

From: [zrants](#)
To: [Crayton, Monique \(BOS\)](#)
Subject: Some notes as you prepare for the Thursday hearing on Parks Alliance and city relationships
Date: Tuesday, June 3, 2025 12:02:29 PM

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To: Supervisor Fielder and Walton and staff

June 3, 2023

Supervisors :

Re: Item 8 - 250529 - [Hearing - Allegations of Fiscal Mismanagement by the San Francisco Parks Alliance]

Here are some notes for you to consider as you prepare for the Thursday hearing on Parks Alliance and city relationships.

Thanks for holding the hearing on Thursday as investigations into the Parks Alliance relationship with city departments and agencies. A number of complaints have probably been filed by whistleblowers over the years that have been ignored. The press uncovered a lot of problems that were never fully investigated and appear to have continued after the federal investigator was replaced by the administration replaced.

Please don't forget to ask Parks Alliance and Phil Ginsburg about their PR and legal firms to see if the below information is correct and conflicts may exist.

Also see the of articles regarding the zoo dating from 2012. Please consider using some of this information in your investigation info potential conflicts of interests.

Once again, thank you for holding this hearing and investigating these issues. Let us know how we may support your efforts. I look forward to watching the hearing.

Sincerely,

Mari Eliza
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Zoo articles on metermadness.wordpress.com

Start with this one:

There's nothing better than two controversies crashing into one another. That's what happened late last month after the San Francisco Zoo director quietly suggested the closure of Upper Great Highway, now called Sunset Dunes, was screwing them over.

My comments: Especially when they share the same PR firm.

In an April 25 memo, SF Zoo CEO **Tanya Peterson** said the highway's closure had caused decreased attendance, impacted staff and volunteer [commutes](#), and confused drivers in the area. The note was meant to be internal, Peterson later said, but it wound up in the hands of the campaign to recall Supervisor **Joel Engardio**, which blasted it out to supporters. Asked for comment Friday, Peterson added that other factors may have impacted attendance, such as [Sunset Dunes protesters](#) and competing Easter weekend events. Then things got interesting.

By Saturday, the zoo director had issued an entirely new statement calling the April memo "premature" and saying she was "thrilled to witness the beautiful opening of Sunset Dunes and see first-hand how important parks are to our community."

In the background was PR guru Sam Singer, whose firm represents both the Stand with Joel campaign and the San Francisco Zoo, which has had its share of [bad press](#) over the years. In a phone call, Singer said it was a "matter of fact" that protesters had caused traffic disruptions during Sunset Dunes' opening weekend. Sunset United Neighbors, a neighborhood group that endorsed the recall and shared Peterson's initial memo with members, issued a clarification Saturday.

Asked whether his relationship with both the zoo and the anti-recall campaign presented a conflict of interest, Singer acknowledged the optics but said the recall camp "politically damaged themselves" by blasting out the memo prematurely. On Sunday, Peterson issued yet another statement: "While we appreciate Mr. Singer's long-standing relationship with SF Zoo, we amended our analysis independently. We look forward to working with everyone to enhance our Zoo and our community..."

My comments: Conflicts are growing as the opponents dig in their heels for the next round. The Zoo is finding itself in the place that the SF Museums have already gone, as the anti-car people continue to cut their businesses. Parks are free. Museums and Zoos count on paying customers to survive. Those seeking free fun do not intent to pay for anything. PR professionals should know better than to wear too many hats at one time.

As you can see by looking at the articles listed below, this is not the first time the Zoo has been put at risk...

NO DAY AT THE ZOO:

Posted on [May 5, 2025](#)

Via email:... There's nothing better than two controversies crashing into one another. That's what happened late last month after the San Francisco Zoo director quietly suggested the closure of Upper Great Highway, now called Sunset Dunes, was screwing them over. ... [Continue reading →](#)

Call to Action: Access to Ocean Beach and SF Zoo is under attack!

Posted on [December 6, 2024](#)

From Substack – (for more you must subscribe to substack) The California Coastal Commission is required by law to maximize public access to the coast. Closure of the Upper Great Highway and removal of nearby parking reduces access. Make your ... [Continue reading →](#)

Community meets after transit agency rejects zoo lot L-Taraval staging option

Posted on [August 10, 2019](#)

By Jerold Chin : sfbay – excerpt San Francisco transit officials will once again meet with Outer Sunset residents and merchants Friday to discuss construction plans for a major sewer and transit project set to take place along Taraval Street. ... [Continue reading →](#)

Meter-Happy MTA Targets Zoo, SF State

Posted on [August 1, 2012](#)

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Next plan: parking meters at SF Zoo

Posted on [July 30, 2012](#)

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