

From: [Stephanie Lehman](#)
To: [REG - BSC Clerk](#)
Subject: Ballot Simplification of Great Highway Measure
Date: Monday, July 22, 2024 3:24:55 PM

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Members of the Ballot Simplification Committee,

After reviewing the language of the draft ballot description for the Great Highway, I have some suggestions on language that would help voters get a clearer, more accurate sense of what this ballot measure, if passed, would do. First, it would be more balanced and precise to suppress or fully remove language about the Great Highway being open recreational space, and replace it with more real world impact language about the ban on private vehicles seven days a week.

In that I am not actually sure there is funding for a park, the claim for recreational spaces seems more hopeful than factual. It would also be helpful to remove language about "limited exceptions" as it adds nothing and is vague and non-descriptive. Second, I think it is important that the "yes" language specifically read: "If you vote "yes," you want the City to permanently close the Upper Great Highway seven days a week to private motor vehicles with limited exceptions." The change in wording I propose is an actual statement of fact about what the ballot measure will do. The ballot measure is not necessarily creating "open recreational space" and it would be misleading to say this ballot measure will be doing that if one votes "yes" on it.

I am sure you all agree that words and wording are critical to educate voters on the actual ramifications of voting "yes" or "no" on any ballot measure, and the importance of wording for this measure is no exception.

This measure is about closing a highway to private vehicles which will have real world impact on the residents/commuters of San Francisco and they deserve to know exactly what they are voting for when they cast their vote.

I thank you in advance for your consideration of these proposed changes to the language in the draft.

Sincerely,
Stephanie Lehman, LCSW, Esq.
Director of Policy Analysis and Advocacy, ConnectedSF