



www.mayoredlee.com

@EdLeeforMayor

Facebook.com/MayorEdLee

MAYOR ED LEE'S ROADMAP TO GOOD JOBS & OPPORTUNITY

Attract & Grow the Jobs of the Future

San Francisco today is laying the foundation for a dynamic, innovation-based economy with companies like Twitter, Salesforce and Zynga and cutting-edge biotechnology, life sciences and clean technology firms. Mayor Lee will continue working hard to attract and retain a record number of jobs in high technology, new media, clean technology and biotechnology to San Francisco's new "Innovation Corridor" from South of Market through Mission Bay and a redeveloped Pier 70 to Hunters Point.

Launch the *Job Squad*

Mayor Lee knows that small businesses are the heart of San Francisco's local economy and he will expand the City's efforts to help them start and thrive. Mayor Lee will establish a new *Job Squad* of expert City staff to get out of City Hall and work fulltime out in the City's many neighborhood commercial districts, offering direct assistance and advice to small businesses in permitting, cutting red tape and navigating City Government and available services. Mayor Lee will make sure local businesses get the help they need to create jobs in our neighborhoods.

Reform the Payroll Tax

Mayor Lee knows that San Francisco's current business tax structure punishes job creation when it should reward it. The City has seen great results creating new jobs through targeted payroll tax exemptions for biotech, cleantech and in Central Market, but Mayor Lee believes comprehensive payroll tax reform is needed for the entire City. In 2012, Mayor Lee will bring together businesses large and small and from every neighborhood and industry together and work with the Board of Supervisors to develop a fair business tax structure that rewards job creation and creates sustainable revenue for vital City services.

Require a Jobs Impact Review for All New Legislation

Mayor Lee believes it is City Hall's responsibility to help small businesses grow and thrive, not create needless new legislative hurdles to job growth. Mayor Lee believes that any new proposed legislation that the impartial City Economist says would destroy jobs should have a special Jobs Impact Review hearing at the Board of Supervisors to specifically engage affected business owners and employees and evaluate impacts and alternatives.

Hire San Franciscans

Mayor Lee will continue aggressively implementing San Francisco's landmark Local Hire Ordinance to ensure that City-funded projects hire San Franciscans and employ local contractors. Mayor Lee will also continue to push private and other public-sector employers to prioritize hiring San Franciscans and San Francisco contractors as well.

Establish a New Economy Apprenticeship Program & Mid-Career Academy

Mayor Lee believes San Francisco must build a stronger bridge between the growing number of new economy companies creating jobs in San Francisco and students exiting the City's high schools and local colleges. Mayor Lee will work with local technology, biotech and cleantech companies and the San Francisco Unified School District, San Francisco State University, UC-San Francisco and City College to create more apprenticeship programs and opportunities for students in new economy jobs.

Mayor Lee will also work with local universities and technology companies to create a Mid-Career Academy to provide new skills and training for 21st century jobs for men and women in the middle of their careers trapped in unemployment or underemployment.

Revive Local Manufacturing: "Made in San Francisco"

A rebirth in local, artisan manufacturing is occurring in San Francisco with help from the SFMade initiative. Companies like Heath Ceramics, Rickshaw Bags and Recchiuti Chocolates are creating hundreds of new local and artisan manufacturing jobs for workers of every skill level and reviving pride in high quality, locally-made goods and products. And San Francisco is supporting these local companies through city contracting priorities and partnerships with major events like the America's Cup in 2013.

Invest in Infrastructure Jobs

In the next five years, San Francisco will invest nearly \$9 billion in improving City infrastructure through the Ten-Year Capital Plan and create tens of thousands of jobs. Under Mayor Lee, San Francisco will repair roads and fix potholes, seismically repair firehouses, police stations, health clinics, water and sewer lines and continue rebuilding and renovating parks and playgrounds, all without raising property tax rates. Already, projects like the Transbay Center, Central Subway, San Francisco General Hospital rebuild and the new Public Safety Building at Mission Rock are underway today and creating thousands of jobs.

Reliable Public Transit & Transportation

Mayor Lee knows that a public transit system that's reliable and affordable is critical to attracting new jobs and making San Francisco a great place in which to live and work. In the next four years, Mayor Lee will partner with the San Francisco Municipal Transportation Agency (SFMTA) to boost Muni's on-time performance

and run it more efficiently with work rule reforms, new technologies and our Transit Effectiveness Project. San Francisco will invest in refurbishing tracks, buses and railcars and expand the popular SFPark program, new bike lanes and pedestrian safety improvements throughout the City. And Mayor Lee will expand the City's public transit system for the future, with express buslanes on Geary and Van Ness and the construction of the Central Subway to link jobs and housing in SoMa and Mission Bay to neighborhoods north and south.

Invest in Neighborhoods Initiative

Mayor Lee will launch a new Invest in Neighborhoods initiative to centralize and prioritize directing City resources and assistance to San Francisco's neighborhood commercial corridors for streetscape and façade improvements, small business microloans, support for Community Benefit Districts, new parklets and activated open space. As part of the Invest in Neighborhoods initiative, Mayor Lee will expand training and assistance to create stronger neighborhood and merchant associations and ensure every neighborhood is prepared for natural disaster or emergency through the City's Neighborhood Emergency Response Teams (NERTs).

Small Business New Jobs Investment Fund

Mayor Lee will invest \$5 million next year into the Small Business Revolving Loan Fund to help new small businesses create jobs and existing small businesses expand. The City has already helped small businesses create jobs this year through microloans provided by the fund, from a cheese store and a granola bar maker in the Mission to a restaurant in the Bayview and a veterinary hospital in the Inner Sunset.

Expand Tourism & International Trade

Tourism will remain one of San Francisco's largest economic engines, generating \$8.3 billion in economic activity and drawing nearly 16 million visitors to the City in 2010. To compete for the largest conventions and conferences, Mayor Lee will expand and modernize the Moscone Convention Center and pursue major international events like the America's Cup, Schwab Cup and new initiatives to attract international visitors.

Mayor Lee will also leverage San Francisco's unique geographic position, ethnic diversity and status as a global hub for innovation to attract new jobs and companies. He will build on San Francisco's strong cultural and historic ties to Asia and the success of the ChinaSF initiative with a new initiative – LatinSF – to forge stronger economic ties with the growing economies of Latin America and Brazil.

Make Government More Responsive and Effective: By making government data – from Muni GPS locations to library hours – available to programmers through the City's DataSF initiative, innovative new apps and programs were created that City Government never dreamed of. Mayor Lee will go further, opening up the City's small business permitting and licensing systems to the army of programmers and web designers in the City to help make them more efficient and easier to navigate

for every business and resident through open source solutions.

Stronger Partnerships with Public Schools

A quality education leads directly to good jobs and higher incomes. Mayor Lee will continue to prioritize funding for universal preschool, afterschool and summer school amidst declining state support for public education. He will also continue supporting programs like Bridge to Success to lower barriers to college and double the number of low-income students who earn college degrees. He will help more families plan and save for their children's future with expanded Kindergarten to College savings accounts.

Improve Blighted Areas

Mayor Lee's Central Market Partnership is creating a mix of start-up businesses, technology firms and arts & cultural organizations. With companies like Twitter and Zendesk moving in, new arts and cultural organizations and community artists and new restaurants like Pearl's Deluxe Burgers moving in, the mid-Market/Tenderloin area could become one of the City's most vibrant neighborhoods once again.

Financial Stability and Security for San Francisco

Mayor Lee knows that a strong economy requires a financially stable City government. This year, Mayor Lee closed a \$380 million deficit to balance the budget, drawing praise for leading "the most open and collaborative mayoral budget process in memory." Today San Francisco is back on the path to fiscal responsibility and stability. At a time when many cities and counties across California and the nation are struggling with budget deficits and making deep service cuts, San Francisco funded a new police academy class and preserved vital City services people depend on every day.

To ensure fiscal stability for the future, Mayor Lee put in place the City's first five-year financial plan and two-year budgets. He brought business and labor together to develop a real pension reform measure for the November ballot that will reduce public employee pension and health costs for the future and save up to \$1.3 billion over the next ten years.

Affordable and Available Housing

A strong economy requires housing for the City's workforce, and Mayor Lee believes San Francisco can only maintain its unique character if there is affordable housing for every income level. Mayor Lee has supported some of the largest expansions of new housing and affordable housing in decades, with new large-scale housing projects at the Hunters Point Shipyard, Treasure Island, Parkmerced and new supportive housing for seniors and veterans. Mayor Lee believes we must improve the condition of public housing and strongly supports HopeSF to rebuild this obsolete and dilapidated housing. Mayor Lee will continue making progress on homelessness by investing in new supportive housing and services to move people off the streets and into productive lives. And as a former tenant and immigrant rights advocate, Mayor Lee will steadfastly protect the rights of tenants, whether they're in large-scale projects like Parkmerced or in smaller buildings and properties.