

## Argument in favor of Measure B: Mayoral Election Cycle

We know our democracy works best when it reflects all of our voices by encouraging as many voters as possible to be involved in choosing our leaders.

**Measure B has won the support of a broad coalition of community supporters because it will strengthen our democracy** by moving future Mayoral elections, beginning in 2024, to align with Presidential elections, a time when many more people vote. Currently San Jose's Mayoral elections are held during off years when only about 4 out of 10 eligible voters participate.

**Measure B would increase voter participation in the selection of future San Jose Mayors by about 30%, giving 160,000 more voters a say in choosing their future leader.** San Jose State University elections expert Dr. Garrick Percival called Measure X, "the single best policy to increase voter participation."

**Measure B ensures our choice for Mayor better reflects the diversity of San Jose**, by moving the election to a time when underrepresented groups including communities of color, women and young people are more likely to vote.

**Measure B will save the City hundreds of thousands of dollars in taxpayer money** by aligning the Mayoral election with a time when more people already vote.

**Measure B helps reduce the power of wealthy corporate interests.** Low turnout local elections give extra power to well-organized corporate special interest groups. Moving the Mayoral election strengthens local democracy and weakens the power of special interests.

**There is widespread support for Measure X.** The City Council and the independent Charter Review Commission nearly unanimously supported placing Measure B onto the ballot.

Measure B has won the support of small business groups, civil rights organizations, labor organizations, and elected officials **across the City because we need to improve our local democracy.**

Please join us at [sjfairelections.com](http://sjfairelections.com) for Yes on B

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| 1. Maya Esparza  | Councilmember, City of San José            |
| 2. Richard Konda | Executive Director, Asian Law Alliance     |
| 3. Walter Wilson | CEO, Minority Business Consortium          |
| 4. Matt Tuttle   | President, San José Firefighters Local 230 |
| 5. Jean Cohen    | Executive Officer, South Bay Labor Council |