

# **The Struggle to Pass a Municipal Housing Bond**

*An Analysis of San Francisco's 2004 Proposition A Campaign*



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## I. Introduction

Since Gold Rush days, the City of San Francisco has been a destination for radicals, rebels, and fortune-seekers of all ethnicities and orientations. For many years of this city's history, housing construction generally kept up with demand. From 1849 through the early 20<sup>th</sup> century, the city fanned out from the Market Street corridor. When the 1906 earthquake and fire took down the vast majority of the city, tents in Golden Gate Park housed residents for many months, though over the subsequent years the city was built back up. Starting in the teens, the city expanded westward, and the Sunset and Richmond neighborhoods were developed on sand dunes, eventually built all the way out to the ocean. Throughout most of San Francisco's history, immigrants from around the world and migrants from often less tolerant parts of the country were able to find at least a room to call home.

However, with the onset of the nineteen sixties and seventies, tens of thousands of new residents arrived to partake in America's cultural revolution -- San Francisco being the epicenter. With a huge migration from around the country (including many middle class youth), housing production did not keep up with the demand, and gentrification hit the city. Housing prices increased and many poor and working class residents were forced out of the city or into even more over-crowded apartments. At the same time, the City government (like most cities across the country) conducted "urban renewal" – forced dislocation and leveling of entire neighborhoods perceived as "troubled" (such as South of Market and the Western Addition).

In response to development pressures, new "slow-growth" groups were formed and coalesced to fight against downtown expansion and for preservation of existing neighborhoods, culminating in the passage of the slow-growth measure Proposition M in 1986<sup>1</sup>. In response to gentrification, in the 1970s and 1980s new affordable housing non-profits formed to build permanently affordable housing. As opposed to "public housing" – which one usually associates with "the projects" built top-down by the federal government in the 1920s-1960s in cities across the country, San Francisco's non-profits were generally launched by community and neighborhood leaders wanting to sensitively and contextually address the changing needs of their communities.

All told, since their formation over the past 30 years, non-profit housing developers have built over 20,000 units of affordable housing in San Francisco, housing over 42,000 lower income residents who generally make 0-60% of the median income.<sup>2</sup> To build this housing, these non-profits have depended on an array of funding sources, included

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<sup>1</sup> DeLeon, Richard Edward, Left Coast City: Progressive Politics In San Francisco 1975-1991, University of Kansas Press, 1992

<sup>2</sup> Council of Community Housing Organizations tabloid "Making Housing Affordable for All San Franciscans", September 2003

federal, state, local, foundation, corporate, and individuals. These non-profits have been successful in meeting a slice of the housing needs of San Francisco's poor and working class. However, the demand for housing has grown, housing prices and rents have continued to rise, and new sources of funding have been necessary to house San Francisco's poor and working class families. Today in San Francisco, an individual earning minimum wage has to work 119 hours/week to afford the average rent and only one in ten families can afford to purchase the average price home.

In November 1996, the City of San Francisco passed the first municipal housing bond in America. This \$100 million just barely won by the 2/3 necessary to pass a bond in California with 67.2% of the vote. Since 1996, this \$100 million has produced at least 2,125 affordable housing units and has provided at least 249 loans for first-time homebuyers, one of the most aggressive affordable housing production program of any American city. In addition to directly financing affordable housing, the bond funding also leveraged state and federal housing dollars two to one.<sup>3</sup> Unfortunately, since that first win, two subsequent housing bonds have failed: a 2002 attempt of \$250 million, and again in November 2004 an attempt of \$200 million.

This paper looks at the history of municipal bonds as a tool to funding infrastructure in San Francisco, and in California as a whole. Then, it documents the 2004 Proposition A housing bond campaign, analyses strategies, suggests lessons learned and possible next steps. At the end, I pose questions for more research.

## **II. Background**

### *What is a Municipal Bond?*

A bond is essentially a loan that the city borrows for a defined period of time for a specific purpose, and then pays off over time. A bond is issued to the public market and investors then each lend a portion of the capital needed. The government that sells a bond is known as "the issuer." It is essentially an "IOU" given by the government to a lender "the investor". The issuer of a bond pays the investor interest payments, which are made at a predetermined rate and schedule. For the proposed \$200 million 2004 Housing Bond, the city government would have paid a total of \$177,574,250 in interest.

All three housing bond attempts in San Francisco (in 1996, 2002, 2004) were structured to be paid off through property taxes, as a percentage of assessed value. According to the Mayor's Office of Public Finance estimates, for the 2004 bond homeowners would have had to pay an estimated of \$17.81 per year per \$100,000 of assessed value, over a twenty-year payback period. For example, a home assessed at \$400,000, would pay \$71.24 per year (\$17.81 x 4) over twenty years. Homes are not re-assessed often, so assessed value is

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<sup>3</sup> Low Initiatives Support Corporation study "Building for the Future: Affordable Housing Need and Development in San Francisco 1996-2003", available at [www.bayarealisc.org](http://www.bayarealisc.org)

usually lower than their market-rate value. In order to encourage taxpayers’ approval of bonds, the federal government has made payments on municipal bonds exempt from federal income tax. In other words, the annual payment by homeowners on the bonds is tax-deductible.

General obligation bonds are the cheapest form of debt cities can take on – with a maximum of 7% interest. General Obligation bonds have a rock-solid guarantee that they will be paid.

Cities can take on only so much debt in order to sustain a solid debt rating to attract investors, and to avoid bankruptcy. According to the mayor’s Office of Public Finance, the city used \$1.2 billion of their debt capacity in the Fiscal Year 2004-2005 (on bonds such as the aquarium, zoo, Laguna Honda Hospital, parks, libraries, etc) – leaving a remaining capacity of \$1.9 billion. That remaining expected capacity only increased every year through Fiscal Year 2008-09. Thus, a \$200m housing bond (out of \$2 billion extra capacity) would have negligible effects on the city’s finances. (See Figure 9).

**Figure 1: City and County of San Francisco, Chartered General Obligation Bond Debt Capacity<sup>4</sup>**

	FY2004-05	FY2005-06	FY2006-07	FY2007-08	FY2008-09
Utilized Capacity	1,166,020,000	1,182,525,000	1,157,345,000	1,091,910,000	1,022,170,000
Expected Capacity	1,866,668,782	1,941,124,445	2,060,034,529	2,221,990,915	2,391,147,942

*History of California’s Two-Thirds Requirement*

California has a long anti-tax cultural history, dating back to the writing of the state constitution. The first constraint on local government revenue appeared in the CA state constitution in 1879 and required the approval of two-thirds of voters for any general obligation debt for any local agency: <sup>5</sup> :

CALIFORNIA CONSTITUTION  
ARTICLE 16 PUBLIC FINANCE SEC. 18.

“(a) No county, city, town, township, board of education, or school district, shall incur any indebtedness or liability in any manner or for any purpose exceeding in any year the income and revenue provided for such year, without the assent of

<sup>4</sup> Mayors Office of Public Finance, Prepared 12/30/03

<sup>5</sup> Reuben, Kim and Cerdan, Pedro “Fiscal Effects of Voter Approval Requirements on Local Government”, Public Policy Institute of California, 2003, p 5

two-thirds of the voters of the public entity voting at an election to be held for that purpose”

This high threshold for passage of taxes is typical of Western states, where anti-tax attitudes (and a corresponding lack of investment in the public infrastructure) is the cultural norm. In many Eastern States, a municipality can simply, by the act of the local legislature, approve the issuance of a bond.

As part of the constitutional reform of 1911, California adopted practices that allowed for direct legislation by permitting state and local initiatives and referenda. Voters have used these direct democracy instruments in recent years to approve several statewide initiatives that limit local governments’ ability to impose taxes or fees for local purposes, to authorize local general obligation debt, or to lower the passage requirement for school district bonds.<sup>6</sup>

In 1978, Proposition 13 became the most consequential tax limit passed as of that time, limiting basic property tax rates to 1% – greatly restricting local governments ability to raise revenues.<sup>7</sup>

A combination of constitutional requirements, initiatives, court decisions and legislation has led to differences in the level of voter majority required for the passage of different types of fiscal measures.<sup>8</sup> (See Figure 10):

## **Figure 2: Ballot Measure Requirements for Local Revenues in California**

### Ballot Measure Requirements for Local Revenues in California<sup>9</sup>

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#### **State Constitution (1879)**

Two-thirds voter approval to issue general obligation debt

#### **Proposition 13 (1978)**

Two-thirds voter approval needed to increase property taxes to 1 percent.

Maximum property tax of 1 percent except for outstanding debt in 1978; may temporarily exceed maximum for new debt after Proposition 46 (1986)

Two-thirds voter approval to impose or increase taxes for special-purpose use.

#### **Proposition 4, the Gann Initiative (1979)**

Majority voter approval to allow revenue growth to exceed a limit defined by the growth of state population and state personal income.

#### **Proposition 62 (1986, effective 1996) and 218 (1996)**

Majority voter approval to increase taxes to impose new taxes for general-purpose use.

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<sup>6</sup> Reuben, Kim and Cerdan, Pedro “Fiscal Effects of Voter Approval Requirements on Local Government”, Public Policy Institute of California, 2003, p 5

<sup>7</sup> Reuben and Cerdan p 8

<sup>8</sup> Reuben and Cerdan, p. 12

<sup>9</sup> Reuben and Cerdan, p. 12

Majority property owners or two-thirds voter approval to impose or increase property-related assessments and fees.

**Proposition 39 (2000)**

55 percent voter approval for school district bonds subject to election timing restrictions and accountability decisions.

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The ironic bi-product of these restrictions on generating local revenue is that California’s local governments are increasingly dependent on funding from the State – an opposite trend compared to other American cities that are increasingly raising their own local-source revenue. In the rest of the country, overall own-source revenues increased from 57 percent of funds to 62 percent of funds from 1977 to 1997. In California the trend is reversed, with own-source funds declining from 58 to 50 percent. California’s local governments have become increasingly reliant on state funds. This has led to a loss of autonomy in fiscal decision-makings at the local levels of government.<sup>10</sup>

A possible bright spot in California tax history is the recent Proposition 39, which in 2000 California voters changed the threshold to pass school from two-thirds to 55%. To accomplish this change, school advocates got the required 2/3 of the State legislature to vote to even place the measure on the ballot, and then succeeded in securing a simple majority of the state’s electorate to approve it.

Since the passage of Proposition 39, school bond passage rates have increased dramatically throughout the state. Of 67 new school bonds approved in March 2002, two-thirds (42) would not have passed at the old super-majority level. The success of this lowering-threshold initiative may serve as a model for affordable housing taxes (see “Next Steps”, section VI).

*The 1996 & 2002 Housing Bond Campaigns: Successes & Failures*

A full analysis comparing the housing bond campaigns of 1996, 2002, and 2004 is still needed. But, the respective campaigns are summarized in Figure 3:

**Figure 3: Bond Results**

**Summary of Bonds Results**

Bond	Amount	Components	\$\$ Raised	Turn-Out	Result
1996 Prop A	\$100 m	- 85 % for rental up to 60% Area Median Income (AMI) - 15 % for homeownership at 100 %	\$80K	60 %	Won with 67.7% voting yes.

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<sup>10</sup> Reuben and Cerdan, p. 16-17

		AMI			
2002 Prop B	\$250 m	- 75 % for rental up to 60% AMI - 25 % for homeownership up to 100 % AMI	\$120K	50 %	Lost with 55.8 % voting yes.
2004 Prop A	\$200 m	- 45 % for supportive rental up to 30% AMI - 30% for rental up to 60% AMI - 12.5% for homeownership up to 90% AMI - 12.5% for homeownership up to 100% AMI	\$400K	74 %	Lost with 64.2% voting yes

As you can see in Figure 3, the successful 1996 bond was run on a very small budget. It was almost entirely a grassroots campaign run by the Council of Community Housing Organizations, with little or no consultant costs. There was no opposition campaign, and it was a Presidential elections (when Clinton won against Bush Sr.). The dot-com boom had not yet hit the city.

By the time of the 2002 campaign, the city had experienced an economic boom (and the beginning of the bust) like nothing it had seen before since the Gold Rush. Between 1996 and 2002 the political climate of the City had shifted: growth wars raged in the city, fostering a whole new generation of “anti-gentrification” activists – many of whom worked for the non-profit builders – who ferociously fought new office development and high-end housing, including live-work lofts. This created new enemies for the non-profit builders, including the San Francisco Realtors, the “Coalition for Better Housing” (large apartment-owners), and the “Residential Builders Association” (headed up by the notorious Joe O’Donahue) who together ran a funded campaign against Proposition B.

A major argument the opposition used against the non-profit builders is that they had not been able to deliver on their promises of 3,000 units with the first \$100 million housing bond, and had inefficiently used the funds. The major counter argument to this was that the non-profit builders never dreamed the cost of land and construction would rise as fast as it did during the dot-com boom. With a funded “no” campaign made up of new enemies, a low voter turnout, a perhaps mediocre consultant, the 2002 bond lost with 55.8% voting yes.

### *San Francisco’s Voting Trends*

Part of the early analysis of the failure of 2002’s Prop B housing bond was the fact that 2002 was a low turnout election, which historically has hurt progressive causes in San Francisco. With the Presidential Election of 2004, the expectation was that it would be more conceivable to secure the votes needed to win, with San Franciscans loving beating

“Bush”. There is clearly a four-year cycle of turnout in San Francisco – the highest being a presidential election.

**Figure 4: Average Turnout in San Francisco Elections**

Average Voter Turnout in San Francisco Elections<sup>11</sup>

Election	% Turn-Out	When
Presidential	69%	Every 4 years, on even years
Governor	58%	Every four years
Mayor	53%	Every 4 years, odd years
Minor Offices	36%	

Over the last twenty years there has been an average of about 400,000 registered voters in San Francisco, and thus a swing of 33% in turnout means a difference of some 132,000 votes between the highest turnout election and the lowest – a swing significant enough to determine the outcome.<sup>12</sup>

In addition, voting characteristics between conservative, moderate and left/liberal preferences can be seen to have a neighborhood basis in San Francisco. These neighborhood patterns vary by turnout. Historically, more “conservative” voters tend to vote in low turnout elections and more “moderate” and “left/liberal” voters vote in higher turnout elections.<sup>13</sup>

Over the last twenty years the City has recorded voting results by both precinct and “neighborhoods”. It has identified some 25 such “neighborhoods”. Five can be classified as “conservative”, 10 as “moderate” and 10 as “left/liberal”. As long-time affordable housing advocate Calvin Welch pointed out in a memo early on to campaign organizers, “No single grouping of these neighborhoods contain sufficient voters to determine the outcome of a citywide election. Any successful citywide campaign must combine these neighborhoods into a winning coalition.”<sup>14</sup>

**III. Crafting the 2004 Housing Bond**

*Inception*

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<sup>11</sup> Calvin Welch Memo to San Francisco Affordable Housing Bond Campaign Coalition “Campaign Lessons Learned: An Electoral Comparison of the 1996 and 2002 Affordable Housing Bond Campaign Results and Projected Vote Targets for the 2004 Campaign” May 24, 2004

<sup>12</sup> Calvin Welch Memo

<sup>13</sup> Calvin Welch Memo

<sup>14</sup> Calvin Welch Memo

The idea of trying again to pass a local housing bond had been percolating ever since the 2002 housing bond failed. Ever since the failure of the 2002 bond, affordable housing advocates have been conducting some education and outreach to neighborhood groups and various constituencies about the need for affordable housing.

A broad group of housing advocates started meeting in late 2003 to identify potential supporters, and to try to isolate former opponents. This led to a large matrix with assignments for approaching to various constituency groups and to starting to build consensus around the need for a housing bond [See Appendix A].

*Mayor’s Role*

Affordable housing was a key issue in San Francisco’s hard-fought Mayoral campaign of fall 2003. Both final candidates, Matt Gonzalez and Gavin Newsom (who received 48% and 52% of the vote respectively) asserted that they would work on a housing bond their first year in office. In April 2004, three months after taking office, Mayor Newsom appointed a Housing Working Group of 16 to craft a consensus housing bond.

Wisely, the Working Group included representatives from organizations that ran the opposition campaign in 2002, including the Coalition for Better Housing (a large landlord interest group) and the San Francisco Board of Realtors (See Figure 5). Having these groups at the table meant that they had a say in crafting the bond, had buy-in, and alliances (or at least some camaraderie) was built between the former opposition and affordable housing advocates.

**Figure 5: Mayor’s Housing Working Group**

<b>Mayor’s Housing Working Group</b>	
Name	Organization
Brooke Turner	Coalition for Better Housing
Brad Paul	Haas Jr. Fund
Dianne Spaulding	The Non-Profit Housing Association
Melanie Piendak	San Francisco Archdiocese
Jeff Kositsky	Community Housing Partnership
Lisa Stevens	Wells Fargo Bank
Jim Fabris	San Francisco Board of Realtors
Kate White	Housing Action Coalition
Kim Grose	San Francisco Organizing Project
Maryann Leshin	Corporation for Supportive Housing
Oscar DeLa Torre	Labors International Union of Northern California
Oz Erickson	Emerald Fund
Jeanette Fisher-Kouadio	San Francisco Housing Development Corporation
Roberta Achtenberg	Chamber of Commerce
Ron Miquel	Planning Association of the Richmond
Lawrence Wong	San Francisco Community College Board of Directors

The Housing Working Group met a total of 20 hours over a four-month period to hammer out a bond everyone could support.

The major omission from the Task Force was a tenant representative. Without an official tenant rep, tenant leaders grumbled throughout the crafting of the bond, threatened to oppose it, and, even when they did finally endorse it, did not do all that was needed to communicate to their constituency the value of the bond.

Another problem with the Mayor's Task Force was the fact that during the 20 hours of meetings, the Mayor appeared only once for about five minutes, which brought into question the Mayor's true commitment to the effort – a theme throughout the campaign. The Mayor's Policy Director, Joyce Newstat, staffed the committee. She had played a central role in the Mayoral campaign.

A major point of contention within the Group was the percentage of the bond to be spent on homeownership. Especially Jim Fabris, Executive Director of the San Francisco Realtors for thirty years, took a hard line: if at least 50% of the bonds did not go for homeownership, the Realtors would oppose. Jim Fabris, in fact, was the only member of the group to back out when it was clear that his hard line position would not be the consensus.

The affordable housing advocates on the Task Force: Brad Paul, Dianne Spaulding, Jeff Kositsky, Kate White, Kim Grose, and Maryann Leshin, had been meeting for several months prior to their appointment as part of a larger coalition of affordable housing advocates hoping to see a bond on the ballot. They originally came from that larger coalition to the Mayor's Task Force with a proposal for a \$450,000. However, these advocates quickly had to lower their proposal, based on pressure primarily from the Mayor who made a "counter offer" of \$175 million (\$75 million for very low-income supportive housing, \$50 million for low-income rental, and \$50 million for moderate income homeownership).

The Mayor's Task force finally came to a compromise of a \$185m bond (\$85 million for very low-income supportive housing, \$50 million for low-income rental, and \$50 million for moderate income homeownership).

By city law, bonds must have the blessing of the Capital Improvement Advisory Committee (CIAC), a technical group made up of heads of various departments, tasked with determining the financial feasibility of such bonds.

Also essential, of course, was buy-in and support from the Board of Supervisors, from whom a minimum eight votes was needed to put a bond on the ballot -- though ideally all 11 would sign on, to show broad consensus. The Supervisors absolute deadline for placing a bond on the ballot was July 20, 2004.

### *Supervisor's Role*

When the Mayor’s Task Force approached the Supervisors for sponsorship of the Bond, Supervisors Aaron Peskin and Sophie Maxwell immediately took the lead, along with Supervisors Fiona Ma, Michela Alioto-Pier, Bevan Dufty, and Gerardo Sandoval.

Coming on the tails of a very close, very heated Mayoral race meant that even with consensus among the Working Group, President Gonzalez (and his strongest supporters on the Board Supervisors Daly, McGoldrick, Ammiano) from the get-go were angry to not be more included in the crafting, and also were looking at ways to politically attack Mayor Gavin Newsom, who had won by such a slim margin. They perceived the Mayor as coming to them too late and as using the Task Force members as his front to claim credit for the bond. Supervisor Tony Hall, the proud lone conservative of the Board, always said he would oppose the bond. That left only six supporting the Mayor’s proposal – and eight Supervisors votes are needed to place bonds on the ballot.

President Gonzalez then proceeded with a competing – and what he claimed would be a better – affordable housing bond of \$210 million, even going so far as to submit this alternative (though very similar) proposal to the CIAC for review. Having received both proposals – one from the Mayor and one from President Gonzalez – the CIAC, not wanting to get mired in political battle, voted to okay both of them, with the caveat that only one could actually move forward.

For several weeks, the Mayor and the four Supervisors were at a standstill: neither party would budge. With four Supervisors standing behind Presidents Gonzalez’s alternative proposal and only six supporting the Mayor’s proposal, housing advocates became very concerned that the whole effort might crumble.

At this point, with the legal deadline for placing a bond on ballot just days away, long-time housing activist Reverend Norman Fong of Chinatown Community Development Corporation called for a protest, and the larger housing advocates coalition agreed: it was time to call the politicians’ bluff and demand a bond move forward. James Tracey of the Coalition on Homelessness designed a poster stating “ When the elephants fight, the grassroots gets trampled. Tell the Mayor and Supervisors: Money for Housing Now!” The housing advocates community kicked into gear and called on their networks to show up for a protest at City Hall with about 200 people on June 28, 2004.

What the protesters called for was for the Mayor’s camp and the Gonzalez camp to come together on a compromise measure half way in between the two proposals:

### **Figure 6: Community Compromise Proposal**

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#### **A Proposal by the SF Affordable Housing Bond Coalition 6/24/04**

#### **\$200 Million San Francisco Affordable Housing General Obligation Bond**

This *compromise measure* would have the following component parts:

- \$90 million to develop new supportive housing targeted to the homeless or those at risk of being homeless; (0-30% AMI). (These funds would, upon review after two years, be subject to a trigger to move them to affordable rental if there is not sufficient operating and services subsidies to use the funds for supportive housing development.)
  - \$60 million to fund the development of rental housing affordable to households earning 60 percent of area median income or less; (0-60% AMI)
  - \$50 million to fund 1<sup>st</sup> time homeownership opportunities.
    - 1/2 of these funds, or \$25 million, would be dedicated to fund down payment assistance for households earning between 60 and 100% AMI
    - 1/2 of these funds, or \$25 million, would be dedicated to financing development of new permanently affordable units through, for example, a low-cost capital equity fund and community land trusts, for households earning between 60 and 90% AMI.
- 

No politicians were asked to speak at the press conference, just representatives from labor, affordable housing, and community organizations.

At the next Board of Supervisors hearing, the deadline for putting the measure on the ballot, the “Community Compromise Proposal” received a 10-1 vote. At the hearing, Supervisor Peskin declared that this was example of, “When the people lead, the leaders follow.”

At the last minute, two edits were proposed to the bond measure: Supervisor Daly inserted an amendment stating no monies from the bond could be spent on properties where evictions had taken place. Supervisor Peskin also inserted an amendment calling for no bond monies to be used to take down historic buildings. While there was little discussion of Supervisor Daly’s amendment, Supervisor Peskin’s caused concerns among many affordable housing developers over the definition of “historic”, as many affordable housing developments have replaced old buildings. After cajoling and political pressure, Supervisor Peskin agreed to modify his amendment to not be so liberal in its definition of “historic.”

All this final-hour political controversy over the bond may effected its passage – as voters may have seen it not as a consensus proposal, but as a contentious compromise that no one was happy with.

Despite all the controversy, all parties were all smiles at the Mayor’s signing of the measure on July 22, 2004. Supervisor Daly even had some kind words to say about the Mayor’s role in crafting the bond.

#### **IV. The Campaign**

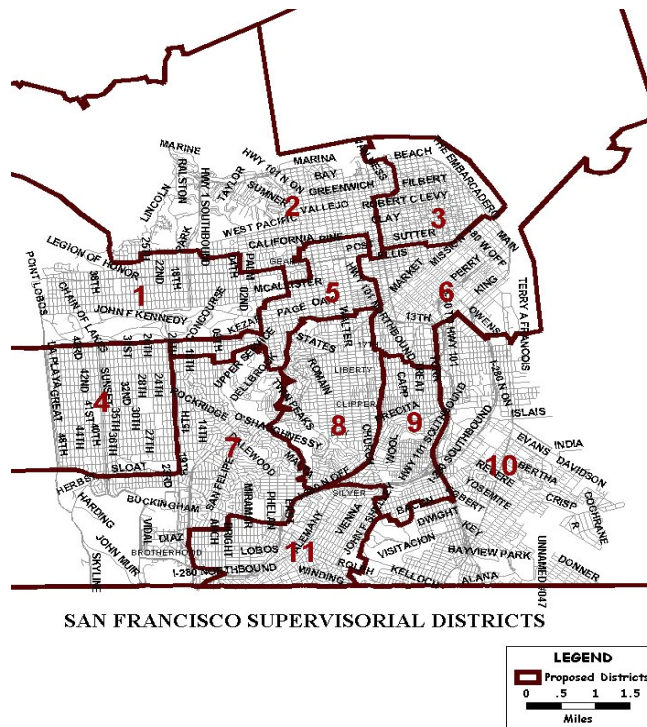
The larger coalition of affordable housing advocates who had been long pushing for a bond, organized themselves into a “Coordinating Committee” made up representatives from four core organizations: San Francisco Organizing Project (a faith-based community organizing coalition), Council of Community Housing Organizations (a coalition of most the neighborhood-based non-profit housing developers), Corporation for Supportive Housing (a national homeless housing advocacy group with a San Francisco office), Non-Profit Housing Association of Northern California (a regional network of non-profit builders) and Chairs of each of three campaign committees: Outreach/Field, Literature/Media, and Fundraising. This Coordinating Committee essentially ran the campaign.

*Division of Labor: Grassroots & Consultant*

The division of labor for the campaign was as follows: the grassroots field campaign in the “base” areas in the South and Eastern parts of the City (Districts 3, 5, 6, 8, 9, 10, 11) would be primarily the responsibility of the campaign’s Outreach/Field Committee and the North and Western parts of the City (1, 2, 4, 7) would primarily be the responsibility of a campaign consultant (See Figure 7), though naturally there was a lot of overlap in targeting – and the “swing” districts of 8 and 11 were targeted by both efforts.

The primary strategy in the Eastern side was visibility and turn-out, and the primary strategy on the Western side was sending the message from the Mayor about the value of this bond to end homelessness and provide homeownership opportunities.

**Figure 7: San Francisco Supervisorial Districts**



### *Grassroots Field Campaign*

The field campaign was planned and coordinated by the Outreach Committee chaired by Adam Kruggel of the San Francisco Organizing Project (SFOP) and Kate White of the Housing Action Coalition, and managed by Rene Cazenave and Rick Galbreath of the Council of Community Housing Organizations. The first Outreach/Field Campaign meeting was held on May 3, 2004.

The Field Campaign employed a coalition structure. Specific organizations or teams of organizations, took on responsibility for carrying out all field campaign tasks from initial endorsement solicitation and capacity building to volunteer mobilization for leafleting, drops and get-out-the-vote. In short, under Outreach Committee oversight and citywide “staff” management, the field effort consisted of comprehensive, multi task “mini” campaigns carried out by organizations or local coalitions in their assigned geographic or special task (i.e. phone canvass, speaker scheduling) areas.

Where there was no local coordination entity, such as the Richmond, field tasks were organized by citywide staff using volunteers drawn from all coalition members coordinated through citywide mobilizations. See Appendix C for details of what participant groups did.<sup>15</sup>

#### *Consultant: media, mail, money*

After conducting interviews for two campaign consultant candidates: Mary Hughes and Jim Stearns, the decision was to go with Stearns for a number of reasons: more local experience, perceived as “left” but with a good relationship with the Mayor’s office, literature more biting and direct – and the interview committee agreed we needed to express a sense of desperation. Mary Hughes’ focus, on the other hand, was a “We All Agree” message. Mary Hughes had been the consultant for the 2002 Bond campaign – though with a more limited role, as funds were more limited. Please see the comparison used (Appendix B).

Stearns Consulting was directed to focus on two major things: media and mail, and to assist the Coordinating Committee with finding a fundraiser. Stearns has one of the most up-to-date voter lists in the city, and ran a very targeted media and mail campaign, with 1,500 posted street signs, 7,000 house and window signs, 4 weeks of Chinese Television, 18 neighborhood news ads, 180,197 recorded calls, and 467,696 pieces of direct mail. (A complete summary, including maps of targeted mail pieces, is available in the “Prop A” binder at the Housing Action Coalition office).

Stearns also helped secure a “Yes on A” message on hundreds of thousands of slate cards including 500,000 mailed slate cards which the A campaign help to finance.

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<sup>15</sup> Summary drafted by Rene Czanaugh, Council of Community Housing Organizations, for de-briefing meeting, Monday January 13, 2004

### *Speakers Bureau*

One Speakers Bureau training was held in July (run by Doug Shoemaker, Non-Profit Housing Association of Northern California and Kate White, Housing Action Coalition) and a second was held in August (run by Kate White and James Tracy, Corporation for Supportive Housing), training a total of 45 speakers. Adam Kruggel of SFOP produced the speakers' manual (Appendix C). A total of 98 speaking engagements were centrally scheduled (by Martin Lee at SFOP), some requiring Outreach Committee lobbying, and scores of others simply set and carried out by coalition members, area committees and special target teams.

### *Endorsements*

Nearly 500 group and individual endorsements were secured covering every locally elected official and nearly every leading political, media, community, environmental, trade union, business, ethnic/racial and special issue/constituency organization in the City (See Appendix F). In addition, every major newspaper – Chronicle, Examiner, Independent, Guardian, Weekly, Independent, Bay Area Reporter – endorsed.

### *Ballot Arguments*

Every voter in the City receives in the mail a voter handbook prior to the election, outlining each ballot measure. For Proposition A, the Mayor and Board of Supervisors jointly signed the official proponent and rebuttal arguments. That was complemented by 33 Yes on A arguments that reflected the diversity and breadth of Prop A endorsements. The opposition was limited to 4 arguments, by the Republican Party, the “Good Government Alliance” (anti-tax group) and the Coalition of San Francisco Neighborhoods (A copy of the arguments from the ballot handbook are in the Prop A binder, Housing Action Coalition office).

### *Literature Drops*

Approximately 230,000 of the standard “tabloid” were distributed by the field campaign, 186,500 door to door in precincts; 8,000 door to door in non-profit, subsidized, public and SRO housing; and 35,500 at events and through street visibility leafleting (transit stops, supermarkets), and at churches and public events as part of get-out-the-vote in the last two week.

### *House Signs*

Slightly over 5,000 English house signs were distributed to the general public for homes placement with the bulk placed in offices and businesses by volunteers. Nearly 1,000 Chinese signs and 500 Spanish signs were placed as well.

### *Official kick-off at City Hall*

The official kick-off at City Hall, a total campaign effort, demonstrated the diversity and depth of support for Prop A. Each mobilized around 250 supporters. Speakers were broadly representative of the campaigns trade union, faith, business and community base and, particularly in the second rally, elected officials.

The Sunday after the polls opened, the San Francisco Organizing Project held another Civic Center “New Voices Early Voting Rally” to encourage voter turnout, with 250 parishioners, as well as the Mayor, Congresswoman Nancy Pelosi, and Assemblyman Mark Leno.

### *Fundraising*

All in all, the campaign was successful in raising over \$400,000, in a large part thanks to the leadership of Dianne Spaulding, Executive Director of the Non-Profit Housing Association of Northern California and Jane Graf, Executive Director of Mercy Housing, who together chaired the Fundraising Committee. (See Appendix G for fundraising details).

The two of them, along with consultant Jim Stearns first hired a fundraiser recommended by the Mayor, Dan Dillon. Dillon swiftly proved to be AWOL, and the committee scrambled mid-stream and hired instead a colleague of Stearns, Laura Talmus, who was very organized and helped complete the target budget.

Unfortunately, because of the turn-over in campaign consultant and partly due to a lack of clear commitments from the Mayor’s office, much of the money came in later than hoped – and this delayed the mailings, possible not reaching voters before they had their absentee ballots, or before election day. While the consensus is that \$400,000 should have been enough to run the campaign, some of it may have been a bit too late coming in the door.

### *Opposition*

As compared to Proposition B in 2002, the 2004 Proposition A campaign faced no funded opposition. As far as we know, no money was spent on trying to kill it. However, the negative messages from the funded 2002 “No” campaign were still in the air, and effectively used by the Coalition of San Francisco Neighborhoods at their meetings, in their member newsletters, and one biting Op Ed piece in the Examiner right before the election (copy in binder at Housing Action Coalition office).

### *Results*<sup>16</sup>

With the exception of the Republican Party and Coalition of SF Neighborhoods, and a couple of NIMBY neighborhood groups, all other potential opposition, including many

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<sup>16</sup> Much of this section is from Calvin Welch Memo to Homes for the City Campaign “Report on the District and Neighborhood Vote on Proposition A”, December 13, 2004

groups that opposed or sat on the sidelines for Prop B in 2002, were convinced to endorse and support Prop A or, in a couple of cases, remain neutral.

The Department of Elections (DOE) published the final count of the November 2, 2004 election on November 30th. The overall turnout was 361,822 voters, some 74% of the 486,937 registered voters, breaking the modern record set in 1960 for both total number of votes cast and the percent turnout.

Proposition A's 325,965 total votes cast represents a drop off of some 9.9%, making A the second most voted on measure on the ballot, just short of the 330,345 total votes cast on Proposition 72 (state-wide stem cell research item).

Proposition A won 64.2% of the vote with 209,259 "yes" votes falling short of the required 66.6% of the vote by some 7,860 votes. These result have made us question our earlier theory that higher turnout generally helps progressive causes.

As indicated on a map prepared by Calvin Welch (available at the Council for Community Housing Organization's office, 409 Clayton Street, 863-6566), showed the following votes in the 578 precincts used this year:

- 116 precincts (20%) – 77% of the vote or more (62 precincts 80% of the vote or more) (dark red on the map)
- 143 precincts (25%)- 66.6 to 76% of the vote (red on the map)
- 97 precincts (17%)- 60-66.5 (orange on the map)
- 81 precincts (14%)-55-59% of the vote (yellow on the map)
- 66 precincts (11%)-50-55% of the vote (light blue on the map)
- 75 precincts (13%) – 49% or below (Prussian blue on the map)

The results by Supervisor District:

- District 5 -27,272- 75.1%
- District 9 -18,245- 73.7%
- District 6 -18,409- 73.3%
- District 8 - 30,932- 71.8%
- District 10-16,466- 70.4%
- District 3 - 16,614-63.8%
- District 11 -13,998- 60.6%
- District 1 - 16,468- 58.6%
- District 2- 20,026- 55%
- District 7- 17,044- 52.4%
- District 4- 13,790- 50.6%

Figure 8 lists the DOE Neighborhoods vote on the 2004 Proposition A and the other two bond measures as well for comparison.

**Figure 8: Votes on Affordable Housing Bonds 1996, 2002, and 2004**

*Three Votes on Affordable Housing Bonds 1996, 2002 and 2004*

<b>DOE Neighborhood</b>	<b>1996 Yes Vote</b>	<b>'96 Turn Out (TO) %</b>	<b>96 % Yes on A</b>	<b>2002 Yes Vote</b>	<b>'02 TO %</b>	<b>02 % Yes On B</b>	<b>2004 Yes Vote</b>	<b>'04 TO %</b>	<b>04 % Yes on A</b>
B'view/Hunters Pt	5597	43	83.3	3990	32	71.1	7605	56	75.7
Chinatown	5509	53	66.5	4611	47	57.1	7896	73	63.1
Civic Ctr/Dtown	8645	47	75.3	6353	44	66.7	11,763	66	72.5
Diamond Heights	3031	66	60.9	3222	60	52.6	3610	83	63.9
Excelsior	10,529	56	62.5	7660	47	49.8	11,595	71	57.8
Haight-Ashbury	6972	57	77.5	4725	51	69.1	8107	79	74.9
Ingleside	4238	53	76.5	2739	46	57.7	4674	68	64.4
Inner Sunset	5097	61	70.1	3412	53	57.8	4827	78	69.4
Lake Merced	2844	62	58.8	1563	53	44.3	3287	76	56.8
Laurel Hts/AV	3689	59	66.8	2353	47	53.4	4579	75	64.6
Marina/Pacific Hts	14,918	62	58.9	9017	52	45.9	16,022	83	54.5
Mission	12,623	56	82	10,735	50	75.5	16,700	73	79.8
Noe Valley	8374	66	72	5474	58	60.6	9098	84	70.6
North Bernal Hts	3508	59	77.5	2915	56	70.2	4908	80	75.8
North Embarcadero	2175	62	62.3	1457	54	50.3	2653	80	58.4
Potrero Hill	3176	58	74.1	2492	50	63.3	4572	75	69.3
Richmond	10,595	59	61.8	7608	50	49.0	14,238	74	58.1
Sea Cliff/Pac Hts	3509	65	61.5	2165	57	46.7	3651	81	56.4
South Bernal Hts	3266	61	76.9	2642	54	65.3	4729	77	69.9
South of Market	3175	46	75.5	3329	43	64.4	6849	68	67.4
Sunset	10,883	59	53.7	7347	53	38.9	13,790	73	50.6
Upper Mkt/E V	9191	64	75.2	6239	60	64.2	10,932	84	72.6
Visitacion Valley	1428	41	71.0	1220	34	59.8	4304	60	63.9
W of Twin Peaks	8960	66	50.2	6015	59	37.8	12,610	81	50.7
Western Addition	12,684	51	82.3	9378	46	73.2	16,269	81	77.5
<b>Citywide</b>	<b>170,867</b>	<b>60</b>	<b>67.2</b>	<b>117,752</b>	<b>50</b>	<b>55.8</b>	<b>209,259</b>	<b>74</b>	<b>64.2</b>

(Note: there were 481,902 registered voters in 1996, 449,508 in 2002 and 486,937 in 2004)

Figure 9 below lists, again by DOE neighborhoods a comparison, adjusted for turnout, of the growth of the No vote between 1996 and 2004. The bold italics show neighborhoods that experienced a dramatic increases in “No” votes. A hypothesis about this shift is changing demographics: With high turn-over in homeownership during the intervening years – especially in dramatically changing neighborhoods such as Bayview, SOMA -- new homeowners are paying much higher assessed taxes, and may feel already too stretched to add a new one.

**Figure 9: Growth of No Votes 1996 –2004 by Neighborhood**

**Chart 2**

Growth of No Votes 1996 - 2004 by DOE  
Neighborhood

<b>DOE Neighborhood</b>	1996 No on A	2004 No on A	<b>96-04 No Vote Increase</b>	<b>96-04 Total Vote Increase on A</b>
<b><i>Bayview/Hunters Pt</i></b>	<b><i>1117</i></b>	<b><i>2439</i></b>	<b><i>118%</i></b>	<b><i>49%</i></b>
Chinatown	2780	4610	66%	51%
Civic Center/D'town	2832	4445	57%	41%
Diamond Heights	1674	2032	20%	20%
Excelsior	6317	8466	34%	19%
Haight-Ashbury	2012	2716	35%	20%
<b><i>Ingleside</i></b>	<b><i>1295</i></b>	<b><i>2584</i></b>	<b><i>100%</i></b>	<b><i>31%</i></b>
Inner Sunset	2167	2125	-2%	-4%
Lake Merced	1880	2504	37%	23%
Laurel Hts/AV	1833	2509	39%	28%
Marina/Pacific Hts	10,407	13,371	28%	16%
Mission	2768	4228	52%	36%
Noe Valley	3247	3782	16%	11%
North Bernal Hts	1008	1559	55%	43%
North Embarcadero	1312	1884	44%	30%
<b><i>Potrero Hill</i></b>	<b><i>1111</i></b>	<b><i>2028</i></b>	<b><i>82%</i></b>	<b><i>54%</i></b>
Richmond	6525	10,253	57%	43%
Sea Cliff/Pac Hts	2194	2827	29%	14%
South Bernal Hts	1214	2023	67%	51%
<b><i>South of Market</i></b>	<b><i>1025</i></b>	<b><i>3313</i></b>	<b><i>223%</i></b>	<b><i>142%</i></b>
Sunset	9374	11,504	23%	35%
Upper Mkt/E V	3026	4123	36%	23%
<b><i>Visitacion Valley</i></b>	<b><i>557</i></b>	<b><i>2425</i></b>	<b><i>335%</i></b>	<b><i>229%</i></b>
West of Twin Peaks	8886	12,272	38%	39%
<b><i>Western Addition</i></b>	<b><i>2704</i></b>	<b><i>4723</i></b>	<b><i>74%</i></b>	<b><i>36%</i></b>
<b>Citywide</b>	<b>85,246</b>	<b>116,706</b>	<b>37%</b>	<b>24%</b>

**V. Lessons Learned**

*The Stars Aligned: Why Didn't We Win?*

In 2004, many of us who worked on the campaign were convinced we would win. The stars seemed to be aligned: we had the support of an unusually popular Mayor. Halfway through the campaign, when Mayor Newsom replaced District 7 Supervisor Tony Hall with Sean Elsburnd, we had 11 out of 11 Supervisors. We had the endorsement, or at least neutrality, of nearly every major interest in the city. There was no funded opposition. We had a strong field campaign with thousands of hours of volunteer labor totaling the equivalent of millions of dollars, and a consultant who ran an excellent media

and mail campaign. We raised over \$400,000. We were in a presidential, exceptionally high-turn-out election.

And yet, we lost by 7,860 votes. This is a very small number of votes, making it difficult to analyze exactly what we could have done differently. Here are some theories that have emerged:

#### *More One-on-one Voter Contact*

The San Francisco Organizing Project and Chinatown Community Development Corporation were the only campaign members who did one-on-one voter calling, identifying, and then follow-up to make sure those “Yes” voters got to the polls. If the field campaign had spent more energy on one-on-one voter contact instead of blindly dropping literature, perhaps we could have better reached (and convinced) our base.

Related, everyone involved with the campaign should have been more encouraged to set up their own speaking engagements – just with “non-political” friends and colleagues. Hearing the affordable-housing message from a trusted source is more persuasive than an anonymous piece of mail.

#### *Do Not Take Our Base for Granted*

Also, certainly the demographic shifts of the city prove that even our “base” districts may need more convincing. Again, more targeted one-on-one voter contact, i.e. if each Outreach Committee member had been assigned a couple precincts in the base not only to drop literature, but to have a house-party and go door-to-door, it may have helped get over the finish line.

#### *More Aggressive Absentee Program*

Voters registered permanent absentee have grown to now over 25% of San Francisco voters. Absentee voters vote at much higher rates than day-of “poll voters.” While Stearns did have a fairly aggressive absentee mail program, if we had had money earlier, we could have done more to reach these voters.

#### *Earlier Start*

Because of the political showdown between the Mayor and the Supervisors, the campaign got a late start – not knowing until mid-July for certain that we had a measure at all. While it is nearly impossible to control the whims of politicians, it has been suggested that a next housing campaign should be run more like a Mayoral campaign, starting at least a year in advance with outreach, education, and fostering relationships with our natural base.

#### *Mayor’s Coat tails? Engaging Supervisors*

Some have theorized that in 1996 the City had just elected its first African-American Mayor, and that Brown may have had “longer coat-tails” than Newsom in terms of turning out our base voters. Also, many campaign organizers felt like we should have perhaps depended less on Mayor Newsom as the messenger, and instead better engaged the District Supervisors.

### *Missing the Left*

The left Supervisors were certainly missing from the campaign, notably Supervisors Gonzalez and Ammiano. Also, the fact that groups such as the Green Party and the Bicycle Coalition did not endorse (though did not oppose) the bond, didn't help us.

### *It's the Economy Stupid*

From 2000 to 2004, the City of San Francisco lost about 80,000 jobs. More than anything, residents' feelings of apprehensiveness about their own costs of living and insecure economic future here, may have increased the "No" vote.

## **VI. Next Steps for Funding Affordable Housing?**

### *Change state law to 55% requirement*

In 2000, the schools lobby was successful in convincing two-thirds of the state legislature to put a measure on the state ballot to lower the school bond threshold from two-thirds to 55%, resulting in much a higher passage rate for school bonds since 2000. Before we go back to the San Francisco voters again, it may be wise to emulate the school lobby and try at the State level to lower the threshold for affordable housing. If the threshold had been 55% for affordable housing bonds, we would have won in both 2002 and 2004.

### *Identify Other Sources for Affordable Housing*

Much more research is needed to explore all our options, but some suggested new sources for affordable housing include: increasing number of allowed condo-conversions and charging a conversion fee that could be put towards affordable housing, a real estate transfer tax, a "carve-out" of existing city budget dedicated to affordable housing. In all these cases, a political calculus is needed to determine the extent of opposition – and, in the case that two-thirds is necessary to pass it – any opposition will certainly kill the attempt.

## APPENDIX A: 2004 Proposition A Outreach Committee Constituency Assignments

### Housing Bond Outreach Committee Constituency Assignments FOR INTERNAL USE ONLY

#### Corporate / Business Sector LEAD: Gabriel, Kate

Assigned To	Organization (contact)	Prop B SUPPORT/OPOSE	Position on Prop B / Notes	Next Steps
Archdiocese, Mayor, Stan	*Committee on JOBS ( <i>Nathan Nayman, Shorenstein is Chair</i> )	<b>OPPOSE</b>	Opposed Proposition B; interested in reducing City's payroll before endorsing new revenue measures	
Gabriel -- Jim Chappell	( <i>Warren Hellman</i> )	<b>OPPOSE</b>		
	( <i>Doug Shorenstein</i> )	<b>OPPOSE</b>		
Diane (LEAD), Kim, Archdiocese, Kate, Stan	*SF Chamber of Commerce ( <i>Roberta Achtenberg</i> )	<b>SUPPORT</b>	Endorsed Proposition B; did not campaign in favor	
Gabriel -- Jim Chappell	( <i>Lee Blitch</i> )	<b>SUPPORT</b>		
Kim (LEAD), Newsom, Oz, Jim C, Brad Paul, Kate	SF SOS ( <i>Wade Randlett</i> )		Did not exist in 2002; have proposed 'alternative affordable housing and homeownership revenue bond' which would provide downpayment assistance to households at 120% area median income. Close with Newsom. Kim had intro meeting 3/17	
Kate	SF SOS ( <i>Deb Stein</i> )			
Lauren, Adam	Hotel Council ( <i>John Hutar</i> )			
Keith	Bay Area Council ( <i>Jim Wunderman</i> )			
	Small business sector			

#### Landlords / Real Estate LEAD: Kate

Assigned To	Organization (contact)	P Prop B SUPPORT/OPOSE	Position on Prop B / Notes	Next Steps
Kim, Diane (LEAD), Newsom	Coalition for Better Housing ( <i>Jack Davis, Brook Turner</i> )	<b>OPPOSE</b>	Led No on B campaign; raised significant money to defeat measure and are positioning for SFGH rebuild bond; "Mayor bad administrator, non-profits 3x expensive as for-profits, last bond for SROs not families"	
Michael Lombardo, SFOP, HAC, SPUR, Oz	Apartment Owners Association ( <i>Janan New</i> )	<b>OPPOSE</b>	Opposed Proposition B and raised significant money	
Gabriel -- Oz, Mayor Patricia -- Robin Levitt	Building Owner's and Management Association ( <i>Doug Shorenstein, staff ED ?</i> )	<b>OPPOSE</b>	Opposed Proposition B; focused money on No on Prop L campaign to defeat real estate transfer tax increase	
Gabriel, SFOP	SF Association of Realtors ( <i>Jim Fabris</i> )	<b>OPPOSE</b>	Opposed Proposition B; "not efficient delivery mechanism"	
Gabriel	Small Property Owners Group ( <i>Kim Stryker</i> )		Did not officially endorse No on B campaign but were featured in opinion editorials against Prop B	

#### For-Profit Developers Lead: Stan, Kate

Assigned To	Organization (contact)	Prop B SUPPORT/OPOSE	Position on Prop B / Notes	Next Steps
Calvin	Residential Builders Association ( <i>Joe O'Donoghue</i> )	<b>OPPOSE</b>	Led No on B campaign and raised significant funds against; led 'efficiency' argument; main funder of No campaign.	Calvin & Gonzalez met 4/04 -- neutralized?
Gabriel (w/Brad Paul)	Emerald Fund ( <i>Oz Erickson</i> )	<b>SUPPORT</b>	Endorsed Prop B and donated to yes campaign	
Gabriel -- Oz	Union Capital ( <i>Marty Dalton</i> )	<b>SUPPORT</b>	Endorsed Prop B and donated to yes campaign	

**Housing Industry LEAD:** Kate, Rene, Craig

Assigned To	Organization ( <i>contact</i> )	Prop B SUPPORT/OPOSE	Position on Prop B / Notes	Next Steps
Kate	Wells Fargo ( <i>Jenny Leach, JC Wallace</i> )			
Kate	Bank of America ( <i>Craig Adelman</i> )			
Rene	Non-profit Management Companies, i.e. John Stewart			
Kate	Ask SPUR, NPH			
	Credit Unions			

**\*Neighborhood Associations LEAD:** Adam, Joseph, Rene, Patricia

Assigned To	Organization ( <i>contact</i> )	Prop B SUPPORT/ OPOSE	Position on Prop B / Notes	Next Steps
Patricia	Coalition of San Francisco Neighborhoods ( <i>Barbara Meskunas</i> )	<b>OPOSE</b>	Opposed Prop B; did not raise money but were featured in 'no' mailers; "bond excludes efficient for-profit developers"	
Kate, Ron	Neighborhoods Network ( <i>Daniella Kirschenbaum</i> )		Did not exist in 2002	
Donna Chung, Mayor, Kevin Shelley	SF Neighborhood Association ( <i>Julie Lee</i> )	<b>OPOSE</b>	In voter's guide: "GO bonds raise taxes for decades."	
Kate – Patricia, Robin,	Hayes Valley Neighborhood Association			
Kate – Ron Miguel	PAR			
	SOMA Leadership Council			
	Pacific Heights			
Kate – Joe Curtin	Castro Area Planning + Action			
Kate – Peter Cohen, Peter Albert	Duboce Triangle			
	Other individual neighborhood associations			
Patricia	Telegraph Hill Dwellers ( <i>Gerry Crowley</i> )			
Joseph	Outer Mission Residents Association			
Joseph	<u>Bernal Heights</u> including: <ul style="list-style-type: none"> <li>· Cortland Merchants Association</li> <li>· Bernal Schools Families</li> <li>· J. Serra, Paul Revere, Leonard Flynn, Fairmount</li> <li>· South of Chavez Merchants Association</li> <li>· Precita Valley Neighbors</li> <li>· Northwest Bernal Alliance</li> <li>· Bernal Preservation</li> <li>· Bernal Heights Democratic Club</li> <li>· St. Kevin's Church</li> </ul>			
Joseph	Excelsior <ul style="list-style-type: none"> <li>· District 11 Council</li> <li>· Excelsior Action Group</li> <li>· Excelsior Mission merchants/EnCORE</li> <li>· Cayuga Improvement Association</li> <li>· New Mission Terrace Improvement Association</li> <li>· Excelsior Improvement District Association</li> </ul>			
Rene	Haight Ashbury Neighborhood Council			

	Potrero Boosters Assn Dogpatch Neighborhood Assn Sunset Parkside Ed. and Action Com			
Tim Colen	Organization for Good Govt (Quentin Kopp)			

**Non-Profit Sector / Community-Based Organizations Lead: Rene**

Assigned To	Organization ( <i>contact</i> )	Prop B SUPPORT/OPOSE	Position on Prop B / Notes	Next Steps
Rene	Council of Community Housing Organizations ( <i>Calvin, Rene, etc</i> )	<b>SUPPORT</b>	Helped lead Yes on B campaign coalition	
Rene	Human Services Network ( <i>Steve Fields</i> )	<b>SUPPORT</b>	Endorsed Proposition B	
Rene	Corporation for Supportive Housing ( <i>Lauren Hall</i> )	<b>SUPPORT</b>	Endorsed Proposition B; member of bond campaign coalition	
Rene	Mission Agenda ( <i>Richard Marquez</i> )	<b>SUPPORT</b>	Endorsed Proposition B; interested in being part of '04 campaign	
Rene	Mission Anti-Displacement Coalition ( <i>Eric Quesada</i> )	<b>SUPPORT</b>	Endorsed Proposition B and helped to do precinct work	
Rene	ACORN		Did not endorse	
Rene	Senior Action Network ( <i>Bruce Livingston</i> )	<b>SUPPORT</b>	Endorsed Prop B and part of campaign coalition	
Keith	Food not Bombs			
Keith	S.F. Food Bank			
Keith	Habitat for Humanity			
Keith	Consumer Action			
Keith	California Center for Land Recycling			
Keith	Women's Center			
Rene	Coleman Advocates ( <i>Margaret Brodtkin</i> )	<b>SUPPORT</b>	Endorsed Prop B	
Rene	Coalition on Homelessness ( <i>Paul Boden</i> )	<b>SUPPORT</b>	Endorsed Prop B and part of campaign coalition	
Rene	Non-Profit Housing ( <i>Diane Spaulding</i> )	<b>SUPPORT</b>	Helped lead Prop B campaign; willing to play role in fundraising and media strategy	
Adam	San Francisco Community Land Trust ( <i>Amy Cohen, LISC &amp; Tom Wetzel</i> )	<b>SUPPORT</b>	Endorsed Prop B; did not actively campaign in favor...	
	Coleman Advocates for Youth ( <i>Joe Wilson</i> )			
Rene	PODER			
Tim	TODCO	<b>SUPPORT</b>		
Barbara	Mercy	<b>SUPPORT</b>	2,000 + 3,000 units	
Kate	Citizens	<b>SUPPORT</b>	Endorsed Prop B and helped with endorsements, fundraising, voter handbook	
Kate	BRIDGE	<b>SUPPORT</b>	Endorsed, but did not actively engage in Prop B campaign	
Barbara	TIHDA			
	Walden			
Rene	SF Urban Institute Catholic Charities Huckleberry House Baker Places Gray Panthers Haight Ashbury Medical Clinic Hospitality House Swords to Plowshares			
Rene	Community Design Center ARC of SF Asian Inc Asian Neighborhood Design Bernal Heights Neigh Ctr Chinatown Community			

	Dev Ctr Community Housing Partnership Episcopal Com. Serv./ Cannon-Barcus Com. House Visitacion Valley Dev Corp Habitat for Humanity Lawyers Committee for Civil Rights Mental Health Assn Mission Econ Dev Assn Mission Housing Dev Corp Progress Foundation SF Housing Dev Corp Senior Housing Action Coal Tenderloin Neigh Dev Corp Citizens Committee on Community Dev Conard House Supportive Housing Employment Collab. Mission Neigh Resource Ctr Supportive Housing Network			
Joe	Neighborhood Centers Together			
Ana B.	Sage County Service			

**Tenants Associations LEAD: Rene**

Assigned To	Organization (contact)	Prop B SUPPORT/OPOSE	Position on Prop B / Notes	Next Steps
Rene, James	*San Francisco Tenants Union ( <i>Ted Gullicksen</i> )	<b>SUPPORT</b>	Endorsed Prop B; pass-through has historically been an issue, supportive on land trust model for tenant purchase.	
SFOP	Tenderloin Housing Clinic ( <i>Randy Shaw</i> )	<b>SUPPORT</b>	Endorsed Prop B; positioning to have a smaller bond focused on supportive housing only	
Rene	Housing Rights Committee	<b>SUPPORT</b>	Endorsed Proposition B	
Rene	St. Peter's Housing Committee	<b>SUPPORT</b>	Endorsed Proposition B	
James, Ric Galbrith	Tenants in affordable housing			
Rene	Trinity Plaza Tenants Assn SF Housing and Tenants Council Mission SRO Collaborative Chinatown SRO Collaborative Community Tenants Assn Independent Living Resource Ctr Chinatown Coal for Better Housing Eviction Defense Ctr Affordable Housing Alliance AIDS Legal Referral Planning for Elders in the Central City POWER			

James	North Beach Tenants Assoc			
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**\*Labor LEAD: Stan Warren**

Assigned To	Organization (contact)	Prop B SUPPORT/OPOSE	Position on Prop B / Notes	Next Steps
Stan Warren	SF Labor Council ( <i>Walter Johnson</i> )	<b>SUPPORT</b>	Endorsed Prop B	
Rene, Kate, Adam	Building & Trades Council ( <i>Stan Warren</i> ) <ul style="list-style-type: none"> <li>▪ Plumbers Union (<i>Larry Mazzola</i>)</li> <li>▪ Carpenters Union</li> </ul>	<b>SUPPORT</b>	Endorsed Prop B; want 'project-labor agreements' or some stipulation that union labor will be used...	
Calvin	*SEIU 250 ( <i>Josie Mooney &amp; Sal Rosselli</i> )	<b>SUPPORT</b>	Endorsed Prop B, did not raise money; Local 250 did phone blitz at last phase of campaign;	
Adam	*SEIU 790	<b>SUPPORT</b>	Local 790 held out support pending SFGH rebuild bond in 2002	
Calvin	HERE Local 2 ( <i>Mike Casey</i> )	<b>SUPPORT</b>	Endorsed Prop B	
Mark Wolfe	Teamsters			

**Environmentalists / Planners / Transit LEAD: Gabriel, Kate**

Assigned To	Organization (contact)	Prop B SUPPORT/OPOSE	Position on Prop B / Notes	Next Steps
Gabriel	*SPUR ( <i>Jim Chappel / Gabriel Metcalf</i> )	<b>SUPPORT</b>	Endorsed Prop B and did analysis of 1996 bond; part of campaign coalition	
Keith	Greenbelt Alliance			
Kate	Housing Action Coalition ( <i>Kate White</i> )	<b>SUPPORT</b>	Endorsed Prop B and part of campaign coalition	
Kate	*San Francisco Bicycle Coalition ( <i>Leah Shamun</i> )	<b>SUPPORT</b>	Endorsed Prop B	
Kate	*Green Party ( <i>Paul Quick</i> )	<b>SUPPORT</b>	Endorsed Prop B; eager to be involved in '04 measure	
Kate	*Sierra Club			
Kate	Walk San Francisco ( <i>Peggy DaSilva</i> )			
Kate	Transportation for a Livable City ( <i>Dave Snyder</i> )			
Kate	SF Tomorrow ( <i>Dan Kalb</i> )			
Keith	California Futures Network			
Keith	ARC Ecology			

**Religious / Interfaith LEAD: Adam**

Assigned To	Organization (contact)	Prop B SUPPORT/OPOSE	Position on Prop B / Notes	Next Steps
Adam, Norman	Archdiocese of San Francisco ( <i>Archbishop Levada</i> )	<b>SUPPORT</b>	Endorsed Prop B and donated \$; Archdiocese is engaged in outreach plan to 15 westside parishes to build support for November measure	
Adam, Norman	San Francisco Interfaith Council ( <i>Rita Semel</i> )	<b>SUPPORT</b>	Endorsed Prop B	
Adam, Norman	Bay Area Organizing Committee ( <i>Larry Gordon</i> )		No position on Prop B	
Adam, Norman	Religious Witness with the Homeless ( <i>Sr. Bernie Galvin</i> )	<b>SUPPORT</b>	Endorsed Prop B; steering committee supports a smaller supportive housing bond	
Adam, Norman	Faith-Based Service Providers ( <i>Fr. John Hardin</i> )		Did not exist in '02; focused on supportive housing	
Adam, Norman	Tabernacle Group ( <i>Rev. J. Edgar Boyd</i> )	<b>SUPPORT</b>	Endorsed Prop B	
Kim, Kate	*Jewish Community Relations Council ( <i>Abby Porth, Abby Fleishman, Gia Daniller</i> )			
Joseph	Richmond District Interfaith Council			
	Metropolitan Community Church			

	Glide			
Keith	St. Peter's Church (Episcopal, Richmond Dist)			
	Grace Cathedral, St. Mary the Virgin. Cow Hollow			

**Ethnic Associations LEAD: Tan, Joaquin, Rene**

Assigned To	Organization (contact)	Prop B SUPPORT/OPOSE	Position on Prop B / Notes	Next Steps
Tan	Chinese Community			
Tan, Rene	*Chinese for Affirmative Action	<b>SUPPORT</b>	Endorsed Prop B	
Stan	*Chinese Six Companies	<b>SUPPORT</b>	Endorsed Prop B	
Tan	Chinese Progressive Association	<b>SUPPORT</b>	Endorsed Prop B	
Rene	Filipino organizations?			
Rene	Filipino South of Market: South of Market Community Action Network Fil Am Development Foundation Bayanihan Community Center West Bay Multi Service Agency Various individuals (Chris Dorazo, Jeanie Batallones, Susan Alunan, Lolita Kintanar at Canon Kip etc.)			
Keith	Asian Law Caucus			
Keith	Immigrant Rights and Refugee Project			
Keith	Interfaith Coalition for Immigrant Rlghts			
Joaquin	Latino Community including: La Raza Centro Legal La Raza Info Center Day Laborers Program Mission Planning Council Mission Neighborhood Centers			
Adam, Rene	*African American Community			
Keith	Latino Issues Forum			
Rene	African American Demo Club Black Leadership Forum KPOO Radio Bayview Paper			
Rene	NAACP ( <i>Rev. Amos Brown</i> )	<b>SUPPORT</b>	Rev. Brown is new president and he opposed Prop B	
	*Black Reverands			

**Queer Organizations LEAD: Kate**

Assigned To	Organization (contact)	Prop B SUPPORT/OPOSE	Position on Prop B / Notes	Next Steps
Kate	The LGBT Center			
Rene	Penny Nixon			
Rene	Tommi Avicolti			

**Disabled Groups: Lead: Keith**

Assigned To	Organization (contact)	Prop B	Position on Prop B / Notes	Next Steps
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		SUPPORT/OPPOSE		
Keith Nakatani				
James Tracey	Independent Living Resource Center			
	Progress Foundation			
	Baker Place			
Keith	Human Services Network			
Keith	Lighthouse for the Blind			
Keith	Hearing Society			
Keith	Independent Living Resource Center			
Keith	Toolworks			
	Association of Chinese Families with Disabilities			
Keith	Support for Families			
Keith	Conard House			
Keith	Hearth Homes			
Keith	Mental Health Associates			
Keith	AIDS Legal Referral Panel			

**\*Seniors: Lead: Amy Bienart-ask Barbara Blong**

Assigned To	Organization	Prop B SUPPORT/OPPOSE	Position on Prop B / Notes	Next Steps
Amy	AARP			
Amy	Planning for Elders			
Amy	SAN			
Amy	Senior Centers			
Amy	ONLOCK			

*\*Students/Youth*

Adam, Joe	Coleman Advocates for Youth			
Joe	Larkin Youth			
Lauren	Honoring Emancipated Youth			
Sara Silva	USF			
	City College			
	League of Independent Voters			
	Punkvoter.com			

*Merchants Association*

Assigned To	Organization	Prop B SUPPORT/OPPOSE	Position on Prop B / Notes	Next Steps

*Contractors*

Assigned To	Organization	Prop B SUPPORT/OPPOSE	Position on Prop B / Notes	Next Steps
Tan	Transworld			
Tan	LEM Construction			
Tan	Asian American Contractor Assn			
Tan	Chinese American Contractor Assn			

*POLITICAL*

**Public Officials**

Assigned To	Name (district)	Prop B SUPPORT/OPPOSE	Position on Prop B / Notes	Next Steps
	Mayor Gavin Newsom	SUPPORT	Endorsed Prop B but did not campaign or fundraise; affordable housing bond was focus on inaugural address	
Calvin	President Sup. Matt Gonzalez	SUPPORT	Endorsed Prop B but did not campaign or fundraise	
Carlos	Sup. Tom Ammiano	SUPPORT	Introduced Prop B ordinance; did not fundraise	
	Sup. Bevan Dufty	SUPPORT	Endorsed Prop B but did not campaign or fundraise	

James Tracey	Sup. Chris Daly	<b>SUPPORT</b>	Endorsed Prop B and dropped Prop B literature with campaign; support anti-demolition	
Kelly	Sup. Alioto-Pier		Was not in office in '02	
Kelly/Kate	Sup. Tony Hall	<b>OPPOSE</b>	Actively opposed Prop B "last bond promises unmet"	
Norman	Sup. Fiona Ma		Was not in office	
Calvin	Sup. Sophie Maxwell	<b>SUPPORT</b>	Endorsed Prop B and directed volunteers to campaign	
Calvin	Sup. Jake McGoldrick	<b>SUPPORT</b>	Endorsed Prop B	
Luiz, Adam, Rene	Sup. Gerardo Sandoval	<b>SUPPORT</b>	Endorsed Prop B and helped with media event	
Kate	Sup. Aaron Peskin	<b>SUPPORT</b>	Endorsed Prop B	
	Assemblymember Leland Yee	<b>OPPOSE</b>	Actively opposed Prop B "real solution is homeownership loan assistance"	
	Assemblymember Mark Leno	<b>SUPPORT</b>	Endorsed Prop B and campaigned	
	Senator Jackie Speier	<b>SUPPORT</b>	Endorsed Prop B	
	Senator John Burton	<b>SUPPORT</b>	Endorsed Prop B and got in-kind donations	
	Board of Equalization Carole Migden	<b>SUPPORT</b>	Endorsed Prop B and got in-kind donations	
	Congresswoman Nancy Pelosi	<b>SUPPORT</b>	Endorsed Prop B	
	U.S. Senator Diane Feinstein	<b>SUPPORT</b>	Endorsed Prop B	
	U.S. Senator Barbara Boxer	<b>SUPPORT</b>	Endorsed Prop B	

**Political Parties**

Assigned To	Name	Prop B SUPPORT/OPPOSE	Position on Prop B / Notes	Next Steps
	SF Republican	<b>OPPOSE</b>	"The interest alone will be \$182.6 million"	
	SF Democratic Party			
	*SF Green Party ( <i>David-organizing the forums</i> )			

**Anti-Bush Campaigns**

Assigned To	Name	Prop B SUPPORT/OPPOSE	Position on Prop B / Notes	Next Steps
Mark Wolfe	Anti-Bush/Kerry Campaigns			

**Political Clubs**

Kate	Harvey Milk			
Kate	Alice Toklas			
Gabriel	Plan C			
	Other Political Clubs: Noe Valley DC Richmond DC Sunset Reform DC Bernal Heights DC R. Wallenberg DC Chinese Am DC Phil Am DC Asian, Pacific Islander DC Irish Am DC Alice B Toklas DC Westside DC City DC District 6 DC District 11 DC RFK DC African Am DC Mexican Am Pol Assn SF Women's Pol Caucus			

	NOW			
	Chinese Am Citizens Alliance			
Keith	League of women Voters			

**APPENDIX B: Consultant Comparison**

**\*\* CONFIDENTIAL \*\***

Bond Campaign Consultant Comparison 7/23/04

Jim Stern

Mary Hughes

<b>Analysis of A + B</b>	Excellent – had done his homework, consistent with our analysis	Ok
<b>Ideas for Winning</b>	Good – very consistent with our analysis (we need 80% of our base, 50% of swing/conservatives) Recommended: hiring Campaign Manager, target where Care Not Cash/Prop M did well.	Very good – Recommendations: Use District 5 candidates Spend first \$20,000 on a poll, Use cable and bill boards that repeat the message. Tell Mayor exactly 5 things he needs to do, make it easy for him to be part of it. Get early, big \$\$ and thank the donators publicly.
<b>Messaging</b>	“This is the Care” message where Care Not Cash/Anti-Panhandling did well. His mail has an edge: life or death situation.	Emphasize big tent, unified effort. Clever, up-beat. “FINALLY – a housing plan we can all agree on.” Downtown & neighborhoods agree. Gavin & Matt agree. Chamber & Labor agree. Chronicle & Guardian agree. 49ers, SF twins. “Everybody in SF is for this ...how about you!” Use “thumbs up” sign.
<b>San Francisco experience</b>	Excellent – a local guy since mid-90s, In 2000: Peskin, Yee. Last year: Kamala Harris. Also: Save the Bay, Airport, Prop D (?). Has excellent SF list. Lives in Bernal.	Good – success with bonds. Currently only in SF on a school board race.
<b>Relationship with the Mayor</b>	Good. Knows Eric Jaye well.	Ok, not super close.
<b>Relationship with the Supervisors</b>	Amianno’s, McGoldrick, Peskin – excellent, working on their campaigns. Not great with Daly (though Daly said he had no problem w/him)	Not super close.

	Gonzalez – not great (what does he say?)	
<b>Experience with bonds</b>	?	Excellent: March’s \$60m Prop H School Bond got 71%, CA Academy \$97 bond got 67.7%
<b>Campaign Structure</b>	Says we need a Campaign Manager. Debate, discussion good, but would want ONE person finally in charge of approving any media.	
<b>Capacity</b>	Now has 3 people full time, would probably want to add a staff for this – unless we could take a lot off his plate. Contract would agree on roles.	Mary in DC some chunk of the time. Availability for SF?
<b>Fundraising</b>	Says we need \$400-\$500K total. He is not a fundraiser, but can help with strategy and pitch.	Says we need at least \$500K, can help with fundraising. Connections with higher-up politicians (Leno should give \$50K, Migden \$100K, Burton \$50K, Yee, Spier, Supes?)
<b>Cost</b>	\$25,000 flat fee. Campaign Manager \$4-\$6/month. 15% commission for production over outside costs. Mail \$.40-\$.50/piece.	???

**APPENDIX C: 2004 Proposition A Field Campaign Summary**

**PROP A FIELD CAMPAIGN SUMMARY – NOVEMBER 2004**

**I. PRECINCT TABLOID DOOR TO DOOR DROPS**

**1. Overall Production**

Swing precincts	105
Moderate precincts	22
Base precincts	199
Second priority precincts	28
Double coverage – Haight Ashbury	<u>19</u>
<b>Total Precincts</b>	<b>373</b>
<b>Average weekly (8) production</b>	<b>47/week</b>

**2. Mobilization/Assignment Breakdown**

<b>Date</b>	<b>Totals and Area</b>	<b>Responsibility</b>
9/4	45- Swing mobil ( Richmond)	Community Housing Ptshp (CHP) 20 pcts.
9/11	23- Swing mobil (Rich, Glen Pk., Sunset, Parkmerced)	Mercy Housing (MHC) 6 Tenderloin Neigh DC (TNDC) 5
9/18	18- Swing mobil (Ingleside) 28- Dist 8 Committee mobil	SF Organizing Project (SFOP) 15 in 3 weeks. Total mobils 9/18 through 10/23
9/25	9- Moderate mobil. 25- Dist. 11 Outer Mission	SFOP
10/2	15- Base mobil 23- Chinatown, N Beach, Polk 30- Fillmore, Haight Fillmore 25- Mission Dist 9 mobil.	Chinatown CDC (CCDC) CHP Mission Anti Disp Coal (MAC), SFOP
10/9	8- Base mobil 20- Dist 6 and some Potrero  13- Visitacion Valley 24- Bernal Heights, D9 Portola	Dist 6 Committee (Tenderloin Neighborhood Devlpt Corp, Tenants and Owners Devlpt Corp, Episcopal Com Serv). MHC with SFOP Bernal Heights Neigh Center (BHNC)
10/16	7- Base mobil 15- Eastern Fillmore	SFOP and Af. Am. Churches
10/23	2- Base mobil 15-Bayview/Hunters Point 26- Haight Ashbury mobil	SFOP and Af. Am. Churches, SF Housing Development Corporation Prop 63 (Ment. Hea. Assn, Progress Fdn, Conard) and Haight Ashbury Neigh Cncl.
10/30	2-Base mobil (Potrero) estimate	

1. Group area coverage totals are dated at the beginning of the assignment process; often took a few weeks to complete walking the precincts.

### **3. Production by Organization**

#### a. Organizational totals (over 10 each):

SFOP: 54

SFOP and African American Churches: 30

CHP: 60

Housing Action Coalition (HAC): 29

CCDC: 24

District Six Committee: 20

BHNC: 23

MAC (MEDA, MHDC, Mission Res. Ctr): 20

Prop 63 (Conard, Progress Fdn. , Mental Health Assn): 15

Haight Ashbury Neigh. Council 11

TNDC: 13

MHC: 19

#### b. Organizational contributions (less than 10):

Asian Inc, Asian Neigh. Design, Citizens Housing, Coal. On Homelessness, Conard House, Corp. for Supportive Housing, Episcopal Com Serv, Lawyers Committee, Mayors Office of Housing, San Francisco HDC, SFTenants Union, Non-Profit Housing Assn of N. Cal (NPH), TODCO, Treasure Is. Housing Dev Init, SF Information Clearinghouse.

## **II. ELECTION EVENING PRECINCT DOOR HANGERS**

a. Total coverage 91 precincts. Approximately 38,000 pieces: Entire Mission (Dist 9), Bernal Heights (9), Portola (9), Duboce Triangle (8), Dolores Corridor (8), Haight Fillmore (5). Portions of South of Market (6), Castro and Noe (8). North Mission (6), North Beach (3). Approximately 40 additional precincts in District 5 by the Milk Club, Affordable Housing Alliance and Robert Haaland door hangers featuring Prop A.

b. Organizational totals: BHNC 23, TNDC 7, SFOP 6, MAC (MEDA, MHDC, PODER) 14, CHP 16, MHC 5, NPH, 2, CSH 2, CCDC 5, Trans. Livable City 1, HAC 4, SFIC 1, Law Com 1, TODCO 2.

## APPENDIX D: SPEAKER'S MANUAL



# *Proposition A: Comprehensive Supportive & Affordable Housing Bond*

## SPEAKERS BUREAU MANUAL

### What is the Speakers Bureau?

The Comprehensive Supportive & Affordable Housing Bond campaign is organizing a speakers bureau of people who can go out to various neighborhood associations, democratic clubs and other community organizations to present information about the housing bond and secure endorsements.

We believe that this campaign will be won at the grassroots – by ordinary people going out and speaking at neighborhood associations, church groups, community organizations, as well as at the check-out counter of the grocery store! We have a strong coalition of people and organizations leading the campaign, who bring housing expertise, political experience, as well as the expertise of being ordinary homeowners and renters of San Francisco. The Speakers Bureau is one important strategy in this campaign.

We anticipate having 75-100 speaking engagements between now and mid-October.

### What will a member of the Speakers Bureau do?

1. **Prepare to speak about the housing bond.** In your packets you have materials on the details of the bond measure as well as the core messages of the campaign and some concrete answers to the common questions about the bond. Please study these materials before making any presentation. We also know that many people in the Speakers Bureau are not experts. That is why we are pairing people up for presentations.
2. **With a partner, make 3-4 presentations between now and mid-October .** Martin Lee and Doug Shoemaker are handling the scheduling, and will contact you about upcoming dates to meet your availability.
3. **Share with Doug or Martin your experience afterwards,** so we can learn from you about what questions were asked and any issues that came up.

Please make sure you feel comfortable with the materials, and ask any questions you have (no matter how stupid you think it is!). You can always contact one of the coordinators if you need anything or have any feedback.

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*Doug Shoemaker*

Non-Profit Housing Association

415-989-8160 x 14

doug@nonprofithousing.org

*Martin Lee*

San Francisco Organizing Project

415-452-3700

sfop@sfop.org

# Tips for the Speaker's Bureau

## The Truth

- Always tell the truth
- Never exaggerate
- Never guess at the answer to a question
- Never answer hypothetical questions – provide your own examples
- Do not compromise your credibility by talking about issues on which you are not adequately versed
- OVERALL: Be honest, educate the audience and know your limits

## The Story

- Be prepared -- What do you want to share with the public?
- Memorize key facts and figures; do not read from notes
- Tell your own story of why you care about the bond
- Tell your story clearly and succinctly
- Stay on message
- Don't be afraid to say, "I don't know," but always provide a means for following-up

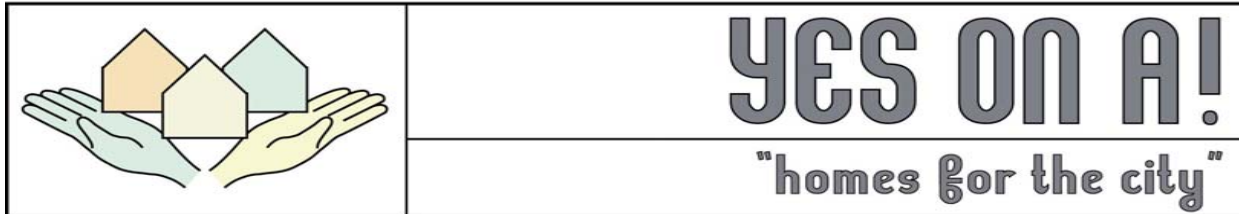
## The Sell

- Be open and friendly – we are trying to win friends, not arguments
- State why you are speaking – give them your pitch
- Be confident
- Avoid jargon, technical terms and acronyms
- Don't fiddle or clutch anything
- Try not to sway or move out of "the box"
- Maintain eye contact with the audience
- Stay in control of what you say -- nothing is "off the record"

- Practice in advance
- Use your voice to project enthusiasm and try to smile
- Ask for their support, ask for their participation, ask for their vote

## Materials to Bring & Distribute

- Flyers
- *Making Housing Affordable for All San Franciscans* tabloid
- Letter of organizational endorsement
- Volunteer sign up forms
- Your own business cards
- Copies of LISC's Building for the Future Executive Summary (how Prop A funds were used).
- A copy of SPUR report on use of 1996 Prop A funds for reference. Full report can be found at [http://www.spur.org/resources\\_pp.asp](http://www.spur.org/resources_pp.asp) and is titled "[Analysis of the San Francisco Affordable Housing and Home Ownership Opportunity Bond Program](#)" dated July 3, 2002.



## *Proposition A Fact Sheet*

On July 20, 2004, the San Francisco Board of Supervisors voted 10-1 to approve the placement of a \$200 million Comprehensive Supportive and Affordable Housing Bond on the November 2004 ballot. *This comprehensive bond will create an estimated 3,500 homes affordable to San Francisco's families, adults, and seniors.*

A vote for the Comprehensive Housing Bond is a vote for...

- HOMES** that are *affordable for San Franciscans: your children and grandchildren, parents and grandparents, your neighbors and you!*
- HOMES** that provide an exit from homelessness *and access to supportive services for those in need.*
- HOMES** that reduce overcrowding *and support family and community stability.*
- HOMES** that will support *4,600 new jobs* in the construction, design, and building industries, and bring more than *\$600 million in private, state and federal investment to San Francisco's economy.*

What exactly is the Comprehensive Housing Bond?

- ☑ **\$90 million** to develop *supportive housing* for those who are currently homeless or at risk of becoming homeless. *Supportive housing is nationally recognized as the most effective way to house those currently without a home. Supportive housing provides a possibility for those now living on the streets, in cars, or in shelters to remain permanently housed.*
- ☑ **\$60 million** to develop *apartments* affordable to adults and seniors earning up to \$39,900 per year, or families of four earning up to \$57,000 per year.
- ☑ **\$50 million** to fund opportunities for *new homebuyers*.
  - Half of these funds, or \$25 million, would be dedicated to fund *down payment assistance* for individuals earning up to \$66,500 per year, or families of four earning up to \$95,000 per year.
  - Half of these funds, or \$25 million, would be dedicated to financing development of *new, permanently affordable homes* for individuals earning up to \$59,850 per year, or families of four earning up to \$85,500 per year.

## ***The Need***

- ☐ A new study shows that San Francisco has an unmet need of over 24,000 units of affordable housing.<sup>17</sup> **A recently completed 55-unit affordable housing development in San Francisco received 5,700 applications.**
- ☐ Working San Franciscans need more affordable housing. **To be able to afford an average-priced 2-bedroom apartment in San Francisco today, a fast food cook would have to work 221 hours per week, a pharmacist 91 hours, a school teacher 69 hours, and an electrician 46 hours.**<sup>18</sup> **The Comprehensive Housing Bond will provide housing affordable for working San Franciscans.**
- ☐ *Affordable housing creates stability. Instead of paying 50% or more of one's income on housing, individuals and families will pay 30% to 40%, allowing people to afford basic necessities such as food, health care, transportation and child care.*

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<sup>\*</sup>Affordable housing\* is defined as housing that costs no more than 30% of a household's income.

<sup>17</sup> "Building for the Future," Bay Area UISC, 2004. [www.bayarealisc.org](http://www.bayarealisc.org).

<sup>18</sup> California Employment Development Department, July 2003.

## ***The Cost***

According to the City Controller, the cost of the Comprehensive Housing Bond will be \$17.51 per every \$100,000 of assessed property value. The owner of a typical home would pay about \$4.28 a month, or *just 14 cents a day*<sup>19</sup>; as a local property tax, *this cost is tax deductible*.

## ***The Impact***

- ☑ The Comprehensive Housing Bond is estimated to result in the creation of over ***3,500 homes that are affordable to San Franciscans***, providing permanently affordable housing to the homeless, the working class, and first time homebuyers.
- ☑ The San Francisco Mayor's Office of Housing estimates that every dollar of the housing bond will leverage more than three dollars of private, state and federal investment. ***As a result, an additional \$600 million will flow to San Francisco, stimulating the local economy and creating nearly 4,600 new jobs.***<sup>20</sup>

## ***The Results***

Despite an unprecedented 30% rise in land and construction costs between 1996 and 2001, the \$100 million affordable housing bond passed in 1996 ***resulted in the creation of more than 2,300 affordable homes***.

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<sup>19</sup> City and County of San Francisco Office of the Controller, based on typical home with \$300,000 assessed value.

<sup>20</sup> Local Initiatives Support Corporation.

***SAMPLE TWO-MINUTE SPEECH for the  
COMPREHENSIVE SUPPORTIVE & AFFORDABLE HOUSING BOND***

***INTRODUCTION***

*Hello, my name is... and I am from...*

I am here to ask you to support the Comprehensive Supportive & Affordable Housing bond that is on the November 2<sup>nd</sup> ballot.

I am here to campaign for the bond because....*(Give your personal story of why you're campaigning for this bond: you are looking for affordable housing, you know people who are, you've seen the good impact of affordable housing, etc)*

The \$200 million bond measure is made of three parts to comprehensively address the need for affordable housing in San Francisco:

- \$90 million to develop new supportive housing targeted to the homeless or those at risk of being homeless; (0-30% AMI). This housing will be permanently affordable and include supportive services on-site or easily accessible.
- \$60 million to fund the development of apartments affordable to single adults and seniors earning up to \$39,900 per year, or a family of four earning up to \$57,000 per year.
- \$50 million to fund 1<sup>st</sup> time homeownership opportunities.
  - 1/2 of these funds, or \$25 million, would be dedicated to fund down payment assistance for individuals earning up to \$66,500 per year, and a family of four earning up to \$95,000 per year.

- 1/2 of these funds, or \$25 million, would be dedicated to financing development of new permanently affordable units for individuals earning up to \$59,850 per year and a family of four earning up to \$85,500 per year.

This bond was created by a working group convened by Mayor Newsom and represented by business leaders, housing & homeless advocates, labor unions, and landlords. The Board of Supervisors helped to improve the measure and voted on July 20 to place this measure on the ballot.

### *ARGUMENTS*

**Prop A will help end homeless and save taxpayers money.** The bond will create permanent, affordable, supportive housing for our homeless with on-site support services, such as primary health care, mental health services, counseling, and employment services. Supportive housing is a proven and cost-effective solution to homelessness, costing \$37 per day per person.

According to a study cited by the San Francisco Chronicle on July 1, 2004, supportive housing helps the City *save* \$45,000 a year per person because the use of jails and hospitals are reduced.

**Proposition A will help maintain our diversity and provide for those in need.** Nearly half of San Francisco seniors and families pay 50% of their income towards rent. With so much going to housing, San Franciscans struggle to pay for child care, health care, clothing, and even sometimes food. Investing in affordable rental housing is an effective way to help build household and community stability and to preserve the diversity of our city in one of the highest cost housing markets in the country. When people live in affordable housing, they can maintain steady employment, children do better in school, and civic participation increases.

The bond will also provide households with down-payment assistance and help create new homeownership units to help our working families stay in San Francisco.

### CLOSING

**This is an urgent time to act.** Our city needs to solve the problem of homelessness and the desperate need for affordable housing. The problem seems overwhelming, but in fact, we have made significant impact on many people's lives and can continue to do so. This is an historic time when everyone in the City is coming together on a comprehensive solution to address the variety of housing needs of our citizens: from housing for homeless people to first time homeownership for working families.

In 1996, San Francisco voters exhibited leadership by approving a \$100 million bond specifically for the creation of affordable housing for fixed income seniors, homeless people and families who were searching for affordable rental and homeownership units. The bond created 2,374 units of housing at a local investment of \$42,000 per unit.

Your support of a new housing bond this November will help end homelessness and to ensure that our families, children, grandchildren and employees have safe, secure, affordable housing in San Francisco.

*Thank you!*

## *Potential Questions and Answers for Speakers*

Below is a list of questions that you may hear from your audience. We have also listed some potential responses.

### **1) How much is this new bond going to cost us? Our City can't afford to take on more debt when there is a budget crisis.**

- A) The bond is 100% tax-deductible. According to the City Controller, the bond's estimated annual cost will be \$17.51 for every \$100,000 of assessed property value. The owner of a \$400,000 house would pay an average of just \$5.84 a month – that's only 19 cents a day.
- B) The housing bond will help boost the economy, not add to the City's deficit. The housing bond will create an estimated 4,600 jobs and approximately \$1 billion in wages. The Mayor's Office of Housing estimates that every local bond dollar spent on housing will leverage private, state and federal dollars at a rate of 2.5 to 3 times; thus an additional \$500 to \$600 million dollars will flow to San Francisco as a result.
- C) Recent studies document that taxpayers will save around \$45,000 for every person who moves out of homelessness into permanent housing because so many people spend time in prisons and hospitals. Permanent housing is also proven to be cheaper than shelters. Not only is it the right thing to do, it is cheaper than the current system.
- D) According to the City Controller, the City and County of San Francisco can issue \$2 billion in debt, which is more than enough capacity to issue the \$200 million Comprehensive and Supportive Affordable Housing Bond.

### **2) What happened to the last bond that we passed? I heard that it was mis-spent by the non-profits? Where did the 1996 Bond A money go?**

At least 2,125 affordable housing units, emergency shelter beds, and transitional housing beds were created and 249 loans for first-time homebuyers were made through the 1996 bond.

Total: 2,374 homes and apartments.

At 2.1 persons per household (average for San Francisco) = 4,985 individuals

In sum, the \$100 million Prop A bond created about 2,374 units of affordable housing, at a local investment of \$42,000 per unit. That is an inexpensive price to pay for permanent, quality affordable housing.

The San Francisco Planning and Urban Research Council (SPUR) conducted a study to answer the question of whether Prop A did what it was supposed to. SPUR found that the development costs of nonprofit housing developers were no higher than market rate developers; that both sectors had to pay the high costs for land, and construction materials and labor that escalated by 30% between 1996 and 2002.

Even with higher than expected land and materials costs, developers using Prop A funds were able to leverage \$2 from private and state and federal sources for every \$1 of Prop A bond funds. SPUR also found that Prop A fell short of the 3,000 unit production goal because the affordable housing created was actually reaching homeless people, seniors and families at much, much lower incomes than previously projected and more of the Prop A funds were required to create the housing for people at very low incomes. The Comprehensive and Supportive Affordable Housing Bond is a larger bond that specifically targets the creation of units for people at extremely low incomes and homeless.

**3) Why does Prop A have more rental housing than homeownership? If you're concerned about empowering people to keep their housing and to improve their economic condition, homeownership is a much better solution. It also means more stable neighborhoods.**

A) We need new housing at a range of income levels. The debate is not homeownership vs rental. We support homeownership and the bond dedicates a significant portion to create new opportunities for homeownership.

B) The overwhelming need is for affordable rental housing, particularly for homeless people, and it costs less to subsidize than homeownership. However, it is important to note that some of our residents in our affordable rental housing are able to save money and move onto homeownership.

**4) Is there a pass-through to tenants? Why do tenants have to pay for wealthy people to buy homes?**

A) The overwhelming majority of this bond goes to those most in need. \$150 million will help people suffering from homeless and very poor renters. We also need homeownership opportunities to help families and working people stay in San Francisco. It is a critical way to keep San Francisco a diverse and thriving City.

B) The current law in San Francisco allows landlords to pass 50% of the property tax increase from all general obligation bonds to tenants. Previously, landlords were able to pass through 100% of general obligation bond costs. Very few landlords in fact pass through the cost onto tenants because these increases are tax deductible. If it is passed through, the total increase would be literally pennies a month.

5) How does this fit into the 10-Year Plan to End Homelessness? Care not Cash?

A) The Comprehensive Bond is the first and most important step in helping to end homelessness in San Francisco. It is first and top priority of the working group which involved a broad spectrum of people, including Republicans, business representatives, homeless advocates. Permanent housing with supportive services is a proven way to end homelessness.

6) Won't this just serve as a magnet to bring in more homeless people?

A) There is a need for 3,000 units of supportive housing for homeless people who currently live in San Francisco. The housing bond will create permanent, affordable supportive housing for 1,500 of these people who are desperately seeking a safe, sanitary, secure home.

**7) How do I know if I qualify? How can I get into this housing? What is the process like?**

Refer people to MOH website: [www.sfmoh.org](http://www.sfmoh.org)

8) Funding non-profit developers with tax subsidies and charging for-profit developers with “inclusionary zoning” affordable housing fees causes a shortage in affordable housing. Paying affordable housing fees force for-profit developers to raise the prices of market rate units, which make them unaffordable. These fees are then used to subsidize below market rate units, which only benefit the very poor (the undeserving poor).

**A) It is the high demand for housing that buoys the cost of housing, not the development costs.**

**B) For-profit developers are not required to pay inclusionary zoning fees. They are required to develop 10-12% of their units as below market rate units, affordable to moderate and low incomes. If developers wish not to develop those units, they pay an “in-lieu” fee. To date, all for-profit developers have chosen to develop the below market rate units. Everyone, nonprofit and for-profit developers, must meet this inclusionary zoning requirement.**

**9) Is this housing going to lead to more illegal secondary units or be built with reduced parking requirements?**

A) The housing bond only provides local funding for the creation of affordable housing and does not change any of the zoning or planning codes. Each of the affordable developments must still meet the City's planning and building codes.

**10) Is there enough money for the supportive services that go with the supportive housing?**

A) The City and County of San Francisco's Department of Public Health is working to commit sufficient funds for the supportive services.

**11) Is there enough land for developing this housing?**

In San Francisco there is almost 13 square miles of land that is available for development. Affordable housing can be created at underutilized lots and existing buildings, that are vacant, abandoned, or eyesores.

**12) Are people with HIV/AIDS eligible for this housing? Can the targeting for the housing change after the bond passes?**

A) Yes, people with HIV/AIDS can live in the housing that will be created with bond funds.

B) The income targeting cannot change after the bond passes.

**13) How and who will choose the developers or developments that will use the bond funds?**

a) Proposals for bond financing which meet these various requirements will be accepted from both for-profit and non profit development organizations with the City making final selection after fair and open bidding.

b) The City shall insure that developments financed with bond proceeds shall remain affordable at the various levels for 50 years or the life of the building, whichever is longer.

c) The City shall show preference for proposals demonstrating maximum matching, non local, financing for the development .

- d) All development financed by the bond will occur only after fully noticed public hearings, informing both neighbors and the general public and shall be consistent with all planning and building codes and respectful of surrounding neighborhoods.
- e) No bond funds may be used to demolish historic buildings nor purchase Ellis acted buildings.
- f) All activities financed by the bond will meet all City contracting requirements, such as outreaching to local, minority and woman small businesses to alert them to contract opportunities, "first source" hiring for low income San Franciscans in all entry level positions, payment of prevailing and living wages to construction workers, and provision of health and domestic partner benefits.
- g) All bond financed developments shall be audited with results open to the public and the overall bond program itself will report regular program audits to the Board of Supervisors on the progress of the program and all expenditures at noticed public hearings.

13) Are people going to be able to make a profit off of the homeownership housing?

All of the new homes built with Proposition A funds will be permanently affordable. The downpayment assistance programs have different resale restrictions and shared-equity provisions. A portion of any equity that develops is used assist other first-time homebuyers.

14) Do tenants get to live in the rental housing as long they want? What happens if their income increases?

Different funding programs have different requirements. The Mayor's Office of Housing verifies tenant's income every twelve months. With some programs, if 30% of your income exceeds the fair market rent for the unit that you are living in, then you pay 100% of the fair market rent. In other programs, if your income exceeds 120% of the area median income, there is a process for having households transition into housing on the private market.

**15) Who is opposing the bond?**

We are not aware of any organized opposition to Proposition A. We have broad and deep support throughout the City. Mayor Newsom and 10 out of the 11 Board of Supervisors voted to place it on the November ballot. This is an issue that all of San Francisco is uniting around.

## **Key Affordable Housing Facts and Figures**

These are great statistics to use in your speaking:

### **Percentage of households that qualify for affordable rental housing (earning 60% AMI or less) by supervisorial district:**

District 1 (Richmond, Golden Gate Park):	40%
District 2 (Presidio, Marina, Pac. Hghts.):	33%
District 3 (Chinatown, North Beach, Waterfront):	40%
District 4 (Outer Sunset):	40%
District 5 (Western Addition, Haight, Panhandle):	43%
District 6 (SOMA, Tenderloin, Financial Dist.):	55%
District 7 (Inner Sunset, Ingleside, Twin Peaks):	31%
District 8 (Castro, Noe Valley):	35%
District 9 (Mission, Bernal Heights):	54%
District 10 (Potrero, Bayview, Hunters Point):	57%
District 11 (Excelsior):	49%
Total:	44% (137,492 households)

### **Percentage of households that qualify for affordable homeownership housing (earning 100% AMI or less) by supervisorial district:**

District 1 (Richmond, Golden Gate Park):	72%
District 2 (Presidio, Marina, Pac. Hghts.):	55%
District 3 (Chinatown, North Beach, Waterfront):	62%
District 4 (Outer Sunset):	72%
District 5 (Western Addition, Haight, Panhandle):	65%

District 6 (SOMA, Tenderloin, Financial Dist.):	77%
District 7 (Inner Sunset, Ingleside, Twin Peaks):	62%
District 8 (Castro, Noe Valley):	60%
District 9 (Mission, Bernal Heights):	83%
District 10 (Potrero, Bayview, Hunters Point):	83%
District 11 (Excelsior):	77%
Total:	68% (221,236 households)

**Land Area / Use:**

San Francisco total land area: 46.7 sq. mi.

Net land area reserved for open space, parks, governmental and public buildings: 12.25 sq. mi.

Net land area available for development (not including sidewalks, open space, etc.): 23 sq. mi.

\* Net land area remaining for residential development: 12.9 sq. mi. (56% of total area available for development)

\* Persons per sq. mi. of residentially zoned land: 60,212 (2000 census)

Total sq. ft. of all building area:	509,450,527 sq. ft.
Total residential:	322,845,374 sq. ft. (63.4%)
Total office space:	79,105,529 sq. ft. (15.5%)
Total retail space:	30,723,932 sq. ft. (6%)
Total hotel space:	23,965,022 sq. ft. (4.7%)
Total industrial space:	22,781,335 sq. ft. (4.5%)

*Source: "San Francisco Neighborhood Profiles," San Francisco Planning Department, 1997*

**Assorted Facts:**

- Housing costs have increased almost 21% per year since 1996 (2002 Housing Element)

- Average monthly rent increased 104% between 1996 and 2000, while average wage increased only 57%
- 45% of San Francisco households pay more than 30% of their gross income on housing costs, 20% pay more than 50% of gross income on housing
- The development of affordable housing is an economic boost for the city, leveraging investment from other sources, creating jobs and housing, and significant economic activity for the materials and labor needed to create housing

**Area Median Income (AMI) in 2004:**

AMI is the income level which HUD determines half the population earns more and half the population earns less.

San Francisco’s Primary Metropolitan Statistical Area (PMSA)– the “local area” measured by HUD– includes the City and County of San Francisco, Marin, and San Mateo.

PMSA median income for single person is \$66,500

PMSA median income for a four person household is \$95,000

What qualifies as affordable homeownership housing in 2003:

\$1,600/mo for a single person at 100% AMI

\$2,300/mo for a four person household at 100% AMI

What qualifies as affordable rental housing in 2003:

\$960/mo rent for a single person earning 60% AMI

\$2000/mo rent for a four person household earning 60% AMI

The average home developed with 1996 Prop. A Funds was at 50% of AMI, or \$800/mo in rent for a single person and \$1200/mo in rent for a four person household

**Income and rent:**

2003 market rent for a two bedroom apartment: \$1940/mo

at 30% household income, the number of hours per week that one would have to work to afford market rate rental housing:

Fast food cook @ \$6.75/hr = 221 hrs/wk  
Security guard @ \$8.89/hr = 168 hrs/wk  
Maid @ \$10.88/hr = 137 hrs/wk  
Pharmacist @ \$16.31/hr = 91 hrs/wk  
Elementary school teacher @ \$21.75/hr = 69 hrs/wk  
MUNI station agent @ \$27.19/hr = 55 hrs/wk  
Electrician @ \$32.63/hr = 46 hrs/wk  
Dentist @ \$54.38/hr = 27 hrs/wk

**Income and homeownership:**

2003 market mortgage for a two bedroom condominium selling at \$350,000: \$2,654/mo  
at 30% household income, the number of hours per week that one would have to work to afford market rate homeownership housing:

Fast food cook @ \$6.75/hr = 328 hrs/wk  
Security guard @ \$8.89/hr = 248 hrs/wk  
Maid @ \$10.88/hr = 203 hrs/wk  
Pharmacist @ \$16.31/hr = 136 hrs/wk  
Elementary school teacher @ \$21.75/hr = 102 hrs/wk  
MUNI station agent @ \$27.19/hr = 81 hrs/wk  
Electrician @ \$32.63/hr = 68 hrs/wk  
Dentist @ \$54.38/hr = 41 hrs/wk

**San Francisco Affordable Housing Supply (1980-2003):**

7,500 new affordable homes were built  
6,000 apartments were acquired, rehabilitated, and made affordable  
3,314 residential hotel rooms in 61 residential hotels were made permanently affordable  
2,000 units of supportive housing were developed  
1,039 new homes and apartments are currently in the construction “pipeline”  
648 apartments are currently in the rehabilitation “pipeline”  
Total: 20,501 homes

*Source: 2003 Draft Housing Element; Mayor’s Office of Housing, March 2003*

**How does San Francisco develop affordable housing?**

- Prop A funds (administered by Mayor’s Office of Housing)  
\$100 million bond passed by voters in 1996, assessed on property taxes
- City Hotel Tax funds (14% tax assessed by tourist hotels)
- San Francisco Redevelopment Agency  
50% of tax increments generated by Redevelopment Activities to affordable housing
- Jobs-Housing Linkage Fee  
Housing development requirement or linkage fee on commercial office space development
- Inclusionary Housing Program  
Market rate housing developments of 10 units or more are required to set aside 10% of units as affordable or pay into Affordable Housing Program
- Affordable Housing Preservation Program  
Save HUD-subsidized rental housing at risk of conversion to market rate
- San Francisco Homeownership Center  
In partnership with City, private lenders, non-profit groups, and HUD, part of \$16 billion housing investment plan to fund residential development

## 2004 Income Limits for Housing Programs

<u>Income Definition</u>	1 Person	2 Person	3 Person	4 Person	5 Person
20% OF MEDIAN	\$13,300	\$15,200	\$17,100	\$19,000	\$20,500

<b>25% OF MEDIAN</b>	\$16,650	\$19,000	\$21,400	\$23,750	\$25,650
<b>HUD EXTREMELY- LOW</b>	\$19,950	\$22,800	\$25,650	\$28,500	\$30,800
<b>50% OF MEDIAN</b>	\$33,250	\$38,000	\$42,750	\$47,500	\$51,300
<b>60% OF MEDIAN</b>	\$39,900	\$45,600	\$51,300	\$57,000	\$61,550
<b>HUD VERY-LOW</b>	\$39,600	\$45,250	\$50,900	\$56,550	\$61,050
<b>TAX CREDIT "60% INCOME" (1.2 x HUD V-Low)</b>	\$47,500	\$54,300	\$61,100	\$67,850	\$73,250
<b>80% OF MEDIAN</b>	\$53,200	\$60,800	\$68,400	\$76,000	\$82,100
<b>HUD LOW- INCOME</b>	\$63,350	\$72,400	\$81,450	\$90,500	\$97,700
<b>100% OF MEDIAN</b>	\$66,500	\$76,000	\$85,500	\$95,000	\$102,600
<b>120% OF MEDIAN</b>	\$79,800	\$91,200	\$102,600	\$114,000	\$123,100



## APPENDIX E: Speakers Bureau Presentations

	Date	Day	Speaker 1	Speaker 2	Location	Group Type	# of people
Castro Area Planning and Action	7/8/04	Th	Jerry Jai (TNDC)	Larry Zabo (SFOP)	Castro Meeting Room above Bank of America building at Market and Castro street		20
Cole Valley Improvement Association	7/12/04	M	Joe Smooke (BHNC)	x	Cole & Stanyan (home of Carol Slosenger)		15
North Beach Neighbors	7/12/04	M	Kate White (HAC)	x	Telegraph Hill Neighborhood House, 660 Lombard (Mason x Powell)		
Glen Park Assn.	7/13/04	TU	Ramie Dare (Mercy)	x	Glen Park Rec Center, Chenery St. west to park		20
Chamber of Commerce	7/14/04	W	Lauren Hall	Dianne Spaulding		ballot forum	
Tenderloin Futures Colloborative	7/14/04	W	Jerry Jai (TNDC)				35
Local Homeless Coordinating Board	7/15/04	TH	Kate White (HAC)	Jerry Jai (TNDC)	City Hall, Rm. 201		
Most Holy Redeemer Church	7/18/04	SU	Sarah Silva (SFOP)	x	100 Diamond Street	Social Justice Committee	
SPEAK (Sunset-Parkside Education & Action Committee)	7/19/04	M	Adam Kruggel	x	Grace Lutheran Church, 3201 Ulloa Street @ 33rd Avenue		
SPUR	7/20/04	TU	Doug Shoemaker (NPH)	Brad Paul (Haas, Jr. Fund)			
SOMA Leadership Council	7/21/04	W	Kate White (HAC)	Timothy Dunn (TODCO)	ARC of SF, 1500 Howard Street x 11th	Families	
Hayes Valley Neighborhood Assn.	7/22/04	TH	Greg Harrick	Edward Smith	First Baptist Church, #7 Octavia St. x Waller		50
San Francisco Neighborhood Network	7/23/04	F	Jerry Jai (TNDC)	Kate White (HAC)	North Light Court, City Hall		4

Coalition for SF Neighborhoods	7/30/04	F	Adam Kruggel (SFOP)	Jim Buckley (Citizen's Housing)	Northern Police Station	Government and Elections Committee	10
Alice B Toklas Democratic Club	8/1/04	SU	Ramie Dare (Mercy Housing)	x	State Building, 455 Golden Gate Ave.		25
Open House	8/2/04	M	Timothy Dunn (TODCO)	x	3330 Geary Blvd., 2 West Conference Room (Inst. On Aging)	AIDS	15
91.7 City Vision	8/2/04	M	Kate White (HAC)	x			
Green Party	8/3/04	TU	Tim Dunn (TODCO)	Joe Smooke (BHNC)	1028A Howard Street x 6th	Housing and Land Use Comm.	15
Potrero Boosters Neighborhood Association	8/3/04	TU	Kate White (HAC)	Kirsten Olson (TNDC)	250 Connecticut Street, #5	Executive Comm.	6
SEIU 790 COPE	8/4/04	WED	Fernando Marti (MHDC)	Adam Kruggel (SFOP)	SEIU Bldg, 11th floor		
La Raza Centro Legal	8/9/04	M	Fernando Marti (MHDC)	Clive Rogers (SFOP)	474 Valencia, Ste. 295		
16th St. Public Safety Group	8/10/04	TU	Geeta Rao (NPH)	Clive Rogers (SFOP)	Walden House, 1885 Mission St. x 15th		20
CARECEN	8/10/04	TU	Ana B. Gutierrez (SFOP)	Clive Rogers (SFOP)	1249 Alabama/24th street		8
Republican Party	8/10/04	TU	Jaime Rossi (Chamber)	x			
SF Tenants Union	8/14/04	SAT	Clive Rogers (SFOP)	x	558 Capp Street (x21st)		3
District 11 Council	8/14/04	SAT	Amy Beinart (BHNC)	x			

Democratic Women's Forum	8/17/04	TU	Kate White (HAC)	Martin (SFOP), Tam Tran	455 Golden Gate Ave.	candidate forum shared with GGDL/IADC	
Golden Gate Democratic Club	8/17/04	TU	Kate White (HAC)	Martin (SFOP), Tam Tran	455 Golden Gate Ave.	candidate forum shared with DWF/IADC	
Irish-American Democratic Club	8/17/04	TU	Kate White (HAC)	Martin (SFOP), Tam Tran	455 Golden Gate Ave.	candidate forum shared with GGDL/DWF	50
Labor Council for Latin American Advancement	8/17/04	TU	Sarah Silva (SFOP)	x	Centro del Pueblo, 474 Valencia Street (auditorium)		
Coalition for SF Neighborhoods	8/17/04	TU	Doug Shoemaker (NPH)	Gene Burbank (SFOP)	Northern Police Station (35 members) Turk x Fillmore	Government and Elections Committee	
Eureka Valley Promotional Assn.	8/19/04	TH	Larry Zabo (SFOP)	x	Community Meeting Room, above the BofA at 501 Castro at 18th		
Plummers Union	8/19/04	TH	Kate White (HAC)	Fernando Marti (Mission Housing)			
St. Kevin's Catholic Church	8/22/04	SUN	Sarah Silva (SFOP)	Frank Arana (SFOP)	704 Cortland Ave.	church	
St. Kevin's Catholic Church	8/22/04	SUN	Sarah Silva (SFOP)	Frank Arana (SFOP)	704 Cortland Ave.	church	
SF Women's Political Committee	8/24/04	TU	Gail Priestly (St. Anthony's)	Susan Marsh (COH)	466 Hill Street (Noe and Sanchez)		7
Green Party	8/25/04	W	Tim Dunn (TODCO)	Joe Smooke (BHNC)	1028A Howard Street x 6th	Housing and Land Use Comm.	30

Excelsior District Improvement Association	8/25/2004?	W	Scott Falcone (Citizen's Housing)	Amy Beinhart (BHNC)			20
Noe Valley Democratic Club	8/28/04	SAT	Tim Dunn (TODCO)	x	Home of Dee Andrews at 273A 27th Street (Between Church and Dolores) side door to the rear	PAC	10
Park Merced Residents Organization	8/29/04	SUN	Barbara Gersh (SFOP)	Clive Rogers (SFOP)	1 Brotherhood Way (Alma Villa Rest Home)--across street from Park Merced	100-150 people?	
Mercy Housing/TNDC Voter Workshop	8/31/04	TU	?	?			20
CARECEN	8/31/04	TU	Ana B. Gutierrez (SFOP)	x			15

Mexican American Political Association	9/1/04	WED	Ana B. Gutierrez (SFOP)	Diego Sanchez (TODCO)	World Trade Club of San Francisco, One Ferry Plaza (formerly Gabbiano's Restaurant)	Hosted by the Committee of Latino Professionals	15
Community Alliance of Disability Advocates	9/4/04	SAT	Keith Nakatani (ARC SF)	x	cottage		
City Democratic Club	9/7/04	TU	Ramie Dare (Mercy)	x	312 Sutter St., 5th floor	Issues and Endorsements Committee	6
RFK Democratic Club	9/8/04	WED	Dale Carlson	x	Turk x Polk (Temple Bar)	Pre-endorsement Meeting	
Bernal Heights Neighborhood Center	9/9/04	TH	Amy Beinart (BHNC)	x	BHNC (515 Cortland)		10
Plan C	9/9/04	TH	Jim Chappell (SPUR)	Doug Shoemaker (NPH)	St. Mary's Cathedral, Cathedral Center -- Hall A (two floors below main floor), 1111 Gough St.	75 people	
Citywide SRO Collaborative: St. Peter's Housing Committee and MEDA	9/10/04	F	Tan Chow (Chinatown CDC)	Adam Kruggel (SFOP)	201 Turk	20-40	
League of Women Voters	9/11/04	SAT	Kate White (HAC)	debate AGAINST Mike Denunzio (Republican Party)	1720 Market St (xValencia, Cable Access CH. 29)	Pro/Con Discussion, Televised	
Westside Democratic Club	9/11/04	SAT	Tim Carlson (West Portal Neighborhood Assn.)	x		PAC	
City College Students' Union	9/13/04	MON	Clive Rogers (SFOP)	Martin Lee (SFOP)	Main/Phelan Campus		

St. Elizabeth Parish Council	9/13/04	MON	Larry Zabo (SFOP)	Irene Crescio (SFOP)			15
Mission Residents Assn.	9/13/04	MON	Amy Beinart (BHNC)	Joe Smooke (BHNC)		Endorsement Meeting	35
Community Alliance of Disability Advocates	9/14/04	TU	Keith Nakatani (ARC SF)	x			15
Disability Organizations	9/14/04	TU	Keith Nakatani (ARC SF)	x			
KUSF	9/15/04	WED	Sarah Silva (SFOP)	Clive Rogers (SFOP)	Phelan Hall		
North of Panhandle Neighborhood Assn.	9/16/04	TH	Joe Smooke (BHNC)	Greg Harrick (CHP)	Café Neon, McAllister & Baker		
Realtors	9/17/04	TH	Jaime Rossi (Chamber of Commerce)	x			
Sunset Community Democratic Club	9/19/04	SUN	Tim Carlson (West Portal Neighborhood Assn.)	x			
Sunset Reform Democratic Club	9/20/04	M	Tim Coolan (West Portal Neighborhood Assn.)	x			
District 11 Democratic Club	9/21/04	WED	Joe Smooke (BHNC)	x		Endorsement Meeting	25
Mission Community Council	9/22/04	WED	Rene Cazenave (CCHO)	Jeff Kositsky (CHP)	Dolores Street Community Services (Valencia x Liberty)		

Mission Neighborhood Resource Center	9/23/04	TH	?	x	165 Capp Street		
Richmond Democratic Club	9/23/04	TH	Martin (SFOP)	Joe Smooke (BHNC)	Richmond Police Station Community Room, 6th (Geary and Anza)		35
Westside Chinese Democratic Club	9/26/04	SU	Darlene Zane (SFOP)	Dawning Chung (SFOP)	2562 36th Ave. (Vicente x Ulloa)	Endorsement Meeting	12
Westside Democratic Club	9/27/04	M	Tim Coolan (West Portal Neighborhood Assn.)	x		General	
Alamo Square Neighborhood Assn.	9/27/04	M	Jeff Kositsky (CHP)	CHP tenant	898 Fell Street, the home of Janet Stafford		
ARC SF	9/28/04	TU	Keith Nakatani (ARC SF)				20
Richmond Interfaith	9/28/04	TU	Ron Miguel	Joe Smooke (BHNC)	Congregation Beth Shalom, 14th x Clement St.		
Sunset Community Democratic Club	9/30/04	TH	Tim Coolan (West Portal Neighborhood Assn.)	x			
Asian American Political Association	10/1/04	F	Jerry Jai (TNDC)	x	SF Brewing Company, 155 Columbus x Pacific Ave.		
St. Ignatius Parish	10/4/04	M	Sarah Silva (SFOP)	Gene Burbank (SFOP)	2300 Fulton (USF)	Social Justice	

St. Agnes	10/4/04	M	Sarah Silva (SFOP)	Gene Burbank (SFOP)	2300 Fulton (USF)	Social Justice	
St. John of God	10/4/04	M	Sarah Silva (SFOP)	Gene Burbank (SFOP)	2300 Fulton (USF)	Social Justice	
Old First Presbyterian Church: The Welcome Ministry	10/6/04	WED	Clive Rogers (SFOP)	x	1751 Sacramento St		
SF 5 Together	10/6/04	WED	Jim Buckley (Citizen's Housing)	x	Northern Police Station, Turk x Fillmore		
Glen Park Assn.	10/12/04	TU	Ramie Dare (Mercy)	Scott Falcone (Citizen's Housing)	Glen Park Rec Center, Chenery St. west to park		50
Candidate Forums: League of Women Voters of San Francisco, CAVEC (Chinese American Voters Education Committee), Tabernacle Congregations of San Francisco, and New California Media	10/14/04	TH	Timothy Dunn (TODCO)	x	District 7: City College (Science Room 100) 50 Phelan Ave.		
Haight Ashbury Neighborhood Council	10/14/04	TH	Calvin Welch (CCHO)	x	Community Room of the Park Branch Library, 1833 Page Street		
Planning Association for the Richmond	10/14/04	TH	Joe Smooke (BHNC)	x	Richmond Rec Center, 251 18th Ave.		60
Sunset-Parkside Education Action Committee (SPEAK)	10/18/04	M	Joe Smooke (BHNC)	Dan Ryan (SFOP)	Grace Lutheran, 3201 Ulloa x 33rd		

Candidate Forums: League of Women Voters of San Francisco, CAVEC (Chinese American Voters Education Committee), Tabernacle Congregations of San Francisco, and New California Media	10/21/04	TH	Ana B. Gutierrez (SFOP)		District 9: Mission Language Vocational School, 2929 19th St.		
Golden Gate Breakfast Club	10/27/04	WED	Ron Miguel	x	609 Sutter Street @ Mason in the Marine's Memorial Bldg		
Community Leadership Alliance	10/28/04	TH	Ana B. Gutierrez (SFOP)	x	Tenderloin Police Station, Community Room, 301 Eddy St.		
Student Union GOTV	11/1/04	M	Ana B. Gutierrez (SFOP)				

## APPENDIX F: Endorsements

### 2004 Proposition A Endorsements

Organization	First Name	Last Name
AIDS Housing Alliance	Brain	Bassinger
AIDS Legal Referral Panel	Bill	Hirsh
Alexander Tenants Association		
Alice B. Toklas LGBT Democratic Club		
Alliance for a Better District 6	Susan	Bryan
American Institute of Architects - San Francisco		
American Institute of Architects, San Francisco		
Archdiocese of San Francisco	Archbishop Willian	Levada, Archdiocese of SF
Arriba Juntos	Dalila	Ahumada
Asian Inc.	Tom	Dapice
Asian Law Caucus	Gen	Fujioka
Asian Neighborhood Design	Steve	Suzuki'
Asian, Inc.	Michael	Chan
Association for Chinese Families of the Disabled		
Baker Places, Inc.	Judith	Stevenson
BART Board Director	Tom	Radulovich, BART Board Director
Bay Area Women's and Children's Center		
Bernal Heights Democratic Club		
Bernal Heights Neighborhood Center	Joseph	Smooke
Bernal Heights Neighborhood Center	Mauricio	Vela
Bethel AME Church		
Board of Permit Appeals	Doug	Shoemaker, Board of Permit Appeals
Board of Supervisors	Supervisor Michela	Alioto -Pier

Board of Supervisors	Supervisor Tom	Ammiano	
Board of Supervisors	Supervisor Chris	Daly	
Board of Supervisors	Supervisor Bevan	Dufty	
Board of Supervisors	Supervisor Sean	Elsbernd	
Board of Supervisors	Supervisor Mat	Gonzalez	
Board of Supervisors	Supervisor Fiona	Ma	
Board of Supervisors	Supervisor Sophie	Maxwell	
Board of Supervisors	Supervisor Jake	McGoldrick	
Board of Supervisors	Supervisor Aaron	Peskin	
Board of Supervisors	Supervisor Gerardo	Sandoval	
Board of Supervisors, former	Angela	Alioto, former Supervisor	
Board of Supervisors, former	Susan	Bierman, former Supervisor	
BRIDGE Development Corp	Carol	Galante	
BRIDGE Development Corp	Lydia	Tan	
California Reinvestment Coalition	Kevin	Stein	
CARECEN	Ramon	Cardona	
Castro Area Planning and Action	Joe	Curtin	
Catholic Charities/CYO	Brian	Cahill	
CCDC	Joanne	Lee	
CCDC	Susie	Wong	
Central City Hospitality House	Jackie	Jenks	
Charles and Helen Schwab Foundation	Cassandra	Benjamin	
Chinatown Alleyways Youth Project			
Chinatown Coalition for Better Housing			
Chinatown Community Development Center	Gordon		Chin, Park and Rec Commissioner
Chinatown Community Development Center	Rev. Norman	Fong	
Chinese Chamber of Commerce			
Chinese for Affirmative Action	Tara	Hui	

Church of the Epiphany	Fr. Eugene	Tungol
Citizens Housing Corporation	Jim	Buckley
City Democrataic Club		
Coalition for Better Housing	Brooks	Turner
Coalition on Homelessness	Paul	Boden
Coleman Youth Advocates	Margaret	Brodkin
Coleman Youth Advocates	Joe	Wilson
Community College Board Member	Lawrence	Wong, Community College Board
Community Design Center	Chuck	Turner
Community Housing Partnership	Jeff	Kositsky
Community Tenants Association	Tan	Chow
Conard House, Inc	Richard	Heasley
Corporation for Supportive Housing	Lauren	Hall
Corporation for Supportive Housing	Carla	Javits
Council of Community Housing Organizations	Rene	Cazenave
CTA	David	Ho
Day Laborer Program	Renee	Saucedo
Dep Dir, Mayors Office Com Dev	Eugene	Coleman
Deputy Mayor for Housing, former	Brad	Paul
Dir., Mayors Office of Community Development	Dwayne	Jones
District 1 Democratic Club		
District 11 Democratic Club		
District 8 Tenants Association	Rick	Galbreath
Duboce Tiangle Neigh. Assn.	Peter	Albert
Episcopal Community Services	Ken	Reggio
Episcopal Community Services	Kevin	Sharps
		Swing, Bishop, Episcopal Diocese
Episcopal Diocese of California	The Rt. Rev. William	of Calif
Ex. Dir., SF Redevelopment Agency	Marcia	Rosen

Faiths Initiative	Landon	Williams
Family Service Agency of SF	Victoria	Gray
FDR Democratic Club	August	Longo
Glen Park Neighbors	Michael	Rice
Grace Cathedral	The Rev. Franaces	Tornquist
Grace Ev. Lutheran	Daniel	Ryan, Deacon
Greater West Portal Neigh. Assn.	Tim	Colen
Greenbelt Alliance		
Habitat for Humanity		
Haight Ashbury Neighborhood Council	Calvin	Welch
Hamilton Family Center	Salvador	Menjivar
HANC	Tess	Welborn
Harvey Milk LGBT Democratic Club		
Hayes Valley Neighborhood Association	Patricia	Walkup
Health Commission	Roma	Guy, Health Commissioner
Health Commissioner	Jim	Illig, Health Commissioner
		Jackson, former Health Commissioner
Health Commissioner, former	Arthur	
Hearth Homes Community Building		
Heritage Homes Resident Council	Missy	Raglin
Holy Family Chinese Mission	Fr. Daniel	McCotter
Home Away from Homelessness	Suzanne	Giraud, MD
Housing Conservation Development Corp		
Housing Rights Committee	Rebecca	Logue Bovee
Independent Living Resource Center		
International Hotel Citizens Advisory Committee		
Joie de Vivre Hotels	Chip	Conley
Laborers Int'l Union of Northern Calif.	Oscar	De La Torre, Laborers Int'l Union
Lawyers Committee for Civil Rights	Michael	Harris

League of Conservation Voters		
League of Women Voters		
Lutheran Social Services Northern Calif.	Barbara	Kline
Manor Advocates Tenant Assn.		
Mayor	Mayor Gavin	Newsom
Mental Health Association of San Francisco	Belinda	Lyons
Mercy Housing California	Val	Agostino
Mercy Housing California	Jane	Graf
Mercy Housing California	Barbara	Gualco
Mission Agenda Council	Richard	Marquez
Mission Anti Displacement Coalition		
Mission Dolores	Fr. Ulysses	D'Aguila
Mission Dolores	Rev. William	Justice
Mission Economic Development Association	Luis	Granados
Mission Economic Development Association	Joaquin	Turner
Mission Neighborhood Resource Center	Laura	Guzman
Mission Neighborhood Resource Center	Julie	Leadbetter
Neighborhood Network	Daniela	Kirshembaum
NICOS - Chinese Health Coalition		
Non-Profit Housing Assn. Of Northern Calif	Dianne	Spaulding
Norre Dame des Victoires	Fr. Etienne	Siffert
North Beach Neighbors	Rose	Chung
North of Market Planning Coalition		
North of Panhandle Neigh. Assn.	Ty	Sniffen
Office of Social Concerns, Archdiocese S.F.	George	Wesolek
Ohlhoff Recovery Program	Barbara	Farrell
One Hundred Black Men of the Bay Area	Al	Reynolds
Open House	Linda	Carlson
Pacific Exchange	Dale	Carlson

Plan C		
Planning Association of the Richmond	Ron	Miguel
Planning Association of the Richmond	Matt	Tuchow
Planning Commissioner	Sue	Lee, Planning Commissioner
Planning Commissioner	Christine	Olague, Planning Commissioner
Planning Commissioner, former	Dennis	Antenore, former Planning Commissioner
Planning Commissioner, former	Pastor J. Edgar	Boyd, former Planning Commissioner
Planning Commissioner, former	Lisa	Feldstein, former Planning Commissioner
Planning Commissioner, former	Jerry	Levine, former Planning Commissioner
PODER	Antonio	Diaz
Potrero Boosters	Tony	Kelly
Progress Foundation	Steve	Fields
Providence Baptist	Rev. Calvin	Jones, Jr.
Right to a Roof	James	Tracy
Russian Hill Neighbors	Judy	Junghans
S.F. Network Ministries	Rev. Glenda	Hope
San Francisco Chamber of Commerce	Roberta	Achtenberg, former Supervisor
San Francisco Christian Center	Bishop Donald	Green
San Francisco Community Land Trust	Fernando	Marti
San Francisco Democratic County Central Committee		
San Francisco Foundation	Sandra	Hernandez, M.D.
San Francisco Foundation	Carol	LaMont
San Francisco Housing Action Coalition	Kate	White
San Francisco Housing Development Corp.	Regina	Davis
San Francisco Housing Development Corp.	Jeannette	Fisher-Kouadio

San Francisco Human Services Network		
San Francisco Interfaith Council	Rita	Semel
San Francisco Labor Council		
San Francisco Organizing Project	Kim	Grose
San Francisco Tenants Network	Robert	Pender
San Francisco Tomorrow		
Senior Action Network	Bruce	Livingston
Senior Housing Action Coalition	Barbara	Blong
Service Employees Int'l Union Local 1877		
Service Employees Int'l Union Local 250		
Service Employees Int'l Union,. Local. 790		
SF Planning and Urban Research Association	Jim	Chappell Romero, Redevelopment Agency Commission
SF Redevelopment Commissioner	Ramon	
SF Tabernacle Congregations		
SF Tenants Union	Ted	Gullicksen
SF Urban Institute	Susan	Alunan
SFOP	Anna B.	Gutierrez
SFOP	Adam	Krugel
SFOP	Michael	Lombardo
SFOP	Jennifer	Martinez
SFRA	James	Morales
Sierra Club	John	Rizzo
Sixth Street Agenda		
SOMA Leadership Council	Jim	Meko
South of Market Community Action Network	Jeanne	Batallones
South of Market Community Action Network	Chris	Durazo
SPUR	Gabriel	Metcalfe
St. Anthony's Foundation	Father John	Hardin, OFM

St. Boniface	Fr. Louie	Vitale
St. Elizabeth	Fr. Edward	Farrugia
St. Francis Lutheran Church	Father George	Belcher
St. Luke's Hospital	James	Hickman
St. Paul of the Shipwreck	Father Paul	Gawlowski
St. Paul of the Shipwreck	Rev. John	Heinz, OFM
St. Paulus Church	Pastor Daniel	Solberg
St. Peter's Episcopal Church		
St. Peter's Housing Committee	Nick	Pagoulatos
State Assembly	Assemblyman Mark	Leno
State Assembly	Assemblyman Leland	Yee
		Burton, Senate President Pro
State Senate (Senate President Pro Tempore)	Senator John	Tempore
Supportive Housing Finance Director	Daryl	Higashi
		McCarthy, former Port
Telegraph Hill Neighborhood House	Denise	Commissioner
Temple Emanu-El	Rabbi Sydney	Mintz
Temple Emanu-El	Rabbi Stephen	Pearce
		Elberling, Treasure Island Dev.
Tenants and Owners Development Corp.	John	Authority
Tenants Association Coalition	Michael	Nulty
Tenderloin Afterschool Program		
Tenderloin Housing Clinic	Kerry	Abbott
Tenderloin Housing Clinic	Randy	Shaw
Tenderloin Neighborhood Development Corp	Brother Kelly	Cullen, OFM
Tenderloin Youth Advocates		
The ARC of San Francisco		
Transportation for a Livable City	Bert	Hill
Urban Solutions		

Visitacion Valley Community Dev. Corp.	Alan	Saunders
Visitacion Valley Community Resiliency Project	Eleanor	Colbert
Visitacion Valley Jobs, Education and Training (VVJET)	Larry	Fleming
VVCDC	Jennifer	Heller
VVCDC	Joya	Li
VVCRP	Barbara	Glaspie
Wells Fargo Bank		
	Jeff	Adachi, Public Defender
	Bill	Barnes
	A. Lee	Blitch
	Elizabeth	Boardman
	Harry	Britt, former Supervisor
	Michele	Byrnes
	Michele	Byrnes
	Joyce	Calagos
	Dr. James	Calloway
	David	Campos
	Pat	Chang
	Vincent	Chao
	Leon	Chow
	Wyland	Chu
	Peter	Cohen
	Will	Din
	Maggie	Donohue
	Dan	Dunigan
	Oz	Erickson
	Fr. Edwin	Farrugia
	Fred	Fred Jr.
	Toni	Giles

Philip	Ginsburg
Michael	Goldstein
Alexis	Gonzales
Maria	Guillen
Robert	Haaland
Kamala	Harris, District Attorney
Rick	Hauptman
F. Warren	Hellman
Michael	Hennessey, Sheriff
Sue	Hestor
Sharen	Hewitt
Rabbi Jay	Heyman
Susan	Hirsch
Tom	Hsieh, Jr.
Kevin	Hughes, Planning Commission
Corine	Jackson
Ed	Jew
	Joe, former Planning
Cynthia	Commissioner
Sharon	Johnson
The Very Rev. Alan	Jones, Dean Grace Cathedral
Dan	Kalb
Leslie	Katz, former Supervisor
Jane	Kim
Anne	Kronenberg
	Leal, former San Francisco
Susan	Treasurer
Bill	Lee, Planning Commissioner
Megan	Levitan

Karen	Liao
Enid	Lim
Myrna	Lim
David	Looman
Malik	Looper
Tess	Manalo-Ventresca
Gordon	Mar
Eric	Mar, School Board
Ann	Marks
Tom	McCarthy
Jose	Medina, former Supervisor
Rafael	Mendelman
Ezra	Mersey
	Migden, Chair, State Brd
Carol	Equalization
Donna	Miller Casey
Jane	Morrison
Keith	Nakatani
Philip	Nguyen
Rev. Dr. G. Penny	Nixon
Robert L.	Okin, MD
Mitchell	Omerberg
Congresswoman Nancy	Pelosi
Teresa	Picon
Bok	Pon
Bill	Price
Stephen A.	Privett, S.J., President, USF
Eric	Quezada
Shawn	Reifsteak

Francis	Rigney, M.D.
Carlos	Romero
Jamie	Rossi
Emily	Sano
Lillian	Sing
Bill	Sorro
Terersa	Sparks, Police Commissioner
Lolita	Sweet
Holly	Their
David	Turner
Mary	Twomey
Joel	Ventresca
Laura	Ware
Dr. David	Werdegar
Midge	Wilson
Michael	Wong
Kent	Woo
Jim	Wunderman
Malcolm	Yeung
Darlene	Zane
Houston	Zheng

**APPENDIX G: 2004 Proposition A Fundraising**

**MONETARY CONTRIBUTIONS 2004**

<u>Name</u>	<u>Dated</u>	<u>Rec'd</u>	<u>Deposit</u>	<u>Amount</u>	<u>Daily Totals</u>
Brook Turner	07/16/04	8/9	8/16	\$ 250.00	
Joie de Vivre Hospitality, Inc.	08/05/04	8/9	8/16	250.00	
Bernal Heights Neighborhood Center	07/28/04	8/9	8/16	500.00	
Joseph W. Smooke	08/06/04	8/9	8/16	100.00	
					\$ 1,100.00
Dale A. Carlson	08/10/04	8/10	8/16	250.00	
Amy R. Beinart	08/03/04	8/10	8/16	100.00	
					350.00
Conard House, Inc.	08/06/04	8/11	8/16	5,000.00	
Timothy R. Dunn	08/02/04	8/11	8/16	50.00	
L.K. White	08/09/04	8/11	8/16	200.00	
					5,250.00
Christopher A. Block	08/11/04	8/12	8/16	100.00	
Thomas Lauderbach	08/10/04	8/12	8/16	90.00	
					190.00
Tenderloin Neighborhood Development Corp.	08/05/04	8/13	8/16	5,000.00	
Frank E. Card	08/12/04	8/13	8/16	500.00	
					5,500.00
Costello and Sons Insurance Brokers, Inc.	08/13/04	8/14	8/16	1,000.00	
					1,000.00
Marge Harburg	08/12/04	8/16	9/3	40.00	
					40.00
Jeffrey Kositsky	08/14/04	8/17	8/26	500.00	

Kim Grose	08/12/04	8/17	8/26	150.00	
David Smathers	08/11/04	8/17	9/3	100.00	
Catherine L. Talbot	08/16/04	8/17	9/3	100.00	
Christine I. Ortiz	08/16/04	8/17	9/3	50.00	
					900.00
The Arc of San Francisco	08/11/04	8/18	8/26	1,000.00	
Dianne J. Spaulding	08/17/04	8/18	8/26	500.00	
Alvin H. Baum, Jr.	08/16/04	8/18	8/26	250.00	
Joanne Lee	08/14/04	8/18	8/26	150.00	
Sharon Zumel	08/15/04	8/18	9/3	50.00	
					1,950.00
San Francisco Housing Development Corporation	08/18/04	8/19	8/26	1,000.00	
					1,000.00
Bridge Housing Corporation	08/13/04	8/21	8/26	5,000.00	
Jean S. Fraser	08/18/04	8/21	8/26	200.00	
Gabriel Metcalf	08/17/04	8/21	9/3	50.00	
					5,250.00
William Hirsh	08/17/04	8/23	9/3	50.00	
					50.00
Richard S. Mandel	08/22/04	8/24	8/26	100.00	
M. Brian Murphy	08/22/04	8/24	9/3	50.00	
Jose Alfaro	Cash	8/24	9/10	1.00	
					151.00
Gubb & Barshay LLP	08/18/04	8/25	8/26	500.00	
Shannon E. Dodge	08/20/04	8/25	8/26	250.00	
Gordon Chin	08/16/04	8/25	8/26	200.00	
Roy Bateman	08/22/04	8/25	8/26	150.00	
Mauricio E. Vela	08/23/04	8/25	9/3	100.00	
Lauren S. Hall	08/24/04	8/25	9/3	100.00	

Susan M. Wong	08/18/04	8/25	8/26	100.00	
Barbara L. Gualco	08/24/04	8/25	9/3	75.00	
Laura Sao Pedro	08/23/04	8/25	9/10	15.00	
					1,490.00
Diana M. Downton	08/21/04	8/26	9/3	50.00	
					50.00
Wallace Roberts & Todd, LLC	08/23/04	8/27	9/3	2,000.00	
					2,000.00
Robert Herman	08/27/04	8/28	9/3	1,500.00	
Colin J. Mathewson	08/22/04	8/28	9/10	20.00	
Carolynn Abst	08/27/04	8/28	9/3	50.00	
Ross Financial	08/27/04	8/28	9/3	250.00	
					1,820.00
Community Housing Partnership	08/18/04	8/30	9/3	1,000.00	
Episcopal Community Services	08/19/04	8/30	9/3	250.00	
Mercy Housing Inc.	08/27/04	8/30	9/3	5,000.00	
					6,250.00
Ramie Dare	08/22/04	8/31	9/3	100.00	
Darlene K.L. Zane	08/30/04	8/31	9/3	100.00	
Marcia Rosen	08/28/04	8/31	9/3	150.00	
Herbert P. McLaughlin, Jr.	08/20/04	8/31	9/3	2,000.00	
Thai-an Ngo	08/25/04	8/31	9/3	50.00	
					2,400.00
Judith K. White	08/28/04	9/1	9/3	50.00	
Citizens Housing Corp.	08/30/04	9/1	9/3	5,000.00	
William Nolan Highbaugh	08/31/04	9/1	9/10	25.00	
Susan M. Wong	08/23/04	9/1	9/3	150.00	
Treasure Island Homeless Development Initiative, Inc.	08/26/04	9/1	9/3	500.00	
					5,725.00

Carol J. Galante	08/20/04	9/2	9/3	100.00	
California Housing Partnership Corporation	09/01/04	9/2	9/3	500.00	
					600.00
Kenneth J. Reggio	08/22/04	9/3	9/10	100.00	
June H. Gutfleisch	08/31/04	9/3	9/10	125.00	
Steven V. Vettel	09/01/04	9/3	9/10	250.00	
					475.00
Lisa M. Feldstein	08/21/04	9/7	9/10	350.00	
Donald S. Falk	09/04/04	9/7	9/10	100.00	
					450.00
Joseph La Torre	09/04/04	9/8	9/10	100.00	
Margaret Schrand	09/05/04	9/8	9/10	50.00	
					150.00
Gubb & Barshay LLP	09/10/04	9/11	9/13	1,000.00	
Lofton & Jennings	09/10/04	9/11	9/13	100.00	
Allied Heating & Air Conditioning, Inc.	09/08/04	9/11	9/13	100.00	
					1,200.00
San Francisco Organizing Project	08/27/04	9/12	9/13	5,000.00	
Fine Line Construction	09/08/04	9/12	9/13	1,000.00	
Matthew C. Schwartz	09/02/04	9/12	9/13	125.00	
Karen A. Levesque	09/02/04	9/12	9/13	125.00	
G.L. Bagot, Jr.	08/30/04	9/12	9/13	200.00	
Anne M. Torney	09/05/04	9/12	9/13	100.00	
					6,550.00
Pamela H. David	09/05/04	9/13	9/23	100.00	
					100.00
Low Income Investment Fund	09/10/04	9/14	9/23	5,000.00	
Cahill Contractors, Inc.	09/09/04	9/14	9/23	2,000.00	
Olson Lee	09/12/04	9/14	9/23	250.00	

					7,250.00
Amy M. Risch	09/14/04	9/15	9/23	100.00	
Merle D. Malakoff	09/13/04	9/15	9/23	50.00	
					150.00
The John Stewart Company -- SF Office	09/13/04	9/16	9/23	3,500.00	
Grant L. Din	09/13/04	9/16	9/23	100.00	
William E. Hurrell	09/14/04	9/16	9/23	100.00	
					3,700.00
The Jesuit Community at USF	09/14/04	9/17	9/23	500.00	
O'Brien Mechanical, Inc. II	09/16/04	9/17	9/23	500.00	
Armando Vasquez	09/16/04	9/17	9/23	500.00	
Martin M. Ron Associates, Inc.	09/15/04	9/17	9/23	250.00	
Nancy O. Andrews	09/15/04	9/17	9/23	100.00	
Amy B. Cohen	09/16/04	9/17	9/23	15.00	
					1,865.00
Community Economics, Inc.	09/15/04	9/18	9/23	5,000.00	
Thomas Lauderbach	09/16/04	9/18	9/23	150.00	
Jennifer S. Dolin	09/15/04	9/18	9/23	100.00	
Robert Rich	09/16/04	9/18	9/23	100.00	
Christa J. Roth	09/15/04	9/18	9/23	50.00	
Natalie Bonnewit	09/13/04	9/18	9/23	50.00	
					5,450.00
Chinatown Community Development Center	09/17/04	9/20	9/23	5,000.00	
Non-Profit Housing Association of Northern California	09/14/04	9/20	9/23	2,500.00	
					7,500.00
Gabadoo Enterprises, Inc.	09/20/04	9/21	9/23	500.00	
Brian J. McCaffrey	09/19/04	9/21	9/23	75.00	
					575.00
Douglas Shoemaker	08/28/04	9/22	9/27	100.00	

Lisa Huang	09/21/04	9/22	9/27	50.00	
					150.00
S. Osborn Erickson	09/22/04	9/23	9/27	5,000.00	
Sean Charpentier	09/21/04	9/23	9/27	100.00	
Sharon Christen	09/21/04	9/23	9/27	75.00	
Benjamin B. Phillips	09/10/04	9/23	9/27	25.00	
					5,200.00
Anne Noelle Fougeron	09/23/04	9/25	9/27	1,000.00	
Luk and Associates	09/22/04	9/25	9/27	500.00	
EIP Associates	09/24/04	9/25	9/27	250.00	
Tessa Rouverol Callejo	09/23/04	9/25	9/27	75.00	
					1,825.00
The Related Companies of California, LLC	09/23/04	9/27	9/30	5,000.00	
					5,000.00
TRI Commercial Real Estate Svc	09/27/04	9/28	9/30	250.00	
Teletch Security	09/25/04	9/28	9/30	250.00	
					500.00
Non-Profit Housing Association of Northern California	09/24/04	9/29	9/30	2,500.00	
Reuben & Junius, LLP	09/28/04	9/29	9/30	1,000.00	
Gilbert Chan	09/20/04	9/29	9/30	500.00	
John E. Tastor	09/17/04	9/29	9/30	500.00	
Van Meter Williams Pollack LLP	09/24/04	9/29	9/30	250.00	
					4,750.00
Protech Consulting & Engineering, Inc.	09/23/04	9/30	10/1	500.00	
Jane M. Graf	09/30/04	9/30	10/1	200.00	
Friendship House Ass'n of American Indians, Inc.	09/22/04	9/30	10/1	150.00	
					850.00
James E. Roberts - Obayashi Corporation	10/01/04	10/1	10/1	10,000.00	
A.F. Evans Company Inc.	10/01/04	10/1	10/1	10,000.00	

Hardison, Komatsu, Ivelich & Tucker	09/30/04	10/1	10/5	1,000.00	
PICO California Project Account	09/30/04	10/1	10/5	1,000.00	
Cee Architects	10/01/04	10/1	10/5	150.00	
					22,150.00
Stella Florez	09/26/04	10/2	10/5	300.00	
The Law Office of Gary Hoshiyama	10/01/04	10/2	10/5	150.00	
Kava Massih Architects	09/27/04	10/2	10/5	100.00	
Kirby Sack	09/29/04	10/2	10/5	75.00	
					625.00
Catholic Healthcare West	09/30/04	10/4	10/5	10,000.00	
TODCO	09/30/04	10/4	10/5	1,000.00	
Joyce G. Newstat	09/28/04	10/4	10/5	1,000.00	
Mark W. Buell	10/01/04	10/4	10/5	1,000.00	
Treadwell & Rollo, Inc.	10/01/04	10/4	10/5	500.00	
Thomas L. Driscoll	10/04/04	10/4	10/5	250.00	
Joel A. Lipski	09/11/04	10/4	10/5	250.00	
Merle D. Malakoff	10/01/04	10/4	10/5	50.00	
					14,050.00
Swords to Plowshares	09/30/04	10/5	10/7	500.00	
Starboard Commercial Real Estate	09/30/04	10/5	10/7	300.00	
Paul Sussman	09/30/04	10/5	10/7	200.00	
Helen D. Waukazoo	10/02/04	10/5	10/7	100.00	
Michio Yamaguchi	10/01/04	10/5	10/7	100.00	
					1,200.00
Nibbi Bros. Construction	10/01/04	10/6	10/7	5,000.00	
					5,000.00
Springwater Investments LLC	10/05/04	10/7	10/13	1,000.00	
All Laundry Leasing	10/04/04	10/7	10/14	250.00	
Paulett Taggart Architects	09/30/04	10/7	10/14	100.00	

Sherry L. Williams	10/07/04	10/7	10/14	50.00	
M.R. Wolfe & Associates	10/05/04	10/7	10/14	50.00	
					1,450.00
Darius W. Anderson	10/07/04	10/8	10/13	1,000.00	
MV Public Transportation	09/28/04	10/8	10/13	1,000.00	
The Gerson Bakar 1984 Trust	10/06/04	10/8	10/13	1,000.00	
John M. Sanger	10/06/04	10/8	10/13	500.00	
Conger Moss Guillard, Inc.	10/07/04	10/8	10/13	500.00	
Seifel Consulting, Inc.	10/07/04	10/8	10/13	500.00	
Equity Community Builders, LLC	10/07/04	10/8	10/13	500.00	
Raymond M. Buddie	10/07/04	10/8	10/13	250.00	
Sausalito Financial Group Inc.	10/07/04	10/8	10/13	250.00	
Michael H. Zischke	10/04/04	10/8	10/13	250.00	
Meagan S. Levitan	10/07/04	10/8	10/14	250.00	
Jay S. Wallace	10/09/04	10/8	10/14	250.00	
Brook Turner	10/07/04	10/8	10/14	250.00	
Anne Halsted	10/07/04	10/8	10/14	250.00	
Amy M. Risch	10/07/04	10/8	10/14	200.00	
Allan E. Low	10/05/04	10/8	10/14	150.00	
Cassandra Benjamin	10/07/04	10/8	10/14	150.00	
John B. Lucero	10/07/04	10/8	10/14	150.00	
Donald Hesse	10/07/04	10/8	10/14	125.00	
Daryl Higashi	10/07/04	10/8	10/14	100.00	
SMWM	10/07/04	10/8	10/14	100.00	
Anne L. Barnett	10/07/04	10/8	10/14	100.00	
COA Group Architects	10/07/04	10/8	10/14	100.00	
Noreen A. Beiro	10/07/04	10/8	10/14	100.00	
E&C Shagley Real Estate Inc.	10/06/04	10/8	10/14	100.00	
James B. Morales	10/07/04	10/8	10/14	100.00	

Claudine Hoyen Cheng	10/07/04	10/8	10/14	100.00	
Dean H. Iwasa	10/07/04	10/8	10/14	100.00	
Lauren S. Hall	10/06/04	10/8	10/14	100.00	
Marc Babsin	10/05/04	10/8	10/14	100.00	
Geeta Tadavarthy	10/07/04	10/8	10/14	100.00	
Douglas Shoemaker	10/05/04	10/8	10/14	100.00	
Daniel E. Murphy	10/07/04	10/8	10/14	100.00	
Amy T. Chung	10/07/04	10/8	10/14	100.00	
Shirley Imamoto	10/06/04	10/8	10/14	50.00	
Joseph W. Smooke	10/07/04	10/8	10/14	50.00	
Lori E. Bamberger	10/07/04	10/8	10/14	50.00	
Sally A. Carlson	10/07/04	10/8	10/14	50.00	
Margret A. Donahue	10/07/04	10/8	10/14	50.00	
Linda S. Crayton	10/07/04	10/8	10/14	50.00	
Marlene J. Sloger	10/07/04	10/8	10/14	50.00	
Barbara L. Gualco	10/07/04	10/8	10/14	50.00	
Olson Lee	10/07/04	10/8	10/14	50.00	
Jennifer Burden	10/07/04	10/8	10/14	50.00	
Mental Health Association of San Francisco	10/07/04	10/8	10/14	50.00	
Kenneth J. Reggio	10/07/04	10/8	10/14	35.00	
Richard L. Allman	10/07/04	10/8	10/14	35.00	
Kathleen M. Mertz	10/07/04	10/8	10/14	25.00	
Mark A. Baldwin	10/07/04	10/8	10/14	25.00	
Karen E. Knowles	10/07/04	10/8	10/14	25.00	
Daniel Kalb	10/06/04	10/8	10/14	20.00	
Ana Gutierrez	10/04/04	10/8	10/14	20.00	
					9,760.00
Nancy L. Conover	10/07/04	10/9	10/14	100.00	
Charles B. Turner, Jr.	10/02/04	10/9	10/14	100.00	

Greg Wagner	Cash	10/9	10/14	20.00	
					220.00
Goldfarb & Lipman	10/11/04	10/12	10/13	1,000.00	
Kayne Doumani	10/05/04	10/12	10/14	100.00	
Janet Falk	10/10/04	10/12	10/14	100.00	
					1,200.00
Swinerton Builders	10/06/04	10/13	10/13	1,000.00	
Victor & Lorraine Honig Trustees	10/06/04	10/13	10/14	500.00	
Todd LeFurge	10/10/04	10/13	10/14	200.00	
					1,700.00
Lawrence J. Stupski Revocable Trust	10/07/04	10/14	10/15	5,000.00	
Alta Vista Ventures, LLC	10/10/04	10/14	10/15	500.00	
Alfred G. Neely	10/11/04	10/14	10/15	500.00	
Carol I. Javits	10/13/04	10/14	10/15	300.00	
Ezra Mersey	10/10/04	10/14	10/15	250.00	
					6,550.00
Goat Hill Pizza	10/14/04	10/15	10/18	500.00	
					500.00
Michael Louie	09/29/04	10/18	10/22	250.00	
Quyten D. Nim	10/07/04	10/18	10/21	50.00	
					300.00
Northern Calif Carpenters Regional Council Issues PAC	10/13/04	10/19	10/21	5,000.00	
Highlands Associates Inc.	10/08/04	10/19	10/21	1,000.00	
James T. Chappell	10/20/04	10/19	10/21	150.00	
J.L. Schwartz	10/15/04	10/19	10/21	50.00	
					6,200.00
Matthew O. Franklin	10/10/04	10/20	10/21	500.00	
S.R. Hernandez, M.D.	10/15/04	10/20	10/21	250.00	
Craig H. Adelman	10/15/04	10/20	10/21	150.00	

Michelle A. Radcliffe	10/19/04	10/20	10/21	100.00	
					1,000.00
Burton Senate Fund	10/21/04	10/21	10/21	50,000.00	
Cahill Contractors, Inc.	10/20/04	10/21	10/22	5,000.00	
Klein Financial Corporation	10/19/04	10/21	10/22	1,000.00	
Charles R. Olson	10/18/04	10/21	10/21	500.00	
Jaime A. Rossi	10/20/04	10/21	10/22	150.00	
					56,650.00
Local Initiatives Support Corp.	10/21/04	10/22	10/22	30,000.00	
Citicorp USA	wire	10/22	10/22	10,000.00	
Citizens Housing Corp.	10/21/04	10/22	10/22	2,500.00	
					42,500.00
Herrero Contractors, Inc.	10/19/04	10/23	10/25	500.00	
Greenbelt Alliance, Inc.	10/20/04	10/23	10/25	300.00	
Radha Stern, Trustee	09/21/04	10/23	10/25	100.00	
Anita L. Mascoli	09/21/04	10/23	10/25	100.00	
Teresa M. Welborn	10/20/04	10/23	10/25	100.00	
Cort Gross	09/21/04	10/23	10/25	25.00	
					1,125.00
Fannie Mae	10/22/04	10/25	10/25	10,000.00	
Swinerton Incorporated	10/21/04	10/25	10/25	9,000.00	
<i>Ron and Gayle Conway/Conway Family Trust</i>	10/21/04	10/25	10/25	7,500.00	
MC2 Capital Partners, LLC	10/22/04	10/25	10/25	5,000.00	
Bridge Housing Corporation	10/21/04	10/25	10/26	2,500.00	
Progress Foundation	10/22/04	10/25	10/26	1,000.00	
Douglas J. Engmann	10/22/04	10/25	10/26	500.00	
Barbara J. Engmann	10/22/04	10/25	10/26	500.00	
SIMEON Residential Properties	10/25/04	10/25	10/26	500.00	
Sophenia J. Maxwell	10/20/04	10/25	10/26	350.00	

Reputation	10/22/04	10/25	10/26	250.00	
Gregory H. Asay	10/22/04	10/25	10/26	150.00	
Marilyn Masters Levine	10/25/04	10/25	10/26	125.00	
G.B. Levine	10/25/04	10/25	10/26	125.00	
					37,500.00
TMG Partners	10/25/04	10/26	10/26	2,500.00	
Donald A. Friend	10/25/04	10/26	10/26	1,000.00	
William J. Lowenberg	10/20/04	10/26	10/26	1,000.00	
William A. Newsom	10/25/04	10/26	10/27	1,000.00	
Robert P. Birmingham	10/25/04	10/26	10/27	500.00	
					6,000.00
Catellus Operating LP	10/26/04	10/27	11/1	2,500.00	
Susie Tompkins Buell	10/21/04	10/27	10/27	1,000.00	
Luis A. Belmonte	10/26/04	10/27	11/1	500.00	
Carol Lamont	10/26/04	10/27	10/27	250.00	
Dennis Lalor	10/26/04	10/27	10/27	100.00	
Stephanie Jane McFadden	10/26/04	10/27	10/27	100.00	
Valerie Agostino	10/26/04	10/27	10/27	100.00	
Sue Castellucci	10/26/04	10/27	10/27	100.00	
Craig H. Adelman	10/26/04	10/27	10/27	75.00	
Roy Bateman	10/26/04	10/27	10/27	50.00	
Gail Gilman	Cash	10/27	11/1	50.00	
Linda M. Mandolini	10/26/04	10/27	10/27	50.00	
Monica Garcia	10/26/04	10/27	11/1	35.00	
Margaret Schrand	10/26/04	10/27	11/1	25.00	
Brett Vaughn	Cash	10/27	11/1	25.00	
Kristen J. Clements	10/26/04	10/27	11/1	25.00	
Peggy C. Jen	10/26/04	10/27	11/1	25.00	
Elizabeth Hewson	Cash	10/27	11/1	20.00	

Darin Lounds	Cash	10/27	11/1	20.00	
Josephine Sanchez	10/26/04	10/27	11/1	10.00	
Thomas Lauderbach	Cash	10/27	11/1	6.00	
					5,066.00
Rincon Ventures, LP	10/27/04	10/28	11/1	5,000.00	
George M. Marcus	10/26/04	10/28	11/1	1,000.00	
John K. Stewart	10/28/04	10/28	11/1	1,000.00	
Glide Economic Development Corporation	10/26/04	10/28	11/1	1,000.00	
San Francisco Design Center	10/20/04	10/28	11/1	1,000.00	
ClearChannel	10/26/04	10/28	11/1	500.00	
The John Stewart Co -- SF Office	10/27/04	10/28	11/1	500.00	
Aaron Peskin for Supervisor	10/26/04	10/28	11/1	500.00	
Douglas D. Abbey	10/26/04	10/28	11/1	334.00	
Teresa K. Clarke	10/26/04	10/28	11/1	100.00	
Andrea S. Papnastassiou	10/26/04	10/28	11/1	50.00	
Sarah E. Karlinsky	10/26/04	10/28	11/1	50.00	
Julie Anna Spezia	10/26/04	10/28	11/1	25.00	
Gary Weremine	Cash	10/28	11/1	10.00	
					11,069.00
Laborer's International Union of North America, Local 261	10/26/04	10/29	11/1	5,000.00	
Wells Fargo Bank, N.A.	10/27/04	10/29	11/1	2,500.00	
International Brotherhood of Electrical Workers, Local 6	10/28/04	10/29	11/1	2,500.00	
Corporation for Supportive Housing	10/28/04	10/29	11/1	1,000.00	
San Francisco Design Center	10/27/04	10/29	11/1	1,000.00	
Robert B. Friend	10/26/04	10/29	11/1	1,000.00	
Eugene L. Friend	10/26/04	10/29	11/1	1,000.00	
Douglas C. Rosenberg	10/28/04	10/28	11/1	1,000.00	
SFDSA Political Action Committee Fund	10/28/04	10/29	11/1	1,000.00	
Leno 2004	10/27/04	10/29	11/1	1,000.00	

Signature Properties	10/28/04	10/29	11/1	900.00	
Devine & Gong, Inc.	10/28/04	10/29	11/1	500.00	
Roberta Achtenberg	10/27/04	10/29	11/1	500.00	
Bruce Spaulding	10/28/04	10/29	11/1	500.00	
Lee Blitch	10/27/04	10/29	11/1	500.00	
Universal Shows Inc.	10/28/04	10/29	11/1	500.00	
Greenleaf	10/27/04	10/29	11/1	500.00	
Mary G. Murphy	10/28/04	10/29	11/1	250.00	
Derek H. Smith	10/29/04	10/29	11/1	100.00	
M. Galvin	10/28/04	10/29	11/1	99.00	
Emily Lin	10/28/04	10/29	11/1	50.00	
Todd S. Ewing	10/28/04	10/29	11/1	50.00	
					21,449.00
Andre Shashaty	10/29/04	10/30	11/1	300.00	
Erika Katske	10/29/04	10/30	11/1	200.00	
Denise Heick	10/08/04	10/30	11/1	100.00	
					600.00
James C. Hormel Trustee	10/29/04	11/1		1,000.00	
Robert Hertzfeld	10/29/04	11/1		500.00	
Marcia Rosen	10/30/04	11/1		250.00	
Hathaway Dinwiddie	10/29/04	11/1		250.00	
Okamoto Saijo Architecture	10/31/04	11/1		100.00	
					2,100.00

	Totals	<b>\$ 352,720.00</b>	<b>\$ 352,720.00</b>
07/01/04 - 09/30/04		96,756.00	96,756.00
10/01/04 - 10/16/04		64,405.00	64,405.00
10/17/04 12/31/04		191,559.00	191,559.00
		352,720.00	352,720.00

### **Areas for Further Research**

1. In more detail, how did the campaign of 2004 compare to the campaign of the 1996 and 2002 campaigns?
2. Do other States use bond financing for affordable housing? What are the requirements for implementing (i.e. voter approval of a certain percentage or legislature approval)?
3. What is the feasibility of the other suggested sources for affordable housing funding?