

From: [Max Loeb](#)
To: [REG - BSC Clerk](#)
Cc: [Cityattorney](#)
Subject: RESIDENT CHALLENGE: Reconsideration of Final Digest for Great Highway Measure
Date: Friday, July 24, 2026 7:22:10 PM

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Dear Members of the Ballot Simplification Committee,

I am writing as a resident of San Francisco to formally request immediate reconsideration of the Final Digest approved on Friday, July 24, 2026, for the initiative measure concerning the Upper Great Highway.

I explicitly endorse and incorporate the legal objections submitted by proponent Richard Correia on July 24, 2026. As a Westside resident directly impacted by neighborhood transit gridlock, I write to object to the highly biased, inaccurate phrasing "close Sunset Dunes Park" embedded in the Final Digest. This wording misleads voters into thinking the entire coastline is being blocked from public access.

THE TRUE LEGAL OPERATION AND CORE INTENT OF THE BALLOT MEASURE

To ensure an impartial description under an 8th-grade reading level, the digest must reflect the actual mechanics of the ordinance:

SHARED-USE TRANSIT COMPROMISE: The measure establishes a balanced "time-share" model for public infrastructure. It restores weekday vehicular transit utility during the peak workweek while completely preserving exclusive pedestrian and park-goer access from Friday at 6:00 p.m. through Sunday night, as well as on all weekday holidays.

CONTINUOUS UNINTERRUPTED COASTAL ACCESS: The measure does not shut down coastal access. The expansive coastal sand dunes, Ocean Beach, and the completely separate, paved multi-use promenade path located on the eastern berm remain 100% open and accessible to pedestrians and park-goers 24 hours a day, 7 days a week. Furthermore, bicyclists retain full legal use of the roadway lanes at all times.

REBUTTAL TO INACCURATE OPPOSITION CLAIMS

Opponents use highly sensational, non-legal terminology claiming a "yes" vote will "destroy" or "dismantle" a park. Moving temporary, modular park features (such as benches) to clear active transit lanes for weekday commuters is standard city traffic management, not the permanent eradication of a park ecosystem. All features remain fully available to the community on weekends.

BINDING CONSISTENCY WITH THE DEPARTMENT OF ELECTIONS OFFICIAL TITLE

On July 23, 2026, the Director of the San Francisco Department of Elections officially

certified this initiative. The official, legally binding title designated by the Department of Elections and the City Attorney is explicitly: "ALLOWING PRIVATE VEHICLES ON THE GREAT HIGHWAY IN SUNSET DUNES PARK."

Under San Francisco Park Code Section 6.13, a single roadway component is not synonymous with the entire park. By insisting on the phrase "close Sunset Dunes Park," the Committee is inventing a highly prejudicial narrative that directly contradicts the official certified title.

ADMINISTRATIVE REMEDY REQUESTED: REWRITING THE "YES" VOTE SUMMARY

To honor the strict legal requirement for absolute neutrality, the Committee must remove the word "close" when describing the park.

To maintain total consistency with the proponent's formal request, I respectfully request that the "A 'YES' Vote Means" section be amended to read exactly as proposed by Richard Correia:

"A 'YES' Vote Means: If you vote 'yes,' you want the City to allow private vehicles on the Upper Great Highway in Sunset Dunes Park from Monday at 4:00 a.m. through Friday at 6:00 p.m., unless a holiday falls on a weekday."

Respectfully submitted,

Max Loeb

San Francisco Resident