

- 1) Discussion Tactics
- 2) Let's Make A Deal

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1) Discussion Tactics

- Two divergent methods
 - a) Evidence-based policy for the common good
 - a) Open, honest, scientific
 - b) Hide actual goal
 - b) Appearance over substance

Evidence-Based Policy

- Rational discussion
- Clearly stated goals
- Calmly describe evidence
- Cite reputable sources
- Draw realistic conclusions
- Hallmark of upcoming Zokaite's administration

Rhetoric For Hidden Goals

- Tactics used to shore up weak postulates
- Often done unconsciously
- Uses distracting emotional arguments
- Fabricated supporting “evidence”
- Frequently devolves into insults
- Donald Trump's North Korea tweets
- Some SF City Council comments

Conclusion

- Different tactics for different goals
- We see both tactics politically
- Sometimes disheartening, sometimes engaging

Enjoy Winter



2) Let's Make A Deal!

- Suppose you need a new work truck
- Crew cab
- 8' bed
- Tandem back wheels

Make It An Iconic Truck

- Phenomenal exterior
- Twice the cost, and then some
- Regular cab
- Short bed
- Plus Vinnie rents it cheap every Saturday

The City's Deal

- Walker Report estimated \$10 million ramp
- City parking ramp costs \$21 million
- 692 vs 525 stalls (375 not leased)
- 4x cost per publicly-available space

Protecting Funds

- Cancel your “iconic truck”
- Cancel city's “iconic parking ramp”
- Protect city funds like your personal funds

Enjoy Color

