

From: [Small Business Forward](#)
To: [REG - BSC Clerk](#)
Subject: Re: Proposed Changes to the Ballot Measure Process – Draft Voter Digest
Date: Tuesday, July 21, 2026 1:42:09 PM

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July 21, 2026

Ballot Simplification Committee Members
c/o San Francisco Department of Elections
City Hall, Room 400
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Re: Proposed Changes to the Ballot Measure Process – Draft Voter Digest

Dear Chair Packard and Committee Members,

We are writing regarding the initial draft digest for the proposed Charter Amendment concerning changes to San Francisco's ballot measure process. We respectfully urge the Committee to revise the digest to provide voters with a clear understanding of the increase in signatures required for an initiative petition.

The purpose of the Ballot Simplification Committee is to ensure that voters understand the measures they are asked to vote on. Because this proposal would substantially change how local initiatives qualify for the ballot, it is important that the digest clearly describes both the procedural changes and their practical effects.

It is imperative that the digest makes it clear as possible that this proposal creates a significantly higher threshold to access the ballot via the initiative process. The practical impact of this significantly higher threshold is that it limits access to the initiative process to only those wealthy enough to pay hundreds of thousands of dollars to hire professional signature gatherers.

While the draft correctly states that the threshold would increase from approximately 10,600 signatures to approximately 42,500 signatures and that this is an increase from 2% to 8%, these numbers are not presented in a way that clearly demonstrates the increase because they are referenced in separate sections of the digest. To understand the changes, this information should be conveyed together wherever possible.

1. We recommend language in “The Proposal” explaining that this charter

amendment would substantially increase the number of signatures required for citizen-sponsored initiatives to qualify for the ballot. This is our proposed language:

Proposition _ would increase the number of signatures required to place a signature initiative on the ballot from 2% to 8%. Currently this would be an increase from 10,600 to 42,500 signatures.

2.

We recommend language in the 'A "Yes" Vote Means' that also includes the percentages, so voters have a clear understanding of the change they will vote for or against.

If you vote "yes," you want to eliminate the ability of four supervisors or the Mayor to place measures on the ballot, increase the thresholds for signature initiative petitions from 2% to 8%, and allow withdrawal of signature initiatives before the election

Respectfully,

Gwen McLaughlin, Coordinator and Board Member with Small Business Forward



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