



**LOCAL HEROES, USA**  
FAMILY • FRIENDS • COMMUNITY

Alex Tourk

**Deputy Chief of Staff**

Mayor Gavin Newsom

City Hall, Room 200

1 Carlton B, Goodlett Place

San Francisco CA 94102

Dear Alex:

Thank you your message, they say that in life timing is everything. Sorry for the delay in responding, I am in Sterling Colorado visiting my wife's family. I am not sure if you remember, we also ran into each other at the Balboa Café the evening of Gavin's 6 month anniversary gathering at the Matrix, you were with a group sitting near the Fillmore side that included your newborn child. I was with my two son's Robby and RJ.

You gave me your card, although I have waited to contact you until my company, Local Heroes International, completed the development of its technologies and was more strategically positioned to execute at the level that would be required if the City of San Francisco and Gavin were to support the application of the programs we are proposing.

I have attached an updated version of a letter I wrote to Gavin while he was still Supervisor and fully engaged in his Care Not Cash Initiative. At that time I decided that the best way to get to know and understand the political process was to volunteer my time in several areas in support of Gavin and others he endorsed, eventually becoming a precinct captain during Gavin's run for the Mayor's office. It was truly a joy to learn and participate at that level and your staff was some of most dedicated and enthusiastic individuals I have ever worked with. It is obvious that Gavin's charisma and energy transposed itself to the people that surround him.

The proposal that Local Heroes International submits requires no financial commitment on the part of the city, in fact there is an opportunity for the city to gain substantial ongoing revenues from the programs operation while addressing issues we believe are at the core of your administrations mandate.

LHI has done much of the leg work and developed many of the relationships in San Francisco required to develop an operational pilot. After discussion with other members of your staff, they have provided sufficient guidance in avoiding any bureaucratic obstacles in the implementation of this pilot. We are proposing two separate programs models, one that addresses homelessness and the other that addresses city employees and the educational system, directly benefiting schools, teachers and students. This model has the ability to play well in Sacramento as it provides some alternatives to the reforms that the administration has had trouble implementing, especially with teachers.

Please review the attached Press Release, as it details a community based model that community by community can address specific problems, by building stronger, more loyal relationships

between local residents and merchants. LHI has been developing this model, (Local Heroes) for some time and with the support of your office in directing the revenues, the model could provide much financial assistance to address important issues facing San Francisco communities. You probably **could not** choose a better City than San Francisco to implement this model based on the diversity of its neighborhoods and sense of pride its residents have in and for their communities.

It was a pleasure to receive your voice message and thank you for your follow up. I know I have presented you with a lot of information, I strongly believe that the programs we are proposing, with careful positioning could greatly benefit the City of San Francisco. Like Gavin I am a fifth generation San Franciscan and care deeply for the City that has provided so much for me and my family. It seems only natural for Local Heroes and I to want to give something back anyway that we can. I look forward to hearing from you soon. Please give my regards to Gavin.

Respectfully Yours,

**LOCAL HEROES INTERNATIONAL**

*Richard Trieber*

Richard Trieber  
Founder/President