

**From:** Sam Ruben <samforsausalito@gmail.com>  
**Sent:** Sunday, October 02, 2016 10:04 PM  
**Subject:** Important Announcement

I am writing to announce that I am ending my run for Sausalito City Council. It is not a decision that I have come to lightly, but one that I have wrestled with deeply over the last few days.

As I write this, on a beautiful Sausalito Sunday marked by unseasonable clouds and threats of rain, we are approaching Rosh Hashanah – the Jewish New Year – which begins at sundown.

The 10 days from Rosh Hashanah through Yom Kippur are a period of great reflection for the Jewish people. A reminder to slow down; to take inventory of our lives; and to see how we can continue to grow as individuals to be our best selves.

For me this time of year is usually one of quiet solitude and communal celebration. A time marked by gatherings both joyful and somber. A season of self-evaluation as well as remembrance of those we have lost but who have meant so much to who we have become.

It is in this spirit that I have come to the decision which compels me to write this letter.

When the prospect of running for Sausalito City Council was first brought to me, the night before the initial deadline, it was unexpected and required an immediate answer. Wanting to deepen my service to my community and this beautiful place that we are lucky enough to call home, I said yes. Given that only 2 candidates had filed at that point, it was also important to me that the election be contested for the sake of a well-functioning democracy.

Committing myself to public service is something that has long been a part of who I am. This is reflected in my professional and volunteer experience – including my service on the Sausalito Sustainability Commission. Yet, despite this, I had not thought that I would run for elected office so soon. It was something that I saw as a natural next step in my service to my community, but one which would come into being down the road.

Having made Sausalito my home, I had planned on naturally deepening my connections within our community over time – expanding my volunteering, getting to know even more of the people who make our City so great, and becoming more involved as a citizen in the issues facing us. Unfortunately, the timing and nature of the opportunity to run precluded that.

Being now a month and a half into the campaign I have learned much about what it takes to be successful and to run a campaign the right way in Sausalito. I now recognize that I did not have the time to put together the structure of my campaign with the intentionality that it needed.

This alone is not enough for me to make this decision. I have learned so much from the amazing people who have been helping me and from the community members I have been speaking with, that all things being equal I could still run this campaign in a way that is worthy of our community.

However, at the same time as the campaign has ramped up and I have been working to position myself for success on a truncated timeline, I have also seen my professional opportunities increase unexpectedly.

Faced with these conflicting demands on my time and a personal dedication to holding myself to a high

standard of quality in anything I do for others, paid or not, I had to make a choice.

I have made the choice to end the campaign not because I am pulling back from my commitment to our community but so I can deepen that commitment as a private citizen rather than as a candidate for City Council. So that I can take the opportunities available to me to continue to grow professionally and be better able to serve our community.

I look forward to running for Sausalito City Council, but when the timing is better and I can do it the right way. I will only increase my dedication to ensuring Sausalito thrives for generations to come but by doing it naturally rather than forcing the issue.

Thank you to everyone who has supported my campaign and I know this is not what you had envisioned. For that I am sorry, but feel that this is the right decision for me and for Sausalito at this time.

I know that my withdrawal leaves only 3 active candidates for 3 seats, meaning that the race is no longer truly contested. This weighed heavily on the side of my staying in the race. While I have key points of disagreement with the other candidates on some issues, I am confident that they are good people who are running for the right reasons and that Sausalito will be well served.

I will do my part as a private citizen to hold them to their commitments to lead our community the right way and encourage all of you to do so as well. If you are not already, become active participants in our political process, attend City Council meetings and make your voice heard. I know I will be.

In peace,  
Sam Ruben

--

[www.samforsausalito.org](http://www.samforsausalito.org)