



# Small Business Forward

July 24, 2026

To: Ballot Simplification Council

Subject: Request to Reconsideration of the Ballot Measure Process Measure Digest

After the meeting today we believe there is a substantial omission in the section A “YES” Vote Means for the Ballot Access measure. This omission must be corrected to assist voters in understanding the consequences of their vote.

When the percentage of voters were added as follows: “increase the signature requirements for signature initiatives from 2% to 8%,” the phrase failed to mention a percentage of what? This leaves the voters without the information they need to make a voting decision. Therefore, we recommend the insertion “of current registered voters, which is about 530,000” to clarify the new requirement.

Additionally, we still feel its absolutely critical to let the public know that this would mean an increase in the number of signatures required not by a few thousand but by tens of thousands. An increase of 2% to 8% may be considered a very small increase, and is misleading without defining the increase in absolute terms.

It really is a truly unprecedented and historic change to increase the number that it be made absolutely clear to voters that this can be a HUGE obstacle to a grassroots voter supported measure reaching voters.

Therefore, we request that that this section be updated to read as follows (***bold and italics*** to indicate change):

A “YES” Vote Means: you want to remove the ability of a minority of Board members and the Mayor to place measures on the ballot, increase the requirements for signature initiatives from 2% to 8% ***of about 530,000 registered voters (an increase from about 10,600 to about 42,500 signatures)***, increase the requirements for special elections, and allow withdrawal of signature initiatives before an election.

Thank you for your consideration of this request for reconsideration.

Sincerely,

Christin Evans, Co-owner Booksmith and Alembic  
Steering Committee Member of Small Business Forward