

ESTIMATE*
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SAN FRANCISCO
ETHICS COMMISSION

Form SFEC-3.216(d)
Cover Page

Please type or print legibly in ink.

BY Email 1/30/14

1. Information regarding Elected Officer:

Name (Last)	(First)	(Middle)	Daytime Telephone
Cisneros	José	Miguel	(415) 554-4479
Mailing Address	Street	Zip	Fax Telephone
1 Dr. Carlton B. Goodlett Place, Room 140		94102	(415) 554-5507
Office Held	Email Address		
Treasurer	jose.cisneros@sfgov.org		

2. Purpose of Travel:

Treasurer Cisneros will travel to receive Governing Magazine award: "Public Official of the Year".

4. Schedule Summary:

Total number of pages, including this cover page _____

Check applicable schedules:

Schedule A Yes – schedule attached
Gift of transportation, lodging or subsistence

Schedule B Yes – schedule attached
Gift to the City of transportation, lodging or subsistence

Schedule C Yes – schedule attached
Reimbursement to the City of gift of transportation, lodging or subsistence

3. Dates of Travel and Itinerary:

02/01/14	SF/CA to Wash/DC
Month/Day/Year	City, State, Country
02/04/14	Wash/DC to SF/CA

5. Verification:

I have used all reasonable diligence in preparing this statement. I have reviewed this statement and to the best of my knowledge, the information contained herein and in any attached schedules is true and complete.

I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Date signed 1/30/14

Signature _____

Form SFEC-3.216(d)
Schedule A – Gifts of Travel

1. Information regarding entity funding gift of transportation, lodging or subsistence

Full Name of Entity:

Governing Magazine

 Address:

 _____ Washington DC 20036
 Street City State Zip
 Name of Contact Person:
Veronika Zubo
 Email Address: _____ Telephone: _____
 _____ (202) 862-1463

3. Cost of transportation, lodging or subsistence

A. Please list the total amount of costs that will be paid by the entity to fund the elected officer's travel, including but not limited to the amount directly related to the cost of the officer's transportation, lodging and subsistence.
 \$1,000.00
 ESTIMATE*
 B. Please list the amount in Item A that is directly related to the cost of the officer's transportation, lodging and subsistence.
 \$1,000.00

2. Information regarding contributors who contributed more than \$500 to the entity to fund the trip

Please list the name, occupation and employer of any contributor who contributed more than \$500 to the entity funding the trip and whose contributions were used in whole or in part to fund the trip:

Name of Contributor _____
 Occupation of Contributor _____
 Employer of Contributor _____

Name of Contributor _____
 Occupation of Contributor _____
 Employer of Contributor _____

Name of Contributor _____
 Occupation of Contributor _____
 Employer of Contributor _____

Check box if additional schedules are attached.

4. Information regarding persons accompanying the elected officer

Please list the name of any individual who is

- (a) a City employee required to file a Statement of Economic Interests,
- (b) a lobbyist or campaign consultant registered with the Ethics Commission;
- (c) an employee of or individual who has an ownership interest in a lobbyist or campaign consultant registered with the Ethics Commission; or
- (d) an employee or officer of the entity that will pay for the gift of transportation, lodging or subsistence, and

who is accompanying the elected officer on the trip.

Please identify whether the individual is category (a), (b), (c), or (d), as described above.

Name of Individual	Category
_____	_____
_____	_____
_____	_____

Check box if additional schedules are attached.

*ESTIMATED expenses; AMENDED filing to be submitted upon return.

Nichelson, Monica

From: Veronika Zubo [REDACTED]
Sent: Friday, August 30, 2013 2:09 PM
To: Nichelson, Monica
Cc: Tricia Dugan
Subject: RE: POY Dinner & Outlook Conference (Feb 3-5)

My apologies - I forgot to cc my colleague, Tricia Dugan, below. She is copied here.

From: Veronika Zubo
Sent: Friday, August 30, 2013 5:06 PM
To: monica.nichelson@sfgov.org
Subject: POY Dinner & Outlook Conference (Feb 3-5)

Dear Monica,

Please see below our invitation to Jose Cisneros to speak at this year's GOVERNING Outlook conference. I would appreciate if you could share this information with Mr. Cisneros and let me know if he would be available to participate. Thank you!

Veronika

Dear Mr. Cisneros,

I am writing on behalf of GOVERNING to extend our wholehearted congratulations to being honored as one of 2013's Public Officials of the Year! We are delighted to extend this award to such a distinguished group of officials and thank you for the inspired leadership and dedication you bring to public service.

We are thrilled you will be able to join us for the POY Awards Gala on the evening of February 3rd. More information about the event and a formal invitation is forthcoming. Our Events and Communication Director, Tricia Dugan (cc'd above), will be coordinating with your office on logistics and travel arrangements. Please let us know if you have any questions.

I wanted to take this opportunity to also invite you to join us as a speaker for Outlook 2014, which will take place in Washington D.C. on the two days following the gala, February 4-5. GOVERNING Outlook is our annual briefing to the private sector on the big issues facing state and local governments for the upcoming year. We'll explore how continuing power shifts are turning states and localities into epicenters of innovation and decision-making, and we'll discuss front-burner issues, such as pension reform, municipal finance trends, and health and human services.

As one of our distinguished POY honorees, we would very much welcome your participation in one of the conference panels. A preliminary agenda and more detailed session information will be available soon. We certainly hope to include you in our program for Outlook 2014. Please let me know if you would be available to join us at this event.

Thank you!
Veronika

Veronika Zubo
Program Manager
GOVERNING Institute | governing.com

A division of e.Republic | Smart Media for Public Sector Innovation

Washington, D.C. 20036

202-862-1463

PUBLIC OFFICIALS *of the* YEAR

The People's Banker

2013 HONOREE

José Cisneros, Treasurer, San Francisco



San Francisco's treasurer is elected to act as the city's banker, tax collector and investment officer. Yet in the last eight years, the office has become a laboratory for creative ideas to help families break the cycle of poverty. The man behind those efforts? José Cisneros.

This year Cisneros worked with the San Francisco school district to open college savings accounts for every kindergartner entering the public school system, with \$50 in public funds deposited up front. The policy incorporates a cocktail of public and private funds meant to encourage parents to set aside money for their children's higher education costs. It's also supposed to have an aspirational effect: If children know their family is saving for college, then they might be more motivated to attend college (academic research backs this up). A handful of jurisdictions across the country are already looking at replicating Cisneros' model.

That's merely the latest of the treasurer's antipoverty initiatives. The first was the city's working families tax credit launched in 2005. The goal was to increase local participation in the federal Earned Income Tax Credit; some 9,500 families have signed up for both tax credits

as a result. Then there's Bank On San Francisco, Cisneros' innovative idea to work with banks to make it easier for low-income residents—people who typically would resort to predatory payday lenders and check cashers—to maintain checking accounts. To participate, banks waived overdraft fees and other charges. Since it launched in 2006, Bank On has helped more than 90,000 San Franciscans, and it has inspired a national trend: Today more than 100 cities across the country have adopted their own Bank On programs.

Cisneros has become a national leader on financial inclusion, says Reid Cramer, director of the Asset Building Program at the New America Foundation, a think tank in Washington, D.C. "It's been inspiring to see a public official expand the mandate of his office in such a productive way. He's taken ideas that were incubated in the stale halls of think tanks and academia and made them a reality."

How did the treasurer transform his office into a shop for antipoverty initiatives? "It's a really unusual combination of creativity and willingness to take risks," says Cliff Johnson, who oversees education and family policy for the National League of Cities. "Most treasurers wouldn't think this was part of their job at all."

But Cisneros says his office is the perfect place to think up policies that help low-income families move up the economic ladder. Ultimately, San Francisco's campaign against poverty is about addressing financial matters, he says. Because he regularly interacts with all of the city's major financial institutions, Cisneros was able to convince banks to offer safe, low-cost services for the Bank On program. At the same time, because his position is elected, he's positioned to communicate to low-income families the importance of saving. "Going through the election process gives me as a city leader a different kind of visibility," he says, and "a voice that is able to reach the people who need to hear this message."

By J.B. Wogan