisors.
2. The Board of Supervisors, or any member or members designated by the Board.	2. The Board of Supervisors, or any member or members designated by the Board.
3. The Mayor.	3. The Mayor.
4. Any association of citizens, combination of voters and association of citizens, or any individual voter.	4. Any association of citizens, combination of voters and association of citizens, or any individual voter.

Rebuttal Arguments

The author of a proponent's argument or an opponent's argument may also prepare and submit a rebuttal argument, to be printed free of charge. Rebuttal arguments are printed below the corresponding proponent's argument and opponent's argument.

Paid Arguments

In addition to the proponents' arguments, opponents' arguments, and rebuttals, which are printed without charge, any eligible voter, group of voters, or association may submit paid arguments.



All arguments are strictly the opinions of their authors. Arguments and rebuttals are printed as submitted, including any typographical, spelling or grammatical errors. They are not checked for accuracy by the Director of Elections nor any other City agency, official or employee.

Words You Need to Know

by the Ballot Simplification Committee

Amend (Propositions C, D, E, F and G): To change a law.

Applicable codes (Proposition A): Laws and regulations, such as the Education Code or the Building Code, that apply to certain structures and activities.

Areas with lowest average test scores (Proposition H): Specific areas in the City where the average test score is in the lowest 20% of standardized test scores, when compared with other areas in the City.

Attendance area (Proposition H): Geographic boundaries drawn around elementary schools for the purposes of student assignment. Middle and high schools do not have attendance areas.

Bond (Propositions A and B): A bond is a promise by the City to pay back money borrowed, plus interest, by a specific date. If the City needs to raise a large amount of money to pay for a library, sewer line, school, hospital or other project or program, it may borrow the money by selling bonds. (See also "General Obligation Bond")

Calendar year (Proposition F): A 12-month period, beginning on January 1 and ending on December 31 of each year.

California Public Employees' Retirement System (CalPERS) (Propositions C and D): CalPERS is a State-run system that provides pension benefits for California public employees. Some City employees receive pension benefits through CalPERS rather than the San Francisco Employee Retirement System. These employees include sheriff's deputies, probation officers, district attorney and public defender investigators, juvenile court counselors, and institutional police officers.

Campaign consultant (Proposition F): A person who provides campaign services, such as hiring campaign staff, supervising the use of campaign funds, directing the solicitation of campaign contributions, selecting vendors, producing campaign

literature and advertising, seeking endorsements, or advising on public policy positions.

Charter amendment (Propositions C, D and E): A change to the City's Charter. The Charter is the City's Constitution. The Charter can only be changed by a majority of the votes cast.

Compensation (Propositions C, D and F): Payments, fees, or anything else of value provided in exchange for services.

Cost-of-living adjustment (Propositions C and D): An annual increase in pension benefits. San Francisco Employee Retirement System pays a basic cost-of-living increase of up to 2% based on inflation. It may also pay a supplemental cost-of-living increase up to a combined total of 3.5% annually.

Covered compensation (Propositions C and D): Employee compensation that is considered when calculating pension contributions and benefits.

Defined benefits (Propositions C and D): A set monthly amount qualified employees are entitled to receive after they retire from public service.

Designated feeder school (Proposition H): Elementary school from which students normally are assigned to a specific middle school.

Electronic filing (Proposition F): Providing or submitting information through the electronic transmission of data (e.g., e-mail).

Environmentally sustainable (Proposition A): Furthers the long-term well-being of the environment.

Ethics Commission (Proposition F): The City's Ethics Commission is responsible for administering, interpreting and enforcing City ethics laws, including laws regulating campaign contributions, conflicts of interest, lobbyists, campaign consultants, whistle-blowing, public records, and public meetings. The Ethics Commission also provides educational materials and advice on ethics

questions. The Ethics Commission consists of five members, appointed by the Mayor, the Board of Supervisors, City Attorney, District Attorney, and Assessor-Recorder, respectively.

Feeder school (Proposition H): see "designated feeder school."

Final compensation (Propositions C and D): The average of an employee's highest annual compensation over the relevant period.

General obligation bond (Propositions A and B): A promise issued by a government body to pay back money borrowed, plus interest, by a certain date. The government body repays the money, plus interest, over a period of years with property taxes. General obligation bond measures must be approved by the voters.

Health Service Board (Proposition C): A seven-member City board that oversees the Health Service System.

Health Service System (Proposition C): A City-run system that provides health benefits to eligible employees, retirees and dependents of the City, Unified School District, Community College District, and Superior Court.

Initiative (Propositions D and H): A proposition placed on the ballot by voters. Any voter may place an initiative on the ballot by gathering the required number of valid signatures on a petition.

Local campaign (Proposition F): A campaign for or against local ballot measures or candidates for local offices, including Mayor, Board of Supervisors, City Attorney, District Attorney, Treasurer, Sheriff, Assessor-Recorder, Public Defender, Board of Education of the San Francisco Unified School District, and Governing Board of the San Francisco Community College District.

Ordinance (Propositions E, F and G): A local law passed by the Board of Supervisors or by the voters.

Oversight (Propositions A and B): Monitoring activities to ensure that they follow the purposes of a program.

Programs for children and seniors (Proposition G): Programs designed to benefit children and seniors, such as delivering meals to seniors, providing in-home assistance to seniors, establishing adult day care, supporting child care, and paying for health care for children and families.

Proposition (Propositions A–H): Any measure that is submitted to the voters for approval or disapproval.

Provisional Ballot: A ballot cast at a polling place that will not be counted until the Department of Elections verifies the voter's eligibility to cast that ballot.

Public safety programs (Proposition G): Programs designed to safeguard the public, such as community policing, police officer and firefighter salaries, police academy classes, and replacement of police vehicles and firefighting equipment.

Qualified Write-In Candidate (Frequently Asked Questions): A person who has completed the required paperwork and signatures for inclusion as a write-in candidate. Although the name of this person will not appear on the ballot, voters can vote for this person by writing the name of the person in the space on the ballot provided for write-in votes and following the specific ballot instructions. The Department of Elections counts write-in votes only for qualified write-in candidates.

Repeal (Proposition E): To remove a law, so that it no longer has any effect.

Required valid signatures (Proposition E): The number of signatures of voters registered in San Francisco required on a petition to qualify a measure for the ballot, according to state and local law.

Sales tax (Proposition G): A tax added to the sale of certain retail goods.

San Francisco County Transportation Authority (Proposition G): The Transportation Authority is a public agency that is separate from the City, although the 11 members of the Board of Supervisors serve as members of the Authority's

governing board. The Transportation Authority uses a portion of sales tax money to pay for transportation projects approved by the voters.

San Francisco Employees' Retirement System (SFERS) (Propositions C and D): A City-run system that provides pension benefits to most City employees. SFERS also provides pension benefits to some employees of the Unified School District, Community College District, and Superior Court.

School facilities (Proposition A): Buildings and structures that house schools or activities that support schools.

Seismic upgrade (Propositions A and B): Improving or renovating a structure to protect it from potential earthquake damage.

Service retirement (Propositions C and D): A pension benefit available to employees who meet age and years of service requirements. Employees who qualify for service retirement receive defined benefits determined by final compensation, retirement age, and length of service.

Special district (Proposition G): A government body with limited powers formed to provide a specific service. (This is not related to Supervisorial districts.)

Street corridor (Proposition B): A number of consecutive blocks of a street, including the sidewalks and medians.

Vesting allowance (Propositions C and D): A retirement benefit available to certain employees who have worked for the City for at least five years. Employees who qualify for a vesting

allowance receive payments based on the employee's contributions to SFERS, a matching employer contribution, and interest.

Vesting retirement (Proposition D): A retirement benefit available to some safety employees who leave City employment before becoming eligible for a service retirement. Those employees who work for the City for at least five years may receive benefits that are calculated according to the same formula used for "service retirement" (defined above).

Vote-by-Mail Ballots (Frequently Asked Questions): Ballots mailed to voters or given to voters in person at the Department of Elections. Vote-by-mail ballots can be mailed to the Department of Elections, turned in at the Department of Elections office in City Hall, or turned in at any San Francisco polling place on Election Day. Also known as absentee ballots. See page 5 for more information.



For more information and an interactive demonstration on ranked-choice voting, visit

www.sfelections.org/demo

An Overview of San Francisco's Debt

What Is Bond Financing?

Bond financing is a type of long-term borrowing used to raise money for projects. The City receives money by selling bonds to investors. The City must pay back the amount borrowed plus interest to those investors. The money raised from bond sales is used to pay for large capital projects such as fire and police stations, affordable housing programs, schools, libraries, parks, and other city facilities. The City uses bond financing because these buildings will last many years and their large dollar costs are difficult to pay for all at once.

Types of Bonds. There are two major types of bonds – General Obligation and Revenue.

General Obligation Bonds are used to pay for projects that benefit citizens but do not raise revenue (for example, police stations or parks are not set up to pay for themselves). When general obligation bonds are approved and sold, they are repaid by property taxes. The Road Repaving and Street Safety Bond on this ballot is a general obligation bond to be issued by the City. The San Francisco Unified School District Bond on this ballot is a general obligation bond to be issued by the School District. General obligation bonds issued by the City must be approved by a two-thirds vote, and general obligation bonds issued by the School District must be approved by a 55% vote.

Revenue Bonds are used to pay for projects such as major improvements to an airport, water system, garage or other large facilities which generate revenue. When revenue bonds are approved and sold, they are generally repaid from revenues generated by the bond-financed projects, for example usage fees or parking fees. The City's revenue bonds must be approved by a majority vote. There is no revenue bond on this ballot.

What Does It Cost to Borrow?

The City's cost to borrow money depends on the amount borrowed, the interest rate on the debt and the number of years over which the debt will be repaid. Large debt is usually paid off over a period of 10 to 35 years. Assuming an average interest rate of 6% the cost of paying off debt over 20 years is about \$1.73 for each dollar borrowed – \$1 for the dollar borrowed and 73 cents for the interest. These payments, however, are spread over the 20-year period. Therefore inflation reduces the effective cost of borrowing because the

future payments are made with cheaper dollars. Assuming a 4% annual inflation rate, the cost of paying off debt in today's dollars would be about \$1.18 for every \$1 borrowed.

The City's Current Debt Situation

Debt Payments. During fiscal year 2011-2012 property tax payers in the City will pay approximately \$316 million of principal and interest on outstanding bonds of the City and the other issuers of general obligation debt (San Francisco Community College District, San Francisco Unified School District and Bay Area Rapid Transit District). The property tax rate for the year to provide for debt and special funds requirements will be 17.18 cents per \$100 of assessed valuation or \$675 on a home assessed at \$400,000.

Legal Debt Limit. The City Charter imposes a limit on the amount of general obligation bonds the City can have outstanding at any given time. That limit is 3% of the assessed value of taxable property in the City – or currently about \$4.78 billion. Voters give the City *authorization* to issue bonds. Those bonds that have been issued and not yet repaid are considered to be *outstanding*. As of June 30, 2011, there were \$1.36 billion in general obligation bonds issued by the City outstanding, which is equal to 0.851% of the assessed value of taxable property. There were an additional \$1.16 billion in bonds that are *authorized but unissued*. If all of these bonds were issued and outstanding, the total debt burden would be 1.58% of the assessed value of taxable property. Bonds issued by the School District and Community College District and Bay Area Rapid Transit District (BART) do not increase the City's debt burden for the purposes of the Charter limit, however they are repaid by property taxes (see Prudent Debt Management below). Part of the City's current debt management policy is to issue new general obligation bonds as old ones are retired, keeping the property tax rate from City general obligation bonds approximately the same over time.

Prudent Debt Management. Even though the City is well within its legal debt limit in issuing general obligation bonds, there are other debt comparisons used by bond rating agencies when they view the City's financial health. These agencies look at many types of local and regional debt that are dependent on the City's tax base – our general obligation bonds, lease revenue bonds, certificates of participation, special assessment

bonds, and school and community college district bonds. San Francisco's total debt of these types is equal to 1.6% of the assessed value of taxable property in the City. This "direct debt ratio" is considered to be a "moderate" debt burden relative to the size of San Francisco's property tax base. **While this ratio is within the comparable norms, the City needs to continue to set priorities for future debt to continue to maintain good credit ratings that, in turn, are a sign of good financial health.**

Citizen Oversight of General Obligation Bonds

Voters must approve the purpose and amount of the money to be borrowed through bonds. Bond money may be spent only for the purposes approved by the voters.

For general obligation bonds issued by the City of San Francisco, the Citizens' General Obligation Bond Oversight Committee reviews and reports on how bond money is spent. The nine members of the Committee are appointed by the Mayor, Board of Supervisors, Controller, and Civil Grand Jury. If the Committee finds that bond money has been spent for purposes not approved by the voters, the Committee can require corrective action and prohibit the sale of any authorized but unissued bonds until such action is taken. The Board of Supervisors can reverse the decisions of the committee by a two-thirds vote. The Controller may audit any of the City's bond expenditures.

Prepared by *Ben Rosenfield*, Controller

A School Bonds

Shall San Francisco Unified School District repair and rehabilitate facilities to current accessibility, health, safety and instructional standards, replace worn-out plumbing, electrical and other major building systems, replace aging heating, ventilation and air handling systems, renovate outdated classrooms and training facilities, construct facilities to replace aging modular classrooms, by issuing bonds in an amount not to exceed \$531,000,000, at legal interest rates, with guaranteed annual audits, citizens' oversight and no money for school administrators' salaries?

YES ←
NO ←

Digest by the Ballot Simplification Committee

The Way It Is Now: The San Francisco Unified School District (School District) owns or leases over 160 schools and other facilities. The School District builds, maintains, upgrades and repairs its facilities using money from various sources, primarily from voter-approved bond measures, but also from local parcel taxes and developer fees.

Under State law, before a school district can issue general obligation bonds, voters must be provided with a list of school facilities that will benefit from those bond funds. State law also requires school districts issuing those bonds to create an independent citizens' oversight committee and to conduct annual, independent audits. State law prevents school districts from using general obligation bond funds for teacher and administrator salaries or operating expenses.

Property tax revenues are used to pay the principal and interest on general obligation bonds.

The Proposal: Proposition A would authorize the School District to borrow up to \$531 million by issuing general obligation bonds. These funds would be used to repair and upgrade more than 50 school facilities to:

- address health and safety risks by fixing damaged items and removing hazardous materials;
- repair and replace major building systems, including electrical, heating, water, sewer, lighting, security, and fire sprinkler systems;
- improve accessibility for people with disabilities;
- repair and build playgrounds and fields;
- make necessary seismic upgrades;

- replace temporary classroom facilities with permanent structures, if determined to be more practical than repairing them;
- replace an existing facility with a new facility, if determined to be more practical than repairing it; and
- perform other work necessary to comply with any applicable codes or regulations.

The School District would set aside up to \$5 million of the funds to create outdoor learning environments and up to \$5 million to implement the use of environmentally sustainable materials and products. It also would set aside up to \$1.5 million for future bond planning and for communication with all groups affected by the projects funded by this bond measure.

The School District would create an independent citizens' oversight committee to report to the public about the use of bond funds. The School District's Board of Education would also conduct annual, independent audits. The School District would not be allowed to use bond funds to pay for teacher and administrator salaries or operating expenses.

Proposition A would allow for an increase in the property tax, if needed, to pay principal and interest on the bonds. This measure requires the approval of 55% of the votes cast.

A "YES" Vote Means: If you vote "yes," you want the School District to issue \$531 million in general obligation bonds to repair and upgrade its school facilities by addressing health and safety risks, repairing and replacing major building systems, improving accessibility for people with disabilities, repairing and building playgrounds and fields, making seismic upgrades, replacing classrooms and facilities with permanent or

This measure requires 55% affirmative votes to pass.

Arguments for and against this measure immediately follow. The full text begins on page 107. Some of the words used in the ballot digest are explained on page 36.

new structures where practical, and performing other work necessary to comply with any applicable codes or regulations. The bond expenditures would be subject to oversight by an independent citizens' committee and annual, independent audits.

A "NO" Vote Means: If you vote "no," you do not want the School District to issue these bonds.

Controller's Statement on "A"

City Controller Ben Rosenfield has issued the following statement on the fiscal impact of Proposition A:

Should the proposed \$531 million in bonds be authorized and sold under current assumptions, the approximate costs will be as follows:

- In fiscal year 2012–2013, following issuance of the first series of bonds, and the year with the lowest tax rate, the estimated annual costs of debt service would be \$9.1 million and result in a property tax rate of \$0.00669 per \$100 (\$6.69 per \$100,000) of assessed valuation.
- In fiscal year 2016–2017, following issuance of the last series of bonds, and the year with the highest tax rate, the estimated annual costs of debt service would be \$46.7 million and result in a property tax rate of \$0.02942 per \$100 (\$29.42 per \$100,000) of assessed valuation.
- The best estimate of the average tax rate for these bonds from fiscal year 2012–2013 through 2035–2036 is \$0.02139 per \$100 (\$21.39 per \$100,000) of assessed valuation.
- Based on these estimates, the highest estimated annual property tax cost for these bonds for the owner of a home with an assessed value of \$500,000 would be approximately \$145.00

These estimates are based on projections only, which are not binding upon the City. Projections and estimates may vary due to the timing of bond sales, the amount of bonds sold at each sale, and actual assessed valuation over the term of repayment of the bonds. Hence, the actual tax rate and the years in which such rates are applicable may vary from those estimated above. The City's current debt management policy is to issue new general obligation bonds only as old ones are retired, keeping the property tax impact from general obligation bonds approximately the same over time.

How "A" Got on the Ballot

On May 24, 2011, the San Francisco Board of Education voted 7 to 0 to place Proposition A on the ballot. The Members voted as follows:

Yes: Fewer, Maufas, Mendoza, Murase, Norton, Wynns, Yee.

No: None.

State law allows a school district to place a measure on the ballot in this manner.

This measure requires 55% affirmative votes to pass.

Arguments for and against this measure immediately follow. The full text begins on page 107. Some of the words used in the ballot digest are explained on page 36.

Proponent's Argument in Favor of Proposition A

We can all agree that our public schools need better and safer buildings and more up-to-date technology to educate our kids. San Francisco schools serve nearly 60,000 students in some of the oldest buildings in the State. Many of these buildings desperately need to be modernized to 21st century safety code and accessibility standards.

Twice over the past eight years, San Franciscans have recognized that our schools were in need of upgrades and overwhelmingly voted to support bonds to modernize schools. The District has delivered on its promise. Thirty school facilities were modernized through the 2003 bond and 59 school facilities are being completed through the 2006 bond. Proposition A is the third and final measure to modernize all San Francisco public schools—completing a long-term plan to improve schools throughout the city.

At a time of deep state budget cuts for our schools, voting YES on Prop A will provide the funding necessary to modernize, upgrade, and increase accessibility at an additional 53 school facilities. This will include seismic upgrades, safe removal of any hazardous substances, improved disabled access, and replacement of worn-out electrical, plumbing, and fire safety systems—as well as upgrading classrooms and science labs to improve student achievement.

The bond program is being rigorously run by a professional management team, and since its development, construction has stayed on schedule and on budget. The District has kept its promise to manage past bond monies responsibly under the guidance of the independent Citizens' Bond Oversight Committee, and the annual audits found that we have met or exceeded all requirements and are in excellent financial standing.

This is a critical step to ensure that ALL our children have safe, healthy, attractive, and universally accessible environments to learn and thrive.

Please join us in supporting Proposition A.

San Francisco Board of Education

Rebuttal to Proponent's Argument in Favor of Proposition A

Isn't it funny how there's always money in the budget for administrators' six-figure salaries and generous benefits, while maintenance is regularly deferred to blackmail voters into approving bond measures lest children be stuck in decrepit schools?

Bonds are for major expenses like constructing new school buildings. That isn't needed now. Enrollment is declining as families leave San Francisco or choose home schooling or non-government schools due to SFUSD's failure to meet their children's needs. Instead, district officials again propose borrowing money for routine maintenance their annual operating budget is supposed to cover.

As long as San Francisco has government-run schools, keeping them repaired will cost taxpayers. But regularly borrowing money for repairs is stupid. By the time you add in bond finance costs, sales commissions, attorney fees, transfer fees, and up to 12% interest, SFUSD's plan to raise \$531,000,000 in revenue could end up costing nearly \$1,000,000,000!

That would be bad enough if we could trust the money would be spent wisely -- but we can't. Money from previous bonds was spent repairing schools like Treasure Island Elementary that were closed shortly thereafter. Total lack of foresight and planning!

They're calling this the "third and final" measure to modernize district schools. Don't believe it. Prop. A includes "\$1,500,000 in bond funds to be used for future bond planning as well as outreach and communication" (read: polling and public relations).

Send them a message to stop wasting your money like this! Vote NO on A.

Libertarian Party of San Francisco

Arguments are the opinions of the authors and have not been checked for accuracy by any official agency. Arguments are printed as submitted. Spelling and grammatical errors have not been corrected.

Opponent's Argument Against Proposition A

We agree that the schools should be in good condition and that the facilities should be safe and completely functional, but is this expensive bond measure the most prudent way to pay for such repairs and upgrades? We don't think so.

A better and more economical way to accomplish this goal is the sale of unused government buildings. In 2007 the San Francisco Unified School District acknowledged that around 20% of its real estate holdings had almost no educational value. It also designated ten vacant or underutilized properties as surplus and concluded that selling them would yield an estimated \$134 million plus millions more in property taxes.

So what has the school district done to act on its own findings? Nothing. Not one property has been sold. What benefit is there to anyone to own empty buildings, especially in a time when repairs and upgrades are needed?

Furthermore, another idea that has hardly been explored is to lease out the empty buildings to generate revenue for the school district. The former Newcomer High School in Pacific Heights is now being leased out to a Montessori school and a nonprofit organization, and these tenants are generating actual revenue for the school district. Why isn't the school district doing more of this type of leasing?

Until such time that the school district makes better use of the millions of dollars of property that it is holding and not utilizing, we recommend a No vote on this very expensive bond measure (over half a billion dollars with an interest rate of up to 12%).

Libertarian Party of San Francisco

No Rebuttal to the Opponent's Argument Against Proposition A Was Submitted

No Paid Arguments IN FAVOR of or AGAINST Proposition A Were Submitted

Arguments are the opinions of the authors and have not been checked for accuracy by any official agency. Arguments are printed as submitted. Spelling and grammatical errors have not been corrected.

B Road Repaving and Street Safety Bonds

SAN FRANCISCO ROAD REPAVING AND STREET SAFETY BOND, 2011. To fix potholes and repave deteriorating streets in neighborhoods throughout San Francisco, repair and strengthen deteriorating stairways, bridges and overpasses, improve safety for pedestrians and bicyclists, improve disabled access to sidewalks, and construct and renovate traffic infrastructure to improve Municipal Transportation Agency transit reliability and traffic flow on local streets, shall the City and County of San Francisco issue \$248,000,000 in general obligation bonds subject to independent oversight and regular audits?

YES  
NO  

Digest by the Ballot Simplification Committee

The Way It Is Now: The City is responsible for maintaining about 850 miles of streets and more than 300 street structures, such as bridges, tunnels, and stairways. A City study shows that about half of these streets and many of the structures need major repairs and upgrades.

The City's 10-year Capital Plan identifies road repaving and street safety improvements as a high priority.

With approval of the voters, the City may issue general obligation bonds to pay for capital projects such as road repaving and street safety. The City uses property tax revenues to pay the principal and interest on general obligation bonds.

The Proposal: Proposition B is a bond measure that would authorize the City to borrow up to \$248 million by issuing general obligation bonds to improve and repair streets, sidewalks, and street structures.

The City could only use this money to:

- repair and repave City streets and remove potholes;
- strengthen and seismically upgrade street structures;
- redesign street corridors by adding or improving pedestrian signals, lighting, sidewalk extensions, bicycle lanes, trees, and landscaping;
- construct and renovate curb ramps and sidewalks to increase accessibility and safety for everyone, including persons with disabilities; and
- add and upgrade traffic signals to improve Muni service and traffic flow.

The Mayor and the Board of Supervisors would approve the final list of projects.

Proposition B would allow for an increase in the property tax, if needed, to pay for the bonds. It would permit landlords to pass through 50% of any resulting property tax increase to their tenants.

Proposition B would require the Citizens' General Obligation Bond Oversight Committee to provide independent oversight of the spending of bond funds. One-tenth of one percent (0.1%) of the bond funds would pay for the committee's audit and oversight functions.

This measure requires approval of two-thirds of the votes cast.

A "YES" Vote Means: If you vote "yes," you want the City to issue \$248 million in general obligation bonds to repave streets; seismically upgrade bridges, tunnels, and stairways; improve safety for pedestrians and bicyclists; upgrade traffic signals; and improve sidewalk access and safety. The bonds are subject to independent oversight and audits. Landlords are authorized to pass through 50% of any resulting increase in property taxes to their tenants.

A "NO" Vote Means: If you vote "no," you do not want the City to issue these bonds.

This measure requires 66% affirmative votes to pass.

Arguments for and against this measure immediately follow. The full text begins on page 109. Some of the words used in the ballot digest are explained on page 36.

Controller's Statement on "B"

City Controller Ben Rosenfield has issued the following statement on the fiscal impact of Proposition B:

Should the proposed \$248 million in bonds be authorized and sold under current assumptions, the approximate costs will be as follows:

- In fiscal year 2011-2012, following issuance of the first series of bonds, and the year with the lowest tax rate, the estimated annual costs of debt service would be \$3.4 million and result in a property tax rate of \$0.0022 per \$100 (\$2.14 per \$100,000) of assessed valuation.
- In fiscal year 2018-2019, following issuance of the last series of bonds, and the year with the highest tax rate, the estimated annual costs of debt service would be \$22.8 million and result in a property tax rate of \$0.0116 per \$100 (\$11.46 per \$100,000) of assessed valuation.
- The best estimate of the average tax rate for these bonds from fiscal year 2011–2012 through 2034–2035 is \$0.0076 per \$100 (\$7.46 per \$100,000) of assessed valuation.
- Based on these estimates, the highest estimated annual property tax cost for these bonds for the owner of a home with an assessed value of \$500,000 would be approximately \$57.28.

These estimates are based on projections only, which are not binding upon the City. Projections and estimates may vary due to the timing of bond sales, the amount of bonds sold at each sale, and actual assessed valuation over the term of repayment of the bonds. Hence, the actual tax rate and the years in which such rates are applicable may vary from those estimated above. The City's current debt management policy is to issue new general obligation bonds only as old ones are retired, keeping the property tax impact from general obligation bonds approximately the same over time.

How "B" Got on the Ballot

On July 26, 2011, the Board of Supervisors voted 9 to 2 to place Proposition B on the ballot. The Supervisors voted as follows:

Yes: Avalos, Campos, Chiu, Chu, Cohen, Kim, Mar, Mirkarimi, Wiener.

No: Elsbernd, Farrell.

This measure requires 66% affirmative votes to pass.

Arguments for and against this measure immediately follow. The full text begins on page 109. Some of the words used in the ballot digest are explained on page 36.

This disclaimer applies to: the proponent's argument. *The Board of Supervisors authorized the submission of the following argument. As of the date of the publication of this Voter Information Pamphlet, the following Supervisors endorse the measure: Avalos, Campos, Chiu, Chu, Cohan, Kim, Mar, Mirkarimi, Wiener; oppose the measure: Elsbernd, Farrell; take no position on the measure: none.*

Proponent's Argument in Favor of Proposition B

FIX OUR STREETS—YES ON B!

PROP B FIXES POTHOLES, BUCKLING SIDEWALKS AND SEISMICALLY UNSAFE OVERPASSES AND STAIRWAYS

San Francisco has 850 miles of roads and sidewalks—many filled with potholes, buckling sidewalks, seismically unsafe bridges, overpasses and stairways. Prop B is a critical component of the city's Ten-Year Capital Plan to make these urgently needed renovations and infrastructure improvements.

PROP B IMPROVES PEDESTRIAN SAFETY AND ACCESSIBILITY FOR OUR MOST VULNERABLE

Over the last decade, over 200 pedestrians have been killed—many of them seniors. Prop B will improve the safety of our streets for our most vulnerable—the elderly, children and families, and those with disabilities, especially at intersections near schools.

PROP B IMPROVES OUR SAFETY

In the event of the next earthquake, police, firefighters and medical personnel must be able to quickly reach those in need. Deteriorated roads, seismically unsafe bridges and overcrossings could have devastating impacts on the ability of first responders to aid in a disaster.

PROP B CREATES BADLY NEEDED LOCAL JOBS

With high unemployment and many families having trouble making ends meet, Prop B, by investing in infrastructure, helps create over 1,000 local construction jobs and boosts small businesses.

PROP B DOES NOT RAISE YOUR TAXES

Prop B has been specifically designed so tax rates WILL NOT increase. By complying with the city's policy of only issuing new bonds as old ones are paid off, this measure's full costs can be funded at current tax rates with NO INCREASE.

PROP B puts San Francisco back on the road to safer, smoother streets.

Fix the Streets of San Francisco—Yes on B!

Mayor Edwin M. Lee
Supervisor Scott Wiener
Supervisor Carmen Chu*
Supervisor David Chiu
Supervisor Jane Kim
Supervisor Ross Mirkarimi
Supervisor Malia Cohan
Supervisor John Avalos

*For identification purposes only; author is signing as an individual and not on behalf of an organization.

Rebuttal to Proponent's Argument in Favor of Proposition B

DPW is pretending that all of the proposed street improvement projects are capital improvements and are not considered ongoing or routine maintenance. General Obligation Bonds (GOB) pay for capital improvements. They are not meant to pay for one-time maintenance projects such as road repairs.

The City worked hard to earn its current a low road rating by deliberately deferring road maintenance in good times and bad. *Just about 80% of the money that should have been spent on road repairs was deliberately redirected to City employee salaries.*

Now after years of deferred maintenance, the City comes crawling back to the voters with a \$248M Road Repaving Bond on the November ballot. This is what the road repair bond claims they will give us: We get to repay for our infrastructure repair for a second time.

The question here is: Should the voters now reward City government for doing such a bad job? Federal, state, and local infrastructure funds should be spent on purposes that were intended. As one supervisor has stated, "The City has the financial means but not the political will to prioritize the maintenance of our streets."

Hopefully, the road repair bond will not kill passage of the school repair bond, since voters are leery of approving \$761 million in new GOB debt across the two bonds. The education of our City's children is far more important than our City's deferred road repairs.

Vote NO on Prop B!

Coalition for San Francisco Neighborhoods

Opponent's Argument Against Proposition B

San Francisco's Neighborhoods OPPOSE Prop B!

This bond does

- *not* guarantee your street will get paved
- *not* explain why the City Administrator and the Director of DPW have neglected — *for 20 years* — to direct already-budgeted street-repair funds to repaving our streets.
- *not* explain why the mayor is asking for citizens to pay for it *again* — where did our property tax and rental pass-through monies go the first time we paid?

And consider this: **Only \$148.4M of this bond's \$248M is actually for street paving!**

Do you want the City to double-tax you to help pay for these things when they should have been doing it all along with your property tax and rent pass-through money?

Of course not!

Force City Hall to use our money as it was budgeted, and as it was intended!

Vote NO on Prop B!

Coalition for San Francisco Neighborhoods
Established 1973.

46 neighborhood organizations.

Rebuttal to Opponent's Argument Against Proposition B

San Francisco Planning and Safety Experts Support Prop B

Many San Francisco streets, sidewalks and bridges are so deteriorated that major renovations are required.

Structural street repairs, reconstructing buckling sidewalks and seismically strengthening our bridges and staircases are necessary improvements beyond the typical maintenance that state and federal funding support.

Prop B is a major program of the city's Ten Year Capital Plan to invest in our infrastructure by reconstructing our failed roads, improving pedestrian access on sidewalks and crossings for the elderly and disabled, and making safety upgrades to bridges and other street structures.

Prop B directs that more than half of bond funds be spent on street repaving and reconstruction - our biggest need - throughout all neighborhoods. Rebuilding our streets and upgrading signals improves traffic flow and safety for our public transportation system and

emergency responders, as well as for bicycles and automobiles.

If we do not pass Proposition B to ensure these improvements are made now, our city streets will further degrade with even more potholes, creating unsafe conditions for everyone and costing taxpayers significantly more as conditions worsen.

Proposition B is subject to strict independent oversight and audits to ensure fund expenditures are transparent and used as directed.

Prop B has been designed so taxes WILL NOT increase. Because the city only issues new bonds as old ones are paid off, Prop B will be funded at current tax rates with NO INCREASE.

San Francisco Planning and Urban Research (SPUR)
Fire Chief Joanne Hayes-White*
Police Chief Greg Suhr*

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Paid Argument IN FAVOR of Proposition B**SAVE OUR STREETS - VOTE YES ON B**

San Franciscans can agree on one thing: our roads need help! Proposition B will allow the city to catch-up on needed street repaving, pedestrian and bike improvements and sidewalk repairs without raising property tax rates.

Proposition B is the first step in developing a long-term capital program for street and sidewalk maintenance. Give the green light to Proposition B, improve our roads for drivers, bicyclists and pedestrians.

*San Francisco Chamber of Commerce
Golden Gate Restaurant Association*

The true source(s) of funds for the printing fee of this argument: San Francisco Chamber of Commerce.

Paid Argument IN FAVOR of Proposition B

The City's dangerous streets put children, people with disabilities, parents with strollers, and seniors at risk. Every year, 800 people are hit by cars in San Francisco. Seniors are four times as likely as others to be killed this way.

Prop B will make the investment we need in safer streets for everyone.

The poor condition of San Francisco's streets, sidewalks, and crosswalks is a serious problem. Prop B will help fix the most dangerous streets to make them walkable, improve sidewalks and crosswalks, and repair and strengthen stairways and bridges.

Safe, walkable streets help you travel easily and arrive on time. They help neighbors know each other and keep neighborhoods safe from crime. They reduce carbon emissions from driving and support local businesses with foot traffic.

Prop B is a smart investment in the safe, sustainable transportation San Francisco needs. Vote Yes on B.

Walk San Francisco

The true source(s) of funds for the printing fee of this argument: Walk San Francisco.

Paid Argument IN FAVOR of Proposition B**LGBT LEADERS SUPPORT PROP B**

San Francisco's LGBT community supports Prop B for better pedestrian access.

Prop B makes urgent and badly needed repairs to our city sidewalks and ensures pedestrian access for those who use wheelchairs, walkers or canes.

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As a city, we strongly encourage residents to walk and take public transportation; yet for many who suffer from HIV/AIDS, are disabled or aging and need to use a wheelchair, many street crossings are inaccessible because there are no curb ramps.

Prop B provides funding to create thousands of new curb ramps to improve accessibility for our disabled and senior populations.

Join us in supporting Prop B for critical accessibility improvements!

*Senator Mark Leno
Supervisor Scott Wiener
Phyllis Lyon*

The true source(s) of funds for the printing fee of this argument: Yes on B - Fix Our Streets.

The sole contributor to the true source recipient committee: AT&T.

Paid Argument IN FAVOR of Proposition B

Measure B is a smart investment in safe streets and solid infrastructure in San Francisco. For the large and growing number of people who ride a bicycle in the city, pavement quality is a critical issue. Broken and potholed pavement can make bike riding not merely uncomfortable but often hazardous.

Delaying street repair can multiply the eventual cost by as much as five times. Measure B is a reasonable way to begin to slow and reverse the city's infrastructure decay and address street safety for all users.

Measure B will accelerate important streetscape enhancements, making biking, walking, and transit safer and easier. Measure B will leverage outside funding from federal, state, and local agencies, for badly needed infrastructure work.

Measure B will make our streets and sidewalks safer and better for all who use them – **Vote Yes on Measure B!**

San Francisco Bicycle Coalition; sfbike.org

The true source(s) of funds for the printing fee of this argument: San Francisco Bicycle Coalition.

Paid Argument IN FAVOR of Proposition B**DISABILITY COMMUNITY SUPPORTS PROP B!**

Prop B will improve access to our streets and sidewalks for people with disabilities and improve safety for everyone.

Prop B will fund 2800 new curb ramps. San Francisco has 5,000 corners with no curb ramp at all and another

5,000 curb ramps that are so old and broken down they are a barrier, rather than an aid to wheelchair users.

Prop B will provide funds to increase the number of Accessible Pedestrian Signals on our busiest corners – a key help for people who are blind and low vision.

Prop B will repair buckling sidewalks that are a danger and an impediment to those in wheelchairs, using walkers or canes.

Prop B will help ease the pressure on our General Fund, so we can continue to support the social service and health programs that are so critical for the disability community.

Prop B does not raise property tax levels.

Yes on B for Better Access!

*Independent Living Resource Center
Senior Action Network
Community Alliance of Disability Advocates
Toolworks
Beth Berenson, Lighthouse for the Blind*
Bill Hirsh, E.D., AIDS Legal Referral Panel**

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The true source(s) of funds for the printing fee of this argument: Yes on B - Fix Our Streets.

The sole contributor to the true source recipient committee: AT&T.

Paid Argument IN FAVOR of Proposition B**DEMOCRATIC PARTY SUPPORTS PROP B**

Across the nation, our transportation infrastructure has been neglected resulting in deteriorating and unsafe roadways. The terrible bridge disaster in Minnesota, underscored the tragic results of delayed infrastructure funding.

We must not let that same type of tragedy happen in San Francisco.

Prop B funds critical infrastructure improvements that our roadways, bridges and sidewalks need TODAY.

Delaying infrastructure improvements costs San Franciscans from a public safety, environmental and financial perspective.

Prop B provides the funding we need to:

- Ensure MUNI navigates our streets safely and on time.

- Improve pedestrian safety by upgrading crossing signals and fixing buckling sidewalks.
- Increase access for the disabled and those with canes or walkers by adding thousands of new curb ramps.
- Improve roads by fixing potholes and repaving streets for smoother driving and less impact on drivers' cars.
- Make urgent seismic safety repairs to bridges, over crossings and stairways.
- Create good paying union jobs to help get San Franciscans back to work

Join the Democratic Party in supporting Prop B!

San Francisco Democratic Party

The true source(s) of funds for the printing fee of this argument: Yes on B - Fix Our Streets.

The sole contributor to the true source recipient committee: AT&T.

Paid Argument IN FAVOR of Proposition B**TRANSPORTATION LEADERS SUPPORT PROPOSITION B**

Proposition B is a critical component of the city's Ten-Year Capital Plan

Many of our 850 miles of roads and sidewalks are filled with potholes, buckling sidewalks, seismically unsafe bridges, overpasses and stairways. This unsafe infrastructure impacts transportation citywide, whether you are walking, biking, taking MUNI, a taxi or driving your own car.

Our pothole-filled roads and seismically unsafe overpasses and bridges are an immediate safety concern for residents and first responders. In the event of an earthquake, seismically unsafe bridges and roads could delay public safety response times.

Proposition B is a critical component of the city's Ten-Year Capital Plan to make urgently needed renovations and infrastructure improvements to improve transportation and safety for everyone. We need to make these improvements now, before they worsen and cost more in dollars and safety.

Tom Nolan, Chair of the SFMTA Board of Directors
Leona Bridges, Member of the SFMTA Board of Directors*
Cheryl Brinkman, Member of the SFMTA Board of Directors*
Malcolm Heinicke, Member of the SFMTA Board of Directors**

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Prop B does not raise property tax levels.

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The true source(s) of funds for the printing fee of this argument: Yes on B - Fix Our Streets.

The sole contributor to the true source recipient committee: AT&T.

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Tom Nolan, Chair of the SFMTA Board of Directors
Leona Bridges, Member of the SFMTA Board of Directors*
Cheryl Brinkman, Member of the SFMTA Board of Directors*
Malcolm Heinicke, Member of the SFMTA Board of Directors**

Bruce Oka, Member of the SFMTA Board of Directors
Joel Ramos, Member of the SFMTA Board of Directors**

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The true source(s) of funds for the printing fee of this argument: Yes on B - Fix Our Streets.

The sole contributor to the true source recipient committee: AT&T.

End of Paid Arguments IN FAVOR of Proposition B

Paid Argument AGAINST Proposition B

THESE BONDS WILL HELP DESTROY PARKMERCED: Parkmerced's management, dominated by Fortress Financial Group and lobbyist-oriented "POLITICAL BAILOUT KING" Daniel Mudd (ex-CEO of Fannie Mae at the height of the 2008 Real Estate mortgage Recession), wants to tear down Parkmerced's 1,538 garden apartments, run new Muni bus lines into Parkmerced after its 2,000 trees have been chopped down, construct massive tower apartments next to the San Andreas Fault-line (which triggered the 1906 Earthquakes and fires), and increase 19th Avenue traffic problems by expanding Parkmerced from 8,000 to 30,000 people.

Fortress and Mudd want to use these Bonds to reorder the streets of Parkmerced and revise its bus line, per Parkmerced hated "Environmental **Impact Report**".

Acting Mayor Ed Lee signed the ordinance to throw the residents out of their 1,538 garden apartments after a bitter 6 to 5 Board of Supervisors vote.

Lee will support the wealth of New York City-based Wall Street speculator Daniel Mudd against the San Franciscans to be evicted from their homes.

Backed by the **FUNDRAISING POLITICAL MACHINE** of "government fixers" Willie Brown and Rose Pack, Lee will always aid developer greed.

FEDERAL INVESTIGATION:

Daniel Mudd has been notified by the United States Securities and Exchange Commission (SEC) that he's being investigated for **FEDERAL LAWSUIT** in connection with alleged non-disclosure of financial facts in the sale of Fannie Mae's questionable mortgage securities.

Vote **NO!** On Parkmerced's Proposition B.

*Cesar Ascarrunz
Past San Francisco City Commissioner of Public Transportation*

2011 Candidate for Mayor

The true source(s) of funds for the printing fee of this argument: Cesar Ascarrunz.

Paid Argument AGAINST Proposition B

Bonds are expensive; about \$2 of repayment for every \$1 spent. That's way they're not supposed to be used for short term projects or for deferred maintenance. Unfortunately, Proposition B does just that.

Vote NO on B!

San Francisco Tomorrow

The true source(s) of funds for the printing fee of this argument: San Francisco Tomorrow.

Paid Argument AGAINST Proposition B

San Francisco has an annual budget of \$6,833,766,939. The General Fund accounts for \$3,261,908,817 of that, which should cover upkeep of streets, sidewalks, and street structures. Ironically, this "road repaving" measure is actually largely for planting trees we won't be able to afford to maintain, bike lanes, and redesigning street corridors, which would actually make our streets less drivable. Certainly our streets, sidewalks, and street structures need upkeep, but we do not need to issue a bond for it. This should already be included in one of the largest budgets in the U.S.

Vote NO on Proposition B.

*San Francisco Republican Party
www.sfgop.org*

*Executive Committee
Harmeet K. Dhillon, Chairwoman
Laura Peter, Secretary
Richard Worner, Treasurer
Sarah Vallante, VC Political Affairs
Alisa Farenzena, VC Volunteer Activities*

*Members
Michael Antonini
Bill Campbell
Jason P. Clark
John Dennis
Howard Epstein
Terence Faulker
David Kiachko
Johnny Knadlar
Stephanie Jeong
Rita O'Hara*

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Alternate(s)
Christopher L. Bowman

The true source(s) of funds for the printing fee of this argument: San Francisco Republican Party.

The three largest contributors to the true source recipient committee: 1. Charles Munger, 2. Harmeet Dhillon, 3. Bill Campbell.

Paid Argument AGAINST Proposition B

I oppose measure B because as city taxpayers, we have paid for these repairs time and time again in the past. It's time we exercise some fiscal responsibility and use the funds we have already dedicated to our street repairs.

Tony Hall, Candidate For Mayor*

*For identification purposes only; author is signing as an individual and not on behalf of an organization.





The true source(s) of funds for the printing fee of this argument: Tony Hall for Mayor 2011.

The three largest contributors to the true source recipient committee: 1. William O'Keeffe, 2. Harry Ming, 3. Dolores Crespi.

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C City Pension and Health Care Benefits

Shall the City amend its Charter to adjust pension contribution rates for most current and future City employees based on the City's costs; reduce pension benefits for future City employees; limit cost-of-living adjustments to pension benefits; decrease City contributions to retiree health care costs for certain former employees; require all current and future employees to contribute toward their retiree health care costs; change the composition and voting requirements of the Health Service Board; and make other changes to the City's retirement and health benefits systems?

YES  
NO  

Digest by the Ballot Simplification Committee

The Way It Is Now: The City provides its employees and elected officials with pension benefits through the San Francisco Employees' Retirement System (SFERS) and health benefits through the Health Service System (HSS). The Unified School District, Community College District and Superior Court also participate in SFERS and HSS, but not all of their employees receive benefits through these City systems. Some City employees receive pension benefits through a contract between the City and the California Public Employees' Retirement System (CalPERS).

Pension Benefits: SFERS pays defined benefits to eligible retired employees. Employee contributions, employer contributions, and investment earnings fund SFERS' payments. Most employees pay 7.5% of compensation to SFERS. Police officers and firefighters pay more. Investment earnings and City contributions fund the balance.

Employees become eligible for "service retirement" benefits based on age and years of service:

- Police officers and firefighters (safety employees) can retire at age 50 after five years of service, with maximum benefits at age 55 with 30 years of service.
- Other employees and elected officials (miscellaneous employees) can retire at age 50 with 20 years of service or at 60 with 10 years, with maximum benefits at age 62 with 32.6 years of service.

These benefits are determined by final compensation, retirement age, and service length. Final compensation is based on a one- or two-year average of the highest annual compensation.

Some miscellaneous employees who leave City employment before becoming eligible for service retirement can receive a "vesting allowance" when they reach age 50. The City matches employee contributions to the costs of this benefit.

SFERS retirees may receive cost-of-living adjustments up to 3.5% annually depending on inflation and SFERS investment earnings.

Health Benefits: Retired City employees can obtain health care coverage from the Health Service System. Retirees and the City contribute to this coverage. Employees hired after January 9, 2009, contribute 2% of their compensation toward their retiree health care and the City contributes 1%.

The Health Service Board (HSB) oversees the HSS. The HSB has three appointed members and four members elected by HSS members. It approves health care plans by a two-thirds vote. The Charter requires that one plan allows members to choose any licensed medical provider.

The Proposal:

Pension Benefits: Proposition C is a Charter amendment that would change the way the City and current and future employees share in funding SFERS pension benefits. The base employee contribution rate would remain the same—7.5% for most employees—when the City contribution rate is between 11% and 12% of City payroll. Employees making at least \$50,000 would pay an additional amount up to 6% of compensation when the City contribution rate is over 12% of City payroll. When the City contribution rate falls below 11%, employee contributions would be decreased proportionately.

This measure requires 50%+1 affirmative votes to pass.

Arguments for and against this measure immediately follow. The full text begins on page 111. Some of the words used in the ballot digest are explained on page 36.

Proposition C would require elected officials to pay the same contribution rates as City employees, and would also require the City and unions representing CalPERS members to negotiate terms of employment for employees to share costs or receive benefits comparable in value to adjustments required for SFERS employee contributions.

Proposition C would also create new retirement plans for employees hired on or after January 7, 2012, that would:

- For miscellaneous employees, increase the minimum retirement age to 53 with 20 years of service or 65 with 10 years;
- For safety employees, the minimum retirement age would remain at 50 with five years of service, but the age for maximum benefits would increase to 58;
- For all employees, limit covered compensation, calculate final compensation from a three-year average, and change the multipliers used to calculate pension benefits, and
- For miscellaneous employees, raise the age of eligibility to receive vesting allowances to 53 and reduce by half the City's contribution to vesting allowances.

Proposition C would limit cost-of-living adjustments for SFERS retirees.

Health Benefits: Proposition C would require that elected officials and employees hired on or before January 9, 2009, contribute up to 1% of compensation toward their retiree health care, with a matching contribution by the City.

For employees or elected officials who left the City workforce before June 30, 2001, and retire after January 6, 2012, Proposition C requires that City contributions toward retiree health benefits remain at the same levels they were when the employee left the City workforce.

Proposition C would change the Health Service System and Health Service Board, including the following:

- replace one elected member of the HSB with a member nominated by the City Controller and approved by the HSB;
- change HSB's voting requirement for approving member health plans from two-thirds to a simple majority;
- remove the requirement for a plan permitting the member to choose any licensed medical provider; and

- allow HSB to spend money on ways to limit health care costs.

Other Measure: If the voters approve both Proposition C and Proposition D, only the measure with the most votes will become law.

A "YES" Vote Means: If you vote "yes," you want to:

- adjust employee contributions to SFERS based on the City's costs;
- reduce pension benefits for future City employees;
- limit cost-of-living adjustments to retirement benefits;
- decrease City contributions to retiree health care costs for certain former employees;
- require all employees to contribute toward their retiree health care;
- change the composition and voting requirements of the Health Service Board; and
- make other changes to the Retirement System and Health Service System.

A "NO" Vote Means: If you vote "no," you do not want to make these changes to the Charter.

Propositions C and D concern the same subject matter. If both measures are adopted by the voters, and if there is a conflict between provisions of the two measures, then some or all of the measure approved by fewer votes would not go into effect.

Controller's Statement on "C"

City Controller Ben Rosenfield has issued the following statement on the fiscal impact of Proposition C:

Should the proposed Charter amendment be approved by the voters and implemented, in my opinion, the City's costs to fund employee retirement benefits will be reduced by approximately \$40 to \$50 million in fiscal year (FY) 2012–13. City costs will be reduced by approximately \$1 billion to \$1.3 billion cumulatively over the ten years between FY 2012–13 and FY 2021–22, of which \$85 million is attributable to retiree health benefit savings, and the balance to pension contribution savings. For context, the 10-year City savings from the measure represent approximately 18%–20% of the City's projected pension plan contributions expected during that time frame. In the long term, after most City staff are subject to the new pension formulas established by this measure, City savings are projected to be approximately \$100 million annually. These

This measure requires 50%+1 affirmative votes to pass.

Arguments for and against this measure immediately follow. The full text begins on page 111. Some of the words used in the ballot digest are explained on page 36.

How "C" Got on the Ballot

On July 19, 2011, the Board of Supervisors voted 11 to 0 to place Proposition C on the ballot. The Supervisors voted as follows:

Yes: Avalos, Campos, Chiu, Chu, Cohen, Elsbernd, Farrell, Kim, Mar, Mirkarimi, Wiener.

No: None.

savings projections are estimates; actual savings will depend on the future funding status of the pension fund, the size of the City's workforce, and other demographic trends. Savings estimates are provided in terms of constant FY 2011–12 dollars, and therefore control for potential impacts of inflation on future dollar values.

Approximately 60% of these savings will benefit the City's General Fund, with the balance benefiting enterprise and other special fund departments, including the Municipal Transportation Agency, Public Utilities Commission, Airport and Port. Savings will also accrue to non-City employers that participate in the San Francisco Employees' Retirement System.

Approximately \$575 to \$860 million of the ten-year savings would result from increased contributions by City employees earning over \$24 per hour that would be required on a sliding scale when the pension system is underfunded. These estimates assume ratification of proposed safety employee labor agreement amendments currently pending before the Board of Supervisors. Approximately \$355 million of savings would result from a revision to the cost-of-living increase formula for current and future pension recipients and pension plan changes for new employees hired after January 7, 2012. An additional \$75 million of the savings would result from increased employee contributions to a Retiree Health Care Trust Fund beginning in FY 2016–17 that would offset retiree health insurance subsidy costs. The remaining \$10 million of estimated savings would result from a change to health insurance subsidy formulas for new retirees who ended City employment prior to June 2001 with vested rights to post-retirement health benefits, to reflect formulas in place at the time they separated from the City.

Additional Costs or Savings

Factors that could cause additional costs or savings include: First, to the extent that Retirement System investment returns are outside the range assumed in this analysis, both the required employer contributions and the range of savings provided by this measure would be greater or smaller. Second, projected City savings might be reduced if future labor negotiations or arbitration awards result in any salary increases to offset higher employee retirement contributions. Third, to the extent that changes to pension formulas in this measure cause employees to delay or speed up retirement dates, this could provide additional City savings or costs related to retiree pensions and health insurance subsidies. Fourth, to the extent that changes in the composition of the Health Service System Board result in changes to approved health benefit programs, costs could be higher or lower.

This measure requires 50%+1 affirmative votes to pass.

Arguments for and against this measure immediately follow. The full text begins on page 111. Some of the words used in the ballot digest are explained on page 36.

This disclaimer applies to: the proponent's argument, the rebuttal to the opponent's argument. The Board of Supervisors authorized the submission of the following argument. As of the date of the publication of this Voter Information Pamphlet, the following Supervisors endorse the measure: Avalos, Campos, Chiu, Chu, Cohen, Elsbernd, Farrell, Kim, Mar, Mirkarimi, Wiener; oppose the measure: none; take no position on the measure: none.

Proponent's Argument in Favor of Proposition C

Consensus and \$1.3 billion in savings: YES on C

Prop C is the consensus plan created and passed unanimously by the Mayor and Board of Supervisors with community-wide input from city employees, business and civic leaders, legal and pension experts. Prop C is the comprehensive plan that will fix the City's broken pension and health benefit system and saves taxpayers \$1.3 billion over ten years.

Only Prop C Reforms Pension AND Health Benefits

Prop C is the only comprehensive plan that produces additional cost savings by reforming both pension AND health benefits for public employees.

Prop C saves taxpayers millions every year by requiring all current city employees to contribute more to their own retirement plans and by reorganizing the Health Service Board which chooses medical plans for city employees.

Prop C is Fair to Our Most Vulnerable Workers

Prop C is the consensus plan that ensures all city employees share the burden in bad economic times and enjoy the benefits in good times.

Prop C generates taxpayer savings by raising the retirement age, banning pension spiking once and for all, capping benefits and creating a sliding scale to determine employee contributions based on income to ensure fairness.

Vote Yes on C

Written by consensus, comprehensive in scope, and fair to taxpayers and workers, Prop C saves \$1.3 billion over ten years and secures a brighter future for all San Francisco families.

Mayor Ed Lee
Supervisor Sean Elsbernd
Supervisor John Avalos
Supervisor David Campos
Supervisor David Chiu
Supervisor Carmen Chu
Supervisor Malia Cohen
Supervisor Mark Farrell
Supervisor Jane Kim
Supervisor Eric Mar
Supervisor Ross Mirkarimi
Supervisor Scott Wiener
San Francisco Chamber of Commerce
San Francisco Labor Council
San Francisco Firefighters Local 798
San Francisco Police Officers Association
Dennis Kelly, President, United Educators of San Francisco*
San Francisco Planning and Urban Research (SPUR)
Human Services Network

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Rebuttal to Proponent's Argument in Favor of Proposition C

PROPOSITION C MAKES OVERREACHING DEMANDS:

Ed Lee, installed in office by City Hall "insiders" (the Board of Supervisors and powerful fundraisers Willie Brown and Rose Pack)—NOT BY SAN FRANCISCO'S VOTERS—is a free-spending Acting Mayor.

Lee never met taxes he didn't love.

Lee pretty much let union leaders dictate Proposition C.

Lee went along with outrageous demands.

In the case of the proposed tearing down of the 1,538 Parkmerced garden apartments (passed by a fundraisers-influenced bitter 6-to-5 Board of Supervisors vote and signed by the Acting Mayor), Lee allied himself with Wall Street's controversial ex-CEO of mortgage-busted Fannie Mae Daniel Mudd—the so-called "FEDERAL BILLION DOLLARS BAILOUT KING"—and his Fortress Financial Group, who now dominate Parkmerced's unpopular management.

Mudd wants to drive the garden apartments residents out of their homes so Fortress can make money raising Park-

merced's population from 8,000 to 30,000 over-packed people.

Mudd wants to build massive Parkmerced tower apartments next to the San Andreas Faultline (of 1906 Earthquake and Fire fame).

Mudd's Parkmerced would produce terrible traffic problems on 19th Avenue and other streets.

Lee and the unions don't care!

Vote AGAINST Proposition C.

Dr. Terence Faulkner, J.D.
Past Regional Citizens Forum
Board Member of Association of Bay Area Governments (ABAG)*

John Michael Russom
Parkmerced Resident*

*For identification purposes only; author is signing as an individual and not on behalf of an organization.

Arguments are the opinions of the authors and have not been checked for accuracy by any official agency. Arguments are printed as submitted. Spelling and grammatical errors have not been corrected.

Opponent's Argument Against Proposition C

PROPOSITION C HAS LOTS OF PROBLEMS:

"Marry in haste, repent at leisure" is the sad story of the politically pressured Mayors and Boards of Supervisors over the decades in dealing with the City employees unions. The situation is now worse than usual. In this case, Acting Mayor Ed Lee is running on the same November 8th, 2011 ballot with the Proposition C City employees benefits package.

The unions virtually dictated a lot of the wording of Proposition C. Ed Lee didn't want to rock boats.

CANDY STORE GIVEN AWAY:

Over the years, the City employees' unions have had far better and more demanding leadership than the City and County of San Francisco. Retirement benefits are eating up the City's budget. The candy store has been given away.

Many of our Mayors and Supervisors have been weak sisters, who gave into union demands regardless of the merits in a given case.

"POISON PILL" IN PROPOSITION C:

Because of the above problems, Jeff Adachi and Craig Weber's Proposition D is on the ballot as a rival to the very flawed Proposition C. An alternative is needed.

"Poison pill" legal wording was added to Proposition C to prevent both Proposition D and Proposition C from being enacted. Should Propositions D and C both carry a major-

ity of the votes (rather unlikely), only the Proposition with the HIGHEST AFFIRMATIVE VOTE would become law... and part of the City Charter.

Proposition D is far from perfect as a retirement package, but it makes a bit more economic sense than union authored and lobbied Proposition C.

Vote AGAINST financially unrealistic Proposition C.

Dr. Terence Faulkner, J.D.
Past Member of the State of California's Certified Farmers Market Advisory Board*

*For identification purposes only; author is signing as an individual and not on behalf of an organization.

Rebuttal to Opponent's Argument Against Proposition C

Vote YES ON C—It's 250 pages of needed reform

Across the country cities face the cruel realities of the economic downturn. There was a time when city coffers boomed and San Francisco voters improved city employees' pension benefits, but those times are behind us. Now the decision we face is which reform proposal to adopt. Prop C will save the city \$1.3 billion by reforming our pension and health benefits structures, a solution crafted in conjunction with the affected parties. Alternatively, there's Prop D, which ONLY reforms pension benefits, it's incomplete and was crafted in a backroom by a politician who intends to use the issue as a platform on which to run for higher office.

Proponents of D say it isn't perfect—WE AGREE

Even proponents of the competing measure, Prop D, admit that it's not perfect. We agree, in fact we think it's deeply flawed. It's so poorly written that if adopted legal experts say it will get tossed out in court. If this happens San Francisco gets ZERO savings at a time when we need it most. Additionally, the competing measure only addresses pension reform. It does nothing to address San Francisco's \$4 billion unfunded retiree health care obligation.

Save San Francisco \$1.3 billion - Vote YES ON C for the comprehensive, consensus employee benefit reform solution.

Mayor Ed Lee
Supervisor Sean Elsbernd
Dennis Kelly, United Educators of San Francisco*
San Francisco Chamber of Commerce
San Francisco Labor Council
San Francisco Firefighters Local 798
San Francisco Police Officers Association
San Francisco Planning and Urban Research (SPUR)

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Paid Argument IN FAVOR of Proposition C**VOTE YES ON C FOR PENSION REFORM THAT WILL STANDUP IN COURT**

Proposition C is a consensus plan that will save the City \$1 billion over the next 10 years.

Developed through months of fact finding, negotiations and public hearings, this measure will cap benefits, raise the retirement age and increase employee contributions based on a sliding wage schedule. Unlike Proposition D, it will standup to legal challenge.

Join a broad coalition of government, labor and civic leaders in Voting Yes on C and No on D.

San Francisco Chamber of Commerce

The true source(s) of funds for the printing fee of this argument: San Francisco Chamber of Commerce.

Paid Argument IN FAVOR of Proposition C

Proposition C represents the hard work of business and civic leaders who forged a thoughtful partnership with city employees to create clear-headed and comprehensive pension and benefit reform. Proposition C is fair, fiscally sound and effective. Please join me in voting YES on C.

*Sheriff Michael Hennessey**

*For identification purposes only; author is signing as an individual and not on behalf of an organization.

The true source(s) of funds for the printing fee of this argument: Michael Hennessey.

Paid Argument IN FAVOR of Proposition C**Vote Yes on C for Innovative, Accountable Government**

San Francisco is a leader in innovative, problem-solving policies. Yes on C is another example of San Franciscans working together effectively to solve our city's problems. Yes on C is a balanced and data-driven solution developed with support from pension experts, medical professionals and non-profits on the front line of providing our most vulnerable with life-saving services.

Yes on C is good government. It is the only initiative that reforms both pension and healthcare benefits for city employees. It requires that the City Controller appoint a financial expert to the Health Service Board to provide fiduciary balance and greater accountability through cost containment in choosing city employee health plans. Yes on C also requires, for the first time, contributions into the retiree health care trust fund to ensure fiscal responsibility.

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Yes on C helps secure San Francisco's fiscal future by addressing our \$4 billion unfunded retiree healthcare liability.

Vote for the comprehensive, consensus solution.

VOTE YES on C.

*Sandra Hernández, M.D. – CEO, The San Francisco Foundation; Physician, San Francisco General Hospital; and Former Director, San Francisco Department of Public Health**

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The true source(s) of funds for the printing fee of this argument: Sandra R. Hernandez, M.D.

Paid Argument IN FAVOR of Proposition C**Yes on C: Monumental Reform that San Francisco Can Agree On**

San Francisco is among the most diverse cities in the world. And we've lead the world in progressive, inclusive legislation, like Gay Marriage. Now, many cities and countries are facing pension reform issues and San Francisco is again at the forefront of innovative legislation: Prop C, which offers pension reform through consensus. Prop C was written by the community for the community because it asks one simple question: What's most important to you? Parks, MUNI, public safety, the economy, urban development? Whatever your issue or interest, Prop C guarantees that we face these mutual challenges together. This is rare and this is why Prop C is destined to become a national model for reform.

Prop C is an example of what happens when the need for reform becomes so great that it unites a city across every spectrum. The severity of our economic crisis has brought together opposing parties to properly vet the complex issues that surround our city pension and health care benefits structures. The 250 pages of reform in Prop C are a model for legislating by consensus, for effective, problem-solving government, and for making necessary reforms side-by-side WITH the affected parties.

Vote Yes on C to reform our city employee pension and health benefits systems, and save the city \$1.3 billion over the next decade.

Kimberly Brandon, President, Port Commission
Thomas Mazzucco, President, Police Commission*
Christina Olague, President, Planning Commission**

*For identification purposes only; author is signing as an individual and not on behalf of an organization.

The true source(s) of funds for the printing fee of this argument: San Franciscans United for Pension and Health Reform.

The three largest contributors to the true source recipient committee: 1. Firefighters Local 798, 2. San Francisco Police Officers Association, 3. IFPTE Local 21.

Paid Argument IN FAVOR of Proposition C**The Democratic Party says vote Yes on C!**

Yes on C saves taxpayers \$1.3 billion over the next decade. Prop C ends pension spiking, saves the city millions by raising the retirement age, and tackles pension reform to create a secure fiscal future for all of us.

YES on C is fair. It creates a sliding scale that throws a safety net under hard-working lower wage city employees by keeping contributions at current levels for those making less than \$50,000 a year.

The Democratic Party urges you to vote Yes on C.

San Francisco Democratic Party

The true source(s) of funds for the printing fee of this argument: San Franciscans United for Pension and Health Reform.

The three largest contributors to the true source recipient committee: 1. San Francisco Fire Fighters Local 798, 2. San Francisco Police Officers Association, 3. IFPTE Local 21.

Paid Argument IN FAVOR of Proposition C**San Francisco's Working Families Support Reform, Support Prop C**

San Franciscans have a reputation as innovators and problem solvers forever committed to fairness and equality. Prop C is San Francisco's next step in that direction.

Our teachers, nurses, bus drivers, gardeners, police officers, firefighters and the rest of San Francisco's 26,000 employees are committed to protecting and maintaining San Francisco's unique and cherished way of life, that's why we support Prop C. Our budget woes are decades in the making and will not be solved on the backs of working families. Like you, labor has a major stake in San Francisco's future, and that's why we've stepped forward to be a part of the solution that puts San Francisco on the path towards long-term economic security.

Under Prop C, City employed workers will pay more of their wages into the pension fund and will be eligible for retirement at a later age. The measure takes special

care to protect the lowest-paid employees. And when the economy improves and the pension fund is flush, employees will earn a reduction in their contributions. City employees understand that these benefit reductions are necessary sacrifices for the greater good of the city.

Around the country pensions have become a convenient boogiemane for partisan attacks on working families. Here in San Francisco our leaders have stepped up and created innovative reform based on compromise, consensus, and a multitude of opinions from every corner of the City. The result is a measure that restores the city's fiscal health while ensuring that working families are treated with dignity and compensated fairly.

The result of working together to address all parties' concerns is a law that is equitable, fair and effective. Vote YES on Prop C.

San Francisco Labor Council

The true source(s) of funds for the printing fee of this argument: SF Labor Council.

Paid Argument IN FAVOR of Proposition C**Vote Yes on C for City Services**

A vote for pension and health care reform is a vote to return money to San Francisco's general fund for the next decade and beyond. These dollars are critical if our city is to continue adequate funding for health care, support services and housing for our most vulnerable residents.

Thousands of San Francisco youth, seniors, veterans and disabled persons depend upon City support for essential services. Without Prop C, the City will have to reduce or eliminate mental health services, meals programs, job training, HIV and AIDS programs and affordable housing in order to meet the expanding costs of our pension commitments.

The current national financial crisis has depleted the City's pension fund while also pushing thousands into deeper poverty. The City is diverting more of its resources to its unfunded pension obligations while more City families and individuals require increased health and human services in order to survive. Prop C ensures that, when times are tough, all elements of our City, including city employees, make sacrifices so that essential services remain available to those most in need. Prop C ensures that the City will not have to choose between a safety net for our most vulnerable and financial stability.

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Vote YES for the Consensus measure to produce nearly \$1.3 billion in needed savings. Vote YES on C.

San Francisco Human Services Network

The true source(s) of funds for the printing fee of this argument: Human Services Network-

Paid Argument IN FAVOR of Proposition C

San Francisco's Firefighters Agree: Vote Yes on C

As firefighters who protect San Francisco's families we know what it means to live with danger everyday. But we also know the dangers to our city of rising pension costs and the staff shortages, funding cuts, or fire-house closures that may come if we don't step up and reform our pension and health care systems now. And San Francisco's other city departments are not immune from the cuts we'll face if we cannot get our fiscal house in order. This is a situation we must avoid, and that's why we must pass comprehensive pension and health care reform.

By voting Yes on C, voters can protect vital public safety services and set our city on a long-term course for economic stability. By having city employees increase their contribution rates – particularly the highest paid – and raising retirement ages, the measure will save San Francisco \$1.3 billion. And it does so in a manner that is respectful to hardworking public safety professionals.

By easing the city's pension and health care obligations, San Francisco will be free to better maintain the programs that keep every San Francisco family safe and secure.

Vote YES to maintaining our public safety infrastructure: Vote YES on C.

San Francisco Firefighters Local 798

The true source(s) of funds for the printing fee of this argument: San Francisco Firefighters, Local 798.

Paid Argument IN FAVOR of Proposition C

San Francisco's Teachers and School Board Members Say Yes on C

YES on C means Real Consensus. It was written the San Francisco Way; in the light of day with input and ideas from every corner of our community. It was passed unanimously by the Board of Supervisors. And YES on C earned nearly universal support from moderates and progressives, from the Chamber of Commerce to the San Francisco Labor Council, and from respected non-profit groups like SPUR. YES ON C

is Real Consensus that brings us together to solve our City's problems.

YES on C is Real Pension Reform. It reduces what the city spends on pensions by \$70 million in 2012 and that's just for starters. YES on C saves taxpayers \$1.29 billion over the next decade to secure our City's future. It slams the lid on pension spiking, saves the city millions by raising the retirement age, and tackles both healthcare and pension reform to create a secure fiscal future for all of us. And best of all, YES on C is fair. It creates a sliding scale that throws a safety net under hard-working lower wage city employees by keeping contributions at current levels for those scratching to get by on less than \$50,000 a year.

Make an educated decision, Vote Yes on C!

*School Board President Hydra Mendoza
School Board Vice President Norman Yee
School Board Member Sandra Lee Fewer*
School Board Member Kim-Shree Maufus
School Board Member Emily Murase*
School Board Member Rachel Norton*
School Board Member Jill Wynns
Dennis Kelly, President, United Educators of San Francisco**

*For identification purposes only; author is signing as an individual and not on behalf of an organization.

The true source(s) of funds for the printing fee of this argument: San Franciscans United for Pension and Health Reform.

The three largest contributors to the true source recipient committee: 1. Firefighters Local 798, 2. San Francisco Police Officers Association, 3. IFTPE Local 21.

Paid Argument IN FAVOR of Proposition C

Yes on C – \$1.3 Billion in Needed Reform

Existing pension and health benefit funding policies for San Francisco city employees have created a huge fiscal crisis. Quick action is needed to avert financial disaster. Proposition C is a carefully crafted measure with support from divergent factions in the dialogue that searches for solutions to the pension/ health benefit problem. While it is not the definitive answer to the huge projected shortfall, Proposition C represents a great first step. Passage of a pension reform measure in the November 8, 2011 election is crucial for San Francisco's future.

VOTE YES ON PROPOSITION C.

Michael Antonini

The true source(s) of funds for the printing fee of this argument: San Franciscans United for Pension & Health Reform.

The three largest contributors to the true source recipient committee: 1. Firefighters Local 798, 2. San Francisco Police Officers Association, 3. IFTPE Local 21.

End of Paid Arguments IN FAVOR of Proposition C

Paid Argument AGAINST Proposition C

Thousands of current retirees, many whose pensions are \$25,000 per year or less, will be negatively impacted by the Cost of Living Adjustment (COLA) payout proposed by this amendment. Retirees won't receive the COLA for years. Currently this COLA, which is based on investment earnings, has a regulated payout system. City employees pay into the retirement system on a monthly basis. This amendment is also an excuse to destroy our democratically run Healthcare Service System and put the politicians in control. Union retirees were kept out of joint labor/management meetings where their benefits were being compromised. Let's dispel the media myth that targets retirees and blames them for the City's financial crisis. Vote NO on this anti-labor, anti-senior measure.

David Williams President, SEIU 1021 West Bay Retirees Chapter
SF Gray Panthers*

*For identification purposes only; author is signing as an individual and not on behalf of an organization.

The true source(s) of funds for the printing fee of this argument: David H. Williams.

Paid Argument AGAINST Proposition C

VOTE NO ON PROPOSITION C - It's No Cost Saver.

In 2004 voters approved a good government measure reforming the City's Health Service System and established the current composition of the Health Service Board, transforming a badly troubled system wrought by years of inept management and the effects of political interference. *Now, the city's power brokers are trying to turn back the clock.*

Currently, retirees and employees have a true voice on the seven-member, independent Health Service Board, with four elected seats. The Board has the authority to choose management based on experience, *not* political patronage. Consistent with the principles of financial accountability, a supermajority is needed to approve fiscal items.

Proposition C removes one elected seat from the board and replaces it with a seat filled by City Hall. It changes the vote required for fiscal decisions to a simple majority, giving City Hall backslappers a free reign to determine which health insurance corporations will provide employee and retiree health benefits. Major changes to health care shouldn't be hidden on three pages in a 265- page pension reform package. It's a bold attempt to return to the era of tawdry political influence peddling between City Hall and the healthcare insurance corporations.

Proposition C is a power grab, masquerading as cost saving reform. Don't be deceived – recent decisions have resulted in taxpayer saving \$50 million in the last 18 months and perfect scores on the past three audit reviews. Proposition C will eliminate the reforms of 2004, and shamefully, not result in any reliable, proven cuts to City government costs. After their years of dedicated service, retirees deserve a voice in health care.

Vote NO on Proposition C – it's a calculated power grab, not a money saver.

*Larry P. Barsetti – Chairman
Gerry Meister – Vice Chair
Protect Our Benefits Committee*

The true source(s) of funds for the printing fee of this argument: Protect Our Benefits Committee.

The three largest contributors to the true source recipient committee: 1. D.W. McEachern, 2. Anne L. Hearne, 3. Thomas W. Suttmeyer.

Paid Argument AGAINST Proposition C

HEALTH SERVICE BOARD COMMISSIONERS SAY VOTE NO ON PROPOSITION C!

As an elected Commissioner of the San Francisco Health Service System from 2005 to 2010, I urge a NO vote on Proposition C – and I'm confident that the four current elected commissioners agree.

All four Commissioners are dedicated to their primary responsibility of overseeing San Francisco public employee and retiree health care.

In these times of rapid health care changes and skyrocketing costs, we critically need experienced, knowledgeable *elected* members to protect the interests of San Franciscans. Not vested special interests.

Proposition C changes the composition of the Board and eliminates the supermajority vote now required to make major fiscal decisions.

Voters should reject the repeated, cynical attempts to reduce effective member representation on the Board

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and politicize the independent Health Service System.

VOTE NO ON PROPOSITION C!

*Sharon Johnson, Former HSS Commissioner**

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The true source(s) of funds for the printing fee of this argument: Protect Our Benefits Committee.

The three largest contributors to the true source recipient committee: 1. D.W. McEachern, 2. Ann L. Hearne, 3. Thomas W. Suttmeier.

Paid Argument AGAINST Proposition C

VOTE NO ON PROPOSITION C - it's not consensus. It's a charade!

Proposition C contains provisions dramatically altering retiree health care and a dangerous rearrangement of the Health Service System Board.

These changes don't result in any proven financial savings or good government practices. In fact, these provisions seek to undo voter-approved Proposition C of 2004, which established an independent health service system.

By allowing City Hall to appoint a majority of the members to the Health Service Board and allowing those four members to make all major decisions *by a simple majority vote*, will undoubtedly result in rate increases and reduction of benefits for retirees and employees without allowing their elected representatives on the Board to have a real, fair voice in those fundamental and important decisions.

Vote NO on this assault on retiree health care.

*Sue Blomberg, President, Retired Employees of the City and County of SF**
*Claire Zvanski, President, Health Service Board**
*Karen Breslin, Health Service Board Commissioner**
Dave Sutter
Jean Thomas
Herb Weiner

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The true source(s) of funds for the printing fee of this argument: Protect Our Benefits Committee.

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Paid Argument AGAINST Proposition C

VOTE NO ON PROPOSITION C – It's A Curve Ball!

Proposition C – a so-called “pension and healthcare consensus agreement” is 265 pages of City Hall curve balls, sliders and fast ones, designed to trick voters into believing City Hall is addressing San Francisco’s serious financial problems.

Most offensive are the carefully buried provisions altering the governance and voting of the Health Service System Board – a body charged with making major decisions about retiree and employee health care.

Keep your eye on the ball.

Reject this measure and its power grab and alteration of voting requirements so that City Hall can rubber stamp increased rates for fixed-income retirees and hard working City employees not drawing bloated six-figure executive salaries.

Vote NO on Proposition C!

Jim Elliot
Larry P. Barsetti
Jim Hennessy
Barney Crotty

The true source(s) of funds for the printing fee of this argument: Protect Our Benefits Committee.

The three largest contributors to the true source recipient committee: 1. D.W. McEachern, 2. Anne L. Hearne, 3. Thomas W. Suttmeier.

Paid Argument AGAINST Proposition C

Salary Reform First!

Neither Interim Mayor Lee's Prop. "C" nor Jeff Adachi's Prop. "D" address pension abuses; both fail curtailing excessive salaries inflating management pensions.

Lee declined meeting with the City's largest union; Lee, Adachi, the San Francisco Labor Council, and billionaire backers refused meeting with fixed-income retirees concerned about health care increases.

Of 36,644 City employees in CY '10, 18,972 (52%) earned less than \$70,000, representing \$665.7 million (25.6%) of payroll; 11,838 employees (32.3%) earning over \$90,000 *gobbled \$1.47 billion* (56.5%) of payroll. Skyrocketing management salaries since 2003 inflate management pensions. These inverted ratios disproportionately penalize 52% of lower-paid employees.

Prop. C discriminates against lower-paid City employees, requiring a flat 10% pension contribution for

employees earning between \$50,000 and \$100,000. Prop "D" uses a sliding scale, but employees earning below \$70,000 may pay up to 13.5% of salary towards pensions; employees earning \$100,000 to \$200,000 may pay only 15.5%.

"Safety" (police, firefighters) employees struck another salary raise deal, announced *after* Lee entered the mayor's race. Safety employees contribute only 17% of money to the pension fund, but collect 36% of pension payouts. Non-safety "miscellaneous" employees contribute the balance, subsidizing generous "safety" pensions, an inequity unaddressed by Prop's. "C" or "D."

Prop. "C" caps "safety" pensions at \$183,750, "miscellaneous" pensions at \$208,230. Prop. "D" caps pensions at \$140,000. Both failed capping at \$80,000.

Service retirement pensions average \$79,347 for firefighters; \$70,932 for police officers; and \$27,623 for "miscellaneous" employees (inflated by \$100,000+ salaries of "miscellaneous" employees). Employees earning \$60,000 with 13 years of service at age 62 earn a \$18,213 pension. Managers and safety employees earning over \$100,000 continue collecting six-figure pensions.

Salary reform — the key — must come first!

Vote "No" on Propositions "C" and "D" — and "E"!

*Patrick Monette-Shaw, Write-in Candidate for Mayor**
www.PatrickForMayor2011.com

*For identification purposes only; author is signing as an individual and not on behalf of an organization.

The true source(s) of funds for the printing fee of this argument: Patrick Monette-Shaw.

Paid Argument AGAINST Proposition C

Prop C stands for the Politicians' Plan.

Prop C was created by politicians and labor leaders.

The same people that got us into this mess!

Prop C isn't fair to the taxpayers.

Prop C Saves \$400 Million Less than Prop D

Think about how \$400 million can be used to help our schools, crumbling streets and restore basic services.

Prop C's Politicians' Backroom Deal.

Prop C is the politicians' backroom deal.

This backroom deal was cut with the highest paid city employees and will cost taxpayers \$127 million over the next ten years.

Here's how it works:

Prop C says that safety employees will pay towards their pensions.

The politicians made a side deal.

They approve a 4% raise for these employees.

Employees pay 3% into their pension

ABRACADABRA! They call this a solution?

Employees who get a 4% raise get a 4% SPIKE in their pension.

This cost the taxpayer \$127 million over ten years.

Meanwhile, the City's pension costs will increase by \$400 million in the next four years.

This is not real pension reform.

\$195,000 Cap

Prop C uses \$195,000 to determine the amount of "pensionable income"

Future employees qualify for up to 85% of this amount.

They call this a solution?

NO MORE BACKROOM DEALS!

VOTE NO ON PROP C!

Jeff Adachi & Craig Weber

The true source(s) of funds for the printing fee of this argument: San Franciscans for Pension Reform.

The three largest contributors to the true source recipient committee: 1. Michael Moritz, 2. George Hume, 3. Leonard Baker Jr.

Paid Argument AGAINST Proposition C

No on Proposition C

San Francisco employees didn't create this economic downturn, however both pension initiatives ask city employees to take home less money for the same benefits, as well as cutting the COLA. Tax the rich and their corporations!

San Francisco Peace and Freedom Party

The true source(s) of funds for the printing fee of this argument: San Francisco Peace and Freedom Party.

Paid Argument AGAINST Proposition C

As a 35 year city administrator and former pension fraud investigator, I must oppose Measure C. Under measure C, San Francisco will still face at least a half

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billion annually in unfunded pension liabilities – without any reduction in the underlying \$6 billion debt. I wish this were the real deal, but it is actually a plan that passes our pension crisis to our next generation.

*Tony Hall, Candidate for Mayor**

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The true source(s) of funds for the printing fee of this argument: Tony Hall for Mayor 2011.

The three largest contributors to the true source recipient committee: 1. William O'Keeffe, 2. Harry Ming, 3. Dolores Crespi.

Paid Argument AGAINST Proposition C

ALL WORKERS AFFECTED

Ronald Reagan fired Air Controllers despite their endorsing his presidency. The AFL-CIO instead of supporting fellow unionist declared it was OK to cross the Controller's picket lines.

Since then it has been downhill for workers. Jobs and benefits started deteriorating for all workers as unions were set upon with one assault after another followed by union concessions after concessions.

Now they are after our pensions and the unions are again giving in. What makes us think that any of the two San Francisco ballot measures gutting our pensions are going to stop there? History repeats itself followed by fools who allow it to happen.

Denise D'Anne

The true source(s) of funds for the printing fee of this argument: Denise D'Anne (Dianne).

Paid Argument AGAINST Proposition C

Prop C is a backroom bad deal created by politicians and labor leaders,

The same people that got us into this mess!

This rotten deal was cut with the highest-paid city employees

At the expense of the lowest-paid city employees and taxpayers.

It was created by an insider group of carefully-selected labor union beneficiaries and politicians,

Who then christened themselves the "City Family,"

There was no public transparency into these negotiations,

And no opportunity for ordinary taxpayers of San Francisco to participate.

Prop C saves \$400 million less than Prop D over ten years.

But after ten years that difference escalates - out of sight!

They call this a solution? Kicking the can down the road again!

These millions could be used to help our schools, crumbling streets, our basic services.

But wait! Then the Mayor sweetened the deal for Safety employees –

A 4% raise, providing a big SPIKE in their pensions, costing \$127 million over ten years.

Another backroom deal! Does this sound only too familiar?

But that's not all. The Mayor then asked the Board of Supervisors to act in advance to protect Safety employees from Prop D pension reforms. Ouch!

Prop C provides extravagant subsidies for the City's highest-paid employees, to be paid by the lowest-paid, and by taxpayers.

Prop C does NOTHING to solve the City's unfunded health care debt crisis.

Prop C is not real pension reform, just another bad deal for the citizens of San Francisco.

We urge a NO vote on Prop C.

*Amarcy Berry
Shirley Hansen
Patricia Knight
Starchild*

The true source(s) of funds for the printing fee of this argument: San Franciscans for Pension Reform.

The three largest contributors to the true source recipient committee: 1. George Hume, 2. Michael Moritz, 3. Leonard Baker Jr.

D City Pension Benefits

Shall the City amend its Charter to increase pension contribution rates for most current City employees based on the City's costs; reduce contribution rates and pension benefits for most future City employees; limit cost-of-living adjustments to pension benefits; prohibit the City from picking up any employee's contribution for pension benefits; and make other changes to the City's retirement system?

YES ← 
NO ← 

Digest by the Ballot Simplification Committee

The Way It Is Now: The City provides its employees and elected officials with retirement benefits through the San Francisco Employees' Retirement System (SFERS). The Unified School District, Community College District and Superior Court also participate in SFERS, but not all of their employees receive benefits through SFERS. Some City employees receive retirement benefits through a contract between the City and the California Public Employees' Retirement System (CalPERS).

SFERS pays defined benefits to eligible retired employees. Employee contributions, employer contributions, and investment earnings fund SFERS' payments. Most employees pay 7.5% of compensation to SFERS. Police officers and firefighters pay more. Investment earnings and City contributions fund the balance. The City has sometimes paid the employee contribution.

Employees become eligible for "service retirement" benefits based on age and years of service.

- Police officers and firefighters (safety employees) can retire at age 50 with five years of service with maximum benefits at age 55 with 30 years of service. The maximum annual pension for safety employees is 90% of final compensation.
- Other employees and elected officials (miscellaneous employees) can retire at age 50 with 20 years of service or at 60 with 10 years, with maximum benefits at age 62 with 32.6 years of service. The maximum annual pension for miscellaneous employees is 75% of final compensation.

These benefits are determined by final compensation, retirement age, and service length. Final compensation is a one- or two-year average of the highest annual compensation.

Some miscellaneous employees who leave City employment before becoming eligible for service retirement can receive a "vesting allowance" when they reach age 50. The City matches employee contributions to the costs of this benefit.

SFERS retirees may receive cost-of-living adjustments up to 3.5% annually depending on inflation and SFERS investment earnings.

The Proposal: Proposition D is a Charter amendment that would change the way the City and current and future employees and elected officials share in funding SFERS pension benefits. City employees who receive retirement benefits from CalPERS would not be affected by any changes in this proposal. All employees would pay a minimum contribution. The minimum contribution rate, as a percentage of compensation, would be:

- 6.0% for most future employees,
- 7.5% for most current employees,
- 8.0% for future police and firefighters, and
- 10% for current police and firefighters.

Proposition D would require elected officials to pay the same contribution rates as City employees.

Employees and elected officials making \$50,000 or more would pay an additional amount when the City contribution rate is at least 10% of City payroll. The rate for the additional amount would range from 1.0% to 8.5% of employee compensation, depending on the City contribution rate and the employee's compensation level.

Proposition D would change SFERS service pension benefits for all employees and elected officials hired after December 31, 2011, by:

- For all employees, limiting covered compensation to base salary, calculating final compensation

This measure requires 50%+1 affirmative votes to pass.

Arguments for and against this measure immediately follow. The full text begins on page 175. Some of the words used in the ballot digest are explained on page 36.

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from a five-year average, and changing the multipliers used to calculate pension benefits.

- For safety employees, the minimum retirement age would remain at 50 but the years of service requirement would increase to 10 years. These employees would be eligible to receive their maximum pension at age 57.
- For miscellaneous employees, increasing the minimum retirement age to 55 with 20 years of service or 65 with 10 years.
- For all employees, limiting the maximum annual pension to the lesser of 75% of final compensation or \$140,000, adjusted for inflation.

Some safety employees in SFERS plans created in 2010 who leave City employment before becoming eligible for service retirement can receive a modified service pension or “vesting retirement.” Proposition D would provide that, for these employees, the percentage per year of credited service would be the same as for the new service pension plan.

For those miscellaneous employees in SFERS plans created in 2010, the minimum age to receive a vesting allowance would rise to age 55 and, when applicable, the percent per year of credited service would be the same as for the new service pension plan.

Proposition D would also:

- limit cost-of-living adjustments for SFERS retirees;
- prohibit the City from paying any employee's contribution;
- permit current employees to participate in the lower contribution/lower benefit plans that apply to new employees;
- permit all employees participating in such plans to pay lower contribution rates under certain circumstances; and
- for current and future employees, permit the City and unions to negotiate a supplemental retirement plan with defined City and employee contributions.

A “YES” Vote Means: If you vote “yes,” you want to:

- increase retirement contribution rates for most current City employees based on City costs;
- reduce retirement contribution rates and retirement benefits for future City employees;
- limit cost-of-living adjustments to retirement benefits;

- prohibit the City from paying any employee's contribution; and
- make other changes to the Retirement System.

A “NO” Vote Means: If you vote “no,” you do not want to make these changes to the Charter.

Propositions C and D concern the same subject matter. If both measures are adopted by the voters, and if there is a conflict between provisions of the two measures, then some or all of the measure approved by fewer votes would not go into effect.

Controller's Statement on “D”

City Controller Ben Rosenfield has issued the following statement on the fiscal impact of Proposition D:

Should the proposed Charter amendment be approved by the voters and implemented, in my opinion, the City's costs to fund employee retirement benefits will be reduced by approximately \$70 to \$80 million in fiscal year (FY) 2012-13. City costs will be reduced by approximately \$1.3 billion to \$1.7 billion cumulatively over the ten years between FY 2012-13 and FY 2021-22. For context, the 10-year City savings from the measure represent approximately 23%-26% of the City's projected pension plan contributions expected during that time frame. In the long term, after most City staff are subject to the new pension formulas established by this measure, City savings are projected to be approximately \$100 million annually. These savings projections are estimates; actual savings will depend on the future funding status of the pension fund, the size of the City's workforce, and other demographic trends. Savings estimates are provided in terms of constant FY 2011-12 dollars, and therefore control for potential impacts of inflation on future dollar values.

Approximately 60% of these savings will benefit the City's General Fund, with the balance benefiting enterprise and other special fund departments, including the Municipal Transportation Agency, Public Utilities Commission, Airport and Port. Savings will also accrue to non-City employers that participate in the San Francisco Employees' Retirement System.

Approximately \$875 million to \$1.3 billion of the ten-year savings would result from increased contributions by City employees earning over \$24 per hour that would be required on a sliding scale when the pension system is underfunded. These estimates assume ratification of proposed safety employee labor agreement amendments currently pending before the Board of

Supervisors. The remaining \$400 million savings would result from a revision to the cost-of-living increase formula for current and future pension recipients and pension plan changes for new employees hired after January 1, 2012.

In the long term, after most City staff are subject to the new pension formulas established by this measure, and assuming that pension systems return to full funding, savings under this measure are estimated at approximately 4.7% of pensionable payroll, or equivalent to approximately \$100 million annually in Fiscal Year 2011-12 dollars and pensionable payroll.

Additional Costs or Savings

Factors that could cause additional costs or savings include: First, to the extent that Retirement System investment returns are outside the range assumed in this analysis, both the required employer contributions and the range of savings provided by this measure would be greater or smaller. Second, projected City savings might be reduced if future labor negotiations or arbitration awards result in any salary increases to offset higher employee retirement contributions. Third, to the extent that changes to pension formulas in this measure cause employees to delay or speed up retirement dates, this could provide additional City savings or costs related to retiree pensions and health insurance subsidies.

How “D” Got on the Ballot

On August 5, 2011, the Department of Elections certified that the initiative petition calling for Proposition D to be placed on the ballot had a sufficient number of valid signatures to qualify the measure for the ballot.

46,559 signatures were required to place an initiative Charter Amendment on the ballot. This number is equal to 10% of the registered voters at the time a “Notice of Intent to Circulate Petition” was published. A review of all signatures submitted by the proponents of the initiative petition prior to the July 11, 2011, submission deadline showed that the total number of valid signatures was greater than the number required.

This measure requires 50%+1 affirmative votes to pass.

Arguments for and against this measure immediately follow. The full text begins on page 175. Some of the words used in the ballot digest are explained on page 36.

This measure requires 50%+1 affirmative votes to pass.

Arguments for and against this measure immediately follow. The full text begins on page 175. Some of the words used in the ballot digest are explained on page 36.

This disclaimer applies to: the rebuttal to the proponent's argument, the opponent's argument. *The Board of Supervisors authorized the submission of the following argument. As of the date of the publication of this Voter Information Pamphlet, the following Supervisors endorse the measure: none; oppose the measure: Avalos, Campos, Chiu, Chu, Cohen, Elsbernd, Farrell, Mar, Mirkarimi, Wiener; take no position on the measure: Kim.*

Proponent's Argument in Favor of Proposition D

PROP D Delivers: Real Pension Reform and \$1.7 Billion in Savings.

San Francisco's pension system is in crisis. The city's pension costs for employees will balloon by \$400 million in the next four years alone. Taxpayers like you will have to shoulder this massive increase. The pension crisis will lead to huge cuts in vital services like education, massive tax hikes, or both.

PROP D is the *only* proposition that delivers real pension reform for our City. It saves taxpayers \$1.7 billion over the next 10 years. It is fiscally responsible reform that is sustainable and fair to all. It is the only pension reform that secures our fiscal future while protecting vital services and holding down taxes.

The City needs pension reform. Prop D will do pension reform right and won't kick the can down the road.

Prop D delivers savings that will be used to fund schools, parks, MUNI, street repairs, jobs and senior services.

Prop D delivers a fair and real solution to the City's pension crisis by:

- Avoiding cuts to schools and education
- Ending the abuse of pension "spiking" by averaging the last five years of an employee's salary rather than one.

- Protecting city workers who earn less than \$50,000 a year by exempting them from any increase.
- Providing the most balanced cost sharing between city workers and taxpayers.
- Eliminating "bonus" benefits that cost taxpayers \$170 million.
- Requiring elected officials to pay towards their pensions.
- Allowing changes to the law, if and when times get better

Prop D does not affect worker's collective bargaining rights.

Vote YES on Prop D to deliver pension reform that is fiscally responsible, sustainable and fair to all. We need to do pension reform right and do it once to save the City's future.

*Public Defender Jeff Adachi**

Craig Weber, Proponents

*For identification purposes only; author is signing as an individual and not on behalf of an organization.

Rebuttal to Proponent's Argument in Favor of Proposition D

D is Deceptive: Vote No

D cannot deliver on its promises. It's deceptive to voters and it's illegal and will leave the city with zero savings. We need to make sure that whatever legislation is passed reforms our benefit structures and is not tossed out by the courts. San Francisco needs savings, not a legal battle.

D is playing politics with the livelihoods of thousands of people

Using a hot button issue as a springboard for higher office is not how complex policy decisions affecting tens of thousands of people should be determined. They should be determined through deliberation, not decree, and reform of this nature certainly should not be bankrolled by right wing billionaires that have demonstrated their anti-union motives in Wisconsin and Ohio.

D fails to reform health care benefits and exempts certain classes of employees

D is not comprehensive reform. Addressing the city's pension problems is only half the battle, especially given San Francisco's \$4 billion unfunded health care liability. Failure to address health care ensures another fiscal crisis in the years ahead. D also exempts over 1,000 high-paid employees and unnecessarily targets public safety professionals with severe contribution hikes.

Vote No on D

There's a reason virtually every elected official, the business community, non-profit and labor says vote no on D: It's poorly written, illegal, not comprehensive and bad for San Francisco. Vote No.

Mayor Ed Lee

Supervisor Sean Elsbernd

San Francisco Labor Council

San Francisco Firefighters Local 798

*Dennis Kelly, United Educators of San Francisco**

*For identification purposes only; author is signing as an individual and not on behalf of an organization.

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Opponent's Argument Against Proposition D

Virtually Every Elected Official Agrees: D is Deceptive, Vote NO on D

Prop C was written with community input and drafted by the City Attorney's office to conform with the City Charter. Prop D? Not so much. It was written behind closed doors by a politician with no understanding of pensions, giving us flawed legislation that won't stand up in court, leaving taxpayers with zero savings.

D is Illegal and Deceptive to Workers

As written, D raises contribution rates on current employees, but fails to include offsetting reductions in employee contributions in good economic times when the City's costs are reduced. D is not only unfair, legal experts say it's unlawful and will be invalidated by the courts, leaving taxpayers with zero savings.

D also lacks most of the features required of a qualified pension plan. So unlike the extensive new plan provisions of Proposition C, the "new" plan under D cannot be administered in accordance with federal law, again leaving the City with zero savings.

D is Deceptive to Voters

D never addresses San Francisco's \$4 billion unfunded retiree health care liability and guarantees another fiscal crisis. In fact, D was put on the ballot by signature gatherers that were paid \$5 a name and got caught on tape lying about what the measure would do.

D is Deceptive to San Francisco Values: No on D

Prop D is funded by Wall Street billionaires who have donated thousands in campaign cash across America to dismantle the rights of workers and force an end to unions as we know them. D is Deceptive. Vote No on D.

Mayor Ed Lee

Supervisor Sean Elsbernd

San Francisco Labor Council

San Francisco Firefighters Local 798

*Dennis Kelly, President, United Educators of San Francisco**

San Francisco Planning and Urban Research (SPUR)

*For identification purposes only; author is signing as an individual and not on behalf of an organization.

Rebuttal to Opponent's Argument Against Proposition D

Proposition D is a fair, comprehensive, and effective pension reform measure that was put on the ballot by 49,000 San Francisco voters.

Here are the truths that the opponents cannot deny:

- **Proposition D saves \$400 million more than their plan.** This is a fact they don't mention. This money can be used to protect our schools and basic services and ensures that the pension system doesn't bankrupt the City.
- **Proposition D saves jobs.** The money Prop D saves each year can be reinvested in workforce development and getting our City back on the road toward economic recovery.
- **Prop D stops pension abuses:** Last year, a city employee earned \$516,000 and retired with a \$240,000 pension. This will stop under Prop D, which caps pensions.
- **Prop D contains no "side deals."** The opponents' plan relies on a side deal that gives a 4% raise to safety

employees to pay for their 3% contribution. This deal will cost taxpayers \$127 million over the next ten years!

Don't let the opponents scare you:

- Not a single voters' signature was invalidated because of improper signature gathering.
- Last year, a San Francisco Superior Court ruled that the City could change contribution rates of its employees in order to protect the fiscal integrity of the system, which is what Prop D does.
- Prop D is funded by small and large donors.
- Prop D's does not increase health care costs.

Vote YES on Prop D. It delivers real, effective pension reform.

Jeff Adachi & Craig Weber, Proponents

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Paid Argument IN FAVOR of Proposition D

San Francisco voters, have you ever asked yourselves: “Why all the potholes when the City has a \$7 BILLION budget funded by my tax dollars?” The answer is that exploding City employee pension costs are siphoning away funds needed to maintain the City’s basic infrastructure like our streets. Prop D is real pension reform to reign in those costs.

City Hall-sponsored Prop C falls short of the reforms necessary— so short that the Mayor was compelled to put a pothole bond measure on this ballot to pay for routine street maintenance. Making matters worse, the Mayor and Board also put a regressive sales tax on this ballot, opting to tax the poor rather than reign in pension costs further.

Vote YES on D!

*Christopher Keane
Patrick Doolittle*

The true source(s) of funds for the printing fee of this argument: C. Keane, P. Doolittle.

Paid Argument IN FAVOR of Proposition D

Many city employees work honestly and conscientiously. But San Francisco personnel costs are \$120,000/year per employee while average San Franciscans earn \$56,000. Why? The problem isn’t the rank and file. It’s upper management and elite workers whose wages and benefits are busting the budget.

The public is angry, knows something’s wrong and wants their money back. But union bosses and their politicians won’t change the status quo without a fight. That’s why the power-brokers are initiating “damage control” with Proposition C.

Proposition C, cynically put on the ballot by the establishment mayor and cronies, is a watered-down version of D resulting in \$400M less savings when the city is threatening \$243M in cuts to services and jobs. Why does government always cut jobs, services and raise fees and fines to citizens rather than address the cause of the financial problems...elite worker pay and benefits?

Aside from voting yes on D and no on C, real solutions include setting the total city budget for payroll and benefits at 150% of average San Franciscan income and benefits per employee. And limit total pay and benefits for city employees to no more than \$100,000. Any employee!!

The time has come for revolution, not reform, in the way citizens and civil servants interact. We cannot tol-

erate the continued plunder of current and future tax revenue by union bosses, their wholly-owned politicians and public worker elites at the expense of San Francisco jobs and services.

San Francisco is a technological leader and ready for web-enabled transparency in labor negotiations. We want open competition in the provision of civic services and payments for positive and measurable results.

Pension measure D is just the beginning though it doesn’t go nearly far enough. Vote YES on D and NO on C.

Michael F. Denny

The true source(s) of funds for the printing fee of this argument: Michael Denny.

Paid Argument IN FAVOR of Proposition D

Proposition D represents true progressive pension reform. It exempts municipal employees making \$50,000 or less from having to contribute more toward their pensions, while requiring higher salaried employees to modestly increase their pension fund contribution in proportion to their income. Proposition D frees up municipal resources needed elsewhere, such as to pay for vital social services, street repairs, and recreational programs - the actual services that taxpayers expect from city government.

The opposing pension reform proposition was formulated behind closed doors by elected officials, bureaucrats, an investment fund manager who receives fees for managing public pension funds, a highly paid PR consultant, and the municipal unions to whom the government “negotiators” are beholden for campaign contributions, endorsements, and campaign foot soldiers. Consequently, it represents pension reform “lite.” For example, Proposition D caps pensions at \$145,000 per annum, whereas the opposing measure proposes a limit of \$185,000.

Public Defender Jeff Adachi is one of the few elected officials with the guts to stand-up for citizens who depend on municipal services. It is only through his perseverance that pension reform now appears on the ballot. The citizens of San Francisco deserve more than lukewarm pension reform. It is time to enact meaningful and progressive pension reform that both protects the retirement benefits of those making \$50,000 or less, and frees up desperately needed resources by asking more affluent municipal employees to pay their fair share. Vote YES on Proposition D.

Richard Beleson

The true source(s) of funds for the printing fee of this argument: Richard Beleson.

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Paid Argument IN FAVOR of Proposition D

The “City Family” attacks on Proposition D substitute personal attacks for substance. No supporter of Proposition D seeks to remove workers’ rights across America. No supporter of Proposition D worked on Wall Street.

Supporters of Proposition D are just saying what City Hall politicians are frightened to mention. Decades of “City Family” insider deals have landed San Francisco in a mess. Pension Benefits have ballooned beyond the City’s ability to pay.

Here are other things the “City Family” and the Board of Supervisors are covering up:

The “City Family” and Supervisors refuse to admit that over the coming decades Proposition D could save the City \$1.2 billion more than Proposition C.

The “City Family” and Supervisors won’t tell you that the projected returns from the City’s pension funds - in the eyes of experts like Warren Buffett - are sheer fantasy.

The “City Family” and Supervisors won’t admit that - at some point - they will not be able to afford to meet their pension commitments to City employees.

The “City Family” and Supervisors won’t say that they are soft on “spiking” - the selfish ploy used to turbo-charge pensions.

The “City Family” and Supervisors recently engaged in legal trickery to try to sidestep Proposition D.

I got involved with Pension Reform because San Francisco’s hard working families deserve a City that can educate their children, take care of the sick and answer their needs. The working people of San Francisco should not be hammering away sixty hours a week so that the lucky members of the “City Family” can retire at fifty, receive a guaranteed pension for thirty years, move to a tax free state and take another job. It’s not fair. It’s not right.

The “City Family” has been wrong about pensions for two decades. They still are. Vote yes on D.

Michael Moritz

The true source(s) of funds for the printing fee of this argument: Michael Moritz.

Paid Argument IN FAVOR of Proposition D

Proposition D is a good first step to solve San Francisco’s unsustainable pension costs. Ultimately, The City should switch from a defined benefit system

to a defined contributions system similar to a 401(k). Until then, Proposition D increases employee contributions, caps pensions, stops pension spiking, and increases the retirement age to 55 for most employees.

Vote YES on Proposition D.

*San Francisco Republican Party
www.sfgop.org*

*Executive Committee
Harmeet K. Dhillon, Chairman
Richard Worner, Treasurer
Alisa Farenzena, VC Volunteer Activities*

*Members
Rudy Asercion
Bill Campbell
John Dennis
Howard Epstein
Terence Faulkner
David Kiachko
Stephanie Jeong
Chris Miller*

*Alternate(s)
Christopher L. Bowman*

The true source(s) of funds for the printing fee of this argument: San Francisco Republican Party.

The three largest contributors to the true source recipient committee: 1. Charles Munger, 2. Harmeet Dhillon, 3. Bill Campbell.

Paid Argument IN FAVOR of Proposition D

Within four years, the money taxpayers must contribute to fund the City pension costs will increase an average of \$60 million per year, because regardless of how much the cost of funding the pension system rises, the employees’ contribution remains fixed.

Proposition D won’t reduce the benefits of employees who have retired or their dependents or the surviving spouses of safety employees who died in the line of duty. City employees earning \$50,000 or less won’t be affected.

When the economy was good, jobs were plentiful and average private industry worker’s pay was increasing, San Francisco voters passed Charter Amendments rewarding public servants with high salaries and pensions. Voters didn’t mind if some City employees spiked their compensation just before retirement in order to receive larger pensions.

Since then the economy has changed for the worse and there are no signs of recovery. Average workers in the private sector, whose pay and benefits are set by

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their bosses not by Charter, have struggled to make ends meet.

Proposition D levels the playing field by prohibiting spiking. It lowers the pension benefits of employees hired after January 1, 2012 to more realistic and sustainable levels.

No one wants to see City services disappear. However, it is estimated the City will be forced to cut an additional \$243 million in essential services and jobs over the next four years to meet pension obligations to its retirees.

Proposition D is a first step toward a more sustainable pension system.

Libertarian Party of San Francisco

The true source(s) of funds for the printing fee of this argument: Libertarian Party of San Francisco.

Paid Argument IN FAVOR of Proposition D

Public safety employees get much richer benefits because they can retire earlier and collect a pension of up to 90 percent of their annual pay when they retire. Thus, their pensions are much, much more expensive than other city employees. Police pensions are twice as expensive as other city workers, and firefighters three times as costly. Because all employees now contribute at the same rate, other, lower-paid city workers subsidize the cost of the police and fire pensions.

Last year the 100 top safety officers earned \$247 thousand apiece. It is hardly fair that a city worker who earns \$45 thousand a year and retires at 62 must subsidize the pension of a police officer making several times as much and who retires at 55 with a \$200 thousand pension! That is why Proposition D will require Safety employees to pay 2.5 percent more.

Non-Safety union members and lower-paid employees should support Prop D. They are in general much better off with this graduated approach, and they are among the employees who would be exempted or pay very minimal pension increases.

Employees realize that if we do not fix the pension problem, layoffs are certain because the system is not sustainable. As city workers lose their jobs fewer people will contribute towards the pension fund which will make matters worse.

Even this reform does not adequately fill the budget deficit caused by our over-extended pension obligations. But the Mayor's proposal, Proposition C, which has met with union approval, takes only a small baby step and essentially kicks the can down the road.

*Amarcy Berry
Richard Hansen
Shirley Hansen
Patricia Knight*

The true source(s) of funds for the printing fee of this argument: San Franciscans for Pension Reform.

The three largest contributors to the true source recipient committee: 1. George Hume, 2. Michael Moritz, 3. Leonard Baker, Jr.

Paid Argument IN FAVOR of Proposition D

Since 1998, San Francisco voters overwhelmingly approved nine propositions that sweetened city retirement benefits, promising city workers higher pensions and lowered the age for retirement. Over the years, the City Controller's cost estimates for these measures were much lower than the actual costs incurred by the City.

In wakeup calls, San Francisco's Civil Grand Juries concluded in 2009 and 2010 that city pensions were spiraling out of control. While guaranteed benefits remain fixed, costs to taxpayers steadily rise and will eventually bankrupt the City.

Proposition D is an equitable reform, providing graduated increases in employee contribution rates based on income, exempting those earning less than \$50K.

Employees now pay a fixed rate into the pension fund while taxpayers make up the difference; the City's bill is now twice what employees pay, quadruple in four years. Truly unsustainable!

For the City to pay these pension obligations, it will cut essential services like we've never seen before, and city workers will lose their jobs.

Proposition G on this ballot attempts to raise the city sales tax. Will voters approve tax increases every year to support steadily increasing pension costs? A proposed state law would enable voters to create new CITY taxes. Were San Francisco to enact a 2% income tax, we would have the highest tax burden in the nation! Taxes being proposed are regressive, hitting the middle class, and especially the poor, as are cuts in City services. As pension costs rise out of sight, will the City be able to afford libraries, hospitals, Care Not Cash? Already being slashed are mental health services, senior and after school programs.

Please vote for Proposition D!

*Amarcy Berry
Shirley Hansen*

The true source(s) of funds for the printing fee of this argument: San Franciscans for Pension Reform.

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The three largest contributors to the true source recipient committee: 1. George Hume, 2. Michael Moritz, 3. Leonard Baker Jr.

Paid Argument IN FAVOR of Proposition D

YES on D, already supported by large numbers of voters. D provides larger and faster financial relief from the escalating burden of runaway pension costs.

Don't be fooled by C -- an insider City Hall back-room deal.

Don't vote for both--voters might get stuck with C.

NO on C.

Yes on D.

*Shirley Hansen
Richard Hansen
Patricia Knight
Starchild*

The true source(s) of funds for the printing fee of this argument: San Franciscans for Pension Reform.

The three largest contributors to the true source recipient committee: 1. George Hume, 2. Michael Moritz, 3. Leonard Baker Jr.

Paid Argument IN FAVOR of Proposition D

California's Little Hoover Commission, an independent oversight agency, has found California's pension plans dangerously underfunded, the result of overly generous benefit promises, wishful thinking and unwillingness to plan prudently, stating that unless aggressive reforms are implemented now, the problems will get far worse. Rather than foreswear risky behavior, cities (including San Francisco) have improved benefits for employees, providing extra credit to retire early, single-year-based pension benefits, lower retirement ages, further burdening unsustainable plans.

These promises, protected by decades of court decisions, were made under the illusion that the stock market returns of the dot-com boom were the new normal. The jittery stock market has made it clear that the promised benefits are unaffordable and taxpayers face the risk as the bill comes due. It found San Francisco's pension fund 74% funded -- 80% considered the low threshold for a stable system.

The Commission recommended, among other changes, that a cap must be put in place on the maximum pension that an employee can earn, also that lower-wage earners should be protected. It profers that it is not the government's burden to exclusively fund the retirement of public employees and executives earning high salaries.

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Pension costs threaten to crush government. Budgets are being cut while pension costs rise and squeeze other priorities.

Prop D pension reform provides graduated increases in contribution rates based on income, exempting lower-paid employees, with pensions for new-hires calculated on five years income rather than one to prevent spiking, and with a pension cap of \$140,000. Please vote for this sensible reform to realign pension benefits and expectations.

*Shirley Hansen
Amarcy Berry
Richard Hansen*

The true source(s) of funds for the printing fee of this argument: San Franciscans for Pension Reform.

The three largest contributors to the true source recipient committee: 1. George Hume, 2. Michael Moritz, 3. Leonard Baker, Jr.

Paid Argument IN FAVOR of Proposition D

With city pension costs rising to almost \$800 million in 2014, our city is drowning in red ink. Our Civil Grand Juries have reported escalating pensions are "Beyond Our Ability to Pay," and a "Pension Tsunami." Our politicians (almost always elected with the backing of public employee unions) scoffed at the idea. Our then Mayor had just struck a 24%, four-year pay raise with the Police Officers, Firefighters and Nurses unions, and declared that the problem would be solved his own way.

Only one public official, Public Defender Jeff Adachi, jumped on the problem, and with dedicated single-mindedness, placed Prop B on the ballot in 2010. Unions spent millions to successfully defeat this measure, though to be sure, 113,894 voters supported it. Forging relentlessly ahead, our Public Defender has now brought Prop D to the voters of San Francisco, courageously bucking the political culture that routinely rewards public employee unions.

Recognizing that last year's proposal hit low-income workers especially hard, Adachi has made Prop D easier on those with lower incomes, basing graduated increases in contribution rates based on income, and exempting employees making less than \$50,000, capping pensions at \$140,000. The Mayor's weaker, competing Prop C, is less progressive, with lower contribution rates and higher maximum pension.

Solving the problem of escalating retirement benefits should be a highest priority for the citizens of San Francisco. Our Public Defender Jeff Adachi, has sounded the alarm. Failure to come to grips with this

problem will not only hit city services and taxpayers for years to come. It will become the burden of our kids and our grandkids and will guarantee INTERGENERATIONAL INJUSTICE!

*Shirley Hansen
Irene Halpern
Stephen Halpern
Richard Hansen*

The true source(s) of funds for the printing fee of this argument: San Franciscans for Pension Reform.

The three largest contributors to the true source recipient committee: 1. George Hume, 2. Michael Moritz, 3. Leonard Baker, Jr.

Paid Argument IN FAVOR of Proposition D

Consumer watchdogs understand our billion dollar pension crisis. Two San Francisco Civil Grand Juries (2009 and 2010) found that unions and city officials made generous promises to City employees:

- Employee Pension and health benefits will increase from \$413 million to nearly \$1 billion in five years, 1/3 of the current general fund.
- 900 of the 26,000 City retirees receive pensions between \$100,000-250,000.
- San Francisco taxpayers paid pension contributions of nearly \$300 million in 2009-10, expected to increase yearly by some \$57 million.
- Officials failed to enforce a 2002 (Prop H) Charter-mandated cost-sharing agreement that required police/firefighters to pay more benefits, creating an unfunded liability of \$276 million.
- "Pension spiking" by Police/Firefighters cost taxpayers more than \$132 million over ten years.

Taxpayers have been especially generous to Police and Firefighters. Half of 2000 retired firefighters receive pensions greater than \$75K, 1/4 above \$100K. For Police Officers, these ratios are 1/3 over \$75K and 12% over \$100K.

Compare these benefits to other City employees whose average pension is \$26K, and to private sector working families who typically have no guaranteed pensions. Children and grandchildren of retirees will pay these costs, creating a profound generational injustice.

San Francisco's Defined Benefit Plan is unsustainable. Here's how we must pay the bill:

- Contract renegotiation
- New taxes and fees (were San Francisco to enact a

2% income tax, we would have the highest tax burden in the nation!)

- Abolish City jobs
- Abolish City services
- Raise employee contributions
- Let our children and grandchildren pay.

Proposition D is a modest first step towards pension reform. Please vote YES

Shirley Hansen
Amarcy Berry
Richard Hansen*

* Former members San Francisco Civil Grand Juries

The true source(s) of funds for the printing fee of this argument: San Franciscans for Pension Reform.

The three largest contributors to the true source recipient committee: 1. George Hume, 2. Michael Moritz, 3. Leonard Baker, Jr.

Paid Argument IN FAVOR of Proposition D

Prop D puts a stop to \$200,000 pensions. Prop C does not.
The City cannot continue to pay out \$200,000 pensions over 30 plus years with fixed cost-of-living increases and at the same time, continue to provide adequate public safety, public health, and street maintenance to its residents. **Prop D caps all new employee pensions at \$140,000. Prop C caps pensions at \$170,000.**

Prop D ends pension spiking for good.
Pension spiking costs taxpayers millions of dollars each year because some city workers can inflate their final year of compensation with special bonus payments.

Prop D will save taxpayers \$400 million more than Prop C over ten years.
The Controller failed to consider the hundreds of millions more in Prop D savings through the lower pension cap.

Prop D does not touch retiree health care. Prop C will increase city workers' health benefit costs and possibly reduce the quality of health care.
Rather than increase employee contributions to the city pension fund, Proposition C requires city workers to pay some \$84 million over the next 10 years for basic health care coverage. It also seeks to reduce their representation on the Health Services Board. Such action is costly and unfair.

Prop C does NOTHING to solve the City's unfunded health care debt crisis.

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*Richard Hansen
Shirley Hansen
Patricia Lusse
Wolfgang Lusse*

The true source(s) of funds for the printing fee of this argument: San Franciscans for Pension Reform.

The three largest contributors to the true source recipient committee: 1. George Hume, 2. Michael Moritz, 3. Leonard Baker Jr.

End of Paid Arguments IN FAVOR of Proposition D

Paid Argument AGAINST Proposition D

VOTE NO ON D - DON'T RISK REAL PENSION REFORM

While well intentioned, Proposition D may violate State law and void the pension reforms and cost savings in Proposition C. The City cannot afford to risk real reform.

Government, labor and civic leaders agree - Vote YES on C and NO on D.

San Francisco Chamber of Commerce

The true source(s) of funds for the printing fee of this argument: San Francisco Chamber of Commerce.

Paid Argument AGAINST Proposition D

Democrats say VOTE NO on D

Prop D is an assault on San Francisco values – it is being bankrolled by right wing billionaires who've given tens of thousands of dollars to dismantle the rights of workers and force an end to unions across America.

Don't let anti-worker billionaires play politics with the lives of working families. Vote NO on D.

San Francisco Democratic Party

The true source(s) of funds for the printing fee of this argument: San Franciscans United for Pension and Health Reform.

The three largest contributors to the true source recipient committee: 1. SF Fire Fighters Local 798, 2. SF Police Officer Association, 3. IFTPE Local 21.

Paid Argument AGAINST Proposition D

Vote "No" on the Tea Party and Wall Street Billionaires: Vote No on D

The Wall Street billionaires who bankrolled anti-collective bargaining legislation to cripple organized labor in Wisconsin and Ohio are the same Republican funders

The City's unfunded health care liability is \$4.5 billion and escalating at hundreds of millions each year. Despite its claims of "comprehensive" reform, Prop C's insignificant employee contribution requirements beginning in 2015 do nothing to reverse the trend of this growing debt.

*Amarcy Berry
Richard Hansen
Shirley Hansen*

The true source(s) of funds for the printing fee of this argument: San Franciscans for Pension Reform.

The three largest contributors to the true source recipient committee: 1. George Hume, 2. Michael Moritz, 3. Leonard Baker.

Paid Argument IN FAVOR of Proposition D

With city pension costs rising to almost \$800 million in 2014, our city is drowning in red ink. Our Civil Grand Juries have reported escalating pensions are "Beyond Our Ability to Pay," and a "Pension Tsunami." Our politicians (almost always elected with the backing of public employee unions) scoffed at the idea. Our then Mayor had just struck a 24%, four-year pay raise with the Police Officers, Firefighters and Nurses unions, and declared that the problem would be solved his own way.

Only one public official, Public Defender Jeff Adachi, jumped on the problem, and with dedicated single-mindedness, placed Prop B on the ballot in 2010. Unions spent millions to successfully defeat this measure, though to be sure, 113,894 voters supported it. Forging relentlessly ahead, our Public Defender has now brought Prop D to the voters of San Francisco, courageously bucking the political culture that routinely rewards public employee unions.

Recognizing that last year's proposal hit low-income workers especially hard, Adachi has made Prop D easier on those with lower incomes, basing graduated increases in contribution rates based on income, and exempting employees making less than \$50,000, capping pensions at \$140,000. The Mayor's weaker, competing Prop C, is less progressive, with lower contribution rates and higher maximum pension.

Solving the problem of escalating retirement benefits should be a highest priority for the citizens of San Francisco. Our Public Defender Jeff Adachi, has sounded the alarm. Failure to come to grips with this problem will not only hit city services and taxpayers for years to come. It will become the burden of our kids and our grandkids and will guarantee INTERGENERATIONAL INJUSTICE!

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of Prop D right here in San Francisco. D is a shoddy piece of legislation written by a politician attempting to use San Francisco's economic crisis as a springboard for higher office. Make no mistake, Prop D would devour the already-shrinking incomes of hard working families. It's extreme, unfair, and has no place in San Francisco.

Don't be deceived by the millions they've pledged to spend to spin a Republican, anti-labor message into something it's not. The fact is, Prop D is so poorly written and so full of holes that it never mentions San Francisco's \$4 billion unfunded retiree healthcare crisis. Worst of all, legal experts say it's illegal. That means when the courts throw it out taxpayers will be left with zero in savings and we'll be faced with deeper cuts in social services and a new fiscal emergency.

Our budget is not one-dimensional; you cannot balance it on the backs of San Francisco's working class families. Reforming our pension structure demands a smart, multifaceted approach that aims for consensus, rather than splits us apart. Prop D is a disaster brought to San Francisco by Republican anti-labor billionaires. On November 8, Don't be Deceived. Vote No on D.

*John Burton, Chair, California Democratic Party**

*For identification purposes only; author is signing as an individual and not on behalf of an organization.

The true source(s) of funds for the printing fee of this argument: John Burton.

Paid Argument AGAINST Proposition D

San Francisco's Public Safety Chiefs Say Vote NO on D

Prop D is deceptive and unfair to our public safety officers. It forces the lowest paid cadets to hand over 10% of their salary to the pension fund, even though public safety officers aren't covered by the Social Security safety net. What's worse, even when the pension fund is flush officers are still forced to turn over a greater portion of their salary. Fact is, the same provision was ruled illegal in Long Beach. That's why Prop D will be tossed out by the courts, leaving San Francisco with zero savings in the middle of an economic crisis.

Prop D is NOT comprehensive: It makes no mention of health benefits and ignores the 1,000 sheriff's deputies and safety employees who are CALPERS members. What's the bottom line? Under Prop D some employees face no changes to their contributions and benefits, while others get gouged with contribution hikes and slashed benefits.

Prop C was written by consensus. It's a fair, balanced and comprehensive pension solution for employees and taxpayers. Public safety officers worked with Mayor Lee, the community and the Board of Supervisors to craft a plan that puts our fiscal house in order for years to come. And Prop C respects and recognizes the risks made by our officers to keep our neighborhoods safe.

Public safety officers are fighting for our communities. Please join us in fighting for fairness for them. Vote NO on Prop D.

*Greg Suhr, Chief of Police**
*George Gascón, District Attorney**
*Joanne Hayes-White, Fire Chief**

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The true source(s) of funds for the printing fee of this argument: San Franciscans United for Pension and Health Reform.

The three largest contributors to the true source recipient committee: 1. San Francisco Fire Fighters Local 798, 2. San Francisco Police Officers Association, 3. IFTPE Local 21.

Paid Argument AGAINST Proposition D

San Francisco Peace Officers say No on D: It's unfair, poorly written, and pure politics

Prop D is what happens when a career politician with no experience or understanding of pension issues shamelessly uses San Francisco's economic crisis and a complex issue like public employee benefit reform as a personal springboard for higher office. It's pure politics and you should vote NO.

Legal experts say flat out that Prop D violates the vested rights doctrine, and if passed will likely be thrown out by the courts, like a related piece of legislation was in Long Beach, leaving San Franciscans with ZERO savings. What's worse, Prop D is non-comprehensive and fails to even mention health care reform, while carving out special exemptions for over 1,000 high-paid employees.

Don't be deceived by poorly written legislation from an irresponsible politician with a "me-first" political agenda. Prop D puts personal politics first and San Franciscans last. Don't buy Prop D's lies. Vote No on D.

San Francisco Police Officer's Association

The true source(s) of funds for the printing fee of this argument: S.F.P.O.A.

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Paid Argument AGAINST Proposition D

LGBT LEADERS SAY NO ON D

The LGBT community knows what it means to be treated unfairly and unjustly. But we stood together and fought against the influence of wealthy right-wing interests across this nation to secure our basic rights as individuals and citizens of this country. We have seen how powerful their money has been in the past, but we will not let it win this time. Please vote NO on Proposition D.

Senator Mark Leno
Assemblymember Tom Ammiano
Bevan Dufty
*Debra Walker, President, SF Arts Democratic Club**
*Entertainment Commissioner Glendon "Anna Conda" Hyde**
Robert "Gabriel" Haaland, LGBT/Labor Organizer
*Stephany Ashley, President, Harvey Milk LGBT Democratic Club**
Rebecca Prozan
Linnette Peralta Haynes, LGBT Community Leader
Nathan Albee, LGBT Organizer
Tamara Ching
Rafael Mandelman
Eileen Hansen
Jazzie Collins

*For identification purposes only; author is signing as an individual and not on behalf of an organization.

The true source(s) of funds for the printing fee of this argument: SEIU Local 1021.

Paid Argument AGAINST Proposition D

Library employees ask you to vote NO on D

We work every day in 27 public libraries across the city to cultivate a love of reading in our communities. Librarians help San Franciscans improve their basic reading and writing skills so they may access greater opportunities in their lives. While we are fighting to keep community libraries open, Jeff Adachi and his billionaire friends want to blame us for the problems caused by Wall Street greed. Enough is enough.

Join us in saying, "No" on Prop D.

*Maureen L. Russell, Museum Preparator**
*Sylvia Pascal, Librarian**
*Roderic M. Aquino, Security Officer**
*Linda Greenfield, Library Asst**
*Eve Bekker, Library Page**
*Richard Marino, Library Assistant**

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*Nancy Silverrod, Librarian**
*Maya Archer-Doyle, Library Page**
*Shelley Rauchman, Library Technical Assistant**
*Lisa Ng, Library Page**

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The true source(s) of funds for the printing fee of this argument: SEIU Local 1021.

Paid Argument AGAINST Proposition D

Nurses ask you to vote NO on D

As Nurses, we see first hand what the downturn in our economy has done to the working class in California. Emergency Rooms continue to fill up as working families struggle to pay medical bills. Even as everyday San Franciscans struggle to pay for these basic services, right-wing billionaires are pushing Jeff Adachi's effort to force our neighbors to either pay more than they can afford for retirement or forgo saving enough to withstand another economic decline.

All the while these billionaires continue to get richer with tax cuts and loopholes that do nothing to help the most vulnerable. Join us and Vote No on D.

*Shaona Chen, RN**
*Lawrence Nicholls, RN**
*Olga Abraneova, RN**
*Junting Liu, RN**
*Kathleen Leyva, Nurse Practitioner**
*Marcela Galimba**
*Glenn Foster, RN**
*Noreen Dunleavy, RN**
*David Jacoby, RN**
*Nadine Khoury-Quesada, RN**
*Wanxia Chen, RN**
*Katerina Cazanis, RN**
*Melissa Oswald, RN**
*Su Monroe, RN**
*Amanda Padilla-Brainin, RN**
*George Serivani, RN**
*Jessica Drury, RN**
*Rebecca King Morrow, RN, PHN**
*Evangelina Suangco, Staff Nurse – Nurse Adviceline**
*Irene Eydelisyein, RN – Nurse Adviceline**
*July Ugas, MFCC**
*Jose Hipolito, Direct Therapy**

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The true source(s) of funds for the printing fee of this argument: SEIU Local 1021.

Paid Argument AGAINST Proposition D**Retirees Say No on D**

As public employees, we worked a lifetime serving San Franciscans, often at pay well below that for similar jobs in the private sector. We deserve better than Proposition D. Prop D reduces our representation on key retirement issues, and will reduce cost of living adjustments many retirees depend on. Please vote NO on D.

*Michael J. Creedon, H-3 Firefighter/Paramedic, Ret.**
*Paul D. Quick, M.D.**
*Jane Smith, Paramedic, Ret.**
*Jonathan W. Frank, SFPD Paramedic, Ret.**
Shirley B. Black
*Jonathan Meade, Paramedic, Ret.**
*Jean L. Duncan, SFPD/DPH Paramedic, Ret.**
*Peter Green, Firefighter/Paramedic, Ret.**
*David Williams, President, SEIU 1021 West Bay Retirees Chapter**

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The true source(s) of funds for the printing fee of this argument: SEIU Local 1021.

Paid Argument AGAINST Proposition D**Laguna Honda Hospital Workers**

At Laguna Honda, our mission is to provide health care, therapy, rehabilitation and other services to hundreds of patients each year. As city employees, we've been willing to take voluntary pay cuts to help balance the budget but Prop D goes too far.

Just last year, Adachi pushed a plan that would have doubled health care payments for thousands of city employees and their families, but 57 percent of voters rejected it. Now Adachi is pushing an even more extreme anti-worker plan, one that increases retirement payments by over three times as much as Prop B that was soundly rejected by voters last year. And even more, his plan has a loophole that protects the highly-paid lawyers in his own office from these increases. Please vote NO on D.

*Grace Chen, RN**
*Sisima Gong, RN**
*Corazon Taleg, RN**
*Munson Gong**
*Yan Hong, RN**
*Violeta Delmundo, RN**
*Solita M. Magsalin, Nursing Assistant/PCA**
*Zenaida Bastu, Certified Nurses Assistant**

*Norma M. Radoc, PCA**
*Shai Ping Lai, RN**
*Julio Martinez, LVN**

*For identification purposes only; author is signing as an individual and not on behalf of an organization.

The true source(s) of funds for the printing fee of this argument: SEIU Local 1021.

Paid Argument AGAINST Proposition D**Prop D unfairly scapegoats emergency workers and first responders**

As emergency workers and first responders, we know what it takes to handle a crisis. We oppose Prop D because instead of addressing the real issues, it blames the city's budget troubles on the emergency workers fighting every day to save lives. Prop D is part of the right-wing, reactionary movement spreading from Wisconsin to Washington DC that seeks to balance the budget by making deep cuts in social services and middle class income while preserving tax cuts for the wealthy. There are better solutions and real answers that work for all of us and not just the well-paid lawyers in Adachi's office. Please vote NO on D.

*Lisa Marie Gerard, 911 Dispatcher**
*Katherine Orosz, 911 Dispatcher**
*Ron Davis, 911 Dispatcher**
*Ashley Ahern, 911 Dispatcher**
*Ryan Won, 911 Dispatcher**
*David J. Solis, 911 Dispatcher**
*Carlos Soto, 911 Dispatcher**

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The true source(s) of funds for the printing fee of this argument: SEIU Local 1021.

Paid Argument AGAINST Proposition D**Save our schools, not Wall Street bankers. Vote NO on D.**

Working in our public schools, we see the price being paid by children and families in this economic downturn. Prop D doesn't help – it just makes matters worse. Public employees like us have already given back more than half a billion dollars in wages and taken on more of our health and retirement costs. Jeff Adachi's Prop D would unfairly DOUBLE some of our retirement contributions without any input from school employees. Meanwhile, Adachi built a loophole into Prop D to shield the wealthy lawyers in his office from these unfair increases to retirement contributions. Please vote NO on D.

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*Stephen A. Kech**
*Maria Ma, Clerk**
*Barbara Hernandez**
*James T. Rogers, Service Desk Manager**
*Glen Van Lehn**
*Cham Pikkwan Seagull**
*Kathleen Manning**
*Colleen Payne**
*Maria Erlich**
*Yvonne Johnson-Miller**
*William Simmons**

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The true source(s) of funds for the printing fee of this argument: SEIU Local 1021.

Paid Argument AGAINST Proposition D**API LEADERS SAY NO ON D**

All of our families work hard to make this city great. It is only fair, when times are bad, that sacrifice is shared evenly. Unfortunately, Proposition D calls for working and middle class families to pay the cost of balancing the budget, rather than sharing the pain amongst all of us. We need a fair and balanced solution, not Prop D.

Senator Leland Yee
Assemblymember Fiona Ma
Assessor-Recorder Phil Ting
Board of Supervisors President David Chiu
Supervisor Carmen Chu
Supervisor Eric Mar

The true source(s) of funds for the printing fee of this argument: SEIU Local 1021.

Paid Argument AGAINST Proposition D**D is Illegal and Could Leave San Francisco With Zero Savings**

Prop D is susceptible to a legal challenge that would invalidate the entire measure and leave city taxpayers with ZERO in savings when we need it most.

Prop D mandates that current city employees pay more into their pension funds and share the burden during difficult economic times, but there is no mirror provision that reduces their contributions in good times. In *Allen vs. Long Beach* courts found unilateral cutbacks like the ones in Prop D illegal, saying any increase must be linked to a comparable benefit to the employee. Fact is, Prop D has no benefits for city employees. They will always pay more even when city coffers are flush, employee contributions never go down. It's

unfair and it's illegal. Throw out Prop D before the courts do and San Francisco gets left with nothing. Vote NO on D.

*Former Supervisor Angela Alioto**

*For identification purposes only; author is signing as an individual and not on behalf of an organization.

The true source(s) of funds for the printing fee of this argument: SF United for Pension Reform.

The three largest contributors to the true source recipient committee: 1. SF FF Local 798, 2. SF Police Officer's Association 3. IFPTE Local 21.

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E Amending or Repealing Legislative Initiative Ordinances and Declarations of Policy

Shall the City amend its Charter to allow the Board of Supervisors and the Mayor to amend or repeal initiative ordinances and declarations of policy that the Board of Supervisors or the Mayor place on the ballot and that the voters approve after January 1, 2012?

YES  
NO  

Digest by the Ballot Simplification Committee

The Way It Is Now: The City's Charter allows the voters, the Board of Supervisors (Board), and the Mayor to place proposed measures (initiative ordinances and declarations of policy) on the ballot. The voters can place measures on the ballot by collecting the required valid signatures from San Francisco voters. The Board can place measures on the ballot by a majority vote of all its members at a public meeting. Also, four or more individual Board members or the Mayor can independently submit measures to the ballot.

The Board and the Mayor cannot amend or repeal a voter-approved measure unless the measure itself allows them to do so.

The Proposal: Proposition E is a Charter Amendment that would apply only to measures placed on the ballot by the Board and the Mayor and not to those placed on the ballot by collecting voter signatures. Proposition E would allow the Board and the Mayor to amend or repeal measures that the Board, individual Board members or the Mayor place on the ballot and that the voters approve, under these three conditions:

- for three years after the measure takes effect, the Board and Mayor may not amend or repeal it;
- after the first three years, and until seven years after the measure takes effect, the Board and the Mayor may amend or repeal the measure with a two-thirds vote of the Board; and
- after seven years, the Board and the Mayor may amend or repeal the measure with a majority vote of the Board.

Unless the measure itself provides otherwise, Proposition E would not allow the Board and Mayor to amend or repeal:

- measures that the voters approved before January 1, 2012, or
- measures that the voters place on the ballot by collecting required signatures.

This measure requires 50%+1 affirmative votes to pass.

Arguments for and against this measure immediately follow. The full text begins on page 178. Some of the words used in the ballot digest are explained on page 36.

This disclaimer applies to: the proponent's argument, the rebuttal to the opponent's argument. *The Board of Supervisors authorized the submission of the following argument. As of the date of the publication of this Voter Information Pamphlet, the following Supervisors endorse the measure: Chiu, Chu, Cohen, Elsbernd, Farrell, Kim, Wiener; oppose the measure: Avalos, Campos, Mar, Mirkarimi; take no position on the measure: none.*

Proponent's Argument in Favor of Proposition E

Yes on E—good-government reform of our broken ballot-measure system!

Send a message to politicians to do their jobs instead of having the voters decide issues that should be handled at City Hall.

San Franciscans are asked to vote on too many propositions that should be dealt with by our representatives. It's too easy to put things on the ballot. Politicians use ballot measures to score political points. Too often, hastily thrown together measures aren't fully developed or properly vetted, leading to measures that might make good campaign slogans, but have unintended consequences once enacted.

And, once ballot measures are adopted, they cannot be amended by the Board of Supervisors no matter how much time passes, how small the change, or how broad the consensus. The only way to change a ballot measure is to go back to voters with yet another ballot measure, perpetuating the cycle of ballot box legislating.

California is the only state in the nation that makes voter-adopted legislation permanently unchangeable except by more ballot measures.

Prop E applies only to future ordinances and policies placed on the ballot by the Board or Mayor—measures that the Board and Mayor could pass but instead punt to voters.

Prop E has no impact on measures placed on the ballot by collecting voter signatures. Voter-signed measures will remain unchangeable by City Hall.

Under Prop E, for 3 years after voters pass legislation, the measure will be unchangeable by the Board. For the next 4 years, the Board can amend/repeal with a 2/3 vote. After 7 years, the measure will be amendable/repealable like other legislation.

Prop E helps fix our dysfunctional system. Yes on E!

*Supervisor Scott Wiener
Supervisor David Chiu
Supervisor Sean Elsbernd
Supervisor Carmen Chu
Supervisor Mark Farrell
Supervisor Malia Cohen*

Rebuttal to Proponent's Argument in Favor of Proposition E

PROPOSITION E IS MISGUIDED LEGISLATION:

Supervisor Scott Wiener introduced this proposed San Francisco City Charter amendment to allow the often lobbyist and fundraiser-influenced Board of Supervisors the authority to overrule San Francisco's voters when they pass initiative ordinances or public policy declarations.

Wiener—a bit of an elitist—believes that he and his fellow Supervisors are much wiser than San Francisco voters. Interesting idea???

Let's check the record:

In the case of the proposed destruction of Parkmerced's 1,538 garden apartments, Wiener *supported* the Board of Supervisors' vote of 6-to-5 to throw the residents out of their homes. Acting Mayor Ed Lee—strongly under the influence of political fundraisers and lobbyists—signed the ordinance.

Wiener and Lee publicly allied themselves with Wall Street's Daniel Mudd, the former CEO of real estate mortgage-plagued *Fannie Mae*, and his controversial Fortress Financial Group—which now controls Parkmerced.

Mudd wants to replace the 1,538 garden apartments with tower apartments next to the San Andreas Faultline

(which caused the 1906 Earthquake and Fire), increasing Parkmerced's population from 8,000 to 30,000 persons and producing likely traffic jams on 19th Avenue.

Wiener has serious limits as a Supervisor.

Vote **AGAINST** misguided Proposition E.

*Dr. Terence Faulkner, J.D.
Former Member of San Francisco City Government's
Cable Television Task Force**

*John Michael Russom
Parkmerced Resident**

*Patrick C. Fitzgerald
Past Secretary
San Francisco Democratic Party**

*Gail Neira
San Francisco Republican Alliance*
www.sfraba.org
Events: 415-820-1430*

*For identification purposes only; author is signing as an individual and not on behalf of an organization.

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Opponent's Argument Against Proposition E

THE QUESTION: SHOULD THE SAN FRANCISCO BOARD OF SUPERVISORS BECOME A DE FACTO "HOUSE OF LORDS" WITH RIGHTS TO OVERRULE VOTERS PASSED INITIATIVE ORDINANCES AND POLICY DECLARATIONS???

The voters sometimes make mistakes.

The problem is that the San Francisco Board of Supervisors also makes errors, often influenced by lobbyists.

The Hitler-fighting United Kingdom's great Prime Minister Sir Winston Churchill explained the problem rather well:

"Democracy is really a very bad form of government—until we consider the alternatives."

AN ALTERNATIVE TO DEMOCRACY:

Supervisor Scott Wiener feels that the Board of Supervisors, acting as a *de facto* "House of Lords" should have rights to overturn voters passed initiative ordinances and policy declarations.

The oldtime British House of Lords and King George III made a few mistakes as well. The result was the American Revolution.

The Coalition For San Francisco Neighborhoods, an alliance of almost 50 community groups with a total membership of more than 10,000 people, has urged a "NO!" vote on Proposition E.

SOME HISTORY:

When San Francisco political boss Abraham Reuf was put on trial for corruption in 1907, the first prosecuting attorney was shot down in the courtroom. His successor was a lawyer with considerable physical and moral courage—Hiram Johnson.

MAKING DEMOCRACY WORK:

Hiram Johnson got Abraham Reuf convicted. He led a political reform movement against the Southern Pacific Railroad (then California's largest landowner), and was elected with the support of the Lincoln Roosevelt League as the Progressive Republican Governor of California. Johnson brought in some basic democratic reforms: initiative, referendum, and recall. Women were also given the right to vote, almost a decade before the rest of the Nation.

Join the Coalition For San Francisco Neighborhoods and many other groups in voting AGAINST outrageous Proposition E.

Dr. Terence Faulkner
Chairman of Citizens For Election Law Reform.

Rebuttal to Opponent's Argument Against Proposition E

Under Proposition E, voters will continue to have full power to legislate.

Prop E is democratic, and it's good government. That's why it's been endorsed by San Francisco's good-government organization – the San Francisco Planning + Urban Research Association (SPUR).

Prop E takes nothing away from the voters' power to take matters into their own hands.

- The Board of Supervisors will still be prohibited from changing voter-signed initiatives - measures placed on the ballot by signature drive - and voter referenda.
- The Board will still be prohibited from interfering with the voters' right to recall elected officials.
- Prop E has no effect on charter amendments and does not change past ballot measures.

Prop E will allow common-sense flexibility for future ballot ordinances placed on the ballot by the Board of Supervisors or Mayor. Those ordinances are currently unamendable except by going back to the ballot with yet another ballot measure. Our current system gives the Board and the Mayor incentive to play games by putting

ordinances on the ballot in the dead of night, without going through any hearings or public scrutiny.

Prop E will make it less attractive for politicians to play political games. It will encourage the Board and Mayor to legislate at City Hall instead of using gamesmanship by putting these ordinances on the ballot.

Prop E is democratic and good government. **Vote YES on E!**

Supervisor Scott Wiener
Supervisor David Chiu
Supervisor Sean Elsbernd
Supervisor Carmen Chu
Supervisor Malia Cohen
Supervisor Mark Farrell

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Paid Argument IN FAVOR of Proposition E

PROPOSITION E IS GOOD GOVERNMENT

Our initiative system is broken and often abused. Our Charter makes voter-adopted legislation untouchable except by another ballot measure. Proposition E starts us on the road to fixing this problem.

Proposition E takes a measured approach, allowing limited amendment to legislation placed on the ballot by the mayor or supervisors, not measures placed on the ballot by voter signature.

Vote Yes on E for good government.

San Francisco Chamber of Commerce

The true source(s) of funds for the printing fee of this argument: San Francisco Chamber of Commerce.

Paid Argument IN FAVOR of Proposition E

Prop E is much needed reform!

It doesn't touch the basic right of the voters to gather signatures to place measures on the ballot. Those measures aren't affected by Prop E.

Instead, Prop E tells the politicians to do their jobs and to stop putting measures on the ballot that could've been handled at City Hall.

Vote YES on Prop E!

Plan C San Francisco
www.plancsf.org

The true source(s) of funds for the printing fee of this argument: Robert C Gain.

Paid Argument IN FAVOR of Proposition E

Yes on E - Common sense ballot reform

Ballot measures are a basic feature of our democracy. They are a check that we have on our elected officials and perhaps the most important tool for citizens to express our will directly.

But sometimes they don't work as intended, or have unforeseen consequences. In most cities and states across the country, legislators have the authority to revise voter-approved initiatives to account for unintended consequences, changing times, or to correct poorly drafted legislation. Proposition E would do this for San Francisco.

The San Francisco Planning and Urban Research Association (SPUR) supports Prop E as a simple fix

that brings the San Francisco ballot process more in line with common practice.

Prop. E encourages our elected officials to legislate in a manner that brings only important matters to the voters. Prop E allows revisions only to initiatives that are placed on the ballot by the Mayor and Board of Supervisors. Voters can still place measures on the ballot by signature and elected officials can do nothing to amend or revise them. Referenda and amendments to our City Charter would be unaffected.

Prop. E also leaves all past ballot measures in place, affecting only future measures. Changes would be made only if a super-majority of the Supervisors and Mayor all agree.

Prop. E will encourage our legislators to legislate, and allow San Francisco to make adjustments over time, in the normal way.

Vote yes on Prop. E.

Find a complete analysis of all the San Francisco ballot measures in our voter guide at www.spur.org/voterguide.

San Francisco Planning + Urban Research (SPUR)

The true source(s) of funds for the printing fee of this argument: San Francisco Planning + Urban Research (SPUR).

End of Paid Arguments IN FAVOR of Proposition E

Paid Argument AGAINST Proposition E

Voters in the past have approved government reforms, funding for parks and Muni, and protections for San Francisco Bay. Under Proposition E, the Board of Supervisors can repeal future landmark voter decisions. They can also redirect voter-approved funding for purposes other than what voters intended.

Politicians can speak against a ballot measure before the vote. After the vote, they must respect the will of the voters.

Prop E isn't about "cleaning up" ballot language; it's an attempt by politicians to take power away from voters.

Vote NO on E!

Sierra Club
San Francisco Tomorrow

The true source(s) of funds for the printing fee of this argument: Sierra Club and San Francisco Tomorrow.

Arguments are the opinions of the authors and have not been checked for accuracy by any official agency. Arguments are printed as submitted. Spelling and grammatical errors have not been corrected.

Paid Argument AGAINST Proposition E**SF Democratic Party Urges NO Vote on Proposition E**

The SF Democratic Party opposes Proposition E with good reason because it allows politicians to repeal and gut laws passed by the voters. Politicians should not have the right to change what the voters decided.

This is not about making City Hall more efficient. It is about making it easier for politicians to change what the voters said they wanted.

This proposal favors special interests at the expense of the public interest. The entire proposal was written in secret. The authors claim that it will save voters from having to make decisions. The Democratic Party believes it is the voters who ought to make the decisions.

Proposition E takes away our democratic power: Preserve your rights. Vote NO on Prop E.

San Francisco Democratic Party

The true source(s) of funds for the printing fee of this argument: San Francisco Democratic Party.

The three largest contributors to the true source recipient committee: 1. Stand Up for San Francisco, 2. FC Facilitator LLC, 3. Walter Wong.

Paid Argument AGAINST Proposition E**San Francisco's Neighborhoods OPPOSE Prop E!**

If this Charter Amendment passes, your rights as a San Francisco voter will be weakened. After a 3 year period the Board of Supervisors could amend a measure for which you, SF's voters, *overwhelmingly* passed.

And 7 years after passage at the ballot box the supervisors could completely repeal it!

This is *not* the way to practice good government. This does *not* respect voters. In fact, it is not a "good government" measure at all; it's a "*very bad government*" proposition!

Remember Jonathan Swift and his "modest proposal"? (Hint: it was anything but modest!) This is what author Supervisor Scott Wiener calls his proposed measure: a "modest proposal"!

This measure is also anything but "modest" — It's a power grab by the Board of Supervisors!

Do you want the supes undoing your decisions?

Probably not, so:

Vote NO on Prop E!

Coalition for San Francisco Neighborhoods

Established 1973.
46 neighborhood organizations.

The true source(s) of funds for the printing fee of this argument: Coalition for San Francisco Neighborhoods.

Paid Argument AGAINST Proposition E**Elected Officials Urge No on Proposition E**

As elected officials, we believe that voters have the last word. Win or lose, like it or not, that's what elections are all about.

This measure allows the Board of Supervisors and Mayor to substitute their opinions in place of the voters' decisions. **It allows politicians to repeal, not just clean up, laws that the voters passed.** Politicians throwing out what the voters passed? As elected officials, we know that we should not have that kind of power.

Proponents suggest, without saying so, that elected officials know better than the voters. For that reason, they think the Board and Mayor should be given the authority to redo what the voters passed. They claim this will make City Hall and our laws more efficient. They claim this proposition simplifies our ballot and unburdens voters.

Let's be honest. It's not about being efficient. It's about power. If this proposition passes, one thing will be true: You can't fight City Hall unless City Hall says it is okay. Today they say it applies only to ballot measures that come from the Mayor or a minority of the Board of Supervisors, but the author also says this is an "important first step." That first step is a step too far.

Please join us in voting No on Proposition E. **Your vote should not belong to anyone but you.**

*Jeff Adachi, Public Defender**

*Art Agnos, Former Mayor**

*Tom Ammiano, Assemblyman**

*John Avalos, Supervisor**

*Tony Hall, Former Supervisor**

*Eric Mar, Supervisor**

*Kim-Shree Maufas, SF School Board Member**

*Ross Mirkarimi, Supervisor**

*Aaron Peskin, Chair, SF Democratic Party**

*John Rizzo, Community College Board President**

*Leland Yee, Senator**

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The true source(s) of funds for the printing fee of this argument: Friends of Ethics, Committee to Oppose Measures E & F.

The three largest contributors to the true source recipient committee: 1. Bob Dockendorff, 2. Paul Melbostad, 3. Larry Bush.

Paid Argument AGAINST Proposition E**Vote No on Proposition E**

Some politicians think it would be more "efficient" if they didn't have to do what the voters insist be done. So they dreamed up this measure to allow the Board to amend or even repeal laws passed by the voters.

There's a word for that kind of thing, and the word is not "democracy." Politicians should not be allowed to undo – or redo – what the voters have passed. Proposition E is not just about cleaning up technical problems in our laws or updating old laws.

This is like taking the National Lampoon's joke line "Power to the Correct People" and making it part of San Francisco's charter.

Stand for democracy and join us in opposing Prop E!

*Friends of Ethics
SEIU 1021*

Senior Action Network

Sierra Club

Tommi Aviccoli-Mecca

Tab Buckner

Bill Fazio, Member, SF Democratic County Central Committee

*Michael Goldestein, Member, SF Democratic County Central Committee**

Carolyn Knee

*Rafael Mandelman, Former President, Harvey Milk LGBT Democratic Club**

Esther Marks

*Charles Marsteller, Former Coordinator, San Francisco Common Cause**

Quintin Mecke

Giuliana Milanese

Bob Planthold, Former Grand Juror

Cynthia Servetnick, Director, Save the Laguna

*Street Campus**

Sara Shortt, Executive Director, Housing Rights

*Committee of San Francisco**

David Waggoner

Debra Walker, Member, SF Democratic County

Central Committee

Bruce M. Wolfe, MSW, Vice-Chair,

*SF Sunshine Ordinance Task Force**

League of Pissed Off Voters

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The three largest contributors to the true source recipient committee: 1. Bob Dockendorff, 2. Paul Melbostad, 3. Larry Bush.

Paid Argument AGAINST Proposition E**Five Former Ethics Commissioners Urge NO on Prop E**

Each of us served as an Ethics Commissioner.

we have 18 years of experience as Commissioners,

We ask: what is the problem Proposition E will solve and why is it on the ballot?

There has been no clamor from good-government groups to make such a change. This proposition is an inside City Hall measure that reduces voter control and gives more power to elected officials. Proposition E claims it allows easier "clean-up" of outmoded measures and legislative oversights, but the voters can – and should – have that responsibility. In addition, the proposition allows for not just amendment, but *repeal*, of legislation. Do you want to give up your voting rights and allow the Board of Supervisors and the Mayor to *undo what voters have put in place*?

Proposition E would require voters to constantly monitor City Hall for the complicated timelines and rules built into this power shift when legislation is due for repeal or amendment. How will we keep track of what is a "voter-proposed initiative" vs a "legislative initiative" and the different rules that apply? How will we know when the 3-year period vs the 7-year period applies? If we want fewer measures on our ballot, there are better ways to do so.

Good-government advocacy is actually made more complicated by this process. Proposition E amends the SF Charter. That decision should not be made lightly. Voting yes for this proposition means we agree to change the Charter of the City to give up our voting power.

Proposition E is not good government, but a power grab by City Hall. Vote NO on Proposition E.

Joe Julian, 1996-1997

Bob Dockendorff, 1996-2000

Paul Melbostad, 1996-2003

Bob Planthold, 2002-2004

Eileen Hansen, 2005-2011

The true source(s) of funds for the printing fee of this argument: Friends of Ethics, Committee to Oppose Measures E & F.

The three largest contributors to the true source recipient committee: 1. Bob Dockendorff, 2. Paul Melbostad, 3. Larry Bush.

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F Campaign Consultant Ordinance

Shall the City amend its campaign consultant ordinance to redefine "campaign consultant;" require campaign consultants to file monthly reports; authorize the City's Ethics Commission to require electronic filing instead of paper reports; change the calculation of City fees campaign consultants must pay; and allow the City to change any of the ordinance's requirements without further voter approval while still permitting voters to make additional changes?

YES 
NO 

Digest by the Ballot Simplification Committee

The Way It Is Now: Under the City's campaign consultant ordinance, campaign consultants working on local campaigns must register with the City's Ethics Commission (Commission) and file periodic reports.

Campaign consultants must register with the Commission if they earn at least \$1,000 in a calendar year for campaign consulting services. Registered campaign consultants must file quarterly reports with the Commission that disclose their clients, compensation, campaign contributions, gifts they have provided to City officials, City contracts, and whether they have been appointed to any public office. They must submit reports as paper copies, but the Commission also may require electronic copies. They also must pay annual fees to the City based on their compensation and number of clients.

The Board of Supervisors (Board) cannot amend the City's campaign consultant ordinance without the voters' approval.

The Proposal: Proposition F would change the registration, filing, and fee requirements of the campaign consultant ordinance to:

- redefine a "campaign consultant" to mean any individual who earns at least \$5,000 for campaign consulting services within a 12-month period;
- require that campaign consultants file reports monthly instead of quarterly;
- authorize the Commission to require electronic filing of all required information instead of paper reports; and
- amend the fees payable to the City so they no longer depend on the number of clients.

Proposition F also would allow the City to change any of the campaign consultant ordinance's requirements without further voter approval. The Commission would be required to approve the changes by a four-fifths vote, and the Board would be required to approve them by a two-thirds vote. The changes also would need to further the purposes of the ordinance. Voters would retain the right to amend the ordinance.

A "YES" Vote Means: If you vote "yes," you want to redefine "campaign consultant," require campaign consultants to file monthly reports, authorize the Commission to require electronic filing instead of paper reports, and change the calculation of City fees campaign consultants must pay. You also want to allow the City to change any of the campaign consultant ordinance's requirements without further voter approval.

A "NO" Vote Means: If you vote "no," you do not want to make these changes to City law.

Controller's Statement on "F"

City Controller Ben Rosenfield has issued the following statement on the fiscal impact of Proposition F:

Should the proposed ordinance be approved by the voters, in my opinion, it will have a minimal impact on the cost of government.

How "F" Got on the Ballot

On July 19, 2011, the Board of Supervisors voted 11 to 0 to place Proposition F on the ballot. The Supervisors voted as follows:

Yes: Avalos, Campos, Chiu, Chu, Cohen, Elsbernd, Farrell, Kim, Mar, Mirkarimi, Wiener.

No: None.

This measure requires 50%+1 affirmative votes to pass.

Arguments for and against this measure immediately follow. The full text begins on page 179. Some of the words used in the ballot digest are explained on page 36.

This disclaimer applies to: the proponent's argument, the rebuttal to the opponent's argument. The Board of Supervisors authorized the submission of the following argument. As of the date of the publication of this Voter Information Pamphlet, the following Supervisors endorse the measure: Campos, Chiu, Chu, Cohen, Elsbernd, Farrell, Kim, Wiener; oppose the measure: Avalos, Mar, Mirkarimi; take no position on the measure: none.

Proponent's Argument in Favor of Proposition F

Better public disclosure by political consultants – yes on F!

We need to know what political consultants are up to, and Prop F gives the public more information on their activities. It requires more frequent reporting and mandates electronic filing for instant online access by the public.

Political consultants play a very influential role in our system. They run candidates' campaigns and thus have close relationships with elected officials. The public is entitled to know for whom they are working and whether there are any conflicts of interest in that work. In addition, it's illegal for political consultants to lobby their clients. That makes sense since a consultant who runs a politician's campaign may have disproportionate influence on him or her when it comes time to make policy decisions. Prop F, by increasing disclosure, helps enforce this lobbying prohibition.

Prop F also recognizes that there's a big difference between the large political consulting firms and small grassroots consultants. Prop F raises the threshold for reporting to \$5,000 in annual income instead of \$1,000. This change will ensure that small, grassroots consultants are less burdened by reporting requirements.

Vote yes on full disclosure – yes on F!

Supervisor Scott Wiener
Supervisor David Chiu
Supervisor David Campos
Supervisor Mark Farrell
Supervisor Malia Cohen
Supervisor Sean Elsbernd
*Supervisor Carmen Chu**
Supervisor Jane Kim

*For identification purposes only; author is signing as an individual and not on behalf of an organization.

Rebuttal to Proponent's Argument in Favor of Proposition F

PROPOSITION F HAS PROBLEMS:

Supervisor Wiener's Proposition F would let the heavily political San Francisco Ethics Commission change its own rules.

Unlike other California ethics commissions, San Francisco doesn't require union representatives (like people who helped write Proposition C) to register as lobbyists.

The Ethics Commission, per 8/16/11 *Chronicle*, doesn't trouble those with political influence:

The article "U.S. ATTORNEY PROBES 'RUN, ED, RUN' GROUP" tells how San Francisco Democratic Party Chairman Aaron Peskin and retired Judge Quentin Kopp tried to get investigations of the finances and activities of Willie Brown and Rose Pack's organization "Progress For All" ("PFA"), seeking to draft Ed Lee for Mayor.

Democrat Peskin asked the Ethic Commission to investigate PFA and whether it "was coordinating its activities with Lee in violation of election law."

The Ethics Commission killed the inquiry.

Meanwhile:

"Kopp requested a [Federal and local] criminal inquiry after *The Chronicle* reported that Rose Pack, a Lee confidante and fundraiser...had solicited help for [PFA]... from Recology, the city's garbage-collection contractor, which at the time had a \$112 million contract to ship waste to a landfill in Yuba County pending before the Board of Supervisors.

... As city administrator, Lee was one of three people evaluating bids [earlier] in July 2009 when he gave Recology a substantially higher score than the other two panelists."

Vote AGAINST Proposition F

Dr. Terence Faulkner, J.D.
*Past Member of President of United States' Federal Executive Awards Committee (1988)**

John Michael Russom
*Parkmerced Resident**

Patrick C. Fitzgerald
Past Secretary
*San Francisco Democratic Party**

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Opponent's Argument Against Proposition F

THE WHOLE "CAMPAIGN CONSULTANTS' REPORTING REQUIREMENTS" ORDINANCE (A UNIQUE SAN FRANCISCO PROGRAM) IS BAD LAW:

Given that political candidates already report the sources of their campaign contributions, San Francisco's unneeded "*Campaign Consultants' Reporting Requirements*" law (a unique and silly San Francisco program) should be abolished. It is just **BAD LAW**.

This San Francisco Ethics Commission program charges *fees* (of course) and is a good way to encourage *out-of-town* campaign people: "*to stay out of the San Francisco political swamp.*"

The program chills United States Constitutional First Amendment-protected free speech, while serving as a restraint of trade against non-San Francisco political consultants. The project helps second rate local campaign managers to fend away more qualified *out-of-town* talent: "*Let's keep new ideas out.*"

BAD "REFORMS":

The particular outrageous "*reforms*" called for in this misguided Proposition F ballot measure would change the "*Campaign Consultants' Reporting Requirements*" to make them *worse* and *more costly*.

Monthly electronic reports are demanded in this revision, being substituted for the current paper reports required every 3 months. The *fees* (of course) are also changed.

The Ethics Commission loves *fees*. They have few "*ethics*" about grabbing money.

MORE PROBLEMS:

This Proposition F revision would, needless to say, require lots of extra lawyers' *fees*, too. Still more money will change hands.

Proposition F would further limit, a bit, the number of candidates running against incumbents. The more complex the rules, the fewer the people who will step up and try for office. This is *good*...if you are a not very well qualified incumbent.

Vote **AGAINST** unneeded and outrageous Proposition F.

Proposition F is **BAD LAW**.

Dr. Terence Faulkner, J.D.

*Past Member of State of California's Certified Farmers Market Advisory Board**

*For identification purposes only; author is signing as an individual and not on behalf of an organization.

Rebuttal to Opponent's Argument Against Proposition F

Prop F strengthens the Political Consultant Ordinance.

Passed by the voters in the 1990s, this ordinance has been a critical component of open government in San Francisco – ensuring that we know who political consultants are working for and that they are not also campaigning for public officials they are lobbying on behalf of private clients.

Disclosure is a good thing; and Prop F strengthens the ordinance's disclosure requirements, by requiring more frequent reporting and instant electronic filing of disclosure reports. Prop F also recognizes that smaller grassroots consultants, making very little money, should not be subject to the same stringent reporting requirements as larger consultants. And it does all of this at no additional cost to taxpayers.

Prop F brings the Political Consultant Ordinance into conformity with the Lobbyist Ordinance and the Public Financing Ordinance, both in terms of disclosure as well as how these ordinances are amended and updated.

Prop F is a common-sense update to the Political Consultant Ordinance that enhances disclosure and transparency in government. That's why it's been endorsed by San Francisco's good-government organization—the San Francisco Planning + Urban Research Association (SPUR, www.spur.org).

Vote Yes on F!

Supervisor Scott Wiener

Supervisor David Chiu

Supervisor Sean Elsbernd

Supervisor Carmen Chu

Supervisor Malia Cohen

Supervisor Mark Farrell

Supervisor Jane Kim

No Paid Arguments IN FAVOR of Proposition F Were Submitted

Paid Argument AGAINST Proposition F

Vote No on Proposition F

As a Supervisor, I wrote our city's law requiring campaign consultants to register and disclose their activities in order to safeguard the public against influence peddling and "pay-to-play" politics. The Board of Supervisors passed the law in 1996 but it was vetoed by the Mayor. We passed it again in 1997 and the Mayor vetoed it again.

I put it on the ballot in 1997 because City Hall listened to their consultants and not the public.

The consultants spent \$100,000 to convince voters to defeat it. Instead voters passed it by 61%.

Proposition F is a masquerade pretending to update technical parts of the law but it **authorizes the Ethics Commission to make changes without voter approval**.

Proposition F doesn't improve the Ethics Commission's enforcement of our ethics laws. Instead it opens the door to mischief from an Ethics Commission that the Civil Grand Jury calls a "Sleeping Watchdog".

Tom Ammiano

*Assemblymember**

*For identification purposes only; author is signing as an individual and not on behalf of an organization.

The true source(s) of funds for the printing fee of this argument: Tom Ammiano for Assembly.

The three largest contributors to the true source recipient committee: 1. Esther Marks, 2. Dick Grosboll, 3. Jane Morrison.

Paid Argument AGAINST Proposition F

SF Democratic Party Urge NO on Proposition F

The SF Democratic Party opposes Proposition F because it will take away voters' rights.

In 1997 voters passed the law to regulate political consultants because the politicians in City Hall refused to enact a law for honesty in political campaigns. Prop. F now would allow politicians to change and even weaken the law voters passed to force campaign consultants to operate in the open.

Proposition F is a trick on the voters: it is not about ethics reform. Instead it gives elected officials the right to change ethics laws.

Preserve voters' rights and ethics in government. VOTE NO on Prop F.

San Francisco Democratic Party

The true source(s) of funds for the printing fee of this argument: San Francisco Democratic Party.

The three largest contributors to the true source recipient committee: 1. Stand Up for San Francisco, 2. FC Facilitator LLC, 3. Walter Wong.

Paid Argument AGAINST Proposition F

Former Mayor Art Agnos Urges No on Proposition F

As a member of the Assembly and Mayor of San Francisco, I often saw the huge influence political consultants could have on politicians whose campaigns they ran at election time.

That was why I strongly supported then-Supervisor Tom Ammiano's measure to require political campaign consultants to register and tell the public about their clients and City Hall business.

It was an important, first-ever strong ethics law. Unfortunately, the Ethics Commission has been a deep disappointment in its failure to use the law to protect San Franciscans from influence that puts lobby clients ahead of the public good.

This ballot measure does not fix any problem. Instead it creates new problems.

The way it is now only the voters of San Francisco who created the law can change it.

If this measure passes, the Ethics Commission and City Hall can rewrite this law to suit themselves. They will never again have to ask the voters to approve the changes they make.

Do not give up your rights as citizens of San Francisco to write the rules for political consultants. Please join me in Voting No on Prop F.

*Art Agnos, Former Mayor**

*For identification purposes only; author is signing as an individual and not on behalf of an organization.

The true source(s) of funds for the printing fee of this argument: Art Agnos.

Paid Argument AGAINST Proposition F

We have seen first-hand how a well-intended regulatory process can end up not working as intended by the

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public. While some officials may want a quick way to make changes to the Campaign Consultant Ordinance, we are opposed to any attempt by regulators to take public oversight of a law away from the People.

Send Measure F back to the drawing board. Vote No. This argument is supported by two additional former Ethics employees who were not able to sign, Kevin De Liban (2003-2004) and Demarie Dizon (2007-2009).

*Oliver Luby, Ethics Commission employee, 2001 & 2002-2010**
*Christian Narvaez, Ethics Commission employee, 2009**

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The true source(s) of funds for the printing fee of this argument: Friends of Ethics, Committee to Oppose Measures E & F.

The three largest contributors to the true source recipient committee: 1. Larry Bush, 2. Paul Melbostad, 3. Bob Dockendorff.

Paid Argument AGAINST Proposition F

San Francisco's Neighborhoods OPPOSE Prop F!

This measure contains an insidious provision that allows politicians to change this law without asking us, the voters. It allows elected officials and a weak Ethics Commission to change any part of the law without asking voters to agree.

Politicians should *not* be in charge of laws that regulate their own campaign managers. *What a terrible idea!*

Prop F undermines true ethics reform and public accountability.

It gives politicians the right to open new loopholes in the law that affects their own positions.

Vote NO on Prop F!

Coalition for San Francisco Neighborhoods

Established 1973.

46 neighborhood organizations.

The true source(s) of funds for the printing fee of this argument: Coalition for San Francisco Neighborhoods.

Paid Argument AGAINST Proposition F

Five Former Ethics Commissioners Urge NO on Prop F

Each of us served as an Ethics Commissioner.

We have 19 years of experience as Commissioners, noted below.

The Ethics Commission can't be trusted to protect against special interests. The Civil Grand Jury called it a "Sleeping Watchdog." The Commission admits it never held a hearing in 14 years on any campaign consultant or lobbyist. It has turned away 18 Sunshine Task Force findings without action. It has never held a hearing on pay-to-play politics and has rejected every complaint it received regarding political contributions from City contractors. And the Commission thinks that approach is acceptable. Elected officials like those on the Board of Supervisors can't be in charge of campaign consultants: they work closely with consultants who run their campaigns. *Only the voters should be trusted to determine the rules by which consultants can play.*

Do you want to give up your voting rights? Supporting this proposition means that you will "allow the City to change *any* of the campaign consultant ordinance's requirements without further voter approval." Vote NO and protect your voting rights!

Each of us has seen how campaign consultants and their special interest clients convince the Ethics Commission to accept what will benefit them. SF needs a strong watchdog to protect against special interests that put the public interest last – and we don't have that. This proposal does not make the law better. Instead, it gives authority to a Commission with a history of weakening the City's ethics laws and failing to enforce them.

Don't give up your voting authority to control campaign consultants and track the money in politics. Vote NO on Prop F

Joe Julian, 1996-1997

Bob Dockendorff, 1996-2000

Paul Melbostad, 1996-2003

Bob Planthold, 2002-2004

Eileen Hansen, 2005-2011

The true source(s) of funds for the printing fee of this argument: Friends of Ethics, Committee to Oppose Measures E & F.

The three largest contributors to the true source recipient committee: 1. Bob Dockendorff, 2. Paul Melbostad, 3. Larry Bush.

Paid Argument AGAINST Proposition F

Vote NO on Proposition F

There is a reason voters had to pass the law regulating campaign consultants. It's because politicians didn't want a law that affected their campaign managers.

Now some politicians put in a sneaky provision to allow politicians to change this law without asking us,

the voters. This measure allows elected officials and a weak Ethics Commission to change any part of the law without asking voters to agree.

Politicians should not be in charge of laws that regulate their campaign managers. What a terrible idea! Proposition F undermines true ethics reform and public accountability. It gives politicians the right to open new loopholes in the law that affects themselves.

Stand for accountability and join us in opposing Prop F!

Friends of Ethics
San Francisco Arts Democratic Club
San Francisco Tomorrow
SEIU 1021

Senior Action Network

Tommi Avicelli-Mecca

Tab Buckner

Bill Fazio, Member, SF Democratic County Central Committee

Michael Goldstein, Member, SF Democratic County Central Committee

*Hope Johnson, Chair, SF Sunshine Ordinance Task Force**

*Tony Kelly, President, Potrero Boosters Neighborhood Association**

Carolyn Knee

*Richard Knee, Member, SF Sunshine Ordinance Task Force**

*Rafael Mandelman, Former President, Harvey Milk LGBT Democratic Club**

Esther Marks

Quintin Mecke

Giuliana Milanese

*Robert Planthold, Former Foreman Pro Tem, Civil Grand Jury**

*Cynthia Servetnick, Director, Save the Laguna Street Campus**

*Sara Shortt, Executive Director, Housing Rights Committee of San Francisco**

David Waggoner

*Debra Walker, Member, SF Democratic County Central Committee**

*Bruce M. Wolfe, MSW, Vice-Chair, SF Sunshine Ordinance Task Force**

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The three largest contributors to the true source recipient committee: 1. Bob Dockendorff, 2. Paul Melbostad, 3. Larry Bush.

Paid Argument AGAINST Proposition F

Elected Officials Urge No on Proposition F

As elected officials, we believe that the voters, not politicians, should set rules on campaign consultants. We supported asking voters to approve technical changes in an old law, but it's now clear that this proposition does much more than that. It removes the final say from the voters and turns it over to the Ethics Commission and the Board of Supervisors, despite the inherent conflict in politicians deciding what to tell voters about our own contracts with consultants. Proposition F gives the Ethics Commission and the Board authority to change any of the information the public is told.

We are concerned that the Ethics Commission's record in protecting the public's interest is not what it should be. It has never held a hearing in 14 years on consultant or lobbyist violations. It has rejected every complaint on City contractors making contributions to the campaigns of officials who approve their contracts, despite the law that bans pay-to-play deals. We want the voters to keep control.

This measure should be defeated. Instead of creating loopholes and watering down the campaign consultant ordinance, any changes that might be needed should strengthen the ordinance and reflect our values of open government and accountability.

Please join us in opposing Proposition F.

*Jeff Adachi, Public Defender**

John Avalos, Supervisor

Tony Hall, Former Supervisor

Eric Mar, Supervisor

*Kim-Shree Maufas, School Board Member**

Ross Mirkarimi, Supervisor

Aaron Peskin, Chair, SF Democratic Party

John Rizzo, Community College Board President

Leland Yee, Senator

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The true source(s) of funds for the printing fee of this argument: Friends of Ethics, Committee to Oppose Measures E & F.

The three largest contributors to the true source recipient committee: 1. Bob Dockendorff, 2. Paul Melbostad, 3. Larry Bush.

G Sales Tax

Shall the City increase its local sales tax by 0.50% for up to 10 years to fund public safety programs and programs for children and seniors, unless the State increases its sales tax by either 1.0% before November 30, 2011 or 0.75% before January 1, 2016?

YES  
NO  

Digest by the Ballot Simplification Committee

The Way It Is Now: Prior to July 1, 2011, San Francisco had a sales tax rate of 9.5%. On July 1, 2011, this rate decreased by 1.0% when the State allowed a portion of its sales tax to expire.

San Francisco now has an 8.5% sales tax with two main parts:

- 7.25% in State taxes, of which the City receives about 1.0%; and
- 1.25% in special district taxes that fund the Bay Area Rapid Transit District (BART), the San Francisco Unified School District, the San Francisco Community College District, and the San Francisco County Transportation Authority.

State law allows the City to increase its local sales tax up to an additional 0.75%, with voter approval.

The Proposal: Proposition G would increase the sales tax rate in San Francisco by 0.50% (one-half of one percent), for a total tax of 9.0%. The City would use half of the funds from the tax increase to pay for public safety programs and the other half for programs for children and seniors. The Board of Supervisors may change this distribution of funds with a two-thirds vote, but it could not use these funds for any other purposes.

If the voters approve Proposition G, the City would start collecting this additional local sales tax on April 1, 2012.

The new local sales tax would apply for 10 years unless the State sales tax is changed in the following ways:

- if the State increases its sales tax by 1.0% before November 30, 2011, then the additional 0.50% local sales tax would not go into effect and the City would not collect it;
- if, before January 1, 2016, the State increases its sales tax by 0.75% or more, then the City would stop collecting the additional 0.50% local sales tax; and
- if, after January 1, 2016, the State increases its sales tax by 0.75% or more, Proposition G would require the Board of Supervisors to hold a public hearing on whether the City should continue to collect the additional 0.50% local sales tax.

This measure requires approval by two-thirds of the votes cast.

This measure requires 66⅔% affirmative votes to pass.

Arguments for and against this measure immediately follow. The full text begins on page 183. Some of the words used in the ballot digest are explained on page 36.

Proponent's Argument in Favor of Proposition G

Your support of Proposition G will allow San Francisco to locally control funding of its vital public safety and social services such as:

- Community Policing
- Fire and Emergency Services
- Police training
- In Home Support Services for Seniors
- Health Care for Working Families and seniors

Prior to July 1, 2011, San Francisco had a sales tax rate of 9.5%. Despite Governor Jerry Brown's efforts, the State legislature allowed a portion of its sales tax to expire, decreasing the amount of funds available for public safety and services for our most vulnerable.

Proposition G would restore half of this tax cut for a total tax of 9%. San Franciscans will still have a reduced sales tax rate, but funding will be restored to protect our young and aging residents.

Proposition G would ensure that our cops and firefighters can protect our neighborhoods in the event of an earthquake or other natural disaster.

There is no time more crucial than now to preserve our vital public safety and social services which directly benefit San Francisco seniors and working families.

San Francisco has the highest percentage of seniors in an urban area in the State. By 2025, 1 in 5 San Franciscans will be older than 65. The number of people older than 85 will also have doubled. Proposition G will ensure that our seniors do not lose the care they need.

With a State in fiscal crisis, we don't need to put the lives of our children and elderly in the hands of politicians in Sacramento. San Franciscans have an opportunity to make a choice about how their tax dollars are spent and serve those who are most in need by voting for Proposition G.

*Renita Abram, In Home Supportive Services Care Provider
Neal Cavellini, San Francisco Firefighter
Michael Evans, San Francisco Police Officer*

Rebuttal to Proponent's Argument in Favor of Proposition G

VOTE NO ON PROPOSITION G.

Don't be fooled by the city employees and the city funded non-profit proponents of Proposition G who want you to believe that the sky will fall if San Francisco does not raise its sales tax. They would have you believe that the City will not be able to pay for basic city services if the voters do not pass this regressive tax to be paid for by San Francisco's already struggling families, small businesses, and consumers. San Francisco's 2007-2008 budget was \$5.89 billion. It has increased to \$6.83 billion for 2011-2012, larger than most states' budgets.

San Francisco could live within its means if it would prioritize spending responsibly, use zero-based budgeting, and not accede to the demands of boisterous small groups of "community activists."

VOTE NO ON PROPOSITION G.

San Francisco Republican Party

Arguments are the opinions of the authors and have not been checked for accuracy by any official agency. Arguments are printed as submitted. Spelling and grammatical errors have not been corrected.

Opponent's Argument Against Proposition G**VOTE NO ON PROPOSITION G**

A time of high unemployment with many San Francisco families struggling to make ends meet is not the time to increase taxes. The city already has a \$6.8 billion budget, more than \$11,000 per resident, which should be more than enough to cover the cost of local government.

We already have more than 26,000 city employees. This measure is almost certain to result in an even more bloated city payroll, thereby increasing our unfunded pension liability.

History has shown that more money does not lead to better services, but rather to greater waste. With all the money that they already have, city officials routinely come to us asking for bond money to pay for basic services like road repaving that should be covered by the General Fund.

The projected \$60 million in annual revenue from this regressive tax will not alleviate the city's chronic budget problems. It's time that our elected officials learn to live within our means.

Vote NO on Proposition G.

San Francisco Republican Party

Rebuttal to Opponent's Argument Against Proposition G

San Franciscans deserve facts, not rhetorical generalizations--

Proposition G will fund public safety services, and protect San Franciscans in the event of a natural disaster. Our cops and firefighters need equipment that works so that they can do their jobs. In the event of an earthquake, we need to know that our first responders will have what they need to protect us.

Proposition G will restore monies lost because of our State's fiscal crisis, and put San Franciscans in control of their public safety and social services. In a time of drastic State and Federal budget cuts, we can't siphon off care for our most vulnerable. This time of high unemployment requires us to ensure that our social programs are able to support those who need them.

Proposition G will fund health care, meals, and in home care for seniors. Seniors deserve the opportunity to live independently in our communities instead of in more costly institutional care.

Proposition G will support programs that help children. Children who are victims of abuse, homeless, or neglected would directly benefit from the programs supported by Proposition G. Children who receive the services they need early on have a better shot at success in life.

Proposition G will keep every neighborhood in San Francisco safe, and support residents who need it most. Preserving our social safety net and protecting public safety are the most important things we can do during this crucial time.

Vote YES on Proposition G.

San Francisco Democratic Party

Paid Argument IN FAVOR of Proposition G**PRESERVE CITY SERVICES - VOTE YES ON G**

The State budget crisis is having a drastic impact on city services. Rather than maintaining the sales tax rate, the Legislature allowed a 1% surcharge to expire, at the same time transferring programs to local governments.

Proposition G will allow the City to re-impose one-half of the former sales tax rate to pay for public safety and health and human services. This temporary half cent sales tax will expire in 10 years, or earlier if the state re-imposes a higher sales tax.

Your Yes vote on G will save vital services.

San Francisco Chamber of Commerce

The true source(s) of funds for the printing fee of this argument: San Francisco Chamber of Commerce.

End of Paid Arguments IN FAVOR of Proposition G**Paid Argument AGAINST Proposition G**

Vote NO on G the sales tax increase which Mayor Lee and the Board of Supervisors placed on the ballot.

What have our city officials done to inspire confidence in how they spend taxpayer money? Here are a few examples.

Voters approved a \$106,000,000 bond measure in 2000 to rebuild 19 libraries, but the construction was so poorly mismanaged and there were such huge cost overruns and long delays that 5 of the projects had to be abandoned. In 2007 the voters were asked to authorize another \$50,000,000 to finish the job they had already paid for in 2000.

San Francisco Transportation Agency spent \$100,000 for services from a public relations firm even though it already has a press office.

City employees are routinely given "bonus pay" for obtaining basic certifications that are required for their jobs.

City officials spent \$29,000 for a poll to see if voters would approve a bond measure for street repairs (Measure B).

Please do not give our city officials any more money to waste. Vote no on G.

Libertarian Party of San Francisco

The true source(s) of funds for the printing fee of this argument: Libertarian Party of San Francisco.

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School District Student Assignment

Shall it be City policy to encourage the San Francisco Unified School District to change its student assignment system so that it places the highest priority on assigning each student to the school closest to home, after placing siblings in the same school?

YES ☐ ☐
NO ☐ ☐

Digest by the Ballot Simplification Committee

The Way It Is Now: The San Francisco Unified School District (School District) has established an assignment system for its students.

Parents may apply for their children to attend any school in the School District. If a school does not have space for all applicants, the School District admits students based on certain priorities.

For elementary schools, the School District considers, in order of priority, whether:

- older siblings attend the same school,
- the student lives in the school's attendance area and attends a School District pre-kindergarten school in the area,
- the student lives in an area of the City where students have the lowest average test scores, and
- the student lives in the school's attendance area.

For middle school assignments, parents may apply for their children to attend any school in the School District. If a school does not have space for all applicants, the School District admits students based on certain priorities.

For the 2012–2013 through 2016–2017 school years, the School District has adopted a policy that considers, in order of priority, whether:

- older siblings attend the same school,
- the student's elementary school is a designated feeder school for the middle school, and
- the student lives in an area of the City where students have the lowest average test scores.

For the 2017–2018 and following school years, the School District has adopted a policy that assigns students from each elementary school to a designated middle school. If parents prefer a different middle school, they may request one. For such requests, the School District will consider, in order of priority, whether:

- older siblings attend the same school, and
- the student lives in an area of the City where students have the lowest average test scores.

For high schools, the School District does not make any initial assignments. Parents may apply for their children to attend any school, and the School District considers, in order of priority, whether:

- older siblings attend the same school, and
- the student lives in an area of the City where students have the lowest average test scores.

Parents may apply for their children to attend schools with language immersion or other special programs. In some cases, the School District imposes additional eligibility requirements for those programs.

The School District is not a City agency and is governed by an independent Board of Education.

The Proposal: Proposition H would make it City policy to encourage the School District to ensure that:

- all students have the opportunity to attend a quality neighborhood school;
- after assigning siblings to the same school, the highest priority should be to assign each student to the school closest to home; and
- the School District should provide students with the opportunity to attend schools with language immersion or other special programs, even if those schools are not close to their homes.

A "YES" Vote Means: If you vote "yes," you want to make it City policy to encourage the School District to give the highest priority to assigning each student to the school closest to home, after placing siblings in the same school.

A "NO" Vote Means: If you vote "no," you do not want to adopt this as City policy.

This measure requires 50%+1 affirmative votes to pass.

Arguments for and against this measure immediately follow. The full text begins on page 186.
Some of the words used in the ballot digest are explained on page 36.

Controller's Statement on "H"

City Controller Ben Rosenfield has issued the following statement on the fiscal impact of Proposition H:

Should the proposed declaration of policy be approved by the voters, in my opinion, it would not affect the cost of government.

How "H" Got on the Ballot

On November 18, 2010, the Department of Elections certified that the initiative petition calling for Proposition H to be placed on the ballot had a sufficient number of valid signatures to qualify the measure for the ballot.

7,168 signatures were required to place an initiative declaration of policy on the ballot. This number is equal to 5% of the total number of people who voted for Mayor in 2007. A random check of the signatures submitted by the proponents of the initiative petition prior to the July 11, 2011, submission deadline showed that the total number of valid signatures was greater than the number required.

This measure requires 50%+1 affirmative votes to pass.

Arguments for and against this measure immediately follow. The full text begins on page 186.
Some of the words used in the ballot digest are explained on page 36.

Proponent's Argument in Favor of Proposition H

Student Assignment System – Proposition H

YES ON PROP H! Last year, a group of concerned parents joined to advocate for their children in the ongoing debate over the San Francisco Unified School District's Student Assignment System (SAS).

San Francisco loses many frustrated families every year. This is due largely to the current SAS policies, which do not favor – and in most cases do not even consider – neighborhood proximity when offering seats at overcrowded schools.

Imagine living only blocks away from your neighborhood school, and being told your child must attend a school, far from home. Not only does this not make practical sense, it also costs taxpayers more money, causes unnecessary traffic, takes away from family and study time, imposes undue financial and logistical burden for parents (especially with children attending different schools), and makes parent involvement difficult.

In the latest version of the SAS, preference is given to families living in census tracts whose students typically score lowest. At face value, this seems like good social justice. But in practice, it's open to fraud; and it sends the message that the schools in those neighborhoods can never be made worth attending.

Passing Prop H will tell the School District and Board that voters want a student assignment system based on quality neighborhood schools for all; that it's time to bring quality neighborhood schools to all students, rather than telling some students to leave their neighborhood to pursue a quality education. This will enhance the quality of life for all students and residents of San Francisco by reducing travel time, stress, traffic congestion, pollution, and wasted resources for busing, and will allow parents and community to become more involved with their schools.

VOTE YES ON H!

Chris Miller, Chairman, Students First
(www.sfstudentsfirst.org)

Tami Aviles (Gin) & Carol Endo- parent drafters

Rebuttal to Proponent's Argument in Favor of Proposition H

Proposition H is strongly opposed by every school board member, the local teachers and the advocates for San Francisco public schools. DON'T BE FOOLED by the small group of proponents. Proposition H is a costly boondoggle masquerading as public policy. If the School District were to implement these ill-conceived ideas, students would be uprooted and their education put on hold. Countless hours of district staff time would be diverted from curriculum to reorganizing the school boundaries. No one benefits from that brand of chaos.

Where were the Prop H proponents during hundreds of hours of meetings and neighborhood discussions on this topic? Where were the Prop H proponents when the district unanimously adopted a local school and parental choice program to benefit ALL FAMILIES whether they want to attend a neighborhood school or a school of choice?

At a time when revenues for schools are being cut at the state level, the authors of Prop H want us to spend time and money to do what we already accomplished LAST YEAR!

Join with the teachers, student support professionals, administrators, school board members, state assembly members, LGBT community leaders, school advocates and parents and say NO to Proposition H.

United Educators of San Francisco

Dennis Kelly, President, United Educators of San Francisco

*Linda Plack Vice-President UESF**

*Susan Solomon Parent/Teacher**

*Carolyn King Samoa Grandparent/Paraprofessional SFUSD**

*Ken Tray Teacher, SFUSD**

*For identification purposes only; author is signing as an individual and not on behalf of an organization.

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Opponent's Argument Against Proposition H

No on Proposition H

Proposition H is another well-intentioned fatally flawed measure. While Prop H claims it will help students, it will cause more harm than good. People closest to the classroom, parents and teachers and school board members, are urging a NO on Prop H because it is **COSTLY, UNNECESSARY and POORLY WRITTEN.**

Shrinking revenues and catastrophic cuts to public education, Prop H would create a new costly requirement for our school district. Rather than helping students in the classroom, Proposition H would advise school district officials to dedicate time and resources to create a whole new bureaucracy to administer student attendance assignments.

Prop H is so **badly written** that it can cause chaos in our schools by mandating the school board create reassignment of students in our district even after they have started the school year! The language in Proposition H takes effect immediately even though the school year has begun. Most of the student population could be forced to change schools in the middle of the semester. Students and parents who have come to know their teachers and family routines could see themselves uprooted and transferred to other school sites.

Proposition H is totally unnecessary. Parents already have the right to apply for specialized programs or to choose a school located near their homes. Parents also have the right to appeal to the school board or to address other education issues.

We urge you to **Vote No on H** and stand with teachers, parents and other public school advocates opposed to this costly, unnecessary and poorly written proposal.

United Educators of San Francisco
Dennis Kelly, President

Mark Lano

*Hydra Mandoza, Commissioner**

*Norman Yee Commissioner**

*Rachel Norton Commissioner**

*Jill Wynns Commissioner**

*Emily Murase Commissioner**

*Kim-Shree Maufas Commissioner**

*Sandra Fewer Commissioner**

Eric Mar

Jane Kim

*For identification purposes only; author is signing as an individual and not on behalf of an organization.

Rebuttal to Opponent's Argument Against Proposition H

Yes on Prop H.

Proposition H is a necessary REFORM to our current flawed Student Assignment System in San Francisco. The placement process is a system that punishes parents, causes unnecessary stress on children and families due to placement in schools across town, increases government spending, increases traffic and carbon footprint due to unnecessary transportation, strips our neighborhoods of a sense of community. It fails to address a crucial responsibility of our current school board and district- **ACADEMIC ACHIEVEMENT** and support of students and families., in every neighborhood.

The opponents of Prop H have claimed that it will be "costly" and "will create chaos"—two COMPLETELY FRAUDULENT, factually incorrect statements:

- The controller's statement clearly states that this policy change **costs taxpayers NOTHING.** In addition, family car trips and demand on public transportation will decrease significantly, as well as the volume of student assignment appeals.

- When Prop H is passed, the placement process will have been entirely completed for this school year, and the soonest it could take effect is next year. There will be **NO students transferring** or "switching" schools when this policy change passes, it only affects future applicants.

Many families today have little opportunity to attend schools near their home. Unless a school has language immersion or other special programs, neighborhood proximity should count highest after sibling placement!

Let's send a message to the school board and district that students have a right to attend schools near their home. **Vote Yes on Prop H!**

Students First

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Paid Argument IN FAVOR of Proposition H**KEEP FAMILIES IN SAN FRANCISCO - VOTE YES ON H**

Send a clear message to our city leaders that the School District must provide every family with the choice to send their children to a quality neighborhood school.

A clear school assignment system is a necessary step to keeping families in the City. Vote Yes on Proposition H; Neighborhood Schools for All!

San Francisco Chamber of Commerce

The true source(s) of funds for the printing fee of this argument: San Francisco Chamber of Commerce.

Paid Argument IN FAVOR of Proposition H

Lack of certainty that one's child can attend their neighborhood public school, should the child's parents so desire, is a major factor in the flight of families from San Francisco. As a result, San Francisco has by far the lowest percentage of children under age 18 of any county in California. Prop H will prioritize a child's nearby, neighborhood school as a top factor in the public school assignment process. Parents wishing to opt out of the neighborhood school can still do so. Academic achievement in individual schools is enhanced by adequate funding, top teachers and a solid curriculum – not by forcing children to spend much of their day in transit between home and school.

Vote YES on Prop H.

*Citizens For A Better San Francisco
Edward Poole
Michael Antonini
Bill Campbell*

The true source(s) of funds for the printing fee of this argument: Citizens for a Better San Francisco.

The three largest contributors to the true source recipient committee: 1. Edward G. Poole, 2. Michael J. Antonini, 3. Bill Campbell.

Paid Argument IN FAVOR of Proposition H

Prop H is a carefully worded and thoughtful initiative, urging the School District to prioritize proximity in making school assignments. Neighborhood schools do many things: reduce our carbon footprint, create neighborhood community, and facilitate parent involvement in schools. Let's reverse the cycle of families "opting out" of San Francisco public schools – by creating more certainty in the school assignment process.

Vote yes on Prop H!

*Plan C San Francisco
www.plancsf.org*

The true source(s) of funds for the printing fee of this argument: Michael Sullivan.

Paid Argument IN FAVOR of Proposition H

We need to focus on improving the quality of schools in all neighborhoods, not waste resources on busing. This measure does not force parents to send their children to a nearby school against their will, but rather allows parents to do so if that is what they choose. Proposition H will stop the flight of families from our City.

Vote YES on Proposition H.

*San Francisco Republican Party
www.sfgop.org*

*Executive Committee
Harmeet K. Dhillon, Chairman*
Laura Peter, Secretary
Richard Worner, Treasurer
James Fuller, VC Finance
Sarah Vallette, VC Political Affairs
Alisa Farenzena, VC Volunteer Activities*

*Members
Michael Antonini
Rudy Asercion
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*For identification purposes only; author is signing as an individual and not on behalf of an organization.

The true source(s) of funds for the printing fee of this argument: San Francisco Republican Party.

The three largest contributors to the true source recipient committee: 1. Charles Munger, 2. Harmeet Dhillon, 3. Bill Campbell.

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Paid Argument IN FAVOR of Proposition H

I support Measure H, because as a father of seven, I know parents need to be empowered so we can start enforcing strong standards and basics in education.

*Tony Hall, Candidate for Mayor**

*For identification purposes only; author is signing as an individual and not on behalf of an organization.

The true source(s) of funds for the printing fee of this argument: Tony Hall for Mayor 2011.

The three largest contributors to the true source recipient committee: 1. William O'Keeffe, 2. Harry Ming, 3. Dolores Crespi.

No Paid Arguments AGAINST Proposition H Were Submitted

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Appendix K: Information Treatment Supplement to E-mail #1

The following text was appended to e-mail #1, for all subjects receiving the information treatment:

[FOR SUBJECTS RECEIVING THE INFORMATION TREATMENT ONLY]

As you may remember, I offered you an information packet that included excerpts from the official Voter Information Guide. You can also access this information online at this website, which publishes the complete guide in a pdf format:

http://www.sfgov2.org/ftp/uploadedfiles/elections/NOV2011_VIP_EN.pdf

You can also view a shorter summary of the 8 ballot propositions, including a list of pros and cons, at this link (prepared by the League of Women Voters):

http://lwvsf.org/pages/pdf/LWVSF_ProConGuide_Nov2011.pdf

If you want to learn more about any of the candidates running for Mayor, Sheriff, or District Attorney, or about any of the 8 Ballot Propositions, you might find the video links listed below to be useful. These online videos are intended to provide you with easily accessible information about the upcoming election, so you can make a well-informed decision. The videos include:

1. Official statements from each candidate in each election
2. A video record of the Candidate Forum for each elected office; and
3. An informational video about each ballot proposition, including a summary of what the proposition would do, and arguments from either side of the issue.

I hope you find this information useful.

San Francisco Mayoral Election, November 2011

Mayoral Forum:

http://sanfrancisco.granicus.com/MediaPlayer.php?view_id=139&clip_id=13385

Mayoral Candidate Statements (All):

http://sanfrancisco.granicus.com/MediaPlayer.php?view_id=139&clip_id=13144

Jeff Adachi – Individual Statement:

<http://www.youtube.com/user/SFVotes2011#p/c/3041565B65A0AF0D/0/vQ17mR9O60k>

Michela Alioto-Pier – Individual Statement:

<http://www.youtube.com/user/SFVotes2011#p/c/3041565B65A0AF0D/1/Pj0dL06BpCM>

Cesar Ascarrunz – Individual Statement:

<http://www.youtube.com/user/SFVotes2011#p/c/3041565B65A0AF0D/2/1yFWFHMKIcU>

Terry Baum – Individual Statement:

<http://www.youtube.com/user/SFVotes2011#p/c/3041565B65A0AF0D/3/w6--8Fhk09Y>

David Chiu – Individual Statement:

<http://www.youtube.com/user/SFVotes2011#p/c/3041565B65A0AF0D/4/LzegNMYbJ7A>

Paul Currier – Individual Statement:

http://www.youtube.com/user/SFVotes2011#p/c/3041565B65A0AF0D/5/_tpaOkIUPJk

Bevan Dufty – Individual Statement:

<http://www.youtube.com/user/SFVotes2011#p/c/3041565B65A0AF0D/6/Pa3NJGEBv3w>

Tony Hall – Individual Statement:

<http://www.youtube.com/user/SFVotes2011#p/c/3041565B65A0AF0D/7/bpTtmI6-LhU>

Dennis Herrera – Individual Statement:

<http://www.youtube.com/user/SFVotes2011#p/c/3041565B65A0AF0D/8/u8bvykSgF50>

Ed Lee – Individual Statement:

<http://www.youtube.com/user/SFVotes2011#p/c/3041565B65A0AF0D/9/78H2948kRLk>

Wilma Pang – Individual Statement:

<http://www.youtube.com/user/SFVotes2011#p/c/3041565B65A0AF0D/10/sXxI7WokPI4>

Joanna Rees – Individual Statement:

<http://www.youtube.com/user/SFVotes2011#p/c/3041565B65A0AF0D/11/dDZJgTaT7vM>

Phil Ting – Individual Statement:

<http://www.youtube.com/user/SFVotes2011#p/c/3041565B65A0AF0D/12/pHb4CniorWE>

Leland Yee – Individual Statement:

<http://www.youtube.com/user/SFVotes2011#p/c/3041565B65A0AF0D/13/11Q6iVGT0yM>

San Francisco Sheriff's Election, November 2011

Sheriff Forum:

http://sanfrancisco.granicus.com/MediaPlayer.php?view_id=139&clip_id=13298

Sheriff Candidate Statements (All):

http://sanfrancisco.granicus.com/MediaPlayer.php?view_id=139&clip_id=13143

Chris Cunnie – Individual Statement:

<http://www.youtube.com/user/SFVotes2011#p/c/B0F122C401419240/0/i0cC5R9ov-Q>

Ross Mirkarimi – Individual Statement:

http://www.youtube.com/user/SFVotes2011#p/c/B0F122C401419240/1/PMtsT6_07C8

Paul Miyamoto – Individual Statement:

http://www.youtube.com/user/SFVotes2011#p/c/B0F122C401419240/2/IbJ4zQBYI_g

David Wong – Individual Statement:

<http://www.youtube.com/user/SFVotes2011#p/c/B0F122C401419240/3/CEfXMlaW81I>

San Francisco District Attorney Election, November 2011

District Attorney Forum:

http://sanfrancisco.granicus.com/MediaPlayer.php?view_id=139&clip_id=13070

District Attorney Candidate Statements (All):

http://sanfrancisco.granicus.com/MediaPlayer.php?view_id=139&clip_id=13142

Sharmin Bock – Individual Statement:

<http://www.youtube.com/user/SFVotes2011#p/c/B5709B6563D883B4/0/GZfXUp4J5FY>

Bill Fazio – Individual Statement:

<http://www.youtube.com/user/SFVotes2011#p/c/B5709B6563D883B4/1/EVvk-zCUUwkc>

George Gascon – Individual Statement:

<http://www.youtube.com/user/SFVotes2011#p/c/B5709B6563D883B4/2/ywm5ozenSn0>

David Onek – Individual Statement:

<http://www.youtube.com/user/SFVotes2011#p/c/B5709B6563D883B4/3/AoJsoRdXVKE>

Vu Trinh – Individual Statement:

<http://www.youtube.com/user/SFVotes2011#p/c/B5709B6563D883B4/4/SedYf7wYQL4>

San Francisco Ballot Propositions, November 2011

Proposition A – School Bonds:

<http://www.youtube.com/watch?v=49otM5jltw&NR=1>

Proposition B – Road Repaving & Street Safety Bonds:

<http://www.youtube.com/watch?v=fFIExvBQ5w&feature=related>

Proposition C – City Pension & Health Care Benefits:

http://www.youtube.com/watch?v=l2vq_ZOaRFY&feature=related

Proposition D – City Pension Benefits:

<http://www.youtube.com/watch?v=GRKyjYtTQQU&feature=related>

Proposition E – Amending or Repealing Initiative Ordinances & Declarations of Policy:

<http://www.youtube.com/watch?v=jmFRicDCnYY&feature=related>

Proposition F – Campaign Consultant Disclosures:

<http://www.youtube.com/watch?v=LF4cm1TNfF8&feature=related>

Proposition G – Sales Tax:

http://www.youtube.com/watch?v=2AbvnANsNmg&feature=mfu_in_order&list=UL

Proposition H – School District Student Assignment:

http://www.youtube.com/watch?v=IwJnwmZi1nA&feature=mfu_in_order&list=UL

Appendix L: Estimating Effect of Mobilization Treatment on Change in Information

Table A2 displays the results from a within-subjects analysis, estimating the effects of the mobilization treatment on individual-level change in information from the pre-treatment to post-treatment survey. The results from the previous analysis (which estimated treatment effects by comparing average post-election survey scores in each group, controlling for pre-treatment scores) are included as well, to facilitate an easy comparison of results.

Table A2: Effect of Mobilization Treatment on Change in Information Between Pre-Election Survey and Post-Election Survey

Model	Estimate of Political Sophistication	Original Estimate: Between Subject Analysis – Effect of Treatment on Post-Treatment Scores		Revised Estimate: Within Subject Analysis – Change in Score from Pre to Post-Treatment Survey	
1A	Accuracy of Left-Right Candidate Evaluations (Expert Average)	7.8* (4.6)	7.7* (3.7)	4.9 (4.6)	7.1+ (4.5)
1B	Accuracy of Left-Right Candidate Evaluations (Survey Average)	7.5* (4.3)	7.5* (3.6)	6.1+ (4.4)	7.6* (4.3)
2	Knows Party Affiliation of Mayoral Candidates'	8.0* (3.8)	8.4** (2.7)	7.9** (2.8)	9.1** (2.9)
3A	Knows Democratic Party's Endorsement: Mayor	12.2** (5.1)	10.5* (5.1)	5.6 (5.6)	6.7 (6.0)
3B	Knows Democratic Party's Endorsement: All	5.6 (4.3)	3.6 (4.1)	1.9 (4.0)	2.1 (4.2)
4	Knowledge of Ranked Choice Voting Rule	10.0+ (6.8)	12.0* (6.3)	8.9 (7.6)	9.0 (7.7)
6A	Referenda Preferences Exist	10.4* (6.0)	8.7+ (5.6)	16.3* (7.0)	15.8** (6.5)
7A	Self-Assessment: Informed about Referenda	9.5* (4.1)	6.3* (3.3)	5.3+ (3.8)	4.9+ (3.8)
8	Non-Campaign Political Engagement	0.9 (2.7)	-1.9 (1.8)	-1.9 (2.1)	-2.2 (2.2)
	Covariates Included?	No	No	Yes	Yes

** $p \leq 0.01$

* $p \leq 0.05$

+ $p \leq 0.10$

The within-subjects analysis yields similar results to the between-subjects analysis. All estimated effects of mobilization on campaign-related information scores are positive on average. Of the seven variables which yielded significant effects in the between-subjects analysis (within a 90% confidence interval), three are higher in magnitude, and four are lower in magnitude in the within subjects model. Specifically, when switching to a within-subjects analysis, estimated effects of the mobilization treatment on knowledge of candidate party affiliations and knowledge of candidate ideological positions (compared to the survey average) continued to demonstrate significant effects, and increased by narrow margins. The effect on declared preferences regarding the referenda was more than 80 percent higher, and crossed from a 90% confidence interval to a 99% confidence interval. Estimated effects of the mobilization treatment on knowledge of candidate ideological positions (compared to the expert average) were slightly lower. Estimated effects on knowledge of the Democratic party's endorsements for Mayor, self-assessments of information about the referenda, and knowledge of ranked choice voting all remained positive on average, but dropped in magnitude by 20 – 40 percent.

Estimating changes at the individual level reduces concerns about between-subject differences. However, subtracting the baseline value from the post-treatment value also produces a “change” estimate that includes noise from both pre and post-treatment estimates of information, which reduces overall power in this case. Standard errors were generally larger across the within-subject models, causing several of the estimates to fall outside of the 95 percent confidence interval.