* Name:Gordon Mar
* District: District 4

Q2

Affordable Housing: How will you support infill development throughout the City along with affordability measures to keep residents in SF? How will you respond to pushback from your constituents regarding height and/or density? How will you support more compact walkable mixed-use neighborhoods as the City addresses its housing needs? (please limit your response to 250 words)

My affordable housing priority is keeping families in San Francisco and in communities where they can thrive longterm. I will streamline the development of Accessory Dwelling Units and identify public land to develop affordable, multi-unit family and senior housing. I will support SF resident landlords to develop permanently affordable ADUs, especially to provide long term leases to families with children, seniors, and the people who make the city run, including teachers. When residents can meet most of their needs nearby, communities thrive. This is my approach to compact walkable mixed-use neighborhoods and includes building affordable housing, supporting small businesses, and improving public transportation access.

Q3

Walkable and Bikeable Streets: How will you support safer streets? How will you help implement Vision Zero? How will you support walkable and bikeable streets in the City? Please include your thoughts about existing initiatives other than Vision Zero and what your response would be to opposition to better bike infrastructure in your neighborhood (such as traffic calming, bike lanes, bike and bike share docking stations?) (please limit your response to 250 words)

As a recreational bicyclist with my family, I will take a multi-pronged approach to ensure safer streets and build incentives so that the safer option increasingly becomes the easiest option. For example, one bold vision is to expand free MUNI to college students, to support cost of living challenges of college students while also fostering a positive relationship with public transit among young adults. I will help implement Vision Zero by using data-driven insights and promoting proactive community engagement to inform my decision making; my priorities include reducing collisions on high injury network streets and strengthening corridors for seniors and people with disabilities. I will support walkable and bikeable streets through developing an area plan for the Sunset. Improved bike infrastructure needs to be paired with public transit improvements and educational outreach, giving people multiple appealing alternatives to driving, and when they do drive, the correct incentives to drive responsibly.

Q4

Reliable, Fossil Free Public Transit: How will you close the MUNI funding gap identified in the Mayor’s Transportation 2030 Task Force? How will you help fund vital new BART cars and station improvements? How will you address opposition to transit lanes in your neighborhood? Will you recommit MUNI to its fossil free pledge and ensure our future procurements eliminate diesel from San Francisco's public transportation fleet? (please limit your response to 250 words)

As a daily MUNI rider, I understand why improving public transit must be a higher priority at City Hall. Addressing the funding gap will require multiple sources. I would support generating more general fund revenues from sources related to congestion and GHG emissions, and lobbying efforts to the state and federal government to fund public transportation. I will address opposition through a community stakeholder process as part of my Area Plan initiative. I will recommit MUNI to its fossil free pledge.

Q5

Energy Efficiency: What should the City do to encourage energy conservation by residents, businesses, and the City itself? Please include your thoughts on how the City can work, or continue to work, with homeowners and landlords to improve overall housing efficiency with efforts to upgrade windows, insulation, thermostats, fuse boxes, refrigerators, etc. (please limit your response to 250 words)

I plan to create One Sunset, a districtwide initiative to instill neighborhood identity and a sense of environmental stewardship by residents. As part of this initiative, my office will market and streamline city services to homeowners to make home upgrades, with the understanding that reducing GHG emissions benefits the whole community. I will also explore new ways to incentivize homeowners and landlords to improve housing energy efficiency.

Q6

Renewable Energy: What specific changes would you make to CleanPowerSF to expand residents’ awareness of the program, affordability, and environmental impact? (please limit your response to 250 words)

Through my One Sunset neighborhood unity initiative (see question 5), we can provide early adopters of CleanPowerSF like myself a platform to amplify their voices and share the benefits of CleanPowerSF to their neighbors. Residents are more likely to enroll if their neighbors, peers, and the people they already know encourage them. Additionally, I would support investment in more substantial marketing and promotion of CleanPowerSF including to non-English speaking and low-income residents.

Q7

Water Sustainability & Conservation: How will you ensure the City sustainably manages its water supply, wastewater, and stormwater runoff? How will you enhance the City's water resiliency and reduce its reliance on imported water through efficiency programs, recycling, distributed and green infrastructure, regional coordination, and/or stormwater management? (please limit your response to 250 words)

As a district that includes Ocean Beach and Sunset Reservoir and is adjacent to the Oceanside treatment plant, water management is incredibly important to me. I will enhance water conservation efforts and innovative water recycling programs for residential, commercial, and industrial consumers. I support education and awareness campaigns, and opportunities to highlight model actors to multiply their positive impact to the City’s water resiliency.

Q8

Zero Waste: What specific actions would you take to ensure the City meets its Zero Waste by 2020 goal? Have San Francisco’s recent steps to meet its goal, including banning styrofoam containers, some bottled water sales, and plastic bags (and potentially soon plastic straws) been successful? What’s next? (please limit your response to 250 words)

Over half of what goes into landfill bins is recyclable or compostable, so my focus would be on awareness campaigns and incentives for consumers to make the right decisions to meet our Zero Waste goal. San Franciscans are proud to be leaders in the nation in waste reduction, and I believe the City’s efforts to reduce waste from the demand side have had positive impacts. The next step is to move away from single use plastics and support actors at the forefront of this change, while encouraging others to move in this direction through smart policy.

Q9

Combating Climate Change: How would you update and implement San Francisco’s Climate Action Plan? How would you push City departments to meet their Climate Action Plan goals? Would you support divesting from fossil fuel investments? (please limit your response to 250 words)

I support divesting from fossil fuel investments. I would implement the Climate Action Plan by incorporating GHG emissions reduction to two of my initiatives: the Sunset Area Plan and One Sunset neighborhood unity initiative (see questions 3 and 5). Reaching our goals requires the efforts of all our constituents, so I would push City departments to commit greater resources to our hardest to reach communities, tailoring services to monolingual English language learners, and subsidizing low-income homeowners and small businesses to make the improvements they need for our environment.

Q10

Your Environmental Priorities: Why should the San Francisco League of Conservation Voters endorse you? What will your top environmental priorities be in office? If you are an officeholder, please highlight the environmental achievements you are proudest of. (please limit your response to 250 words)

I have a deep commitment to conservation and the environment, from earning my BS in Conservation and Resource Studies at U.C. Berkeley, to working for two years with the Bay Area Environmental Health Collaborative, to serving on the San Francisco Commission on the Environment. In my 30 years living in San Francisco and leading community organizing for working families, healthcare, and education, I’ve learned firsthand how closely each of these issues intersects with the environment. I’ve also developed the skill set to fight not only for the people of District 4, but for the ocean, air, and land that make the Sunset and San Francisco the incredible places they are; for the flora and fauna, and for the future generations like my daughter whose very lives and livelihoods depend on our actions today as climate change threatens our planet. My environmental priorities include improving public transit, promoting environmental stewardship by residents, improving parks, expanding green spaces and disaster preparedness.