

SF League of Pissed Off Voters 2026 Questionnaire

Hello candidates! Thank you for filling out the League's questionnaire. Please complete the questionnaire **by 5pm on Friday, August 7th** if you wish to be considered for the League's endorsement. Please use this form rather than formatting it into a Word document or PDF. If you have any questions, you can contact us at TheLeagueSF@gmail.com.

Email *



Name

JR Eppler

Campaign Contact

Cole Rothman

Phone Number



Website

<https://www.jreppler.com>

Motivation

Why are you running for *this* office?

I'm running because I understand how City government works, and I'm committed to making it work better for District 10. Every neighborhood in this district deserves to be complete, vibrant, and connected, and I know what it takes to help deliver that.

I've been part of this community for over a decade. It's where my wife and I are raising our son, and I see every day the passion and resilience of D10 residents. But I've also seen where the City has fallen short—where promises are made but not kept, and where even progress comes in half measures or after years of delay.

We can do better. I'm running to bring the work I have already been doing for more than a decade into an office with the authority to deliver at scale, to bring focus, follow-through, and accountability to communities that have waited far too long.

What are your values, and how did you get them?

I grew up in a working-class family, in a place a lot like District 10. I watched my father, a grocery worker, work himself to the bone only to have a superior take the credit. I watched my mother fight the State of Oklahoma when they built a freeway less than 30 feet from our kitchen window without a sound barrier. Like so many people in this district, they did the work but never had the power.

What I learned from my parents is that it's not enough to be listened to, you have to be able to change the outcome. That's the kind of government I'm running to build: one that delivers fairness and community-focused outcomes at a scale no individual or volunteer ever could. Not a campaign centered on me, but one centered on the people whose lives get better when the work is done.

What communities do you represent, and how do they hold you accountable?

District 10 is not one community, and I do not think a Supervisor can represent it by listening only to the people who already know how to navigate City Hall. I represent residents across Bayview-Hunters Point, Visitacion Valley, Silver Terrace, Sunnydale, Potrero Hill, Dogpatch, and our other neighborhoods – renters and homeowners, public-housing residents, small-business owners, working families, young people, longtime residents, and newcomers.

They hold me accountable because I have spent more than a decade doing this work alongside them, before I was asking for a vote: at neighborhood meetings, merchant groups, cleanups, commissions, parks, transit working groups, and office hours. As Supervisor, I would institutionalize that accountability through rotating neighborhood office hours, multilingual outreach through trusted community organizations, participatory budgeting, and public tracking of district commitments and City service levels. Being heard is not enough. Residents should be able to see whether what they asked for actually changed the outcome.

What three endorsements are you most proud of?

I am proud to have the endorsement of the Sierra Club (#1) and to be endorsed by community leaders throughout the district, including (with association names for identification purposes only) merchant association leaders such as Keith Goldstein (Potrero-Dogpatch Merchants Association) and community non-profit leaders such as Uzuri Pease-Green (Community Awareness Resource Entity).

What are the top three issues you will work on, and what is your plan for achieving your goals?

My goal for District 10 is to create a more complete, vibrant, and connected district. The first three policies I would introduce would be transparent, community-led efforts designed to help working families remain in District 10 and share in its future.

First, a workforce-housing and anti-displacement package. I would expand affordable, workforce, and middle-income housing; strengthen community land trusts, the Small Sites Program, right-to-return, and neighborhood-preference policies; and create predictable approval and financing pathways so housing actually gets built. Growth should create stability and ownership opportunities for longtime residents, not displace them.

Second, a District 10 infrastructure guarantee. I would require a publicly tracked and funded plan to accept and repair streets, improve parks and public facilities, and complete long-overdue environmental remediation. Communities burdened by contamination, freeway pollution, illegal dumping, and decades of industrial use should help set priorities, monitor progress, and verify that cleanup commitments are met. Development-generated funds should remain connected to the neighborhoods absorbing that growth.

Third, a transit-connectivity guarantee for communities City Hall has too often left behind. I would fast-track the long-promised Bayview Caltrain station at Oakdale by pressing the City and Caltrain to adopt a public construction timeline and secure capital funding. Together with full signal priority for the T Third, stronger east-west service, restoration of the 10 Townsend, and safer walking and biking routes, these investments would connect residents to jobs, schools, healthcare, and the rest of San Francisco. In District 10, access to opportunity should not depend on owning a car.

What local and state commissions or policy bodies have you served on?

I served on the Building Inspection Commission from 2021–2022 and on the Board of Appeals from 2022–2025, including as Vice President in 2025. I have also served on City working groups and advisory bodies addressing transit, land use, economic recovery, UCSF, the Potrero Yard, and major development in District 10.

What political organizations are you a member of (e.g., democratic clubs)?

I am a long-time board member of the Potrero Hill Democratic Club and a member of the Eastern Neighborhoods Democratic Club.

What for-profit or non-profit boards have you served on, including political organizations?

Potrero Boosters Neighborhood Association
Potrero-Dogpatch Merchants Association
Friends of the Dogpatch Community Hub
Potrero Hill Festival Foundation
San Francisco Counsel of District Merchants Associations

What campaigns have you worked on?

I worked on Tony Kelly for Supervisor (2014). I also volunteered and canvassed for Barack Obama (2008), Mark Leno (2018), Prop 50 (2025) and the Overpaid CEO Act (Prop D, 2026).

What recent candidates and ballot measures have you supported financially?

Jane Kim (2026), Shamann Walton (2022).

What is one concrete thing about the League of Pissed Off Voters (for example, something we have done, said, or published) that you appreciate and that would make you proud to have our endorsement?

I appreciate the League's explicit goal of helping voters understand not just who is running, but what is actually at stake. You do the homework, are clear about your values, and hold elected officials accountable afterward.

That is very close to how I approach public service. District 10 has heard plenty of promises. What matters is whether someone has read the details, asked the hard questions, and keeps paying attention after Election Day. I would be proud to earn an endorsement from an organization that has been doing exactly that for more than two decades.

I also really enjoy your voter guides. I think it is important to combat the efforts of organizations like GrowSF and to provide a community minded alternative to their voter guides. The people, causes and measures you support very closely align with my own political beliefs and my personal voting history.

How long have you lived in your supervisor district?

16 years.

How would you explain the biggest challenges your district faces?

District 10 has too often been asked to take on growth and infrastructure for the city without receiving that same level of investment in return.

The result is a daily gap between what residents should be able to expect and what they actually experience, whether it's unaccepted streets, unreliable transit, or under-resourced public spaces.

Fixing that is foundational. When we deliver complete neighborhoods, where streets are maintained, transit works, and public spaces are cared for, we create the conditions for everything else to succeed: housing becomes more viable, small businesses can thrive, and families can put down roots.

For me, this is about fairness and follow-through. District 10 deserves the same level of service, connectivity, and investment as any other part of San Francisco, and making that a reality has to come first.

What do you feel are your district's biggest opportunities?

District 10's biggest opportunity is to turn growth into lasting neighborhood benefit. We have major housing and waterfront development, strong commercial corridors, major transit investments, and some of the city's most culturally rich communities. The opportunity is to connect those pieces: build housing at all income levels, create good local jobs, strengthen Third Street and Leland Avenue, improve transit and safe streets, and make sure new investment finally delivers the infrastructure, environmental cleanup, and public spaces our neighborhoods have been promised.

In what ways would your work as supervisor align with, or be different from, the last supervisor from this district?

I would build on Supervisor Walton's focus on equity, affordable housing, public safety, youth opportunity, and making sure District 10 receives its fair share. Where I would bring a different emphasis is on delivering on promises made to the district.

For more than a decade, I have already been doing this work: helping restore transit service, negotiating community benefits from major developments, supporting small businesses, improving parks and safe streets, and pushing City Hall to respond to neighborhood priorities. As Supervisor, I would bring that same approach into office: build coalitions, understand the details, track commitments publicly, and turn promises into results residents can actually see.

Do you support getting rid of district elections for the Board of Supervisors? Why or why not?

No. District elections ensure that neighborhoods like Bayview-Hunters Point, Visitacion Valley, Potrero Hill, Dogpatch, Silver Terrace, and Sunnydale have a direct advocate at City Hall who is accountable to the people who live there. District 10 has often carried citywide burdens without receiving a fair share of investment in return. Returning to citywide elections would make it easier for neighborhood-specific needs to be diluted by larger, better-funded constituencies. I do think Supervisors have an obligation to govern for the whole city, not just their district, but the answer is better coalition-building and accountability across districts and not eliminating local representation.

Which specific city services do you feel should be protected from budget cuts, but have not been?

When budgets tighten, I would protect the services residents feel most directly: Muni service; public health, behavioral health, and homelessness prevention; and frontline neighborhood services such as libraries, parks, street cleaning, and street maintenance. In District 10, cutting these services often means cutting from a baseline that is already inadequate.

I would look first at executive and management growth, duplicative administration, outside consultants, vacant non-frontline positions, and contracts or programs that cannot demonstrate outcomes. I would also reduce avoidable overtime by filling permanent frontline vacancies and moving appropriate administrative work to civilian staff. Budget discipline should mean spending public dollars better, not balancing the books by making a bus come less often, closing a library earlier, or leaving a person in crisis without treatment.

Please describe your familiarity with the City Charter. Please give specific examples of what you would change in the charter, and what you think is important to preserve.

I am a lawyer and have served on both the Building Inspection Commission and the Board of Appeals, so the Charter is not abstract to me; it is the document that allocates power among the Mayor, Board, commissions, elected offices, and voters. I think it needs targeted reform, not a wholesale transfer of authority.

I would modernize civil-service hiring rules that make it too slow to fill frontline jobs; move obsolete operational detail out of the Charter and into ordinance where appropriate; and simplify procurement and duplicative reporting without weakening labor, ethics, or public-interest protections. I would preserve district elections, meaningful independent commission and civilian oversight, the independence of offices such as the Controller and City Attorney, the Board's budget and oversight role, and the public's ability to use the initiative process.

The test for Charter reform should be simple: does it make government easier to hold accountable and more capable of delivering, or does it merely concentrate power? I support the former.

Please describe your familiarity with the Board of Supervisor budget process. How would you approach the City's budget? What would you prioritize? How would you ensure community voices are represented?

San Francisco uses a two-year budget process. The Mayor and Controller issue budget instructions, departments develop proposals and hold hearings, and the Mayor submits a proposed budget. The Board's Budget and Appropriations Committee then holds public hearings, reviews the proposal with the Budget and Legislative Analyst, makes amendments, and sends the budget to the full Board for adoption. The Mayor then signs the budget or may exercise the veto authority provided by the Charter.

While the Board of Supervisors can only adjust a small fraction of the budget, a Supervisor has real power in that process: to set priorities, amend appropriations, conduct oversight, demand performance data, and build a majority for investments or reductions. I would start that work before the Mayor's budget arrives by holding district budget hearings and publishing District 10 priorities. My priorities would be frontline services, transit, public health and behavioral health, affordable housing and anti-displacement, and overdue neighborhood infrastructure. I would pair those investments with scrutiny of administrative overhead, contracts, and programs that are not delivering measurable results. Community input should shape the budget before the deals are cut, not just comment on them afterward.

Under what circumstances do you think it's appropriate for the Board of Supervisors to delegate its oversight function to the Mayor?

Execution belongs to the Mayor; oversight belongs to the Board. I would delegate oversight only in narrow circumstances where the executive needs temporary flexibility to carry out a clearly defined policy or respond to an emergency, and only with guardrails: a limited scope and duration, public reporting, measurable standards, audit access, and a sunset or easy way for the Board to reclaim authority.

I would be especially reluctant to delegate oversight involving civil rights, policing, ethics, major contracting, land use, or large public expenditures. Speed can matter, but efficiency is not a substitute for checks and balances. If the Board hands over authority, residents should know exactly what was delegated, for how long, what success looks like, and who is accountable if it goes wrong.

How did you vote or would you have voted on Mayor Lurie's Family Zoning Plan? How would you explain your position to your constituents?

I would have voted yes, as I said publicly while the plan was before the Board. San Francisco needs more housing, and it was overdue for neighborhoods that have historically been protected from growth to carry a fairer share. But zoning capacity is not housing. The plan is necessary, not sufficient.

My biggest concern is that it did not do enough to guarantee the affordable, workforce, and middle-income housing we need, or to address District 10's own opportunities. I want mixed-use housing along parts of Third Street and other transit-served, underused sites, paired with anti-displacement protections, transit, parks, and infrastructure. And once the City has democratically set clear rules, projects that meet them should move predictably rather than being delayed by duplicative process.

So I do not think the plan went too far on the basic principle of adding capacity. I think the larger housing strategy has not gone far enough on affordability, financing, and actually getting homes built.

Whose voices are not being heard at City Hall? What new voices would you bring into City Hall?

The voices I worry most about are the people who cannot spend a Tuesday afternoon at City Hall: working parents, public-housing residents, young people, small merchants, residents who do not speak English as their first language, and people in neighborhoods like Visitacion Valley, Sunnydale, and Bayview-Hunters Point who have learned from experience that showing up does not always change the outcome. I connect with people by going where they already are. I have held office hours throughout the district, knocked thousands of doors, worked with merchants and neighborhood organizations, volunteered at cleanups and community events, and spent years on working groups where the details of projects are decided. As Supervisor, I would bring hearings and office hours into neighborhoods, provide multilingual outreach through trusted organizations, use participatory budgeting, and publish what the office hears and what happens next. The goal is not more meetings. It is more influence for people who have historically had less of it.

Did you join educators at the UESF picket line during the strike? Which school site did you go to and why?

I joined the educators at Daniel Webster Elementary each day of the strike. My son attended Daniel Webster (he's now at Willie Brown Middle School), and we brought a cooler of water and Gatorade with us for the teachers and staff each day.

How will you vote on the Affordable Housing Guarantee Act in the November election? Explain your position.

I am still formulating my stance on the Affordable Housing Guarantee Act. I am waiting to see how the rest of labor moves to support or oppose it. There can never be too much affordable housing, but I want to see how my friends in labor approach it before offering an official stance.

How will you vote on the Mayor's Clean Up City Hall ballot measures on the November ballot?
Explain your position.

I support cleaning up City Hall; I do not support the Mayor's measures in their current form. The diagnosis is partly right: San Francisco's government can be too slow, too fragmented, and too difficult to hold accountable. I support faster contracting where safeguards are preserved, modernized hiring, fewer duplicative processes, and clearer responsibility for results. But the cure cannot be to concentrate more authority in the Mayor, weaken independent civilian oversight, or make it materially harder for San Franciscans to use the initiative process. I have served on City commissions and seen both the frustration of bureaucracy and the value of independent review when residents believe a department got something wrong. We should reform the parts of the Charter that obstruct delivery while preserving the checks that protect the public. As currently proposed, I would vote no and support narrower reforms that do both.

How would you address affordability in your District? Provide concrete ideas.

San Francisco's affordability problem is not just that rents are high. We have too few homes, too little deeply affordable and middle-income housing, high construction costs, and too many longtime residents who are one rent increase, job loss, or major repair bill away from displacement.

My approach is to work both sides of that equation. Build more housing at all income levels on transit corridors and underused sites, and make it faster and more predictable to permit projects that meet clear standards. At the same time, use progressive housing revenue, the Housing Trust Fund, public financing, a public bank and infrastructure finance districts to build and preserve affordable and social housing. Expand Small Sites and community land trusts; protect tenants and right-to-return; help existing homeowners repair and keep their homes; and create real workforce and middle-income housing for teachers, nurses, tradespeople, public workers, and small-business owners.

I have already done versions of this work at Pier 70 and the Power Station. The question is not whether San Francisco needs more housing or stronger affordability protections. We need both, and we need a City capable of actually delivering them.

Endorsements and Support - November 2026

Who will you support in the November 2026 election?

Supervisor, District 2

N/A

Supervisor, District 4

N/A

Supervisor, District 6

N/A

Supervisor, District 8

Gary McCoy

Supervisor, District 10

JR Eppler

SFUSD School Board

Alida Fisher Virginia Cheung

City College Board of Trustees

Ruth Ferguson

Past Endorsements

What candidates have you supported in past elections?

November 2024 Supervisor, District 1

N/A

November 2024 Supervisor, District 3

N/A

November 2024 Supervisor, District 5

N/A

November 2024 Supervisor, District 7

N/A

November 2024 Supervisor, District 9

N/A

November 2024 Supervisor, District 11

N/A

November 2024 Mayor

Aaron Peskin 1st Daniel Lurie 2nd

November 2024 District Attorney

Ryan Khojasteh

November 2024 State Assembly, District 19

N/A

November 2024 School Board

Matt Alexander Jaime Huling Supryia Ray Parag Gupta

November 2024 City College Board

Heather McCarty Aliya Chisti Luis Zamora Ruth Ferguson

Past Props

How did you vote on specific ballot measures in past elections?

June 2026 Prop D: Increase Business Tax

☒ Yes

☐ No

Nov 2024 Prop C: Inspector General

☒ Yes

☐ No

Nov 2024 Prop D: Mayoral Commission Reform

☐ Yes

☒ No

Nov 2024 Prop 32: Raise Minimum Wage

☒ Yes

☐ No

Nov 2024 Prop 33: Allow Local Rent Control / Repeal Costa Hawkins

☒ Yes

☐ No

Nov 2024 Prop 36: Treat Misdemeanors as Felonies

☐ Yes

☒ No

Mar 2024 Prop E: Surveillance Tools for Police

☐ Yes

☒ No

Mar 2024 Prop F: Forced Drug Screening for the Poor

☐ Yes

☒ No

Nov 2022 Prop M: Empty Homes Tax

☒ Yes

☐ No

Jun 2022 Prop H: Recall District Attorney Chesa Boudin

☐ Yes

☒ No

In Closing

What is your favorite branch of the SF Public Library and what is the last thing you checked out from there?

SF Main library where my wife worked for 7 years.

Is there anything else you want to tell us?

One thing I hope comes through in these answers is that I am not asking District 10 to trust a new campaign persona. I have spent more than a decade doing this work as a volunteer: restoring transit service, negotiating community benefits, supporting small businesses, improving parks and streets, and learning where City systems break down.

I also do not expect an endorsement to be a blank check. One reason I respect the League is that you keep paying attention after Election Day. If I earn your endorsement and the voters' trust, I expect you - and District 10 residents - to hold me to the commitments I make here. The point of knowing how government works is to make it work for people who have too often been asked to wait.

This content is neither created nor endorsed by Google.

Google Forms