From:	Gordon, Rachel
To:	Doe, Publications; Carr, Barbara
Subject:	Request for Reconsideration for Earthquake Retrofit Bond Approved Digest/ESER 2014 Bond, June ballot
Date:	Tuesday, February 25, 2014 3:10:31 PM

Chair Packard and Members of the Ballot Simplification Committee:

Thank you for your balanced review of the Earthquake Retrofit Bond Approved Digest and for your consideration of our submitted revisions. The resulting approved digest is succinct, informational and clear for voters. We would like to submit a Request for Reconsideration to address specific language in one portion of the Earthquake Retrofit Bond Approved Digest.

Language approved by the committee on 2/24/2014:
(under The Way It Is Now) The City owns and operates facilities that provide services for public safety and response to emergencies, including earthquakes. These facilities include:

Proposed revised language:
In the event of an earthquake or disaster, San Francisco residents and businesses rely on the fire and police department public safety facilities to provide emergency response. These facilities include:

Reasons for recommendation:
It is our belief that the digest needs to lay out clearly to the voters from the start why we are doing this work. The proposed alternate language provides much needed context for the program as the lead in to "The Way It Is Now."

The heart of the measure, and the driving force behind all the work planned, is this: earthquake preparedness and improving our deteriorating first-response infrastructure. This work is vital to San Franciscans -- improving fire, earthquake and emergency response and ensuring firefighters a reliable water supply for fires and disasters. Context is key when asking voters to approve hundreds of millions of dollars for capital improvements.

Also, the Earthquake Safety and Emergency Response Bond is part of a multi-year program and we believe that consistency is important. The past ESER bond (Prop B in 2010) led with specific language referencing the need for this infrastructure to provide emergency response in the event of an earthquake: "In the event of an earthquake or major disaster, the City relies on its fire and police departments to provide emergency response. These departments depend on facilities and infrastructure, which include:". The 2010 Prop A Earthquake Retrofit bond led with contextual language as well: "...many soft-story buildings in San Francisco are vulnerable to collapse or significant damage in an earthquake."

For these reasons, we ask that you consider revising the opening sentence. Thank you once more for your time, expertise and thoughtfulness in preparing material for June's Voter Information Pamphlet. If you have questions about our comments, please reach out.

Best regards,

Rachel Gordon

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