



LEAGUE OF WOMEN VOTERS OF SAN FRANCISCO THE VOTER

Fall 2009

Election Day is Tuesday, November 3

Letter from President Karen Clopton



The November 3rd election day is almost upon us. Please remember to vote. Enclosed in this issue of the Voter is the Pros and Cons guide to help navigate the local ballot measures.

At the Chapter's Board meeting on September 15, the Board unanimously voted to celebrate five exceptional women at our Women Who Could Be President Gala reception to be held February 11, 2010. The honorees are:

Kate Kendell is the Executive Director of the National Center for Lesbian Rights, a national legal organization committed to advancing the civil and human rights of lesbian, gay, bisexual, and transgender people and their families through litigation, public policy advocacy, and public education. She is a local, state, and national civil rights leader and attorney, who earned her JD from the University of Utah College of Law.

Anne Wilson is the first woman Chief Executive Officer of the United Way of the Bay Area, under her leadership, the UWBA has transformed into a community-impact organization that brings together resources and people to address the Bay Area's most pressing challenges. She earned her BS cum laude from Syracuse University and her Masters in Social Work from the University of California at Berkeley.

Lynn Bunim is the Executive Director for External Affairs for AT&T. She is a civic and community leader, serves on several non-profit boards of directors including the Jewish Community Federation and the San Francisco Urban Renewal Advisory Council. She is a proud graduate of the University of California at Berkeley and was a founding trustee of the University Art Museum.

Pamela Joyner is the Managing Partner and Founder of Avid Partners, LLC and has more than 25 years in the investment industry. She is a renowned philanthropist and civic leader and is a Trustee of the School of American Ballet, The McDowell Colony, the California Health

Care Foundation, and the Making Waves Foundation. She earned her AB and an honorary masters degree from Dartmouth College and her MBA from Harvard University.

Yolanda Jackson is the Deputy Executive Director and Diversity Director of the Bar association of San Francisco. She is an accomplished mediator, arbitrator, lecturer, and facilitator and has focused on increasing diversity in the legal profession, locally and statewide. She is a leader in the legal community and serves on the boards of directors of several bar associations throughout the country, including the California Association of Black Lawyers.

This amazing and diverse group of women is awe-inspiring and each one has demonstrated the leadership qualities necessary for an effective President of the United States. The Gala will celebrate the 90th anniversary of the founding of the League of Women Voters and we hope that all of our members will attend. Many thanks to all who nominated candidates for this year's event. Past honoree Cheryl Jennings will again serve as mistress of ceremonies, the City Club will be the venue, and the League's Vice President for Program, Chandra Friese, will chair the event. For further information, please go to our website, www.lwvsf.org.

The presidency of the United States is an interesting combination of both head of state and political leader. As such, the office of the presidency has been held in high esteem and respect by both the populace and other world leaders. I am increasingly concerned about the deterioration of respect for the office and wonder if other League members share my alarm. While the decline has occurred over several decades, beginning I believe with the resignation of President Richard Nixon after the Watergate scandal, it has become increasingly apparent during the Obama administration.

I believe many factors are at work in this process, including the media's obsession with the private details of every public figure's life, the Clinton v. Jones Supreme Court case that allowed a sitting President to be deposed in a civil lawsuit while in office, and America's devolving standards for public discourse and civility. Many also argue that the current President's racial background has

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President's Letter (continued)

contributed to a heightened lack of respect for the office, exemplified by Strom Thurmond protégé, South Carolina Congressman Wilson heckling the President during a joint session of Congress and a firestorm over whether the President should be allowed to address America's school children (although two prior presidents had done so while in office).

My concern and interest in this issue was piqued by the shoe throwing incident with President Bush last year. The incident was very upsetting on many levels, including the fact that a second shoe was thrown, the lack of an immediate response to the President's security, and the level of disrespect that arose from the event. No matter what one's political beliefs, the safety, security and respect of our head of state should be guarded and preserved. Criticism of policies and actions can be effectively accomplished without resort to bigotry, derision, and hate.

I strongly believe we must separate respect for the office from agreement or disagreement with public policy issues.

The disrespect for the office of the President must be addressed by all of us. As we look forward to the day when a woman is elected President, we want the office to have its full status as head of state and not be considered less because of the race, gender, or disability of its occupant.



Kristin Chu—Story Bank

Like so many others, I joined the LWVSF because I wanted to help educate voters so they could make informed decisions when they cast their ballots. My interest in doing this was sparked because, before I became a member, the League had helped me in just this way.

It all began in November 2001. I was looking for materials to help me understand the issues I would be voting on in the local election. Somehow – I don't recall exactly how -- I came in possession of the Pro/Con Guide published by the San Francisco League. Little did I dream how that copy of the Guide would impact my life.

The Guide was just what I needed. To express my thanks I sent a donation to what I thought was the SF League but inadvertently, I later realized, I had made a donation to the California League. As a result of the donation I was tapped to volunteer at the next State League convention. I was impressed by what I learned at the meeting about the work of the League and decided in 2002 to join my local league. By this time I knew the difference between the California League and San Francisco League.

I was quickly invited to come onto the board and not long after I was asked to take over as Treasurer. It was a great fit and a good opportunity for me because I was in the process of getting a master's degree in accounting at San Francisco State University.

During my time as treasurer (I served from '02-'09) the League expanded significantly in terms of the services it provided to voters and the money it raised to perform these services. I managed an annual budget of \$150,000 from multiple revenue sources (public and private grants, donations, membership revenue and fundraising events) along with forecasting and monitoring the League's annual expenditures.

It was an invaluable experience for me and it was especially rewarding to serve as Treasurer during a time of significant growth for the League. I hope my work as Treasurer over those seven years put in place the structure and knowledge needed to sustain the organization for the next generation of San Francisco League members.

In 2006 another door opened for me as a result of my work with the League. I was invited to join the City of San Francisco's Sunshine Ordinance Task Force. The purpose of the Task Force is to protect the public's interest in open government as detailed in what's called the "Sunshine Ordinance" as well as in other local and state government laws. Since last year, I have served as Chair of the group which means I manage hearings on citizen's claims against the city for violation of open government laws and along with other Task Force members advise the Board of Supervisors and City departments on appropriate ways in which to ensure the public's access to government.

My foray into city government expanded further in 2007 when I was appointed to the Citizens General Obligation Bond Oversight Committee. As Vice-Chair of the Committee, I work with the other members to analyze bond debt management and oversee the City Services Auditor division of the Controller's office.

In the seven years I have been a member of the LWVSF I feel my life has been enriched. I have made great friends through the League. I have also gained valuable experience in San Francisco government learning about the inner workings of the legislative office, advocating for open government and critiquing the capital funding processes. Without a doubt, my LWV and public sector work have given me the background and confidence to align my professional goals with my personal interests. And, all of these and opportunities grew out of my fortuitous and unexpected exposure to a copy of the Pro/Con Guide seven years ago.

What LWVSF is Doing About Health Care Reform

On September 10, 2009, the San Francisco League and the San Francisco Chapter of OWL (The Voice of Mid-life and Older Women) presented a forum called "What is Washington doing about health care?" at the Koret Auditorium in the Main Branch of the San Francisco Public Library. The evening before, President Obama gave his health care speech, making the event perfectly timed.

The panelists were:

Dr. Deborah LeVeen, Professor Emerita, San Francisco State University;

Dr. Giorgio Piccagli, current President of the CA Public Health Association-North

Dr. Ellen Shaffer, Co-Director for the Center for Policy Analysis

The moderator was the League's past president and current President of OWL, Dr. Allyson Washburn.

Dr. Piccagli spoke about the problems we need to solve and what we have learned. He gave statistics: 45 million Uninsured: 1 in 6 Americans; 50 million Underinsured: together 1 in 3; 18 million children uncovered. He also talked about why the system we have now doesn't work. He spoke about health care in other countries and compared it to what we have in this country. Then he spoke about how we would pay for health care reform.

Dr. LeVeen spoke next. Her presentation included what we could gain from reform and the need for a robust public option. She spoke about the different bills that were in Congress on September 10. She explained the different models of coverage being proposed: the Employer Pay or Play Mandate, a National Insurance Exchange, a system wide insurance reform, and coverage by a Medicare Expansion. She talked about why a robust public option or a single payer system was essential in order to do the four basic things to make health care reform successful. They are: comprehensive coverage, affordability, fair financing and cost containment.

The final speaker was Dr. Shaffer. She talked about what was on the table and what we can do about getting health care reform. She gave a history of National health care going back to Teddy Roosevelt. The advantages of both a single payer system and a public option were described. She described two kinds of thought patterns: the one in which the person wants to keep what he/she has already and doesn't care about others and the one in which the person wants everyone to have affordable, quality health care. She explained the political landscape

in Washington on healthcare reform. Her solutions involved contacting members of Congress and continuing to remain informed.

The panel was followed by about 20 minutes of questions to the panelists from the audience of about 100 people.

The following websites were mentioned as places to go for more information:

1. www.centerforpolicyanalysis.org which is Dr. Shaffer's site
2. the Kaiser Family foundation at www.kff.org/healthreform
3. the Commonwealth Fund at www.commonwealthfund.org.

The League is Taking Facebook by Storm!

Facebook provides an unprecedented opportunity for nonprofits: 300 million monthly active users, about half of whom are signing in and communicating with their friends on a daily basis, is an organizer's dream.

We developed the Causes application because we know what it takes to be an activist and we know how much social networking can revolutionize grassroots organizing. Our mission is to empower individuals to mobilize their friends for collective action, who then spread the word to their friends, and eventually create movements that span local communities and even the globe. This kind of coordinated action, speed of communication, and reach of your message is unprecedented. Since we launched in May 2007, 80 million people have started using Causes and over 300,000 causes have been created about every topic from halting global warming to supporting arts education. \$13 million has been donated through the Causes application on Facebook and daily donation totals have increased by 10x over the past year.

One of our favorite stories came about because Michelle Miles didn't have time to volunteer at her local hospital, the Arkansas Children's Hospital, due to her busy school and work schedule. So, Michelle started a cause. Then, she grew her cause, The Race to End Cancer, to 5.7 million people who now write on the wall about their experiences with cancer, donate money to the Arkansas Children's Hospital, and post pictures on the cause.

In addition to individual activists, nonprofits themselves have also started causes to build communities of supporters around the issues they work on. The Love Without Boundaries Foundation created a cause despite being

Facebook (continued)

small, entirely new to Facebook, and having no paid staff. They have raised over \$150,000 to provide medical care for Chinese orphans and even have 10 babies they call the "Facebook babies" because their surgeries were made possible by donations through the cause.

For the League of Women Voters of San Francisco, Facebook and Causes can be incredible tools for new membership outreach, communications, and for distribution of our pro/con guides and other public-facing services. For people who already know and love the League of Women Voters of San Francisco, they can become a "Fan" of the League's Facebook Page. This is basically like signing up for our mailing list, but the medium is a Facebook message instead of a postcard or email. But a large part of our mission is to educate the voters of San Francisco about what is on their ballot. To that end, we have started a cause called "I am a San Francisco Voter" which can be found at www.causes.com/sfvoter. This cause is intended to bring in all kinds of San Francisco voters, who may or may not have heard of the League of Women Voters of San Francisco. By engaging them around the value that we bring and the mission of our organization, we will bring in many more people without requiring them to affiliate strongly with the League first. After they join the cause, we can send them emails about when early registration is, remind them about the last day to register, distribute our Pro/Con guides and other voter education materials, and more. They can, in turn, communicate with each other on the Wall of the cause to ask questions, seek clarification, or start discussions about the issues that face our city. While serving as a valuable resource for these members, this cause will also be an exciting new member outreach mechanism because we can also send messages asking members of the cause to become volunteers and members of the League.

As we start using Facebook more, we have to remember that it is not a magic bullet which will open the floodgates of new members and volunteers. It is a tool that requires work, creativity, and participation from all of us in order to reap the benefits. But I am incredibly excited about the possibilities that Facebook and Causes can provide the League of Women Voters of San Francisco and I look forward to working with you all to make this endeavor a huge success.

Bond Watch #3 September 2009

Branch Library Improvement Program

In September the Citizen's General Obligation Bond Oversight Committee's (CGOBOC) meeting was dominated by a report issued about the West Portal Branch

Library renovation project by the City Services Auditor, an internal auditing group in the Controller's Office. We usually figure out exactly what went wrong in a project after it is completed so this audit is important since the library renovation projects are ongoing and any lessons learned from the auditor's report can improve active projects all over the city.

Unfortunately, the scope of the audit was very narrow – to analyze if the contract terms were met and make sure significant administrative requirements were in place (insurance, bonding etc.). The auditor found that the contract terms were not met and the recommendation was to write a better, more applicable contract. It seems that the city has a standard contract to use on construction projects that should have been rewritten for this small project. In addition, there were some concerns about the contractor's insurance, license and other business requirements which were not monitored at the level required by the city.

But, I was hoping for an audit that would help explain the major problems in all bond projects... Why do schedules seem to slip consistently? Why do projects cost more than budgeted? and most of all How do we fix it?

In the end, \$100 million dollar bond projects seem just like a bathroom renovation in my home - materials always cost more than I anticipated, the contractor has complete control over the schedule and I'm sure of exactly what I want after the project is complete. So I understand why these projects are so hard but I do believe that the city should be better at it than I am.

SF General Hospital Rebuild

At the September meeting we also discussed the General Hospital rebuild project which was just approved by the voters in 2008 for a whopping \$887 million dollars.

From a project management perspective this is supposed to be the project that runs perfectly. The city spent a considerable amount of money before the bond was even on the ballot to scope the project and cost it and make sure they were asking for enough money to complete the project (novel idea, huh?). In addition, the schedule was conservative and agreed to by all parties and plans were sent to the state hospital regulatory agency OSHPD, who can hold up projects for months for various reasons.

So, when the Department of Public Works representative for the hospital called the schedule aggressive (read: slipping), I was surprised. He did note that they are below budget but as we saw with the Laguna Honda Hospital project, slipping schedules always equals more costs.

Those costs may be in the future but they are real and certain. We're less than a year into a 6 year project and I'm concerned that we are heading down a familiar road. The CGOBOC made our concerns clear and hopefully when we meet with the hospital again in 2010, we'll hear a different report. Stay tuned!



PROS & CONS GUIDE

San Francisco Ballot Measures

Election Day: Tuesday, November 3, 2009

PROPOSITION A

Budget Process Charter Amendment

Placed on the ballot by Mayor Newsom and Supervisors Avalos, Campos, Chiu, Dufty, Mar, Maxwell, and Mirkarimi

The Question:

Should the City Charter be amended to require the City to develop binding long-range financial policies, to adopt a two-year budget cycle, and to create a five-year financial plan to forecast expenditures and revenues?

The Background:

Currently, the City adopts an annual budget by July 1. The City is not required to engage in any long-term financial planning or to adopt financial policies that guide the Board of Supervisors and the Mayor in creating the City's annual budgets.

The Proposal:

Under Proposition A, the City would move from a one-year budget cycle to a two-year budget cycle. Annually, the Mayor would submit to the Board of Supervisors a proposed rolling two-year budget, balanced for each fiscal year, and the Board would adopt a two-year budget every year. The Mayor and the Board would also have the power to establish a fixed two-year budget cycle for certain departments. Under the fixed two-year cycle, the Mayor would submit a two-year budget for affected departments, and, if approved, that budget would remain in place for two fiscal years unless the Controller reported that the revenue or expenditure projections on which that budget was based had significantly changed. Under Proposition A, the Mayor and the Board of Supervisors would retain the power to introduce amendments to the budget at any time during the budget cycle.

This proposition would also institute several financial planning measures. Pursuant to Proposition A, the Controller would propose a set of long-range financial policies for the City. These policies would address, at a minimum,

the creation and maintenance of adequate City reserves, the City's use of volatile or fluctuating revenues, the City's issuance of debt, and any extraordinary budget or financial measures that might be needed to deal with natural disasters. The Controller's proposed financial policies would have to be approved by the Mayor and two-thirds of the members of the Board of Supervisors. Once adopted, the policies would be binding; the City would not be allowed to adopt any budget that the Controller deemed inconsistent with any of the financial policies. However, the Board of Supervisors would have the power, by a two-thirds vote, to suspend the policies for a single fiscal year. Additionally, every three years, the Mayor would propose a five-year financial plan that addresses expenditures, revenues, and strategic goals for most City departments. The five-year plan would be adopted by the Board of Supervisors, and this plan would be used to guide the budget process for those departments in future years.

Proposition A would require labor agreements for all City workers to be submitted to the Board of Supervisors no later than May 15 to be adopted for the upcoming fiscal year beginning July 1. A new labor agreement submitted after the deadline would not be effective until July 1 of the following fiscal year (more than a year in the future), unless it was cost neutral or resulted in a cost savings to the City.

This proposition would also give the Board of Supervisors the power to decide how to notify the public of certain Board proposals and actions, removing the requirement that these notices be published annually in an official City newspaper.

(Proposition A continued on Page 2)

ONLINE ELECTION INFO
www.sfvotes.org

ELECTION DAY IS
TUESDAY, NOVEMBER 3

- Polls open from 7 am to 8 pm
- Early voting starts October 5
- October 19 is the last day to register
- For more information, visit the SF Department of Elections at www.sfgov.org/election

TO VOTE IN THE NOVEMBER ELECTION, YOU MUST:

- Be a U.S. citizen and a resident of California
- Be at least 18 years old by the date of the election
- Be registered to vote
- Not be in prison or on parole for a felony conviction
- Not have been judged mentally incompetent to vote by a court
- Federal and State Law now requires that every person who registers or re-registers to vote provide either a California Driver's License (or California ID card) or the last 4 digits of your Social Security number on your registration card.

PROPOSITION A

(continued)

Fiscal Effect:

The Controller states the following:

Should the proposed charter amendment be approved by the voters, in my opinion, it would not in and of itself affect the cost of government. The charter amendment makes changes to the City's budget and financial processes which are likely to stabilize spending through requiring multi-year budgeting and financial planning.

The amendment makes four significant changes to the City's financial processes and policies:

- *Specifies a two-year (biennial) budget, replacing the current annual budget;*
- *Requires a five-year financial plan which forecasts revenues and expenses and summarizes expected public service levels and funding requirements for that period;*
- *Charges the Controller's Office with proposing to the Mayor and Board of Supervisors financial policies addressing reserves, use of volatile revenues, debt, and financial measures in the case of disaster recovery. The City would be required to adopt budgets consistent with these policies once approved;*
- *Standardizes the processes and deadlines for the City to submit labor agreements for all public employee unions at May 15.*

Overall, the proposed changes would cause the City to budget less in some years, and to fund the budget with reserved funds or new revenues in other years, but the total amount of City revenue or expenditure would not be directly affected.

Arguments In Favor of Proposition A

- Proposition A would improve the City's financial planning and budgeting by requiring the City to look ahead to future revenues and expenditures when adopting budgets.
- This measure would improve the stability of social services and public health and safety by encouraging the City to plan for anticipated revenue declines so that abrupt cuts are not required to maintain a balanced budget.
- Proposition A would bring the City in line with standard financial planning practices.
- Having all labor contracts finalized at least 45 days before the fiscal year begins would allow for a more transparent and efficient budget process.

Arguments Against Proposition A

- Proposition A is not needed because the law already requires certain agencies, including the Controller, to issue a three-year budget report every year.
- Budget projections on which multi-year budgets are based often turn out to be incorrect.
- Proposition A reduces accountability because it gives the Controller, an appointed official, power over the budget at the expense of elected officials; it also reduces public hearings regarding agency budgets on fixed two-year budget cycles from every year to every two years.
- Failure to finalize labor contract negotiations before May 15 means that these employees would be without a new contract for over a year.



JOIN OR GIVE TO THE LEAGUE OF WOMEN VOTERS OF SAN FRANCISCO!

All are invited to become members of the League. By becoming a member, you support our efforts to educate and inform voters about their election choices. You also will become a member of the National, State and Bay Area Leagues.

Join or Donate online:

www.sfvotes.org



Get complete, non-partisan information about this election including your polling place, personalized ballot, candidate profiles, and election results.

www.smartvoter.org

PROPOSITION B

Board of Supervisors Aides Charter Amendment

Placed on the ballot by Supervisors Alioto-Pier, Ammiano, Daly, Dufty, Maxwell, Mirkarimi, McGoldrick, Peskin, and Sandoval

The Question

Should the City Charter be amended to allow members of the Board of Supervisors an unspecified number of aides?

The Background

The current Charter allows each of the eleven members of the Board of Supervisors to have two aides.

The Proposal

This measure would amend the City Charter to remove the stipulation that each member of the Board Supervisors have two aides.

Fiscal Effect

The Controller states the following:

Should the proposed Charter Amendment be approved by the voters, in my opinion, it would not in and of itself affect the cost of government. The proposal would remove the current reference in the Charter limiting each member of the Board of Supervisors to two staff aides. In effect, the number of staff for the members of the Board of Supervisors would become subject to the normal budgetary and fiscal provisions of the Charter through which annual budgets are proposed by the Mayor and revised and approved by the Board of Supervisors.

Currently each of the eleven members of the Board of Supervisors is authorized to have two staff members. The legislative aide job classification currently in use for these staff pays from \$69,500 to \$93,100 annually and the total cost of the 22 positions is approximately 2.3 million annually including salary and benefits.

Arguments In Favor of Proposition B

- Staffing levels should be arranged according to what is needed, not dictated by the City Charter.
- The realities of the City's budget will act as a constraint on the number of people hired and their salaries.
- This measure would benefit constituents by giving Supervisors more flexibility in their staffing needs, which would result in increased responsiveness to the needs of citizens. Additional resources would also improve the quality of research done on issues going before the Board.
- San Francisco has relatively few aides per elected official, compared with other large California cities.

Arguments Against Proposition B

- It is unreasonable for Supervisors to ask for increased staffing when the City's budget is in such crisis.
- This measure seeks to ignore the wishes of the voters; in 2000 (Proposition B) and 2004 (Proposition D) there were similar measures that were not passed by voters.
- The City should be trimming staff; not adding new positions that could be costly to the City.
- The Supervisors' aides do not need to do in-depth research on issues, since there are already City offices that provide research and data.

EARLY VOTING AT CITY HALL



Did you know that you can vote before Election Day?
October 5 is the First Day for Early Voting at City Hall
Early voting is available 8 am to 5 pm, Monday through Friday, outside Room 48 in City Hall. There will also be weekend voting on:

Saturday, October 31 and Sunday, November 1, 10am to 4pm
(enter on Grove St. only)

Join or donate on line! www.Sfvotes.org

PROPOSITION C

Candlestick Park Naming Rights Ordinance

Placed on the ballot by Board of Supervisors Alioto-Pier, Campos, Chiu, Chu, Dufty, Elsbernd, Maxwell, and Mirkarimi

The Question

Should the City be allowed to enter into naming contracts for the stadium at Candlestick Point?

The Background

The 49ers football team entered into a stadium naming contract with the City in 2004. The team signed a 4-year naming contract with Monstercable that expired in 2008. The City collected \$700,000 annually during that contract period. The 49ers may continue to negotiate a new contract with a new naming partner through the end of their stadium lease, as long as the following stipulations are met: the sponsor is one of 5 pre-approved sponsors named in the original contract; the City's anticipated revenue from the sale is at least \$3 million; and the sale complies with the City's advertising policies. The 49ers' lease expires in 2013 and could be renewed at 5-year intervals through 2023. After the 49ers vacate the stadium at Candlestick Point at the conclusion of their lease, City administrative code requires that the property be known as Candlestick Park. Proposition C would repeal Proposition H, passed by voters in 2004, which requires the stadium to be named Candlestick Park.

The Proposal

This proposition would allow the Recreation and Park Department to enter into agreements for the naming of the City-owned sports stadium located at Candlestick Point. This proposition would also broaden the pool of prospective naming partners and could designate at least 50% of the collected revenue be used to fund recreation and parks center directors. However, any funds generated for the City from naming rights contracts would be General Fund revenues.

Any new contract would be subject to the approval by the Board of Supervisors.

Fiscal Effect

The Controller states the following:

Should this ordinance be approved, in my opinion, it would not in and of itself affect the cost of government and could result in additional revenue for the City.

The proposed ordinance amends the Administrative Code to allow the Recreation and Park Department to approve

or enter into an agreement for the naming rights of the City-owned sports stadium located at Candlestick Point. The San Francisco 49ers currently have exclusive rights to sell and enter into agreements with five named entities listed in their 2004 naming agreement with the City. The proposed ordinance would permit the 49ers to enter into agreements with any other naming rights sponsor with prior approval from the Recreation and Park Department and Board of Supervisors.

The City has not earned naming rights revenue from the stadium since 2008. The previous naming rights agreement generated approximately \$700,000 annually for the City. The proposed ordinance could earn revenue for the City by significantly widening the pool of potential naming rights sponsors.

The proposed ordinance also specifies that at least fifty percent of the revenue received by the City from naming agreements shall be used to fund recreation center directors. However, any revenues generated from a naming rights agreement are General Fund revenues and could be used for any legal purposes of the City, subject to Board of Supervisors' appropriation approval.

Arguments in Favor of Proposition C

- Revenue from naming rights could provide the General Fund with much needed income.
- This proposition could help ensure that recreation centers have the necessary staff to remain open.
- Proposition C could encourage the 49ers to stay in San Francisco.

Arguments Against Proposition C

- The sale of naming rights feeds the illusion of fixing budgetary woes; it usually just delays the true structural reforms that are needed to sustain a city.
- Changing stadium names every few years creates confusion and unnecessary expenses.
- Funding for the Recreation and Park Department should not be at the mercy of an unpredictable funding source.

LEAGUE ON TV AND ONLINE!

The League of Women Voters of San Francisco partners with our San Francisco public, educational, and government cable channels to produce election programs for television and video. We are grateful to SFGTV, and EATV for their tremendous support. In October, you will find on TV and online: Discussions of local ballot measures.

Visit www.sfvotes.org for the TV schedule and to watch these programs as video on demand.



The Question

Should a special sign district be created which would allow new general advertising signs on and near Market Street between 5th and 7th Streets?

The Background

Outdoor advertising signage has been addressed through several ballot measures in previous years.

In 2002, voters adopted an ordinance prohibiting new general advertising signs anywhere in San Francisco. This proposition, if passed, would exempt the Mid-Market Street area from this ban.

The Mid-Market Street area has historically been a center of San Francisco's arts and entertainment industry. In recent years, this section of Market Street, while still home to many cultural destinations, has fallen on hard times. The City has adopted a Mid-Market Draft Redevelopment Plan to promote cultural and economic vitality in the area.

The Proposal

Proposition D would create a new special sign district on Market Street between 5th and 7th Streets. Allowable new signage could include roof signs, wind signs, video signs, rotating signs, signs with moving parts, and illuminated signs, among others. The existing non-profit Central Market Community Benefit District (CBD) would regulate signs (height, position, movement, and illumination, for example) and select the companies allowed to install signs.

Further, Proposition D would require property owners who have sold advertising space on their buildings to deposit a percentage of revenue earned into a fund managed by CBD and audited by the City Controller. Funds could be used for youth and cultural arts education and a cultural organization ticket booth at Market and Powell Streets, among other things.

Fiscal Effect

The Controller states the following:

Should this ordinance be approved, in my opinion, it would in and of itself have a minimal impact on the cost of government.

The proposed ordinance would create a new special district allowing general advertising signs in the Mid-Market Street area between 5th and 7th Streets, forming an exception to the bans on general advertising currently in place

for those areas. Signs allowed in the area would be subject to various restrictions as to their size and features. A portion of revenues earned from signs would be required to be deposited to a fund for youth and arts education and related purposes in the area. Regulations and processes for signs in the district, and management of the youth arts and education funds resulting from the district would be the responsibility of an existing non-profit organization, the Central Market Community Benefit District, which works on community benefit issues in the Mid-Market area. The Controller's Office would be required to audit the youth arts and education funds annually. City agencies including the Planning Department and the Building Inspection Department would continue to have regulatory and permitting responsibilities and would incur added costs to administer signage allowed in the district, however these costs are typically recovered through fees charged to permit applications.

Arguments In Favor of Proposition D

- Income generated from outdoor advertising sales would provide an important revenue source to support struggling Market Street theatres and cultural institutions. Funding would also support the CBD and other arts and education programs serving the local community.
- New signage and outdoor marquees will create a sense of liveliness, bring needed lighting to the area, and improve safety for residents and visitors.
- Proposition D creates a sensible exception to the City-wide ban on new signage; it is targeted only to a small area where signage has traditionally been located and where it is necessary to attract visitors.

Arguments Against Proposition D

- Outdoor advertising, particularly digital billboards, would create visual blight that could be seen from across San Francisco.
- Outdoor advertising generates large profits, only some of which would benefit the Community Benefit District and other non-profits.
- Leadership and comprehensive planning are needed to revitalize the Mid-Market area; advertising alone will not restore vitality and would detract from the existing quality of life for residents and visitors.

The League Recommends...SF Ballot Measure Positions

At its September meeting, the League of Women Voters of San Francisco board of directors voted to adopt the following recommendations on San Francisco ballot measures for the November 2009 election. These recommendations are based on the League's established policy positions. Please note that the League's action/advocacy activities are funded by the League of Women Voters of San Francisco (501c4). Education Fund monies are not used for this purpose. All of the League's educational election resources, including the *Pros and Cons Guide*, are supported by the Education Fund (501c3). If you have questions, please contact the League at (415) 989-VOTE and for a full discussion of our positions, please go to our website at www.Sfvotes.org and click on Action in the top row of choices.

Proposition A: Budget Process

Placed on the Ballot by Mayor Newsom and Supervisors Chiu, Mirkarimi, Avalos, Campos. Opposed by Chris Daly.

The Question: Should SF be authorized to institute two-year budgetary cycles, provide for the adoption of a five-year plan, provide for the adoption of binding financial policies, and impose a deadline of May for submission of MOUs for miscellaneous and safety employees to the Board of Supervisors?

The Proposal:

- Each year the City would adopt a two-year budget.
- The City would be required to adopt a five-year financial plan including a forecast of expenditures and revenues, and proposed actions to balance them in light of strategic goals.
- The City would be required to adopt long-range financial policies by 2/3s vote of Board and would include provision of adequate reserve funds, use of unpredictable or unstable revenues, management of City's debt, and financial measures for recovery from earthquake, fire, flood, or other disaster.
- Permit Controller to certify availability of funds and City could not adopt budget that Controller found was inconsistent with these financial policies. Controller would certify funds available before City enters a contract.
- Changes deadlines for submitting and adopting labor agreements
- Allows Board to declare by ordinance (rather than through the charter) how to publish required notices. It would remove Charter requirement that certain Board notices be published in a newspaper or newspapers annually selected as City's official newspaper. Board would decide how to publish these notices and adopt an ordinance stating its chosen methods of publication.

Relevant Positions:

LWVSF: *Financing San Francisco Government:*

- Support a budgetary process, which is effective, transparent, and responsive to the needs of the community.

- Define departmental objectives by using program planning
- Reflects realistic planning
- Retain authority that lies in Mayor's position and duties of controller should be in the office of Mayor.
- City Charter that provides for accountability and citizen participation

LWV California: *State and Local Finances*

- Options for budgeting process that include two-year budget cycles and budget formats that emphasize performance and outcomes
- Support measures that ensure revenues both sufficient and flexible enough to meet changing needs for state and local government services and include long range finance methods that meet current and future needs while taking into account the cumulative impact of public debt.

Recommendation: Support because Pro A supports budget formats that emphasize outcomes and is flexible enough to meet changing needs for local government services to include long range financial methods that meet current and future needs.

Proposition B: Board of Supervisor Aides

The Question:

Should the Charter no longer state that each member of the Board of Supervisors shall have two staff members (aides.)?

The Proposal:

Proposition B is a Charter Amendment that would delete from the charter the requirement that each member of the Board of Supervisors have two aides.

Relevant Positions:

LWVSF: *San Francisco Charter*

Objectives of this position:

Support a San Francisco City Charter, which is an enabling

document, understandable to the general public. It should contain a brief preamble.

1. The Charter should provide:
 - a. A line of authority;
 - b. Clear designation of powers;
 - c. For accountability;
 - d. For citizen participation;
 - e. Power to establish an administrative code;
 - f. Power to establish a personnel system.
2. The Charter should prohibit the Mayor and the Board of Supervisors from interfering in the operation of administrative affairs.

Recommendation: Support because designating a specific number of aides for each Board of Supervisor is an inappropriate level of administrative detail for the San Francisco City Charter.

Proposition C: Candlestick Park Naming Rights (Ordinance)

The Question:

Should Prop H, which requires the stadium to be named Candlestick, be repealed? And, should the City be able to consent to a new naming rights sale under the existing 49ers' contract, amend the existing contract or enter into a new contract?

- Currently the 2004 Naming Rights contract, between the City and the 49ers, provides naming rights can be sold, by the 49ers without pre-approval, to one of five pre-approved companies;
- The contract requires the sale comply with the City's advertising policies and must be for a minimum of \$3M;
- The City receives 1/2 of the net revenues.
- Proposition C would give the SF 49ers the exclusive right to enter into a naming rights agreement for Candlestick, during the term of the 49ers stadium lease, under the 2004 Naming Rights Agreement;
- Prop C states that 50% of the naming rights revenue should be used to fund Rec and Park Recreation Directors, however, the Board of Supervisors is not bound by that language.

Relevant Positions:

LWVSF: Financing SF Government

- Support measures that promote effective and equitable methods of paying for City services.

LWVC: State and Local Finances: Flexibility of Revenue

To ensure flexibility of revenue by:

- each fund or tax earmarked for a specific purpose containing an automatic sunset date and provisions for mandatory government body review and reauthorization;
- adoption of designated earmarked funds and taxes only in those situations where social benefit significantly outweighs the loss of flexibility.

Recommendation: Neutral because League positions are contradictory.

Proposition D : Mid Market Special Sign District

The Question: Should a new "Mid-Market Special Sign District" be created between 5th and 7th streets, making an exception to the ban on new general advertising signs approved by voters in 2002 (Proposition G)?

- Also would undo the ban on general advertising signs from the 1970 Market St. Special Sign District
- Would be regulated by the existing nonprofit Central Market Community Benefit District (CBD), a delegation of Planning Department review and permitting functions to a private entity, raising issues of accountability.
- 20%-40% of sign revenue would be deposited into a fund administered by the CBD and benefit youth cultural and arts education and building and operation of an arts/cultural/entertainment ticket booth at Hallidie Plaza
- New individual signs would be limited to 500 square feet each. As many as 4 signs could be built together and electronically linked.
- Would involve additional expenses for Planning Department to develop a new regulatory program and acquire new equipment to monitor illumination.

Relevant Positions:

LWVSF: Supported Proposition G in March 2002.

LWVSF: City Planning

Planning criteria:

1. Open space availability, type and function
2. Social requirements
 - a. facilities and amenities
 - b. Aesthetics: view, visual quality, proportion, and human scale

- c. Physical requirements: health impacts on air, water and noise
 - d. Safety, fire, and earthquake
 - e. Economic impact: jobs, number, type and distribution
 - f. Taxation: amount and type
 - g. Balanced development
3. Preservation of desirable and/or historical areas

LWVSF: Development and Redevelopment: Objectives of this position: Development should be guided by a flexible long-range plan.

LWVSF: San Francisco Charter: The charter should provide

- 1. a line of authority,
- 2. a clear designation of powers
- 3. for accountability.

LWVC: Energy:

Position in Brief: The League supports development of a state energy policy that will ensure reliability of energy resources and protection of the environment and public health and safety, at reasonable customer rates, giving primary consideration to conservation and energy efficiency....

LWVUS: Energy. The League supports: Reduction of energy growth rates.

LWVUS: Land Use: The League supports: Identification and regulation of areas impacted by public or private investment where siting results in secondary environmental and socioeconomic impacts.

Recommendation: Oppose because proposition D makes an exception to Proposition G (March, 2002) which the League supported, and which was passed by a large majority (79%) of voters. Further,

It removes the line of authority, and accountability which is granted to the Planning Department in the City Charter. It could have an unknown impact on the character and/or integrity of the Historic District. Even with its sign limitations, it does not meet League social requirements of aesthetics: view, visual quality, proportion, and human scale, in city planning. This proposition is not part of a flexible long-range plan, land-use plan or redevelopment district. Digital and electronic billboards, which are allowed in this measure, would use considerable amounts of energy and greatly increase energy growth rates.

Proposition E: Advertisements on City Property

The Question: Should the San Francisco Administrative Code be amended to:

1. Prohibit an increase in the number of general advertising signs on City street furniture, and
2. Prohibit general advertising signs on City-owned buildings.
 - A general advertising sign directs attention to a business, commodity, industry, or other activity which is sold, offered or conducted elsewhere than on the premises upon which the sign is located, or to which it is affixed, and which is sold, offered or conducted on such premises only incidentally, if at all. Municipal Code, Art. 6, § 602.7.
 - Prop E establishes a maximum number of general advertising signs on street furniture in San Francisco. If Prop E passes, the maximum number of general advertising signs will be the number authorized by City law and City contracts as of January 1, 2008. City street furniture includes transit shelters, kiosks, public toilets, benches, newspaper racks, and other structures on public sidewalks and places.
 - Prop E expressly prohibits new general advertising being installed on the exterior of any City-owned building. General advertising on City-owned buildings before March 5, 2002 may remain in place.
 - Prop E will reduce revenue the City receives from general advertising. Since the number of general advertising signs will be capped at January 1, 2008 levels, general advertising revenue will increase only if the City increases the advertising rates it charges advertisers. In addition, restricting the number of locations for general ads reduces the opportunities for additional revenue for the City.
 - Voters have the power to permit exceptions to the limit on new general advertising signs.
 - There are no new costs associated with Prop E.

Relevant Positions:

LWVSF: Local finances:

Support measures to ensure revenues both sufficient and flexible enough to meet changing needs for state and local government services.

LWVCA:

- Adequacy of revenue: To ensure adequacy of revenue by local revenue sources.
- Local rule: Growth management decisions should

relate to and protect the overall utility of the environment.

- Urban policy: Promote the economic health of cities and improve the quality of urban life.

LWVUS: Urban policy: The League is committed to an urban environment beneficial to life and to resource management in the public interest.

Recommendation: Support because ban on general advertising on buildings is limited to City-owned buildings. Reductions in local revenue resulting from Prop E may be offset by increased general advertising rates for general advertising on City furniture. Since advertising opportunities will be scarcer, demand will be greater and higher rates will be more easily justified. Less visual clutter is consistent with the will of the voters.

Do This Now:

Learn more about the single largest source of California’s water – the Sacramento – San Joaquin Delta, and the [CALFED Bay-Delta Program](#) to protect the Delta.

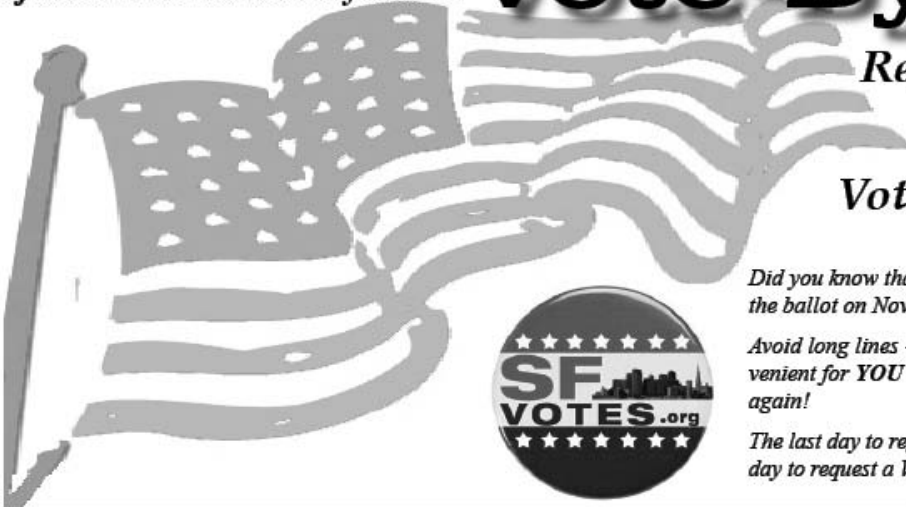
Make the dream reality. Universal healthcare is still a life or death priority. [Click & send](#) this letter to your representatives. Enter your zip code to take action.

Confirm [you are registered](#) to vote...[or register now!](#) Last day to register for Nov. 3 election is October 19.

The League of Women Voters of San Francisco invites you to ...

Vote-By-Mail

Register to Become a Permanent Vote-by-Mail Voter!



Did you know that there are at least 34 measures on the ballot on November 4?

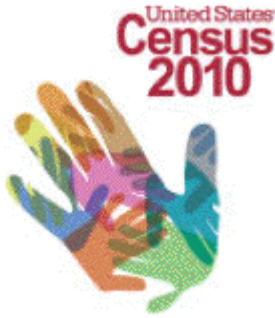
Avoid long lines — fill out your ballot when it's convenient for YOU ... and don't miss an election ever again!

The last day to register to vote is October 20. The last day to request a Vote-By-Mail ballot is October 28.

Non-Partisan Voter Info: www.SFvotes.org * (415) 989-8683

Please don't forget to renew your membership in the League of Women Voters of San Francisco


Like all nonprofits the League is having a tough year, please don't forget us. We are still producing all of the election programming and materials that you are accustomed to but without the usual grants. We are also working on many issues to improve our community: health care reform, education and as usual election transparency. We need your help, support and volunteer time to continue our work.



IT'S IN OUR HANDS

The U.S. Constitution mandates a census of the population every ten years. The census is vitally important for many reasons but the constitutional purpose is to obtain an accurate count of the population so that district lines can be drawn for Congress and the state legislature. **An accurate census count is an important component of redistricting.** You can help!

[LWV of the United States](#) has asked everyone to be involved in the census count to the extent they can and we've posted resources for our Leagues on our members-only site. [Contact us](#) if you'd like to get involved, and take a look at these resources:

- We recommend the [Complete Count Committee Guide](#)  from the Census Bureau.
- [Nonprofit Voter Engagement Network](#): daily updates with interactive resources on [their blog](#).
- Fact sheets, questionnaires, webinars and other toolkits for nonprofits [here](#).
- Activity guides, logos, brochures, in-language materials, and other resources on [US Census 2010 Partner With Us](#).

Some of the Issues that the National League is working on:

Global climate change is one of the most serious threats to the environment, health and economy of our nation. Recent scientific studies show that global warming is already causing environmental changes that will have significant global economic and social impacts.

The League believes that now is the time to act on global climate change. We can reduce global warming pollution by using existing technologies to make power plants and factories more efficient, make cars go farther on a gallon of gasoline, and shift to cleaner technologies. Cities, states and individuals are already adopting many of these solutions, which also reduce our dependence on oil, reduce air pollution, and protect pristine places from oil drilling and mining. State and local initiatives are proving that answers exist.

To reinforce and expand on those efforts, the League urges federal action that reduces global warming pollutants on a national and global scale.

Campaign Finance Reform

The cost of political advertising has skyrocketed in the past two decades and has played a major role in driving The League strongly supports legislation to fix the public financing system for presidential candidates and to establish congressional public financing. Escalating campaign costs drive out potential candidates and require those running for office to spend too much time raising money – too often from special interests.

CEDAW

CEDAW, the United Nations Convention on the Elimination of All Forms of Discrimination Against Women was adopted by the United Nations General Assembly in 1979. The treaty commits ratifying nations to take concrete action to improve the status of women and to reverse discrimination and end violence against women in their own countries and around the world. The United States has never ratified CEDAW, making it one of the few countries to fail to do so. The League believes that the United States should ratify CEDAW.

Ethics and Lobbying Reform

The last Congress passed new ethics and lobbying laws. Now is the time to ensure that the ethics process works to fight corruption and to limit the undue influence of special interest lobbyists.

Calendar of Events

October 10, 2009 - Membership Pre-Election Breakfast.

Members, friends and family are invited to an informative breakfast where the measures on the November 3 ballot and ways to get involved in city government will be discussed. To RSVP contact Mary Anderton at 415-989-8683 or lwvsf@lwvsf.org to get the address and more details.

November 3, 2009 City-wide Election go to www.SFvotes for more information

December 5, 2009 - Holiday Party - Save the Date - details to follow



**LEAGUE OF WOMEN VOTERS
OF SAN FRANCISCO**
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VOTER NEWSLETTER
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