

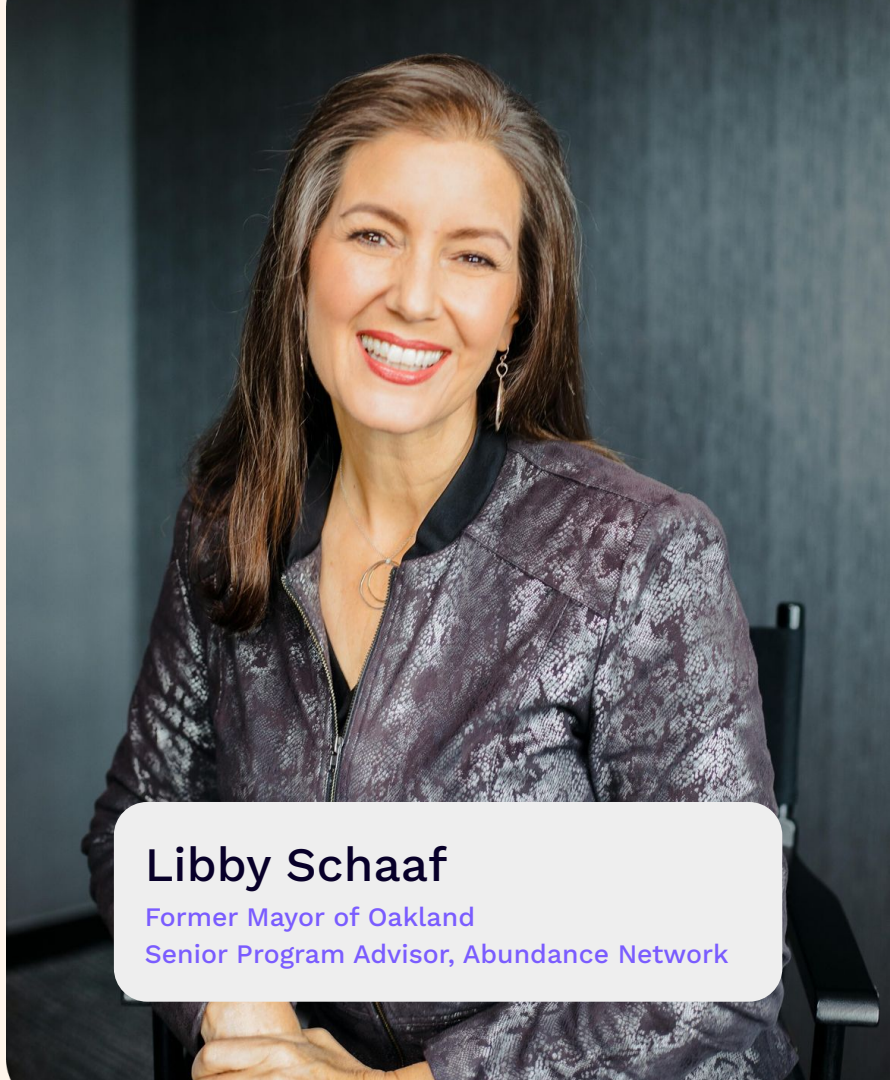


The Abundance Movement

Radical Pragmatism

Giving people what they need through better government.

Mayor's Innovation Project • July 2025



Libby Schaaf

Former Mayor of Oakland
Senior Program Advisor, Abundance Network

Why I choose Abundance



Photo credits: SF Chronicle



The Abundance Agenda

“I’ve become obsessed with a policy agenda that is focused on solving our national problem of scarcity. This agenda would try to take the best from several ideologies...”

- Derek Thompson 2022

The Left

Centers human welfare by seeking to meet basic needs for all.

Advances equity by removing processes that favor the powerful.

Libertarians

Removes policies, regulations & processes that constrain the common good.

The Right

Envisions a national greatness of productivity, invention, government services, and broadly shared wealth.

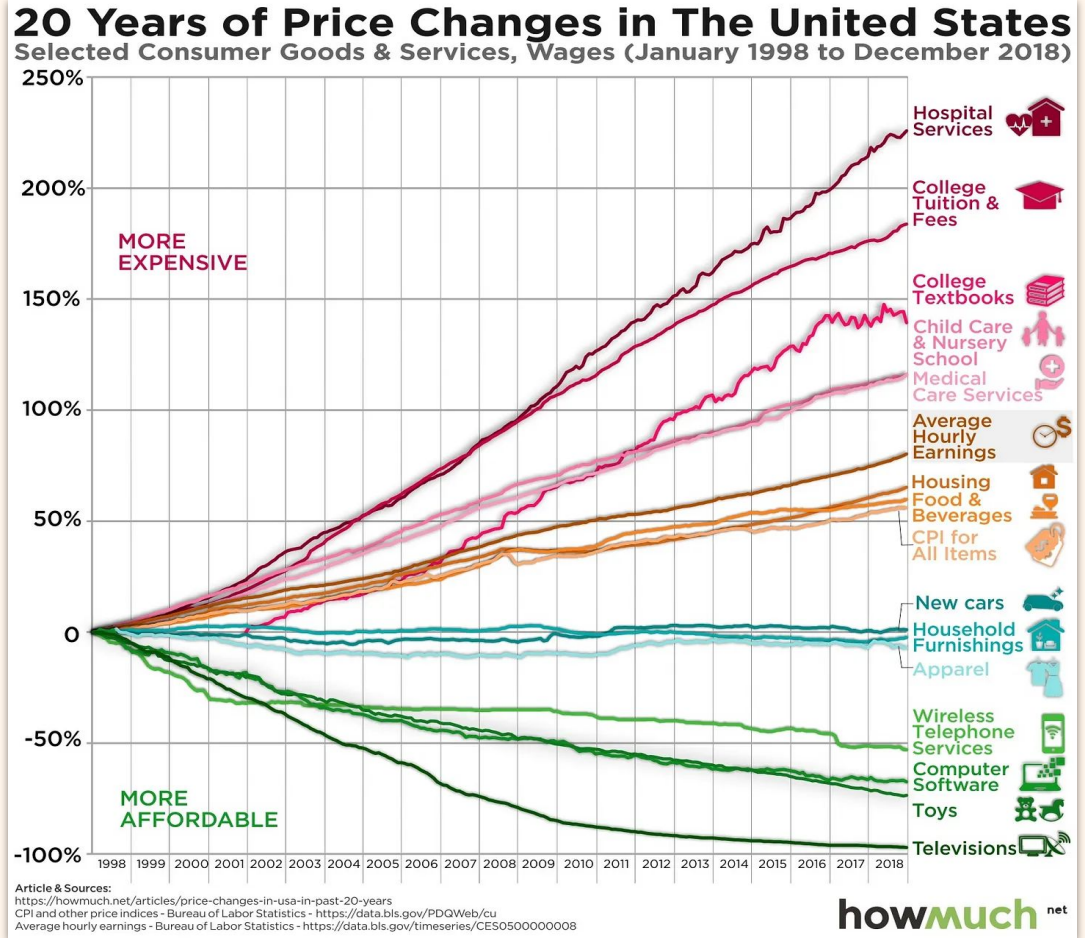


Why supply-focus?

Historically, government has focused on subsidizing demand:

- Higher education (Pell Grants)
- Healthcare (ACA)
- Home-ownership (myriad tax credits)
- Electric car credits

When we increase demand, but don't increase supply, the prices just go up.



Why capacity building?

“Government doesn’t need more ideas. It needs more capacity to implement the ideas it already has.” - Jennifer Pahlka in “Recoding America”

Government capacity is hampered by a political culture that:

- Prioritizes politics and policymaking over **implementation**
- Emphasizes process over **outcomes**

Due to incentives rather than malice.



We need
Abundance in...

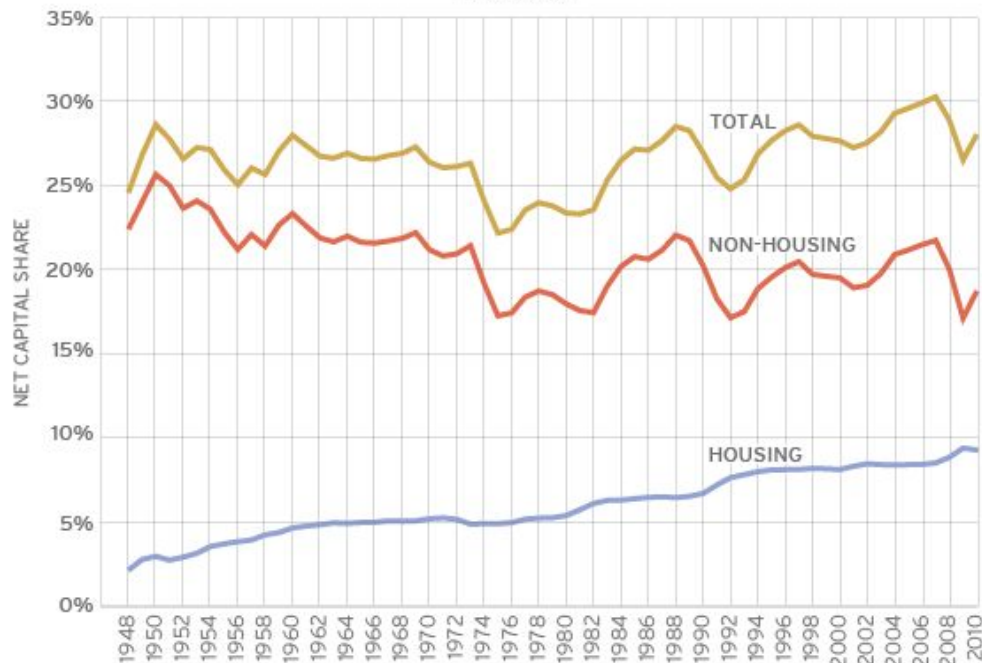
Housing

“Since 1980, average house prices in the New York City metro area have risen about 700 percent;

in San Francisco housing prices have increased by more than 900 percent.”

IS CAPITAL INCOME DISPLACING LABOR INCOME? ONLY IF YOU COUNT HOUSING

Net Capital Income as Shares of Total Private Domestic Net Value Added in the
U.S., Canada, Germany, France, UK, Italy, and Japan
1948-2010*



*U.S., France, and U.K. data cover full period (1948-2010); Japan data starts in 1955, Canada in 1960, Italy in 1990, Germany in 1991.

Note: This is the unweighted average of shares across all seven countries. To control for the changing composition of the sample, it displays time fixed effects from a panel regression, normalized to equal the actual average at the start of the sample.

For Canada and Japan, the residential housing sector is the owner-occupied housing sector due to data limitations. For all other countries, it covers all housing.

Source: Country-level national accounts publications

Clean Energy

“The **biggest solar plant in the U.S. was blocked by environmentalist groups** who objected to the possible impact on Nevada’s desert-tortoise population”

Nuclear power is 99.6% greener and safer per unit energy

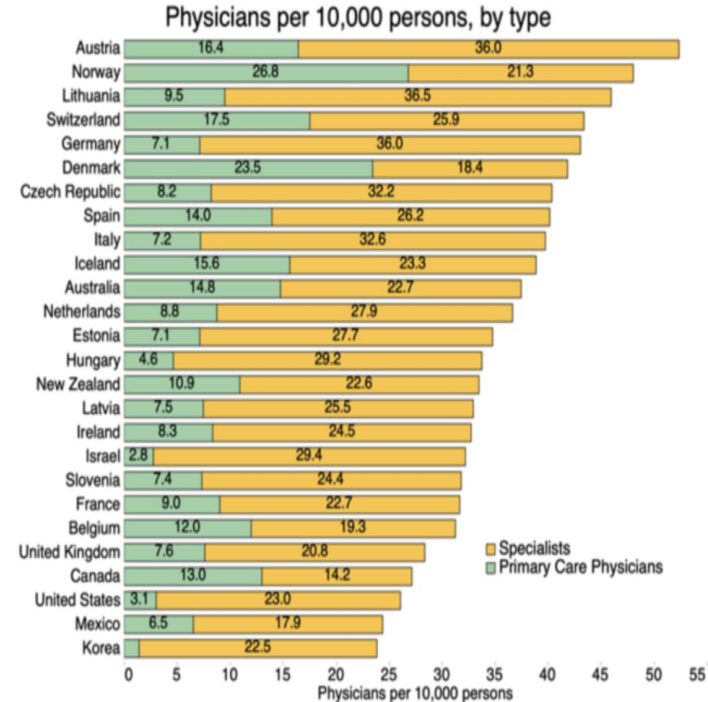
We have closed more nuclear-power plants than we’ve opened this century.



Healthcare

“The U.S. has fewer physicians per capita than almost every other developed country, in part because our **medical-residency system has for 40 years constricted the supply of U.S. physicians** by forcing them to go through scarce and poorly funded residency-training programs.”

Figure 1: The U.S. has fewer physicians per-capita than most OECD countries



Source: OECD



Transportation

NYC: In 1900, it took 4 years to build 28 subway stations.

In 2000, it took 17 years to build 3 stations.

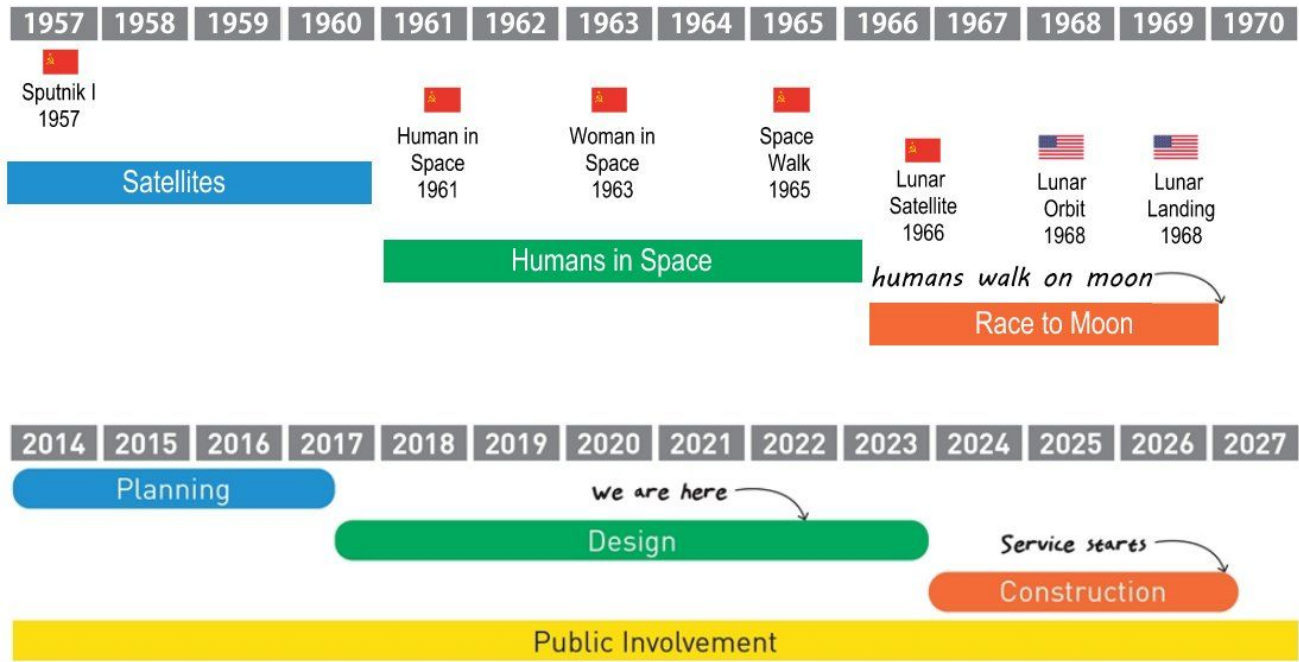
SF: In 1933, it took 4 years to build the Golden Gate Bridge.

In 2001, it took 21 years to install a Rapid Bus Lane.



Space Race vs Seattle Race to Build Bus & Bike Lane

Same timeline



For Mayors, Abundance is



**An Analytical
Framework**



A Mindset



A Movement

ABUNDANCE IS:

An Analytical Approach



Abundance Skills:

Supply side
focus



De-
bottlenecking



Trade off
analysis



Capacity
building



Outcomes-
obsessed
culture
change



Supply side focus in action

Mayor Aftab Pureval inherits soaring rents, displacement & declining taxes.

Wins controversial up-zone near transit & business districts.

Adds tax breaks to build homes in disinvested communities & creates dedicated revenues for affordable housing construction.



De-bottlenecking in action

Mayor Lauren McLean inherits a shortage of 9,000 child care slots.

Process map shows multiple agency approvals & fees.

Amended zoning & process lets providers get licenses in ½ the time, at 1/3 less fees, & 12 hours less in paperwork!



Boise, Idaho, we are beating the odds.

Trade off analysis in action

City Attorney David Chiu
inherits a 16-million-word
municipal code.

Uses AI to find that SF requires
528 regular staff reports.

Following departmental reviews,
proposes eliminating or
consolidating 174 (36%) of them.



Capacity building in action

Mayor Paige Cagnetti inherits scandal, cyber-attack & “fiscal distress.”

Moves ALL major systems & permits (75+) to digital.

Leads transparency & performance management culture-change.

Wins 2024 Secretary's Award for Municipal Excellence.



Outcomes-obsessed culture change in action

Mayor Letty Hardi was a corporate project manager by day.

Amps up Bi-annual Work Plan,
adds Performance Dashboards &
starts annual Exec 360 Reviews.

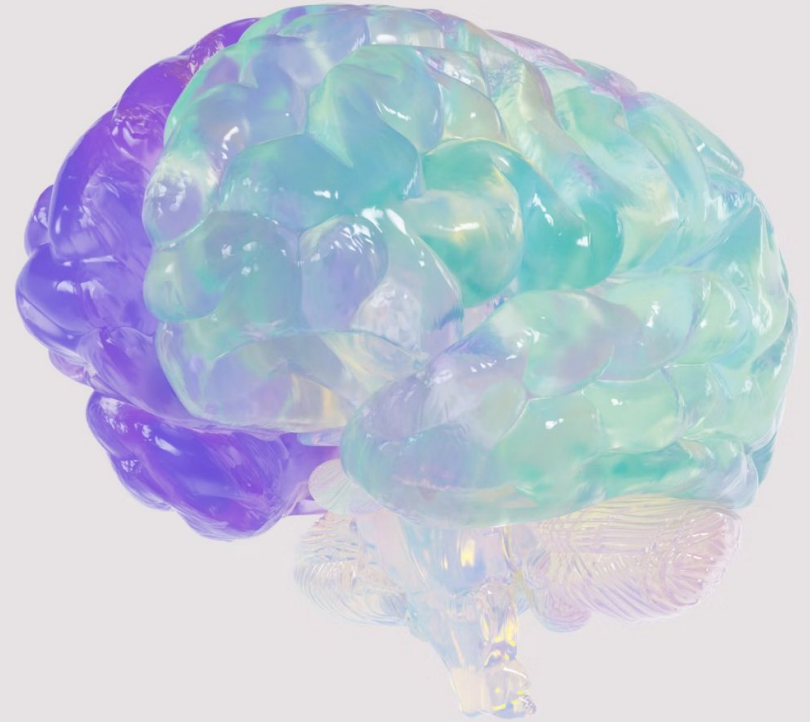
Practices “Culture of Curiosity.”

Wins consecutive Liveable
Community Awards.



ABUNDANCE IS:

A Mindset



Abundance Leaders are

Supply-Minded



**Courageous,
Curious &
Humble**



**Outcomes
Obsessed**



Abundance Mindset in action

Mayor Tim Keller has been challenging “The Myth of Scarcity” since 2017!

Upzoned. Converted underused hotels into affordable homes.

Added health care workers with new education partnerships.

Committed to 100% renewables and attracted solar manufacturing jobs.

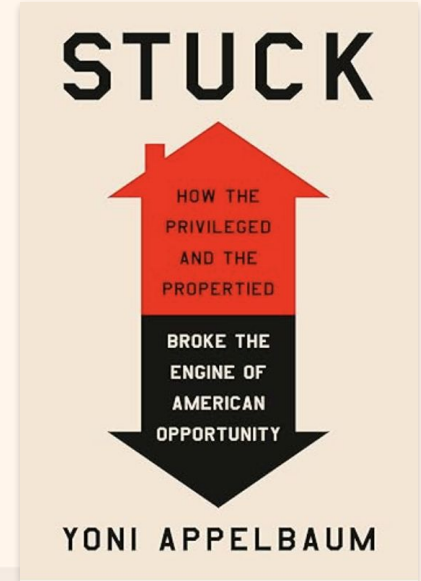
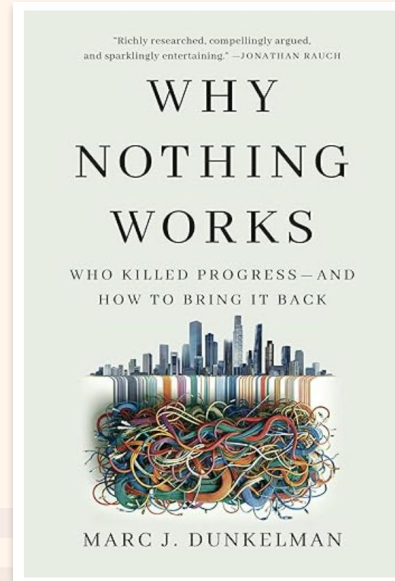
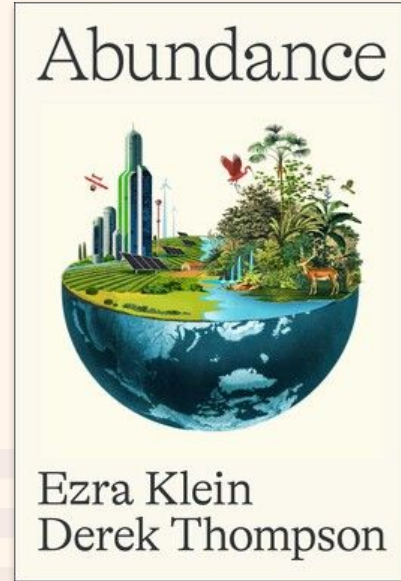


ABUNDANCE IS:

A Movement



Abundance is in the water





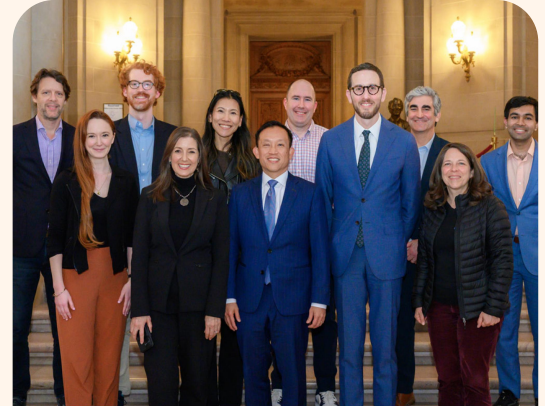
A national organization advancing
the **Abundance agenda**



PROFESSIONALS NETWORK



LOCAL CHAPTERS



ELECTEDS NETWORK



Building Political Power City by City



Abundance Elected



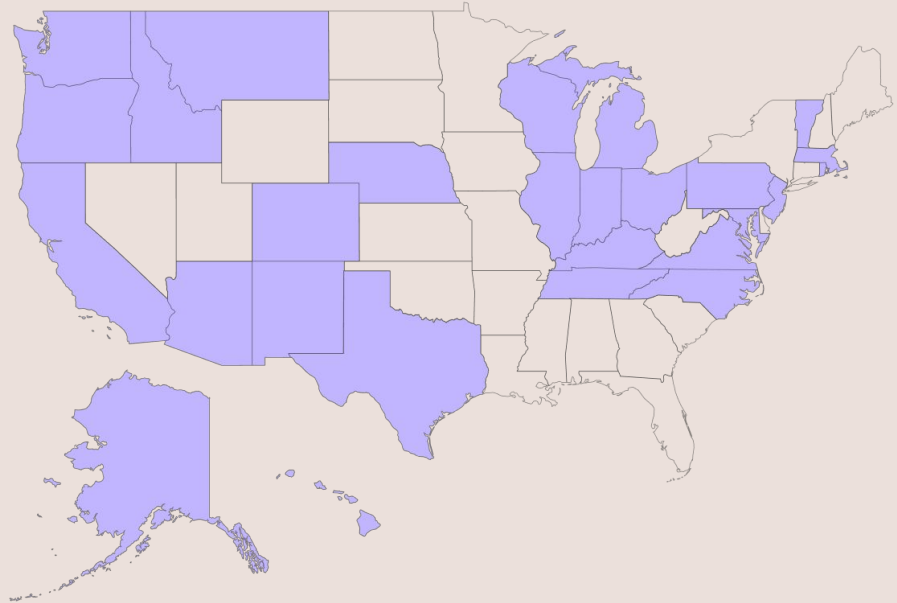
A network for outcomes-obsessed local elected officials

We're Growing Fast

Soft-launched March 2025.
In the first three months:

100
Members

27
States





What you get as an Elected Network Member



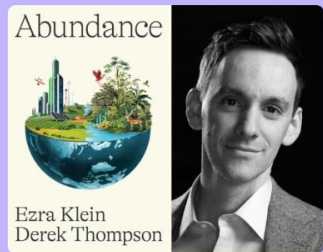
Members Get:



Learning &
Support
Community



Policy Ideas &
Research



Access to
Experts

COMING SOON



In-Depth
Fellowship



Electeds Network Learning & Support Community



9:41



AE Founding Members



It was timely - @Justine Underhill and I had a land use case in our city council work session last night. I kept thinking about the invisible swear jar and tried really hard not to use the word "supply"!

10:10 AM



I recorded a social media video yesterday to talk about our office to residential conversion ordinance and it took like five takes for me not to say "unit" and "housing crisis"

10:06 AM



Electeds Network: Access to Experts

LAST WEBINAR

With Derek Thompson

Abundance



UPCOMING

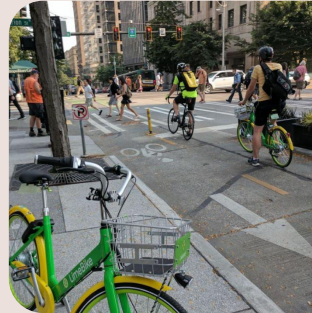
With Jen Pahlka



Electeds Network: Policy Ideas & Research



POSSIBILITY LAB
UNIVERSITY OF CALIFORNIA



Sightline
INSTITUTE



**TERNER
CENTER**
FOR HOUSING
INNOVATION
UC BERKELEY



NISKANEN
CENTER

Electeds Network: In-depth Fellowship

Applications open August 2025



**Abundance
Skills
Training
Weekends**



**Small Cohort
Advisories**



**Project
Implementation
Coaching**



**Policy &
Practice
Deep Dives**

Fellowship Advisors



Libby Schaaf
FORMER MAYOR
OAKLAND, CA



Gleam Davis
FORMER MAYOR
SANTA MONICA, CA



Jorge Elorza
FORMER MAYOR
PROVIDENCE, RI



Libby Garvey
FORMER COUNTY
SUPERVISOR
ARLINGTON, VA



Steve Adler
FORMER MAYOR
AUSTIN, TX



Miro Weinberger
FORMER MAYOR
BURLINGTON, VT



John Giles
FORMER MAYOR
MESA, AZ



John Bauters
FORMER MAYOR
EMERYVILLE, CA



Luke Bronin
FORMER MAYOR
HARTFORD, CT



Bill Peduto
FORMER MAYOR
PITTSBURGH, PA



Adrian Perkins
FORMER MAYOR
SHREVEPORT, LA

Founding Mayors

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BOULDER, CO

Aftab Pureval

CINCINNATI, OH

Andy Schor

LANDING, MI

Becky Daggett

FLAGSTAFF, AZ

Chelsea Byers

W HOLLYWOOD, CA

Corey Woods

TEMPE, AZ

Courtney Welsh

EMERYVILLE, CA

Cory Mason

RACINE, WI

Daniel Biss

EVANSTON, IL

Indya Kincannon

KNOXVILLE, TN

J.P Gallagher

BUTTE, MT

Jeni Arndt

FORTS COLLINS, CO



Founding Mayors

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BELLINGHAM, WA

Laurence McLean

BOISE, ID

Leiron Gaylor Baird

LINCOLN, NE

Letty Hardi

FALLS CHURCH, VA

Melanie Kebler

BEND, OR

Paige Cognetti

SCRANTON, PA

**Patricia Lock
Dawson**

RIVERSIDE, CA

Sergio Lopez

CAMPBELL, CA

Steven Fulop

JERSEY CITY, NJ

Tim Keller

ALBUQUERQUE, NM

Tim Kelly

CHATTANOOGA, TN





Become an
Abundance
Elected

JOIN US TODAY



ABUNDANCE MINDSET IN ACTION

Supply-Minded

From 2014-24, Boise adds 150,000+ new residents, a 25% increase.

Median home prices rise from \$200,000 to \$500,000. Rents surge.

“I passed the Modern Zoning Code in my first and very tough reelection year. I knew it was a risk, but knew that if my opponent beat me it wouldn't get done.”



ABUNDANCE MINDSET IN ACTION

Courageous, Curious & Humble Outcomes-Obsessed



“We have a ‘build measure learn’ take on our work. I welcome the chance for city staff, particularly career staff, to build partnerships and try new things. The team I’ve built, alongside our career staff, are agile, curious innovators.”

Lauren McLean
MAYOR OF BOISE, ID

