



Life In Brief

Current Title: Mayor

Work History:

- Mayor of San Francisco, 2018-present
- Member, San Francisco Board of Supervisors, 2013-2018
- Member, San Francisco Fire Commission, 2010-2013
- Commissioner, San Francisco Redevelopment Agency, dates unknown
- Executive Director, African American Arts & Culture Complex, 2002-date unknown

Quick Summary

Self-described pragmatic progressive focused on housing affordability; seeks to address city's social issues without driving away prosperous companies

- Raised in poverty in dangerous San Francisco public housing; credits mentors for helping her rise out of difficult circumstances
- Financial ties to real estate and development industries as well as tech sector
- Supports faster approval for affordable housing construction projects; criticizes city and state bureaucracy for blocking the construction of affordable housing units
- Joined SF business leaders in opposition to Proposition C, a 2018 ballot measure to raise taxes on large companies for homeless services funding; worried that new tax would drive businesses out of SF
- Briefly served as interim mayor after the death of Mayor Ed Lee; ousted by progressive Board of Supervisors (BOS) members and replaced by Mark Farrell before retaking mayoralty in June 2018 special election

Approach and Motivations

Ambitious career city official has personal connection to housing crisis and symbolic importance to city residents; Prop. C opposition highlights business community relationship

- Draws on own experiences with poverty and high cost of living to advocate for more affordable housing; connected to displaced communities
- Hesitant to alienate key industry and business groups; opposition to Prop. C went against previous rhetoric and fed perception of closeness with tech sector
- Cognizant of her own importance as a symbol and role model for underprivileged SF youth
- Embraces opportunities to be a national issue leader; shut down SF early during COVID-19 outbreak and has set ambitious climate goals

Policy Position and Areas of Focus

Focused on housing, public safety, and reducing SF's carbon footprint

Housing: *Building affordable units and protecting vulnerable city residents*

- As a supervisor, Breed introduced legislation to renovate dilapidated public housing units for homeless families
- Supported 2018 Proposition D; would have imposed taxes on commercial rents to fund affordable units and homeless shelters
- As mayor, secured funding for the Tenant Right to Counsel program; provides legal defense for tenants threatened with eviction
- Supports increasing city's supply of affordable and rent-controlled housing



- Introduced Affordable Homes Now ballot measure to allow affordable developments to circumvent SF's lengthy approval process

Public Safety: *Incorporating enforcement and preventative approaches to city safety issues*

- Established Meth Task Force to combat use and overdose; plans to open a "Sobering Center" for users based on its recommendation
- During 2018 campaign, pledged to hire 200 new police officers, including bilingual officers
- As a BOS member, introduced legislation to increase prosecution of car break-ins in 2018; prioritized property crimes as Acting Mayor

Sustainability: *Encouraging SF's shift away from fossil fuel energy and new transit options*

- Wrote a 2018 op-ed supporting SF pension fund's divestment of fossil fuel assets
- Proponent of CleanPowerSF; partnership with utility Pacific Gas & Electric supplies clean energy to SF
- Supports "micromobility" options, including scooters and bikeshares; aims to add bike lanes and introduce "car-free" spaces

Core Communities

Breed has ties to SF's political establishment, key industries, and African American community; collaborates with fellow mayors

City Political Establishment: *Supported by past SF mayors and their allies*

- Entered city government working for former mayor Willie Brown; former Brown spokesman PJ Johnston now advises Breed
- Supported by tech investor and former Ed Lee advisor Ron Conway

- Endorsed by former mayor and current CA governor Gavin Newsom

SF Business: *Ties to key industries*

- Tech sector: donors include former Twitter executive and Medium Founder Evan Williams and Facebook; aligned with Twitter founder and Square CEO Jack Dorsey in opposing Prop. C
- Real Estate and Development: top donors include SF Association of Realtors and Pilot Construction Management

Fellow Mayors: *Collaborates with city executives from CA and beyond*

- Attends semi-annual United States Conference of Mayors; co-chair of Conference Task Force with Philadelphia Mayor Jim Kenney
- Issued statement with other CA mayors, incl. LA Mayor Eric Garcetti, requesting more support from state for homelessness crisis

SF African American Community: *Inspiring figure has strong support*

- First female African American mayor of SF is a powerful symbol in the city
- Praised by residents and community leaders for making personal connections with them
- African American community leaders stood behind Breed after her ousting by Board of Supervisors in 2018

Relevant Financial Information

For the competitive 2018 election, Breed's official campaign committee and pro-Breed PACs raised over \$2.5 million; Breed has donated to Democratic candidates

Biggest Interest Group Donors (2018)

- Progress San Francisco: \$490,000



- San Francisco Association of Realtors: \$124,000
- San Francisco Fire Fighters PAC: \$50,250
- African American Voter Registration, Education, and Participation Project: \$25,000
- International Association of Firefighters: \$20,000

Biggest Corporate Donors (2018)

- Pilot Construction Management (San Francisco): \$50,000
- Facebook (Menlo Park, CA): \$35,000
- Parkmerced Owner, LLC (San Francisco): \$25,000
- Verizon (New York, NY): \$25,000
- New Deal Advisers (San Francisco): \$20,000

Biggest Individual Donors (2018)

- Evan Williams, Founder, Medium: \$100,500
- Chris Larsen, Executive Chairman, Ripple Labs: \$49,000
- Diane B. Wilsey, Philanthropist: \$30,000
- Visra Vichit-Vadkan, Filmmaker: \$27,000
- Mae C. Woo, Real Estate Broker (retired): \$25,000

Political Donations

- Breed has donated to a mix of local, state, and federal candidates, mostly from CA; gave over \$1400 to Kamala Harris between 2010 and 2016
- Contributed \$1,000 to Hillary Clinton’s 2016 presidential campaign

Personal

- Earns annual salary of \$335,996

Publications, Media and Speaking

Regularly posts Medium updates and interviews with local TV; comfortable discussing SF issues in front of elite California audiences

Publications: Regularly writes about on city issues on Medium, and has penned op-eds in local paper

- Favorite Outlets: Medium, SF Examiner
- Favorite Subjects: Housing, homelessness, transportation, climate change

Media: Frequently discusses her personal narrative and city challenges on local news stations and PBS

- Preferred Outlets: Local TV stations, PBS
- Favorite Subjects: Homelessness, affordable housing, personal narrative
- Social Media Habits: Shares news related to policy objectives and Breed’s activities in the city (e.g. ribbon cuttings)

Speaking: Discusses salient SF issues in front of tech, media, and policy audiences

- Favorite Subjects: Homelessness, affordable housing, tech industry, community initiatives
- Preferred Audience: Policy forums, (e.g. Public Policy Institute of California), media events (e.g. Bloomberg Live), tech industry events (e.g. Salesforce Representation Matters)

Family and Personal Background

Lifelong San Franciscan overcame poverty and family difficulties to ascend the city’s political ladder

- Raised by her grandmother in a dangerous, deteriorating public housing unit; says she witnessed her first murder at age 12



- Sister died of a drug overdose in 2006 and brother is serving a lengthy jail sentence
- Credits mentors at an early job for investing in her, boosting her confidence, and keeping her out of trouble
- Realization of the unlikelihood of her own success inspired her to contribute to the community as a public servant
- Breed's entire career has been in San Francisco government; began as an intern in Mayor Willie Brown's administration
- As President of the Board of Supervisors, Breed lived in a rent-controlled apartment and maintained a frugal lifestyle in one of the world's most expensive cities
- position; believed it gave her an unfair advantage heading into an election
- SF political observers noted that the city's progressive faction was desperate to reclaim the mayoralty, after several more moderate mayors
- Progressive supervisors also criticized Breed's support from tech investor Ron Conway, who had sway in prior administrations; Peskin called Breed "the status quo"
- Ronen gave emotional speech suggesting that "white, rich men" who have made the city unaffordable supported Breed
- Board voted 6-3 to replace her with a tech-connected venture capitalist, Mark Farrell, after one month
- Decision generated fury, especially among the city's African American leaders, and attracted national attention

Criticisms and Controversies

Forced to address arrest of prominent civil servant and friend; first tenure as Mayor became political brawl

Relationship with corrupt civil servant

- FBI arrested City Department of Public Works director Mohammed Nuru for public corruption in February 2020; accused of arranging bribes and kickbacks
- In a Medium post, Breed detailed her long friendship with Nuru and past romantic involvement; disclosed that he recently paid for her car repair
- The mayor denied any knowledge of Nuru's conduct

2018 mayoral upheaval

- After Mayor Ed Lee's death in December 2017, Breed (who was President of the Board of Supervisors) became Acting Mayor
- Progressive supervisors Aaron Peskin, Jane Kim, and Hillary Ronen opposed Breed's dual