

Priority: Completing the Ballot Measure Campaign

Overview

The Ballot Measure Slate priority has already made waves within DSA SF and the political landscape of the city. We have worked not only to implement a long-standing movement demand via a citizen's initiative, but in the process, we have developed and leveraged many of the chapter's capabilities for running electoral campaigns, as well as managing and developing relationships and coalitions with other organizations. We have learned a great deal from this effort, which the Electoral Board has reported back on and shared with the chapter on several occasions. It is a testament to the thoughtful development of this priority and the hard work of dozens of DSA SF members that we have come this far. To ensure that our experiment is carried to completion, the chapter should continue to prioritize the Ballot Measure Campaign, devoting our chapter's resources to both our bold Empty Homes Tax campaign and, potentially, several progressive measures headed for the November ballot that could deepen our relationships with left-leaning labor unions and improve our reputation as the standard-bearing socialist organization in San Francisco's political arena.

The [Ballot Measure Campaign Priority](#) and [Electoral Strategy Resolution](#) have helped clarify and sharpen the chapter's electoral strategy immensely and will continue to serve as the guiding vision for this priority. The concrete strategic and organizational goals of the priority will remain essentially the same. This continuing priority sets new timelines for the upcoming priority year and lays out a budget (fundraising targets are included, but are separate from chapter costs.)

We also are opening up the scope of the Electoral Board's post-election report to the chapter. In the final election report that is laid out in the Electoral Strategy Resolution, recommendations for future races may be included as an optional recommendation. However, due to some of the events which have transpired in local politics over the course of this priority, we want this report to be the starting point for a new electoral strategy for 2023-4, and tacking on future recommendations as an afterthought to election analysis seems insufficient. The strategic drafting period post-election should include a more robust power-mapping of SF's new supervisorial districts, including the new D5, as the shift has major implications for Dean Preston's eventual re-election bid. Additionally, a holistic assessment of DSA's evolving approach to electoral strategy would help us if we decide to focus on candidate races in 2024 and beyond. We believe extra time and effort on this would be well-spent.

Resolution

- DSA SF will continue to support the work of the Empty Homes Tax, as well as to form a slate of ballot measures that articulate a socialist vision for San Francisco, as outlined in [2021's Ballot Measure Priority](#).

- In addition to the Fall 2022 election report, the Electoral Board will be responsible for developing and recommending a future electoral strategy resolution for the chapter to consider as part of its final report, at which point the Electoral Board shall end its term and the priority shall be considered complete. The chapter may adopt or amend this new strategy as the basis of a new priority if it so chooses.
- The strategy drafting process will involve a number of development discussions. The conclusions of these discussions will be presented at chapter meetings during the strategic development phase. The discussion topics will include but are not limited to:
 - The Electoral Board's election report and analysis of the year's election results
 - Power mapping and strategic approaches to upcoming elections
 - Developments in Electoral Strategy across DSA
 - Contradictions between the chapter and endorsed campaigns and how to resolve them
 - Ballot measures to consider in future elections
 - Criteria for identifying members who might run in the future
- The chapter will hire two part-time staff to assist with execution of the priority. These positions will be open for any active DSA member to apply for, and the Electoral Board along with Empty Homes Tax staff and consultants will review all applications and select the most qualified applicants to fill the position.
- There must be constant coordination for fundraising, as many of the potential donors who will be asked to give to the slate are also donors or potential donors of the Empty Homes Tax. The Empty Homes Tax and the slate must coordinate donation asks together in these instances and combine our asks so we don't ask donors twice. Once a week, the slate coordinator and the Empty Homes Tax Campaign Manager must talk to go over donation asks. Since the Empty Homes Tax needs to raise much more money, at least \$300,000, while the slate only needs around \$50,000 total, the Empty Homes Tax shall be given preference for raising funds.
- Similarly, volunteers involved in the slate campaign should be encouraged to volunteer with the Empty Homes Tax campaign proper in addition to slate events.

Timeline

Q3 2022

- **June/July**
 - Submit Empty Homes tax signatures
 - Consider endorsements for slate ballot measures
 - Fundraise for Empty Homes Tax
 - Endorsement push for Empty Homes Tax to prep for Ballot Handbook
 - Hire and onboard new staff for EHT and Ballot Measure Slate
- **July/August**
 - Fundraise for Empty Homes tax
 - Create and organize Paid and Unpaid Ballot Arguments
 - Ballot Simplification Committee Lobbying

- **August/September**
 - Fundraise for Empty Homes Tax
 - Field campaigns begin
 - Public events to promote slate campaign
 - Public actions

Q4 2022

- **October**
 - Heavy-duty field operation
 - GOTV
- **November**
 - Get out the Vote/Election Day
 - Electoral Board to debrief election results
- **December**
 - Final election report
 - Staff members will reflect on their experience working for the organization and help the chapter produce guidance for future hiring endeavors

Q1 2023

- Development discussions
- Synthesis of new strategy

Q2 2023

- Adoption of new electoral strategy
- Election of new Electoral Board (if adopted)

After 2023

As outlined in the Electoral Strategy Resolution, the Electoral Board will produce a final report on the 2022 election regarding the outcomes of endorsed campaigns, as well as recommendations for future races, if any, for the chapter to consider participating in. As part of this report, the electoral board will recommend a future electoral strategy resolution for the chapter to consider, and, if adopted, the chapter will elect a new electoral board to implement it.

Leadership

The Electoral Board will continue to serve as the leaders of the Ballot Measure priority and the previously-ratified Electoral Strategy until its final report is presented to the membership after the election, following a vote of confidence after the June 2022 primary election. As outlined in the Electoral Strategy Resolution, all chapter-endorsed campaigns will have a campaign coordinator elected by the chapter who will serve as a liaison to that campaign.

Budget

Summary:

The chapter voted to run two parallel campaign infrastructures, the Empty Homes Tax and the Ballot Measure Slate Campaign. The chapter will commit \$27,000 of funding to this priority:

- \$10,000 to the Empty Homes Tax as part of its continued fundraising efforts
- \$10,000 to the Ballot Measure Slate Campaign as seed money to begin a fundraising effort (see details below)
- \$7,000 for Election night party and a post-Election-night debrief meeting

Empty Homes Tax

The Empty Homes Tax campaign has about \$300K left to raise in anticipated costs for the general election campaign, which will require fundraising from supporters.

The chapter allocates a one-time \$10,000 donation to the Empty Homes Tax campaign to assist with the next fundraising drive.

Ballot Measure Slate

The chapter will also execute the passed priority to create a slate of ballot measures that will set the agenda of the city. The overall budget of this campaign will be approximately \$50,000:

- \$22,500: Two part-time staff for five months, equivalent to one full-time employee. The two organizing positions are a Slate Coordinator and a DSA Volunteer Coordinator/Onboarder.
- The Slate Coordinator will:
 - Develop a fundraising infrastructure that can be used to grow the chapter's financial position
 - Support the Electoral Board's overall plan for the Ballot Measure Slate
 - Build connections with and recruit from labor organizations and other partner organizations that are running measures on the slate (i.e. AFT, SEIU, TODCO)
 - Organize education events relating to the politics of various slate measures
 - Work with Electoral Board to create messaging for the flyers that seeks to present socialism to the city
 - Conduct analysis of key areas based on voting or other factors that would be open to socialist messaging
 - Interface with key members of Slate coalition to understand how to make socialist messaging appealing to their members
- The DSA volunteer coordinator and onboarder will:
 - Carry out the job of a typical volunteer coordinator on a campaign with the aim to recruit volunteers to the DSA and onboard them into chapter organizing, electoral or otherwise

- Support the Electoral Board's overall plan for the Empty Homes Tax
- Build connections with partnering orgs that are not involved with the slate campaign (i.e. student clubs, SF Rising, LDC, Chinese Progressive Association, etc)
- Organize direct action events related to EHT (i.e. actions at vacant homes)
- Work with CCC to onboard and engage members on one on one basis both to get feedback and help members get involved with DSA, the slate campaigns and other priorities based on the member or potential members interest
- Build chapter members into strong leaders
- Both roles will be responsible for phone banking, lit dropping, and canvassing along with EHT staff
- If the scope of the campaign ends up being less than a full-time-equivalent organizing role, the chapter will evaluate whether to reduce this role's scope and pay, or expand the scope to include other DSA SF projects as determined by the Steering Committee
- \$27,500: Print-outs and other material for the campaign

The chapter allocates a one-time outlay of **\$10,000**, to be used for 2 months of a full-time staff who can begin a fundraising effort to self-fund their role and pay for other campaign expenditures.

Event Expenditures

The chapter allocates \$7000 for events:

- \$5000: an Election night party
- \$2000: a post-Election debrief meeting

Signatories ([Add your name](#))

Matt M.
 Jason K
 James M.
 Gabriel Goffman
 Michael Selden
 Jen Snyder
 Adam D
 Matty P
 Andrew D.
 Ryan V
 Jennifer B.
 Tyler Breisacher
 Greg M
 Artem I

Sean T.