

# Sophie.

Portrait  
of a Mayor.







## The maturity to put the needs of others first.

Sophie Masloff is an unusual political leader.

She's mature enough that she doesn't spend her every waking hour looking out for herself and her own political future. She spends her time looking out for Pittsburgh and its future.

And everywhere you look, we're looking good.

She got us the first cut in the city's wage tax in 16 years.

Our unemployment rate is at 4.7 percent.

Crime in Pittsburgh is low and she's hiring 100 new police officers to keep it that way.

Established companies like H.J. Heinz are staying in town.

And new industries spawned by our great universities and hospitals are growing.

Housing prices are still the lowest of any American city.

Our schools are improving.

And we have someone from the neighborhoods, for the neighborhoods, looking out for us downtown.

Mayor Sophie Masloff. We still make them like we used to.





## The sense to give Pittsburgh a good old-fashioned tax cut.

Mayor Masloff has an old-fashioned idea about taxes.

She thinks they ought to be as low as possible. Not because she doesn't have places to spend tax dollars. But because she wants to keep wage earners and employers in the city.

"We cannot lose people and business to the suburbs," she said. "Lowering taxes will make the city more competitive and affordable."

She called her financial staff together and told them to find a way to cut the city's wage tax. It has to be financially sound, she said, it can't be an election-year gimmick. It has to last.

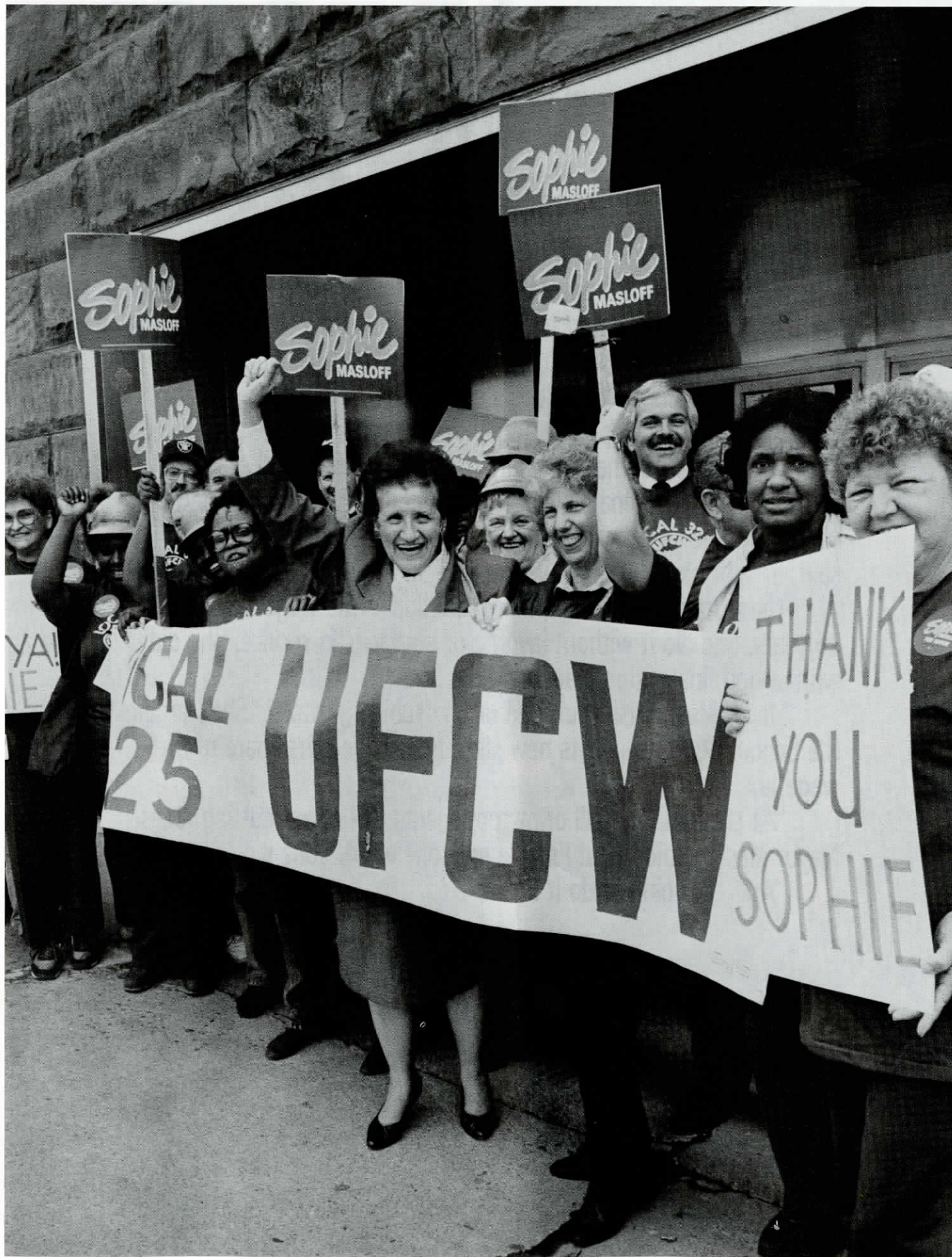
The result: She won the first reduction in the wage tax in 16 years. She did it without layoffs, or cutbacks in service. She did it with strong financial management.

Mayor Masloff isn't finished on the subject of taxes. She's urging the School Board to use its new state funds to cut its share of the wage tax.

"At election time, all of my opponents talk about cutting taxes," Mayor Masloff said, "But I'm the only one who's done it.

"And I'm going to do it again."





## The know-how to secure 700 jobs.

Jobs are on the rise in Pittsburgh. Unemployment is down to 4.7 percent.

Mayor Masloff thinks that's good, but not good enough.

She funded a \$1 million jobs program to create jobs in private industry. In neighborhoods. For neighborhood people.

Her goal is to place 300 city residents in private sector jobs in 1989.

Mayor Masloff is also fighting to keep jobs.

Recently she sat down with labor and management at Heinz, and provided key city help. Heinz had been thinking about closing their Northside plant. Now they're investing \$90 million in a virtually new plant.

The result: 700 full-time jobs saved.

Mayor Masloff wants city residents to be able to take advantage of the half-billion-dollar airport expansion. "We must have access to those jobs, and that means good, direct public transportation," she said. She's pushing for light rail or express bus service to the airport and the jobs.

The Pittsburgh Technology Center is coming to life where the old J&L Hot Strip Mill once stood on Second Avenue. The city is working with Pitt, CMU and private investors to create thousands of permanent new jobs in advanced technology – and several million dollars in tax revenue.

And she's working on other exciting office, retail, and recreational projects that will produce thousands of more jobs in the decade ahead.

What our best mayors have done well is to attract private dollars for the public good. Sophie Masloff is following that tradition.





## The backbone to stand up for Pittsburgh taxpayers.

Not long ago, the owners of the Pittsburgh Penguins asked for \$11.4 million in tax dollars to renovate the Civic Arena.

They got it. And the taxpayers paid the bill.

Months after the work was done, the owners were back, asking for another \$5.5 million in improvements.

Mayor Masloff said "Not so fast."

She said she wanted the owners to open their books, to show her and the public how much money was being made or lost. She wanted the owners to open their doors so city engineers could see if the new improvements were needed.

"The Penguins are important to Pittsburgh, and I'm going to do everything I can to make sure the franchise is healthy," she said. "But I simply cannot accept the owners' version of what's needed and how much it's going to cost – not when the taxpayers are being asked to foot the bill."

She wrote to the Penguins owners, asking for a face-to-face meeting. She's still waiting.

Finally, the owners wrote to the Mayor withdrawing their \$5 million request, saying they'll wait until after the election.

Meanwhile, they wrote out checks for \$31,000 to Frank Lucchino, one of the Mayor's opponents.

"They may get a better deal from somebody else, but as long as I'm Mayor," she said, "I'll work *with* the corporations, not for them."





## The skill to find the money for 100 new cops.

"Listening to people in the neighborhoods is one of my best skills," Mayor Masloff said.

They told her they wanted safer streets. She listened.

"Pittsburgh is a safe city," she said. "But I want it safer, especially with all the problems with drugs."

She went to work and found the money to add 100 police officers to tackle drugs. She's bringing the city's force to 1,200 strong.

She set up an office of Organized Crime, Narcotics and Intelligence, and put a tough, veteran cop in charge. A cop who has taken part in some 500 drug arrests in 20 years on the force.

She doubled the strength of the narcotics squad, from 24 detectives to 48. And sent them into neighborhoods and areas with street corner dealers.

Because drug use is starting younger, she wants drug education to start earlier – in the 1st and 2nd grade, instead of the 5th and 6th as it is now.

She's fighting burglars, car thieves, and repeat criminals by getting the city hooked into a new computerized state fingerprinting system.

Sophie Masloff knows it takes modern weapons to fight modern crime. But she knows there's no weapon quite as good as a cop.





## The vision to go to bat for the people of Pittsburgh.

These days, everybody's a Pirates fan. But a few years ago, when Mayor Dick Caliguiri was fighting to save the team, he didn't have much company.

Sophie Masloff, then on the City Council, stood with him. And for the Pirates.

Two of her opponents opposed the Caliguiri plan.

Controller Tom Flaherty admits he was against it. Controller Frank Lucchino says he wasn't opposed. But at the time, he said he "wouldn't feel any enthusiasm" about the plan, and argued "we can't afford it."

Today, the Pirates add 1,000 jobs and more than \$36 million to our economy.

As Mayor, she's still using her power to help neighborhood people. Not long ago, she got the company installing artificial turf at Three Rivers Stadium to re-surface a busy ballpark in Bloomfield. At one-third the cost.

Old-timers will tell you she's the reason why we have so many senior citizen centers. And she's the one who got the city to fix up neighborhood parks and recreation centers.

They remember her crucial role on the Council to bring cable TV here, how she fought every inch of the way to win the most service at the cheapest price for the most people.

Sophie Masloff has a good feeling for the people of Pittsburgh. And we have good feelings for her.





## The heart to fight for life-saving medical care.

Sophie Masloff has a personal reason to fight for the city's Emergency Medical Service.

Her late brother was a cop. He used to tell her how he'd worry constantly when police had to haul injured people to the hospital emergency room in the back of their wagons.

After years of tragedies, the city finally set up a first-class EMS system with well-trained, dedicated paramedics and good vehicles and equipment.

The Pittsburgh Press called it "one of the finest in the nation."

Now two candidates for Mayor, Frank Lucchino and Tom Murphy, want to sell it off to the highest bidder.

If the city were to sell its EMS to a private hospital, they claim, the city could turn a nice profit.

No deal, the Mayor said.

She's concerned that a private system might play favorites. In favor of the wealthy over average people. In favor of the insured over the uninsured. In favor of one neighborhood over another.

Sophie Masloff said, "Quality emergency care must be for everyone, not just the privileged few.

"As long as I'm Mayor, EMS is not for sale."