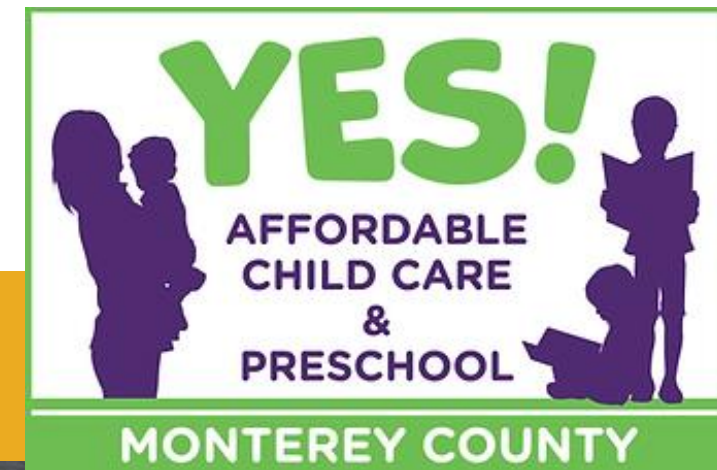




MONTEREY COUNTY BUILDING A DIVERSE COALITION



OVER 300 ENDORSEMENTS

CAMPAIGN STRATEGY

- Focus measure on childcare
- Neutralize opposition
- Early polling
- Multi-faceted communication strategy
- Signature gathering
- Budget - \$400K (approx.)

EVEN BETTER IF:

- Funding for NGO – public awareness campaigns
- Person to person field plan
- Turn endorsers into active campaign workers
- Better messaging
- Earlier funding
- Tracking poll



Endorsers included: All members of Board of Supervisors, 7 State and federal elected officials, Chamber of Commerce, Anti-taxers, Elected officials from 13 cities, Monterey Superintendent of Schools, COPA (Committee Organized for Political Action), SEIU, Mujeres en Accion, Monterey Bay Aquarium, Monterey Hospitality Association, United Way, Monterey County Democrats, Monterey County Community Foundation, health care officials