

# Citizens for Fiscal Responsibility

6490 Camelia Drive  
San Jose, CA 95120  
www.cfr-sj.org



## San Jose Mayoral Candidate Ranking

June 3, 2014 Primary Election  
[Decision Matrix Method]

May 12, 2014

Citizens for Fiscal Responsibility (CFR) has as its goal the promotion and facilitation of fiscally responsible delivery of essential city services for the benefit of the residents of San Jose. In this June's mayoral primary, the voters of San Jose can choose among several seemingly well qualified candidates. To assist voters with their decisions, CFR developed a method of rating the five major candidates' relative to traits that we believe are important to the attainment of a financially sustainable model for San Jose. We share this information to help the voting public decide which candidates are most likely to be aligned with our goal of fiscally responsible city government.

CFR's evaluation of mayoral candidates began in November 2013 with the adoption of a list of eleven traits our members believe San Jose's mayor should possess, traits necessary to implement responsible policies for financial sustainability. We then agreed on weighting values for each trait, as follows:

	Trait	Weighting Value 1 to 5 (highest)
1	Is fiscally conservative (Has conservative values, approach to spending, taxes, subsidies, property rights)	5.00
2	Leadership skill (Able and willing to challenge the status quo, champion a cause, collaborate to succeed)	4.83
3	Honest, trustworthy, believable, and principled	4.67
4	Understands proper role and limits of government	4.67
5	Supports private sector (Looks first to the private sector for solutions)	4.67
6	Independence (Able to resist undue influence by friends, supporters, unions, etc.)	4.00
7	Communication/public speaking skills (Able to organize and articulate a strong case in support of a position)	4.00
8	Knows city government and key city issues	3.83
9	Has business experience (Has demonstrated management and negotiating skills)	3.67
10	Stewardship/public service attitude (Has respect for residents and taxpayers)	3.50
11	Has a history of civic involvement	3.00

In January 2014, we developed a questionnaire that we sent to the five major candidates. Their [written responses](#) were received in late February 2014 and distributed for review by our members. We also released them to all candidates, the media, and the general public. Personal interviews were scheduled with candidates whose written responses needed clarification.

In April 2014, we asked our members to grade the traits of each candidate on a scale of either 1 (little or no alignment with our objectives) to 8 (highly aligned). The resulting average grades were then weighted by the values shown above.

*Citizens for Fiscal Responsibility is dedicated to advocating a common sense approach to government that will achieve fiscal, economic, and environmental sustainability and an improved quality of life for current and future generations.*

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Consistent with the widely-used Decision Matrix Method, the results of our analysis are shown below:

### CFR's Mayoral Candidate Ranking (2014 Primary Election)

Trait	Weight Value	Oliverio	Nguyen	Herrera	Liccardo	Cortese
Is fiscally conservative	5.00	40.0	26.4	27.9	18.6	7.1
Leadership Skill	4.83	26.2	29.0	18.6	31.1	26.9
Honest, trustworthy, believable, principled	4.67	37.4	34.0	18.7	16.0	11.3
Understands proper role and limits of government power	4.67	37.4	21.3	20.0	13.3	11.3
Supports private sector	4.67	36.7	21.3	32.0	18.0	12.7
Independence	4.00	32.0	26.9	26.3	14.9	4.6
Communications/public speaking skills	4.00	30.3	16.6	24.6	30.9	15.4
Knows city government and key city issues	3.83	30.6	28.5	30.1	30.1	28.5
Has business experience	3.67	22.0	8.4	25.7	9.4	9.4
Stewardship/public service attitude	3.50	28.0	23.5	16.0	14.0	17.5
Has a history of civic involvement	3.00	18.0	22.3	12.9	14.6	21.9
Total Score =		338.6	258.2	252.8	210.9	166.6

[Note: maximum score = 366.7]

We normalized these totals to make 100 the maximum score. The results:

Pierluigi Oliverio = 92.3

Madison Nguyen = 70.4

Rose Herrera = 68.9

Sam Liccardo = 57.5

Dave Cortese = 45.4

We hope that voters find this analysis useful in their determination of who to vote for in the June 2014 mayoral primary.

[End]