

TURNING THE WHEELS OF POWER

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Campaign Plan for Transit & Statewide Smart Growth Agenda

Group #3

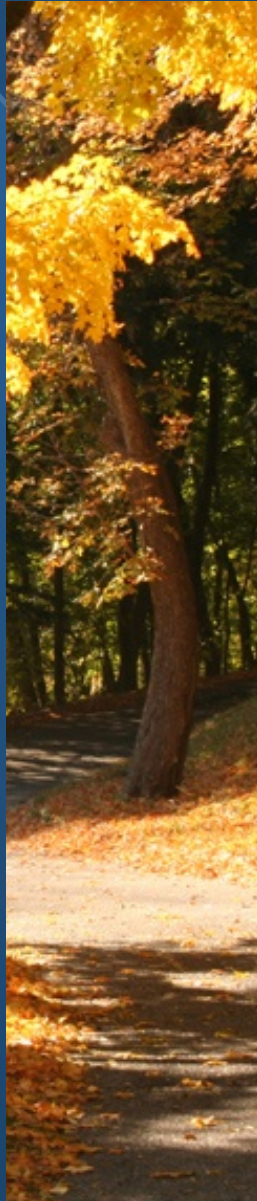
July 17, 2009

Goal: Build public support to pass the Governor's Agenda.

Outputs:

- **Policy Victories**
- **Organizational Growth**
- **Strategic Assets:**
 - **Executive Orders**
 - **New Legislative Leader Allies**

Approach



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Approach

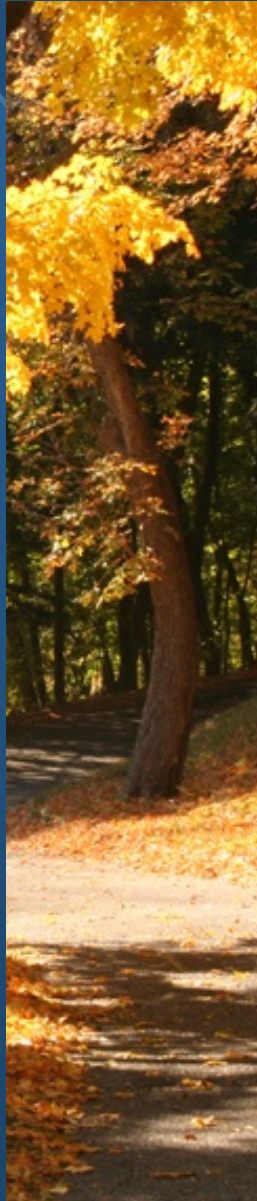
1. Establish a Coalition
 - Set Up a Kitchen Cabinet
2. Conduct Research
 - Polling, Including Messaging
 - Assessing Prior Decisions
 - Issue-based Research
3. Engaging the Public
4. Neutralizing the Opposition
5. Working the Legislature
6. Holding the Governor Steady

Pre-Campaign

Advisory Committee

Legislative Process

2. Messaging



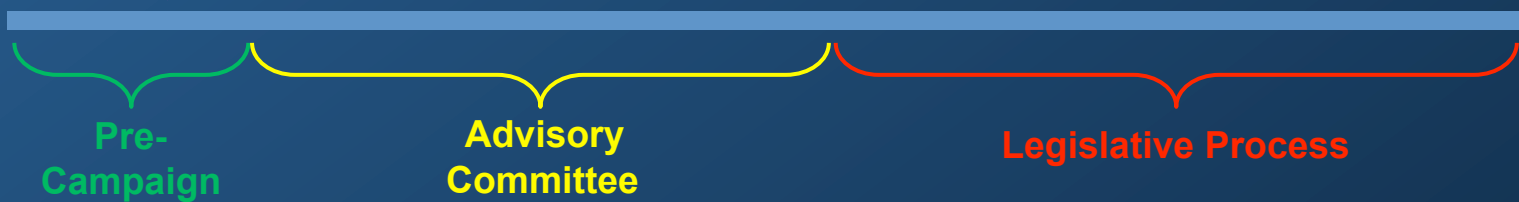
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Messaging

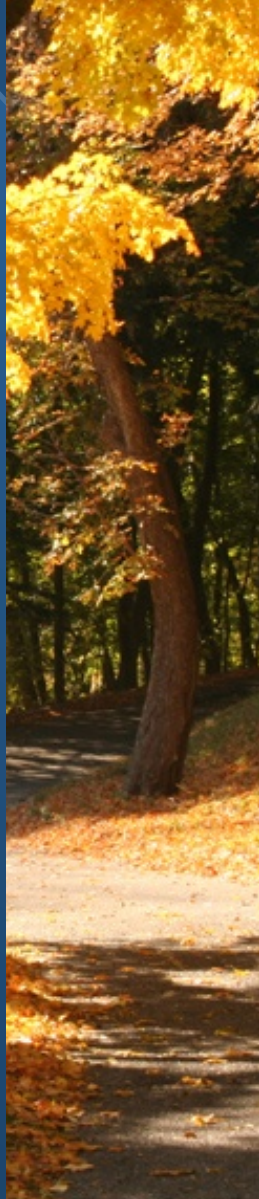
Moving the Community Forward

1. New Options
2. Healthy Families
3. Clean Economy

We are Here: ▼



3. Strategy

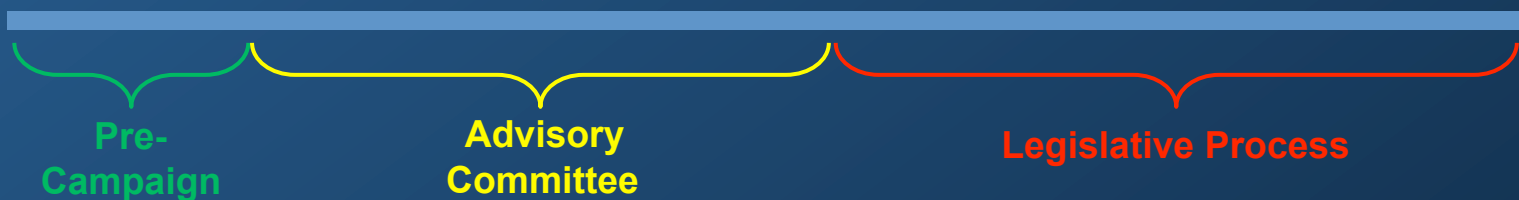


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Advisory Committee Process

- **Inside Game: Peer to Peer with Members**
- **Outside Game: Mobilizing the Public**

We are Here: ▼



Managing the Governor

- **Foundation as Partner with Clout**
- **Quarterly Meetings with Governor and Campaign**

We are Here: ▼

Pre-Campaign

Advisory Committee

Legislative Process

Working the Legislature

- **Engaging Coalition in Hearing Process**
- **Engaging New Leaders in the Legislature and Finding Supportive Partners**
- **Using Executive Orders to Shape Process**

We are Here: ▼

Pre-Campaign

Advisory Committee

Legislative Process

Mechanics and Resources

- **Staff: Campaign Manager, Communications, Field**
- **Needs: \$350K per Year X 3 Years**

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