



TOGETHER // SF

**A San Francisco
That Works
For Everyone**

**TOGETHER // SF
ACTION**

SAN FRANCISCO NEEDS CHANGE

San Francisco has been damaged by decades of tilting the pendulum of government, leaving no governing authority, hundreds of commissions and oversight bodies, and voters who have been continuously deceived.

THE PROBLEM

San Francisco government is failing at delivering basic services to its residents effectively, if at all.

“

This year, **people are angry**. People are feeling the changes and they look at the leadership and are asking, **what are you doing about all of this?**”

—SUPERVISOR MYRNA MELGAR ON THE BOARD OF SUPERVISORS' PERFORMANCE

(Source: "Here's how bad the job performance rating is for S.F. supervisors" in the San Francisco Chronicle)

“

It's a constant 'ying yang' here; I love [San Francisco's] beautiful, open-minded, creative world, the youthful vitality, the ethnic enclaves, the history and the future...but **I hate the homeless/political/cost of living issues.**”

— POLL RESPONDENT ON QUALITY OF LIFE IN THE CITY

(Source: "The San Francisco Standard Voter Poll")

“

[Unhoused people] need shelter and/or services and they need them immediately. **Our community is struggling to recover** from lost business revenue, from burglaries and never-ending vandalism/graffiti (often committed by unhoused persons) **and we implore you to take action.**”

— CASTRO MERCHANTS ASSOCIATION'S LETTER TO CITY

(Source: The San Francisco Chronicle, "Frustrated Castro merchants threaten to withhold taxes unless S.F. tackles drugs, littering on streets")

“

The businesses I never see it like this, like a ghost town, they scare people away. This is scare to coming to work, **it's not fair for our tax paying people.**”

—CHINATOWN BUSINESS OWNER ANITA CHEN ON REPEAT CRIME

(Source: NBC Bay Area, "Business Owners Raise Concern After String of Robberies in SF's Chinatown")

“

Not helping to 'regain trust with community' when SFUSD's social media shouts success of 86 percent high school graduation rate for our Black students, but then you dig one level deeper into the data and find **only 24.7 percent of our Black students are leaving SFUSD ready for college and career.**”

—MEREDITH DODSON ON FALSE PICTURE OF GRADUATION RATES

(Source: Twitter)

“

It's basically mafia government. People doing shakedowns of various sorts. Nineteen times out of 20, they get away with it. And the 20th example, which is me, they cut a deal quietly, sweep it under the rug, and keep on doing what they're doing.”

—LAUNDROMAT OWNER BOB TILLMAN ON PERVERSIVE CORRUPTION IN HOUSING DEVELOPMENT PROCESS

(Source: The SF Standard, "How San Francisco Makes It Insanely Hard to Build Housing")

THE PROBLEM: EXAMPLES

CORRUPTION AT DPW

- Addressing the root of corruption at DPW would require taking the controller's systems recommendations and making them law and weeding out employees who likely knew it was happening and stayed quiet
- Our politicians have not been willing to do this because labor and their favored nonprofits would push back
- Instead, they voted to create a new department and commission to oversee the DPW

AVOIDING MANDATING TREATMENT FOR ADDICTS

- San Francisco elected officials have refused to mandate treatment for addicts
- Instead, our government provides addicts with supplies and unbothered places to consume illicit drugs
- San Francisco government accepts the cost of addiction that our city has to bear because they are unwilling to provide a level of harm reduction with mandated treatment.

INEFFICIENCIES IN STREET CLEANING

- SF streets are filthy due to the increasing number of unwell people living outside on them. Elected officials do not address the root cause and instead rely on residents to "do their part" with clean-ups
- Instead of getting Recology and DPW workers to pick up the public trash cans on a consistent and regular routine, voters passed a ballot measure to create a new department on street cleanliness
- Instead of buying trash cans that work in other major cities, our government spent hundreds of thousands of dollars on custom trash cans that do not work

INCREASED BUREAUCRACY

- Time and again, elected officials make it more difficult - not easier - to start a new business and to build housing. Instead of reconciling outdated laws and permitting regulations for small businesses, they instead focused on creating more offices for people to navigate.
- And, instead of streamlining the permitting process for developments and making it easier for homeowners to make changes to their home, our leaders allow anyone to hold up projects for frivolous reasons. Furthermore, developers face millions of dollars in city fees that kill projects before they can be seriously considered.

DRIVERS OF DYSFUNCTION



**VOTERS LACK
POLITICAL KNOWLEDGE
NEEDED TO
VOTE FOR THEIR
OWN BEST INTERESTS**



**ELECTED LEADERS
WHO DO NOT
ACHIEVE FAVORABLE
OUTCOMES
FOR RESIDENTS**



**STRUCTURAL
GOVERNMENTAL
ISSUES**

GOVERNMENT STRUCTURAL ISSUES DRIVEN BY...

WE HAVE 172 CITY AGENCIES, 100+ OVERSIGHT BODIES,
6 ELECTED CITY OFFICERS, 11 DISTRICT SUPERVISORS, 1 MAYOR, AND YET...

NO GOVERNING
AUTHORITY

POLITICAL
INFIGHTING

HIGH TAXES,
POOR SERVICES

INTRODUCTION TO TOGETHERSF AND TOGETHERSF ACTION

We are the largest group of engaged San Francisco voters who demand change from our elected leaders, while changing the structures of SF government that prevent it from working.

OUR TEAM



Our team is comprised of experts in community organizing, policy, SF government, and content and marketing. Our 12-person team is full-time, will grow to 17 people by the end of 2023, and is 100% focused on the goals of TogetherSF and TogetherSF Action.

OUR LEADERSHIP



Kanishka Cheng

CHIEF EXECUTIVE OFFICER

Has worked in the field of urban planning and public policy for the last two decades. Before co-founding TogetherSF, held a variety of roles in city government including aide to supervisors and Mayor Breed, the Office of Economic & Workforce Development and as a city planner.



Margaux Kelly

CHIEF COMMUNITY OFFICER

Has spent her career in community and economic development in SF, with roles in the Office of Economic & Workforce Development and as a Legislative Aide for the Board of Supervisors. Launched the Citywide Public Space Initiative.



Tanya Melillo

CHIEF OPERATING OFFICER

Has worked in business for the last two decades as a strategy and marketing consultant and then as an entrepreneur in food and hospitality. Has spent the last three years involved in SF community engagement, volunteering in City Hall and running a successful ballot initiative.

OUR BOARD

Board members for TogetherSF and TogetherSF Action provide deep expertise in SF government, policy, nonprofits and the private sector.

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KANISHKA CHENG
Kanishka Cheng is the Executive Director and Founder of TogetherSF and TogetherSF Action. She has 15+ years of experience in city government, housing, and community development.



MICHAEL MORITZ
Michael Moritz is a partner at Sequoia Capital and founder of the Crankstart Foundation. He has invested in some of the most successful companies in the world including Google, PayPal, LinkedIn, and Stripe.

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STEFANIE ROUMELIOTES
Founder and CEO of SGR Consulting and Chief Development Officer of the Democratic Data Exchange.



LALA WU
Co-founder and Executive Director of Sister District, which focusing on building progressive power in state legislatures.



LIZ FARRELL
Founder and owner of TechTalks, facilitating discussion of social media, technology, and kids. She is also the SF Parks Alliance Chair of the Board of Directors.

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KIM-MAI CUTLER
Partner at Initialized Capital, which has invested in Instacart and Patreon. She previously worked as a journalist.



DAVID BROCKMAN
Political scientist and associate professor at UC Berkeley. His research covers political polarization and political persuasion.



TONY WINNICKER
Political consultant with decades of experience. He served as the Director of Communications for former SF Mayors Ed Lee and Gavin Newsom.

OUR STAGED PLAN

Driving community to vote for TogetherSF Action solutions

Growing an Engaged (and Enraged) Community

Driving Community to Vote For Real Change

STAGE 1 (SPRING 2020–SPRING 2022)

Founded in 2020, focused on pandemic response and volunteering in order to build a community of engaged San Franciscans as the core of our organization. Michael Moritz and Crankstart invested \$6M in our organization to propel stage 1 and 2.

STAGE 2 (SUMMER–FALL 2022)

Launched our political advocacy sister organization to educate and engage SF voters in change
 Completed class of Civic Leaders program to train 20 candidates, with over half of them now in elected, organizer or legislative aide positions
 Grassroots community organizing focused on races for DA, D4, D6 and BOE
 Development and dissemination of 55,000 TSF Action Voter Guides

STAGE 3 (2023–2026)

Deepen civic and policy education and engagement through digital content, virtual and live events
 Deepen education and engagement through digital content, virtual and live events
 Launch Community Leader Program and help leaders activate their communities



STAGE 4 (Q4 2023–2026)

Roll out political arm and campaigns focused on changing structure of SF government through TogetherSF Action
 Grow and sustain movement of community dissatisfaction
 Creating and coordinating ballot measures to drive government change
 Build coalitions around governance reform issues
 Launch signature gathering petitions and campaigns
 Support campaigns through messaging, content and events

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OUR NETWORK

NETWORK AT-A-GLANCE



2K+
total community events



1K+
event attendees a month



100+
politically-focused events



37K+
TSF community members



55K
voter guides distributed



~350
community leaders



27
SF zip codes (that's all of them!) and 11 districts contain TSF contacts

POLITICAL ENGAGEMENT

OUR COMMUNITY SHOWS DEEP ENGAGEMENT IN SF POLITICAL ISSUES

Political events generate the highest-quality contacts, giving us a blueprint—and call to action—for how we can best engage with our community to address our forward goals.

10% of 2022 events were politically-focused

50% of political event contacts return for more political events vs. 27% of all contacts

60% of political event contacts are highly engaged vs. 37.5% of all contacts

TOPIC AREAS

- > How SF's government works (or doesn't)
- > The origins and potential solutions to SF's homelessness crisis
- > The San Francisco Democratic Central Committee
- > Ranked Choice Voting

PERCENTAGE OF POLITICAL CONTACTS CONSIDERED HIGHLY ENGAGED*

- > 73% of Homelessness Event Series attendees
- > 69% of Public Education Event Series attendees
- > 63% of Ranked Choice Voting Event Series attendees
- > 56% of SFDCCC Event Series attendees

**Highly engaged means users open and click on our newsletter often*

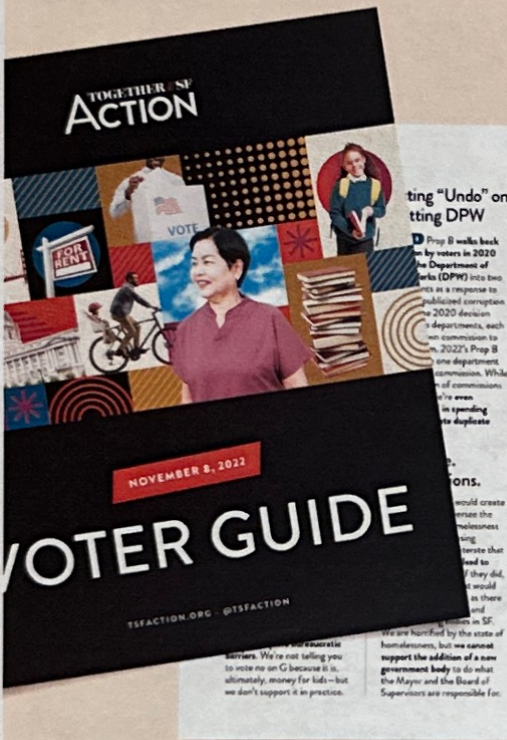
OUR COMMUNITY ENGAGEMENT DROVE WINS



By and large, San Franciscans voted for elected officials who campaigned on government competency and ballot measures that would help the city work better.

- > Joel Engardio and Matt Dorsey are ready to do the work on the Board of Supervisors
- > District Attorney Brooke Jenkins will continue to address residents' safety concerns
- > Families emerge as political force for a functional board of education and safer city for kids

VOTER GUIDE PROGRAM



Undoing DPW

YES ON B Prop B walks back on by voters in 2020 the Department of Public Works (DPW) fees business as a response to publicized corruption in 2020 decisions in departments, such as the commission to in 2022's Prop B one department commission. While of commissions are've even in spending are duplicate

NO ON A Prop A would help 4,500 retired City workers keep up with rising inflation by correcting a past error that locked adjustments to their retirement funds. The increased payment is expected to cost the City a reasonable \$2.9 million every year for the next 10 years, and ensures the lowest-income retirees will benefit the most.

Get Out the Vote

YES ON H Prop H would increase voter turnout in some of our city's most important elections by moving those elections from odd-numbered years to even-numbered years, when most conventional elections are. It also slightly alters how many signatures it takes for citizens to put initiatives on the ballot, though the main focus is on increasing voter participation.

Yes to Money For Seniors

NO ON A Prop A would help 4,500 retired City workers keep up with rising inflation by correcting a past error that locked adjustments to their retirement funds. The increased payment is expected to cost the City a reasonable \$2.9 million every year for the next 10 years, and ensures the lowest-income retirees will benefit the most.



Prop L is Essential for Transit

YES ON L Prop L is not a new tax, but a continuation of an existing half-cent sales tax that is a critical funding source for our City's transportation infrastructure. This nominal tax has helped create projects like the Presidio Parkway, the electrification of Caltrain, and the Van Ness improvement project. This funding source also supports ongoing smaller projects like pedestrian improvements and general maintenance. It is vital for our City's transportation infrastructure and it is imperative that it pass.



The SF Public Library Remains as Vital as Ever

YES ON F Proposition F would renew funding of the Library Preservation Fund for another 25 years—it does not raise taxes. The San Francisco Public Library is customer service-focused, well-run, and community-centered. SFPL has been responsive to the evolving needs of residents and played an integral role in providing education during the pandemic. It deserves to be consistently well-funded.

CCSF Needs Oversight, Not Funds

NO ON O Prop O is a brand-new parcel tax on residential and commercial properties in San Francisco that will fund City College of San Francisco (CCSF). Voters passed a parcel tax in 2012 and a transfer tax in 2016 to fund CCSF, but enrollment continues to decline and the college is still plagued by fiscal issues. CCSF has deep structural problems, and these funds will not address them. Plus, San Francisco homeowners already pay \$700 annually in direct charges and special assessments for SFUSD and Community College District. We cannot support increasing taxes to pay for an institution that is unable to exercise sound fiscal oversight and governance.



The Battle Over JFK Drive Continues

YES ON J Three propositions to Golden Gate Park and the Great Highway. Unfortunately, the massive citywide fight over closing a 1.5-mile stretch of JFK Drive is distracting from the real issues. We support Prop J, which maintains the status quo, there's car access to the museums, improved shuttle access, increased ADA parking, and bike and pedestrian safety has improved. Prop H will allow the City to make the parking garage beneath the de Young Museum is capitalizing on anti-leisure sentiments and is trying to reopen both JFK Drive and the Great Highway with Prop L. Voting yes on J and N and no on I most fairly balances the needs of all parties—let's cast our votes and move on.



OUR WINNING STRATEGY FOR THE 2022 ELECTIONS FOCUSED ON:

- > 55 "House Parties" focused on voter guide events, driven by leveraging deep relationships of Community Engagement team
- > 4 centralized large voter guide events, along with 4 virtual voter guide events, reaching 1,000+ people
- > Digital and partnership driven segmented marketing
- > Powerful rich social, newsletter and web content supporting voter guide endorsements

DEEP PARTNERSHIP WITH CAMPAIGNS



- 37 house parties with a candidate, giving candidates face time with voters, and lending brand trust for TogetherSF Action and our voter guide
- In races with such tight margins, supervisors need house party saturation to get elected and no one else is doing these
- Voters are twice as likely to vote for a candidate if they meet them in person
- Built-in physical voter guide distribution through campaign volunteers and staff

HOUSE PARTY ENGAGEMENT IS VERY HIGH



- > Deep engagement and brand loyalty, backbone of government reform ballot measure package
- > We need that trust to be able to build a group of voters large enough, consistent enough and with us to vote our vision into place

HP HOST ACQUISITION: RELATIONAL ORGANIZING IS WORKING

64%

Came from our closest contact community members (Phase 1 organizing)

30%

Percentage of hosts that came from other HPs (Phase 2 organizing)

13%

Close contacts that hosted HPs



35%

Follow up emails Opened, with 8% Click rates



1,500

House Party attendees where 1:1 contact was made



90%

House Party hosts secured from Phase 1 & Phase 2 relational organizing

HP ATTENDEE ACQUISITION

Cost per HP attendee acquisition

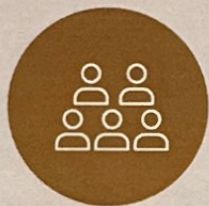
\$11.57

D4 CASE STUDY: TSFA VOTER CONTACT MATTERS



4

House Parties
Held



83

House Party
Attendees



3,200

Households
Canvassed



1,538

Voters Called



7,520

Voter Guides
Distributed +
1,500 at D4 Events



460

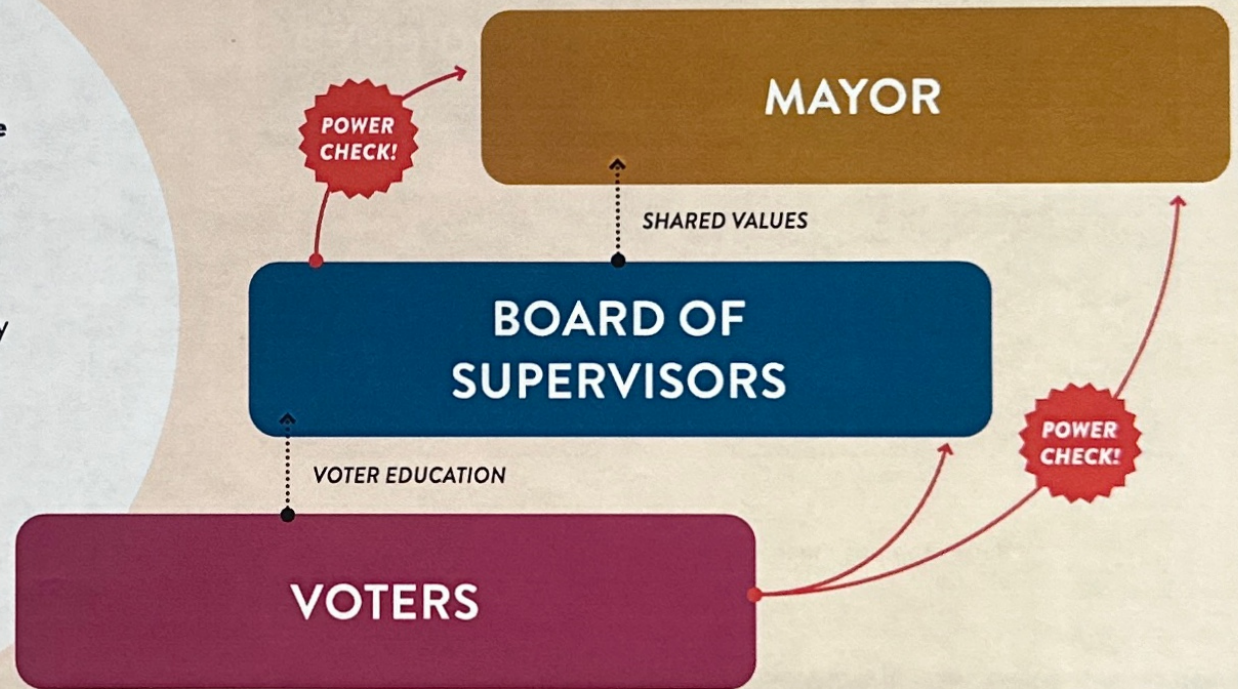
of votes by
which Joel won
this race

OUR VISION

To make San Francisco work, we need real structural change that starts with giving the Mayor the power to lead

We need a city government structure that allows the Executive branch to have a vision and values-aligned leadership team and board.

- > This means the Board of Supervisors would effectively check the power of the Executive, but would be ultimately aligned in values.
- > Voters would hold the Executive and the Board of Supervisors accountable for solving problems and delivering high quality public services to residents.



OUR APPROACH

TogetherSF and TSF Action will drive change within SF's government and outcomes through developing community leaders and educating and activating voters that will help pass and implement our ballot measures and policy changes.

**BUILD COMMUNITY OF
VOTERS WHO VOTE
WITH TSFACTION**



**BALLOT MEASURES TO CHANGE THE
GOVERNMENT'S STRUCTURAL ISSUES**

**CANDIDATES WHO ARE PRO-HOUSING,
EDUCATION AND BUSINESS**

CONTENT & PROGRAMMING

Our content and programming is critical to building an engaged community, and will focus on key issues facing SF, including the drug crisis.

PROGRAMMING



Our discussions, events and content will focus on key issues facing San Francisco including the drug crisis, education, homelessness, housing, and safety.

- > Drive community growth and help us build community trust and partners
- > Civics minded events like clean ups and anti-Asian hate meet ups
- > Larger city-wide events like Inauguration parties, holiday festivals, etc
- > Educate and engage and grow community in warehouse, and through house parties
- > Political events: Politics 101 and 201 will be held monthly in our warehouse, to drive community growth, educate community, and feature candidates
- > Will partner with like minded orgs on these events, and elevate possible candidates for office (like we did for Joel in D4)

UPCOMING EVENTS

200+ people regularly attend these politically-focused events

WHAT WE CAN DO ABOUT SF'S DRUG CRISIS

A panel discussion about how to hold our leaders accountable to fixing this public health epidemic.

WHY SF IS BROKEN (AND HOW TO FIX IT)

A game-show style intro to the problems (and solutions!) TSFA plans to target for reform.

OUTCOMES IN EDUCATION EVENT

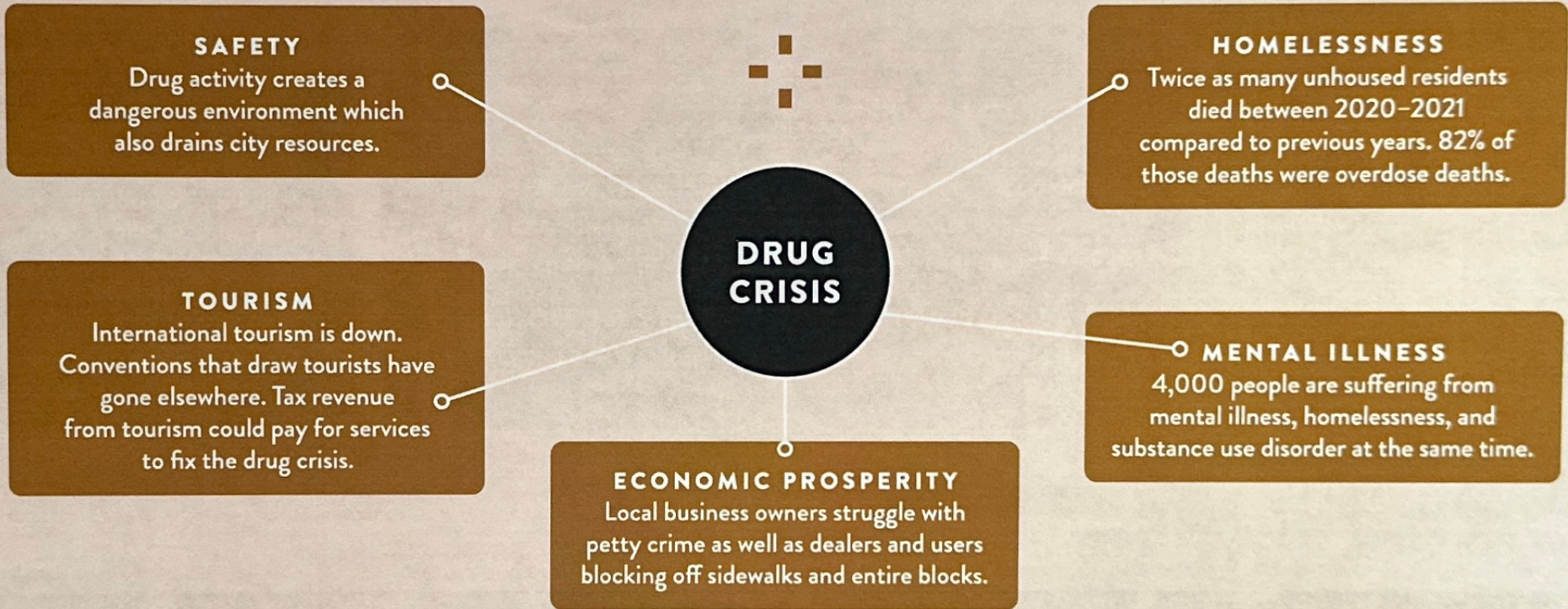
A panel discussion partnering with Families for SF on outcomes in education, with a focus on math and 8th grade algebra.

SF POLITICS 101

A visual history and explanation of how local government works, hosted by Supervisor Joel Engardio

DRUG CRISIS

The Drug Crisis is at the heart of SF's dysfunction.



DRUG CRISIS

OUR GOAL IS TO GET OUR ELECTED LEADERS TO **END OPEN- AIR DRUG DEALING AND USE**

San Francisco should be a place where those who are not involved in drug sales and drug use (including those in recovery) **are not negatively impacted by drug sales and drug use.**

DRUG CRISIS

WE NEED LAW ENFORCEMENT AND A RECOVERY FOCUS TO END THE DRUG MARKETS

LAW ENFORCEMENT

The District Attorney and the Police Department should work together to reduce the drug supply by **arresting and prosecuting dealers** in San Francisco, and coordinate with law enforcement at the state and federal level to **address cartels bringing drugs** to the city.

TRUE TREATMENT ON DEMAND

The city must prioritize offering a **wide spectrum** of drug treatment programs with **no wait times**. This can complement the city's policy of reducing harm **without enabling addiction** and treating **city streets** like a treatment center waiting room.

Call to action drove community members to email City Hall to demand an end to drug markets



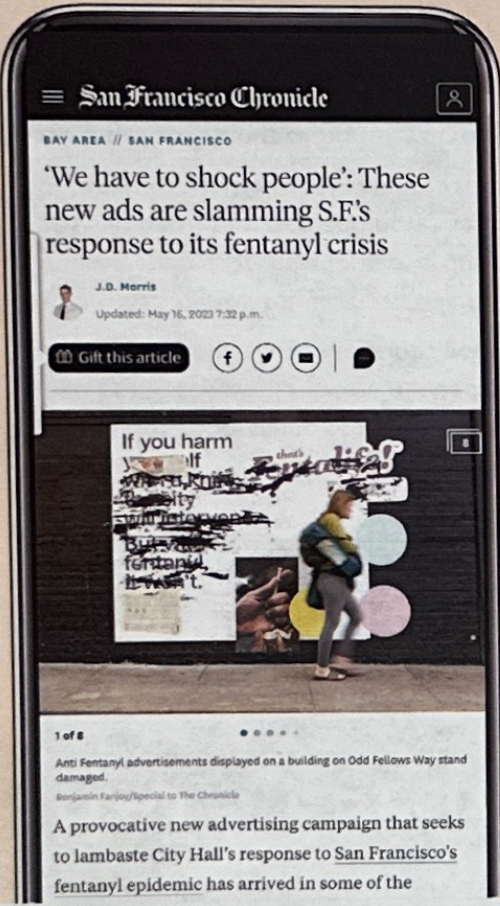
THAT'S FENTALIFE CAMPAIGN OVERVIEW

that's
Fentalife!TM

- > Given the importance of ending the drug markets to the vitality of San Francisco, we knew we needed to do something game-changing to push our elected leaders into action.
- > The That's Fentalife! Campaign launched on May 16 and immediately sparked a long overdue conversation about the drug crisis in San Francisco and how the city's inaction has put us in an untenable situation that requires real action.
- > With disruptive out of home wall murals, billboards, wild posters and a digital truck across the entire city, the campaign was unmissable.
- > Paired with a wave of press coverage, coordinated social media and newsletter outreach the initial launch not only drove the desired call to action letters sent but also caught the attention of city and state officials and new-to-TogetherSF Action community members and potential partners.



NOTABLE THAT'S FENTALIFE WINS



492
MILLION*
press views
generated in
the campaign's
first two weeks

\$4.5
MILLION*
earned media value
generated in the
same time period

*estimated



7,589
SITE VISITS
generated since
campaign launch



24
HOURS to see #ThatsFentalife
trending on SF Reddit

866
FOLLOWERS
earned on social
media in the
first two weeks of
campaign



BUDGET ADVOCACY FOR ENDING DRUG CRISIS

BUDGET PRIORITIES

1.

Our budget advocacy drove thousands of contacts made with local government: Our advocacy has powered over **57,000 emails** being sent to City Hall by almost 3,200 community members in our coalition

2.

Budget Demands Being Met: We made specific demands to combat the drug overdose crisis, and City Hall listened—all of our demands were added to this year's budget. Our advocacy has secured tens of millions of dollars in funding for new and expanded public safety and drug addiction treatment programs.

3.

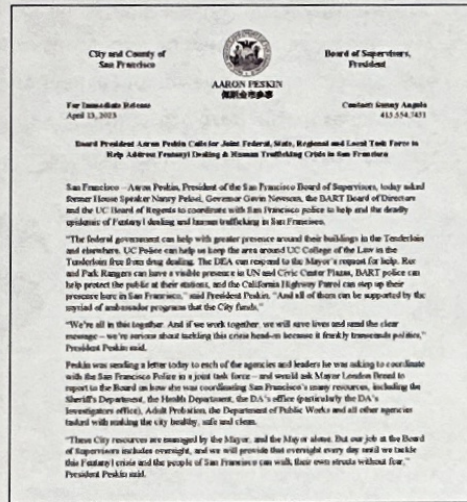
Action From Our State And Federal Elected Officials: SF is making major progress working with state and federal authorities to disrupt drug sales. Governor Gavin Newsom deployed California National Guard to conduct intelligence investigations and the California Highway Patrol to arrest dealers.

> Speaker Emerita Nancy Pelosi also fought to get SF approved for Operation Overdrive funds. This means SF is eligible for new federal resources to fight drug trafficking.

DRIVING SF'S PRIORITIES

WE'RE STEERING THE PUBLIC CONVERSATION AROUND THE DRUG CRISIS

- > With our focused messaging, TSF Action drove the public conversation throughout the budget process.
- > We saw many neighborhood advocacy groups, members of BOS and the Mayor's office itself mirror our call for action on both the law enforcement and public health front.



-SUPERVISOR PESKIN - OFFICIAL COMMUNICATIONS



"Addiction is powerful. We know to be successful in changing lives we need to be ready to meet people at the right moment with the services and sometimes accountability that they need. That is why as part of my proposed budget, we are asking for more resources to do this work both through law enforcement and through public health support. We need it all."

-MAYOR LONDON BREED NEWSLETTER

BUDGET ORGANIZING WINS FOR DRUG CRISIS

LOCAL WINS

RECOVERY PROGRAMS

- › Funding to help drug treatment service providers stay competitive
- › Funding for women and their families to access recovery and support services including transitional housing
- › Funding for completely drug-free therapeutic teaching communities
- › Expanded step-down drug addiction treatment beds on Treasure Island
- › Sober housing for people with substance use problems
- › Expanded intake center hours for people seeking substance use treatment

PUBLIC SAFETY

- › Funding for the Drug Market Agency Command Center, to allow involved departments to coordinate their work on the drug crisis
- › Continued funding for Urban Alchemy's unarmed street ambassador program to continue
- › Funding for specialized narcotics detection equipment
- › Continued funding for Street Response Teams that help deal with overdoses
- › More civilian positions in SFPD to increase officer flexibility
- › 220 additional police officers over the next two years
- › Expanded police recruitment and retention efforts



BUDGET ORGANIZING WINS FOR DRUG CRISIS

STATE AND FEDERAL PROGRESS

GAVIN NEWSOM

- Assigned California Highway Patrol officers to help make drug arrests
- Since the CHP has been assigned to San Francisco, they have seized enough fentanyl to kill over 2.1 million people
- Due to successful operations, doubled CHP's presence in San Francisco
- Assigned California National Guard to help provide intelligence gathering on larger cartel networks in San Francisco

NANCY PELOSI

- Successfully lobbied the U.S. Department of Justice asking for San Francisco to be a recipient for Operation Overdrive funds
- This means SF is eligible for new federal resources to fight drug trafficking, which will hopefully disrupt the networks that are flooding the city with fentanyl.



WHAT'S NEXT



*
I VOTED FOR
BETTER SCHOOLS
SAFER STREETS
ECONOMIC OPPORTUNITY
MORE HOUSING
A SOCIAL SAFETY NET
I VOTED WITH
TOGETHER // SF ACTION
@TSFACTION

GROW TOGETHERSF AND TOGETHERSF ACTION COMMUNITIES THROUGH RICH, ENGAGING CONTENT AND EVENTS (2023)

Content & Marketing Team Focus:

- On content development that shines light on SF failures, and how structural inefficacy is driving issues
- Content will take clear political stands and is aimed at educating, sustaining outrage and voting with us
- Transition event management to marketing team, and focus exclusively on educational and engaging events on political and civics issues, focusing on areas where TogetherSF Action can create structural change in SF government
- Refine community engagement team's mandate to focus solely on building Community Leaders who can explicitly support TSF Action's political efforts

WHAT'S NEXT

INTRODUCING

COMMUNITY LEADERS

- > We have identified the need to focus the Community Engagement team's work on a specific program to deepen relationships with their most promising contacts
- > We are taking field campaign principals and applying it to year round organizing that is focused not on one campaign outcome, but on creating a group of activated SF voters across a platform of ongoing change
- > Launching Community Leader Program in Q3 2023
- > The Community Leader Program will build a group of community leaders who will influence others to take action with TogetherSF
- > These leaders will become versed in our city's issues, and will become megaphones for change
- > The Program will leverage effective models of Organizing and Community Building, like Teach for America, Obama for America, Emerge, Lean In, and others
- > The Civic Leaders Program will become a part of this larger Community Leader Program

Community Leaders will focus on:

- > Voting with TSF Action
- > Hosting TSF events
- > Increasing attendance at TSF events
- > Volunteering with elected official campaigns
- > Volunteering with ballot measure campaigns
- > Running for office

WHAT'S NEXT: GROWTH MARKETING

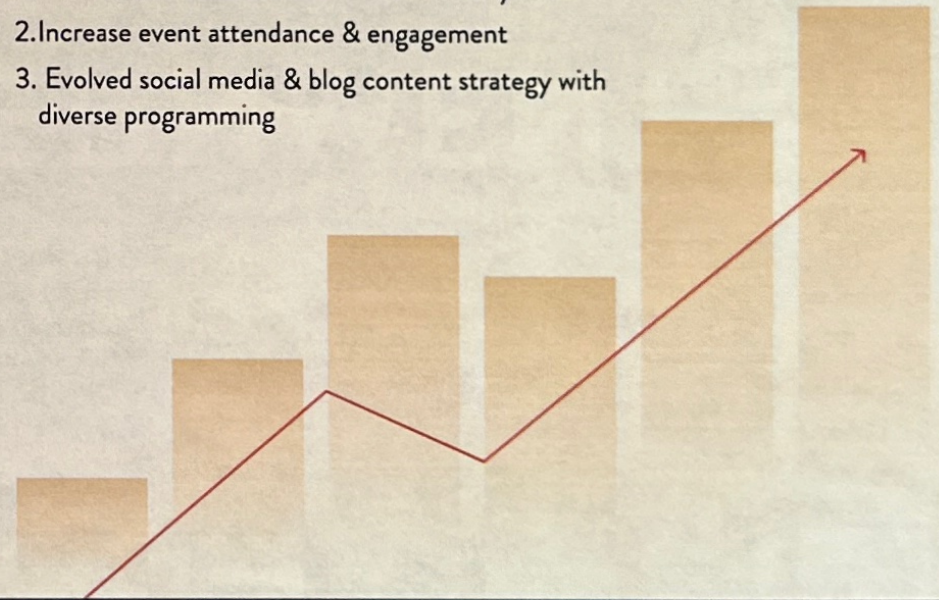
We hired a new Director of Growth Marketing who will help us focus strategically on acquiring new members & building loyalty with our existing base. We are on track to reach **160K community members by 2024.**

We have a two pronged approach to growth:

1. Prioritize new member acquisition with new investment into key organizational entry points. These channels include:
 - > Paid Media
 - > Organic Social
 - > List Acquisition &
 - > Event Marketing
2. Fuel member engagement and loyalty with an updated content strategy & community leader program for our VIPs and force multipliers. Tactics include:
 - > Evolve our owned content strategy for email marketing, social media, and our blog
 - > Build out Community Leader program to identify and engage our highest engaged and influential members

Key KPIS & Areas of Focus:

1. Increase our email list & social community size
2. Increase event attendance & engagement
3. Evolved social media & blog content strategy with diverse programming



GOVERNMENT ISSUES

Better leaders alone will not fix San Francisco—we must also change structural issues in our government.

WHAT'S NEXT: GROWTH MARKETING

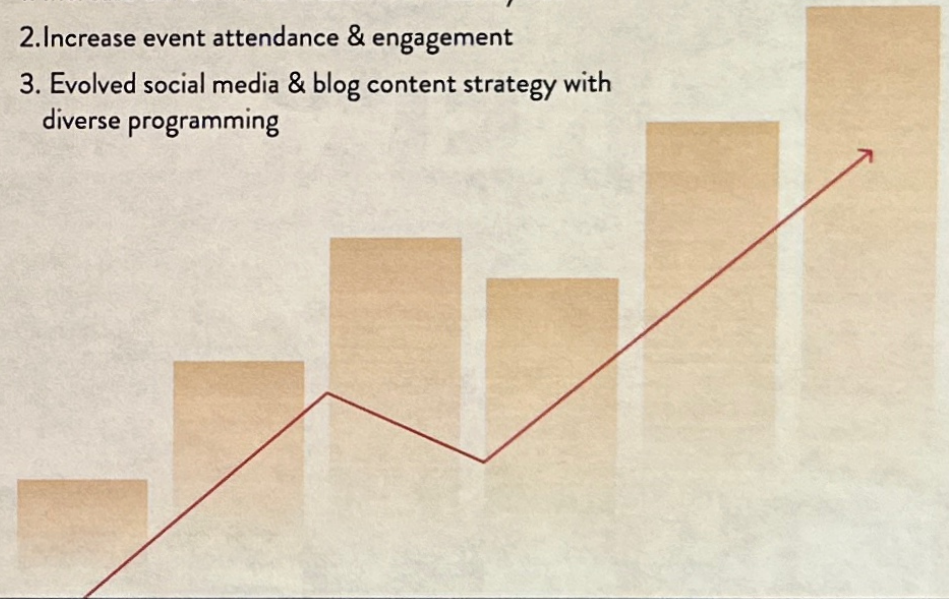
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OUR FOCUS

A Lack of Governmental Accountability



The structure of our city government is **designed to protect itself, not serve its constituents.** While we need the right leaders, who do not subscribe to an all-or-nothing ideology, we must also **fix structural issues** to have actual impact.

In order to get better results, our elected officials and the bodies they run should all have **clear metrics** associated with their policies and budgets. We must hold our elected officials and the bodies they run **accountable against those metrics.**

GOVERNMENT ISSUES

TSF ACTION HAS IDENTIFIED THE FOLLOWING ISSUES DRIVING DYSFUNCTION IN OUR GOVERNMENT:

GOVERNMENTAL GRIDLOCK

When the Mayor and the Board of Supervisors aren't aligned, nothing gets done.

ALL-OR-NOTHING IDEOLOGY

Lawmakers and activists in SF prioritize ideologically pure policies and initiatives instead of more realistic plans that achieve outcomes but might require compromise.

COUNTLESS COMMISSIONS

Essential governmental departments such as the Police Department and the Department of Elections are overseen by commissions who have the authority to make monumental decisions about the way that they function, yet are not accountable to voters. There are over 130 commissions governing our city departments.

CONTRACTING CHAOS

The city of San Francisco distributes \$1.4 billion across 600 different nonprofit organizations to tackle its top issues such as homelessness, drug addiction, and mental health—but those nonprofits report sparse metrics and are not held accountable to results.

ENDORSEMENTS RUN AMOK

San Franciscans, primarily Democrats, look to the local branch of the national Democratic Party for guidance on how to vote, but the local branch of the party is out-of-step with voters.

WHAT WE CAN DO TOGETHER

TSF ACTION HAS IDENTIFIED SOLUTIONS ON WHICH WE WILL FOCUS:

GOVERNMENTAL GRIDLOCK

The TogetherSF Action Solution: TogetherSF Action will consider how at-large board seats could impact the Board's ability to get more done, and consider what the city needs as a whole.

BALLOT MEASURE

ALL-OR-NOTHING IDEOLOGY

The TogetherSF Action Solution: Elections in 2024 and 2026 are opportunities to elect candidates who focus on real-world solutions instead of ideology.

2024 & 2026 CANDIDATE RACE

COUNTLESS COMMISSIONS

The TogetherSF Action Solution: TogetherSF Action will advocate for Commission Reform that reduces the overall power of commissions over city departments and returns accountability to the executive branch.

BALLOT MEASURE

CONTRACTING CHAOS

The TogetherSF Action Solution: TogetherSF Action will advocate for a performance-based contracting system that would ensure that tax dollars are spent to yield results.

BALLOT MEASURE

ENDORSEMENTS RUN AMOK

The TogetherSF Action Solution: TogetherSF Action will focus on building and supporting a slate of candidates for the DCCC that are more reflective of San Francisco Democratic values.

2024 DCCC RACE

ORGANIZATIONAL STRUCTURE

POLITICAL CHANGE TEAM

IN SUPPORT OF

CONTENT & MARKETING TEAM

COMMUNITY LEADERS TEAM

WHAT'S NEXT FOR GOV. REFORM

SUPPORTING A NEW GENERATION OF LEADERS

San Francisco's elected leaders are failing to address homelessness, mental health and addiction crises, build more housing, and increase public safety. Our political system rewards infighting to gain media attention rather than delivering outcomes. We need the right candidates in place to be able to enact change—to build support for our governance reforms and to enact changes with our reforms in place.

With these seats coming up each year, we will use our voter guide and programming to mobilize our community to enact change through candidate elections.

2024

- > Democratic County Central Committee
- > Board of Education (4 seats)
- > City College Board of Trustees (4 Seats)
- > Odd District Supervisor (3, 9 and 11 are termed out)
- > Mayor, City Attorney, District Attorney, Sheriff, Treasurer

2026

- > Even District Supervisors (2, 4, 8, and 10 are termed out)

PERMANENT STAYING POWER

Our plan to become a fixture of the SF political landscape includes on- and off-year durability through community-building

2023	2024	2025	2026	2027	2028
Off-Year	Election Year	Off-Year	Election Year	Off-Year	Election Year

OFF-CYCLE YEARS

- Polling, carried out on a regular cadence as well as focus groups to track voter sentiment
- Conduct legal research and draft measures
- Develop and execute outreach plan

ELECTION YEARS

- Finalize language and start signature-gathering campaign
- Launch campaign
- Continue outreach and media plan as well as focus groups
- Run ballot measures related to BOS, commissions, non-profit outcomes, etc.

SPECIFIC GOALS

We are driven by clear and measurable goals and led by a team who has dedicated their lives to making the city we love work for its residents.

KEY ACCOMPLISHMENTS IN 2022

KPI	2022
Number of community members	✓ 33,000
Number in Community Leaders program	✓ 350
Number of voter guides distributed	✓ 55,000
Number of house parties	✓ 55
District 4 Win	✓
District 6 Win	✓
District Attorney Win	✓
2 Board of Education Seats Won	✓

KPIs BY YEAR

KPI	2023	2024	2025	2026	2027	2028
Number of community members	65,000	150,000	200,000	250,000	275,000	300,000
Number in Community Leader program	40 per district	50/district	60/district	70/district	75/district	80/district
Number of house parties	150	250	400	600	800	1,000
Launch and win 2-3 ballot measure campaigns	n/a	✓	n/a	✓	n/a	✓
Win Supervisorial races	n/a	✓	n/a	✓	n/a	✓
Support mayoral race 2024 and 2028	n/a	✓	n/a	n/a	n/a	✓

FINANCIALS BY ELECTION

- > Taking on these measures to drive structural changes to SF government has not been attempted before
- > Committing to them will require significant ground work, forward thinking and financial investment
- > \$22.4M will give us runway through 2026, and will enable us to run and win ballot measures in two election cycles (2024 & 2026)

	2023	2024	2025	2026	2027	2028
TSF (501c3)	\$2.3M	\$2.6M	\$2.7M	\$2.9M	\$3.1M	\$3.4M
TSFA (501c4)	\$2.7M	\$3M	\$2.9M	\$3.3M	\$3.1M	\$3.5M
Total	\$5M	\$5.6M	\$5.6M	\$6.2M	\$6.2M	\$6.9M
Funding to get through 2 cycles (2026)	\$22.4M					
501c4	\$12M					
501c3	\$10.4M					

\$11M SECURED FOR OUR \$22M FOUR-YEAR BUDGET



Partners Will...

Directly Impact San Francisco's Future

- Until now, there has never been a group working at this level to mobilize this many voters to ensure local government thrives with a new generation of innovative leaders and a structure that works. This unprecedented grassroots effort will be the reason San Francisco changes for the better.

Be In Great Company

- Since 2020, Michael Moritz and Crankstart have provided \$6M of funding to support the build of this organization in Stage 1.

Raising \$10 Million

- We have secured an additional \$11M in funds from Michael Moritz and Crankstart Foundation. We're raising an additional \$11M (\$5.5M into C3 and \$5.5M into C4) to get to \$22M total, which will give us runway through the 2026 election.



TOGETHER // SF

THANK YOU

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ACTION**