



**FOR IMMEDIATE RELEASE**

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**MEMO: LURIE’S CHANGE CANDIDACY BEST POSITIONED IN  
FINAL 14 DAYS**

**SAN FRANCISCO**—Today, the Daniel Lurie for Mayor campaign released a State of the Race [memo](#) detailing why Lurie’s campaign for change makes him best positioned in the final 14 days of the race for mayor. The memo comes on the heels of the San Francisco Chronicle’s [final poll](#) of the race which shows that Daniel is the frontrunner to become San Francisco’s next mayor.

*“The last people to see the signs of a change election are the insiders. Daniel and the voters have been onto it from the beginning,” said **Tyler Law, Lurie for Mayor General Consultant**. “At a moment defined by a demand for change, Daniel has the right message and the right experience to meet the moment. And even more important Daniel is the kind of person San Franciscans want to lead the city into a new era. His integrity, sincerity and authenticity are being well received by voters and are essential components of his promise of change.”*

Click [here](#) or see below for the full memo. To learn more about Daniel and his vision for San Francisco, visit [www.DanielLurie.com](http://www.DanielLurie.com).

**FROM:** Tyler Law, Lurie for Mayor General Consultant  
**SUBJECT:** Lurie's Change Candidacy Best Positioned In Final 14 Days  
**DATE:** October 21, 2024

**WHERE THE RACE STANDS TODAY**

# San Francisco Chronicle

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## Lurie surges ahead of Breed in poll

**Outsider:** Candidate touts his lack of City Hall experience

By J.D. Morris

In his accident campaign to unseat Mayor London Breed, wealthy nonprofit founder Daniel Lurie is asking San Francisco voters to do what they haven't done in more than a century: elect a mayor who never has served in government before.

Lurie would be the first person since 1850 to be elected mayor of the city with-

out those credentials. An heir to the Levi Strauss fortune by way of his late stepfather, Lurie touts a resume consisting largely of his time leading Tipping Point Community, the anti-poverty organization he created about two decades ago.

Lurie sees his dearth of public-sector experience as his primary selling point. He argues that San Lurie continues on A10



A rise in polling for San Francisco mayoral candidate Daniel Lurie comes in the wake of a massive wave of campaign contributions.

**Survey:** Heir now tops field in city's ranked-choice system

By Christian Leonard

Nonprofit founder Daniel Lurie is pulling ahead of his competitors in the San Francisco mayoral race, according to a new poll commissioned by the Chronicle.

Roughly 23% of likely voters said Lurie is their top pick for mayor, nearly identical to the 24% who said the same of Mayor London Breed. But when

accounting for voters' second-, third-, fourth- and fifth-place picks — reflecting San Francisco's ranked-choice voting system — Lurie led Breed 56% to 44% in the final tally.

The results reflect a turn for Lurie, an heir to the Levi Strauss fortune who has funded his campaign with millions of his own dollars. The Chronicle's previous poll, con-

Full continues on A10

The *San Francisco Chronicle's* final poll of the race shows that Daniel is the frontrunner to become San Francisco's next mayor. **The results have Daniel beating Mayor Breed by double digits in the final round** (a similar trend line to the last two [1&2](#)) polls we released showing Daniel on the rise and Farrell dropping out of the picture. In response to the Chronicle poll, Mark Farrell's campaign is touting a [TogetherSF poll](#) and Aaron Peskin's campaign released one as well. While Breed, Farrell and Peskin's positions shift across those polls, Lurie remains a top choice among first choice votes and best positioned to win under rank choice voting.

Daniel's favorability rating has continued to rise above that of his opponents, while Farrell's has now dropped below Mayor Breed's. It can't be emphasized enough how important Daniel's broad base of favorability is heading into the final two weeks as his opponents desperately launch a barrage of over-the-top attacks. San Franciscans have gotten to know Daniel — his values, authenticity and ability to hit the ground running on



day one. And consequently he is the most favorably and least unfavorably viewed major candidate, and he is the least polarizing.

### **THE RIGHT CANDIDATE FOR THE MOMENT**

Electing someone from outside of the political establishment is a monumental task. It hasn't happened in San Francisco in more than 100 years. Daniel and his team have never taken for granted how difficult this election is. We have vigorously presented a unique and powerful case for change. That has been the strength behind his candidacy up to now, and that will be the decisive factor in the final two weeks. **The last people to see the signs of a change election are the insiders. Daniel and the voters have been onto it from the beginning, with early polls showing significant initial support for his candidacy.**

San Franciscans have been demanding change at City Hall after years of record-high budgets, worse outcomes and more excuses. Daniel's life's work is about doing things differently to achieve measurable results for those who need it most. Daniel founded and led one of the most innovative poverty fighting organizations in the country. He built housing faster than and at a fraction of the cost it takes City Hall – a project that garnered a unanimous vote from the Board of Supervisors. Mayor Ed Lee trusted Daniel to deliver Super Bowl 50, creating the most giving Super Bowl in history. Voters want experience. But they want the right experience for change.

Daniel's proven ability to deliver big things for San Francisco on some of the most pressing issues facing the city—housing, homelessness, education—is what this moment demands of its next Mayor and his launch remarks more than a year ago still ring true today:

*We have big problems, and we need to break from the politics of the past to solve them. I am running for Mayor to bring the change to City Hall this moment demands.*

In other words, at a moment defined by a demand for change, Daniel has the right message and the right experience to meet the moment. And even more important Daniel is the kind of person San Franciscans want to lead the city into a new era. His integrity, sincerity and authenticity are being well received by voters and are essential components of his promise of change.

### **RANKED CHOICE VOTING**



Ranked Choice Voting rewards candidates who can speak to a unifying theme and create a broad coalition. No one does this better than Daniel. We have long known and asserted that Daniel's natural ability to bring people together and motivate for change is a huge advantage.

This factor has been evident and growing throughout the campaign, and will be a decisive factor in the closing stretch. As we observed in January:

*"This poll provides more evidence that Daniel has the widest path to victory in November."*

When the SF Chronicle published their own poll in February, we noted again that Daniel has *"the broadest appeal and widest path to victory"*.

Daniel's broad base of support is rooted in a message with broad public consensus, and we noted:

*"This is the worst possible environment to run as a City Hall insider who has failed on crime, homelessness, and corruption — a profile that matches all of Daniel's opponents."*

On the other hand, our opponents have largely leaned into a message of experience, even while voters viewed city hall tenure as an impediment to change. And they leaned into typical polarizing ideological appeals that further cemented the choice as between someone with a new approach and others peddling the same old sauce. This dynamic will likely intensify as they make their pitches in the final stretch.

While Daniel is bringing his positive message directly to voters, his opponents are dismissively making the case that he doesn't understand how City Hall *works*. But Daniel is making the case every day that City Hall *doesn't work*. That puts him on the side of the vast majority of San Franciscans.

### **FARRELL FACES HURRICANE FORCE HEADWINDS IN CLOSING WEEKS**

Mark Farrell's collapse has largely been defined by a parade of scandals, with the *Chronicle* [recently noting](#) that "his campaign can't seem to go a week without a new scandal over his questionable campaign finances."



Reporters have exposed that he:

- [Laundered money](#) to get around campaign finance laws limiting contributions to \$500 per person.
- Spent campaign contributions on [personal expenses](#).
- Engaged in an [appointment scheme](#) involving a man convicted of felony bribery.
- [Introduced legislation](#) on behalf of companies who donated to his pet causes.
- Requested [behest payments](#) to the same organization corrupt felon Muhammad Nuru used as a slush fund.
- [Invested in companies](#) after introducing favorable legislation for them.
- Failed to disclose a massive personal loan [as required by law](#).
- Appears to have illegally coordinated with two outside PACs, [TogetherSF](#) and [Neighbors](#).

These revelations and others that surfaced during the campaign add to a record of questionable ethical conduct that includes the largest ethics fine in city history. Further, the private sector experience that Farrell touts regularly has been exposed as another [failure](#). Again, this is a change election. Replacing one corrupt insider with another is no change at all. Suggestions that Farrell can pivot in the final days from this record to a convincing case that he will bring the change voters want are not credible.

#### **BIG MONEY BEHIND THE STATUS QUO**

Both Breed and Farrell have had multiple billionaires spending big on their behalf. Not only do they both have large Independent Expenditures, they are also both using candidate controlled ballot committees to spend additional resources. In Farrell's case a significant amount of those resources have been spent illegally.

Together, these committees have raised more than \$7 million into their ballot committee's and IE's. Mark Farrell's IE is largely funded by two Republican mega-donors who want to protect the status quo and have a Mayor they can control. Farrell's web of groups have raised millions of dollars and largely spent it on ineffective and amateurish ads selling the embodiment of the corrupt status quo to a change electorate. Every one of the Farrell IE's ads has been an attack on Daniel. We know their desperation will only intensify in the final two weeks.

IE's and ballot controlled committee's only tell a part of the story. There is an extremely well-resourced network of groups full of former Farrell aides that are supporting his campaign full-time. The largest is TogetherSF. They have by far the most money of any



group in this campaign and are fully supporting Farrell. Together and Neighbors have also moved money into the Safer SF slate mailer committee that has been running a constant barrage of attacks on Daniel. It's a portrait of insiders protecting insiders to hold onto the status quo.

**Bottom line: groups supporting London Breed and Mark Farrell have had (and still do have) far more resources at their disposal than the IE supporting Daniel Lurie.** Their attempts to cry foul about a resource disadvantage are the result of bad strategy and tactical blunders - not an actual lack of resources.

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*Daniel Lurie was born and raised in San Francisco. He founded Tipping Point Community in 2005. Under his direction as CEO, Tipping Point has raised over half a billion dollars to help house, employ, educate and support hundreds of thousands of Bay Area families. Last year alone, Tipping Point provided over six thousand people with services that either helped them transition out of homelessness or prevented them from experiencing it.*

*Last year, he co-founded the Civic Joy Fund, an organization that aims to increase civic engagement and assist in the economic recovery of San Francisco. Daniel also led efforts to construct an 100% affordable housing development with union labor on Bryant Street that came in on-time and under budget.*

*Former Mayor Ed Lee selected Daniel in 2013 to lead the San Francisco Bay Area Super Bowl 50 Host Committee, an effort that brought over \$240 million in economic impact to the region. Following the devastating fires in the North Bay in 2017, Daniel and Tipping Point partnered with 90 Bay Area business and community leaders to organize Band Together – a benefit concert that raised \$17 million for those hardest hit by the deadly fires. In total, Tipping Point’s Emergency Fire Relief Fund raised over \$34 million.*

*Lurie is a lifelong Democrat. He lives in San Francisco with his wife Becca and two school-aged children.*