TURNING THE WHEELS OF POWER

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
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
2. Messaging
Moving the Community Forward

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

We are Here: ▼

- Pre-Campaign
- Advisory Committee
- Legislative Process
3. Strategy
Advisory Committee Process

- Inside Game: Peer to Peer with Members
- Outside Game: Mobilizing the Public
We are Here:

- Foundation as Partner with Clout
- Quarterly Meetings with Governor and Campaign
• Engaging Coalition in Hearing Process
• Engaging New Leaders in the Legislature and Finding Supportive Partners
• Using Executive Orders to Shape Process
Mechanics and Resources

- Staff: Campaign Manager, Communications, Field

- Needs: $350K per Year X 3 Years
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smart growth america
july 2009