

EPACCI WORK PLANS

S<sup>30</sup> Wed 29 Dec

December Work Plan

Objective 1	LAFCo Flyers	- identify drafting committee ** - draft flyers - develop distribution strategy	Tikisa Committee Committee
Objective 2	External Support	- develop LAFCo lobbying strategy	Abrica
Objective 3	Coalitions	- assign EPACCI members as liaison ** - contact list of organizations - develop organizational meeting strategy	Oakes Group Escobedo
Objective 4	Voter Registration	- none	
Objective 5	Block Network	- none	
Objective 6	Organizations	- identify key individuals/organizations - assign EPACCI members as liaison	Mouton Group
Objective 7	Election Day	- none	
Objective 8	Literature Drafts	- identify drafting committee - decide on targeted groups/areas	Mihiri Committee
Objective 9	Signs/Posters	- none	
Objective 10	City Start-up	- none	
Objective 11	Fund Raising	** - holiday fund raiser - Limantour - Hewlett - Candy - Recycling Project	Pugh Omowale Omowale Bashir Bay

January Work Plan

Objective 1	LAFCo Flyers	** - distribute flyers - evaluate effectiveness of effort to get people to hearings	Group Group
Objective 2	External Support	- review McDonald report with SRI & advocate ** - decide on ballot measure ** - secure endorsements	Omowale/ Group Group Group
Objective 3	Coalitions	** - convene organizational meeting ** - get people to the hearings - develop strategy for Board	Escobedo Coalition Coalition
Objective 4	Voter Registration	- none	
Objective 5	Block Network	- secure list of registered voters & Stanford Directory ** - identify volunteer canvassers ** - get "most likely to vote" list & list of new registrants	Abrica/ Escobedo Omowale Abrica/ Carlos
Objective 6	Organizations	** - get endorsements/prepare info packets	Group
Objective 7	Election Day	- none	
Objective 8	Literature Drafts	** - draft literature	Committee
Objective 9	Signs/Posters	- none	
Objective 10	City Start-up	- none	
Objective 11	Fund Raising	- Limantour - Speakers Bureau - Candy - in-kind printing of flyers - donations at meetings - Recycling Project	Omowale Group Bashir Cuffey Omowale Bay

## February Work Plan

Objective 1	LAFCo Flyers	** - distribute flyers - evaluate effectiveness of effort to get people to hearings	Group
Objective 2	External Support	** - secure endorsements	
Objective 3	Coalitions	** - develop three-month work plan ** - get people to the hearings	
Objective 4	Voter Registration	- develop strategy for reaching target ** - organize volunteer registrars	Bashir Bashir
Objective 5	Block Network	** - identify volunteer canvassers *** - initiate telephone/door-to-door canvass	Omwale Group
Objective 6	Organizations	** - prepare information packets	Volunteer Staff
Objective 7	Election Day	- none	
Objective 8	Literature Drafts	** - finalize literature drafts - decide on publication strategy  - decide on publication schedule for Incorporator; press releases; radio/media strategy to get endorsements; and other literature for distribution - decide on Spanish translation	Committee Committee/ Group Committee/ Group
Objective 9	Signs/Posters	- identify volunteers - start preparing materials	Elena Committee
Objective 10	City Start-up	- none	
Objective 11	Fund Raising	- Stanford University - Candy Sales - plan solicitation campaign - donations at meetings - Speakers Bureau - In-kind printing	Group Bashir Omwale Omwale Group Cuffey

## March Work Plan

Objective 1	LAFCo Flyers	** - distribute flyers	Group
Objective 2	External Support	** - convene meeting(s) with external support groups - identify tasks for external groups	Group Group
Objective 3	Coalitions	** - complete three-month work plan - begin implementing work plan	Coalition Coalition
Objective 4	Voter Reg	** - organize volunteer registrars - compile & update voter reg lists - on-going voter registration	Bashir Bashir Group
Objective 5	Block Network	** - identify volunteer canvassers **** - on-going telephone/door-to-door canvassing	Omwale Group
Objective 6	Organizations	- prepare information packets  ** - identify persons who can assist with internal politics ** - begin meeting with boards/staffs - define ways that organizations will help with mobilization - invite organizations to get involved in city start-up planning - pass out literature ** - get support of barbers/beauticians ** - identify key youth and get them involved	Volunteer Staff Group Group City Start-Up Group Group
Objective 7	Election Day	- none	
Objective 8	Literature Drafts	- finalize literature drafts ** - begin implementing publication strategy/Incorporator; press releases; media endorsements; and other literature ** - Spanish translations	Committee Committee Abrica/ Carlos
Objective 9	Signs/Posters	** - prepare signs/posters: banner, billboards, commercial establishments; yards and homes - decide on distribution strategy	Committee Committee
Objective 10	City Start-Up	- to be determined	
Objective 11	Fund Raising	- Stanford University - Candy Sales - solicitation campaign - donations at meetings - in-kind printing - Speakers Bureau - Auction	Group Bashir Omwale Omwale Cuffey Group Pugh

April Work Plan

Objective 1	LAFCo Flyers	- none	
Objective 2	External Support	** - convene meeting(s) with external support groups - identify tasks for external groups	Group Group
Objective 3	Coalitions	- implement work plan	Coalition
Objective 4	Voter Registration	- compile and update voter reg list - on-going voter registration	Bashir Group
Objective 5	Block Network	**** - identify volunteer canvassers - on-going telephone/door-to-door canvassing - appoint precinct captains/Special Interest Group captains ** - identify volunteers for block network - assign contacts to volunteers - orient volunteers - test the network ** - implement computer strategy ** - develop mobilization graphic	Omowale Group Otterby/ Bay Otterby/ Bay Otterby/ Bay Otterby/ Bay Bay Bay Abrica
Objective 6	Organizations	- identify persons who can assist with internal politics ** - begin meeting with Boards/staffs - define ways for organizations to help - get organizations involved with City Start-Up - pass out literature ** - get support of barbers/beauticians ** - identify key youth and involve them	Group Group Group City Start Up Group Group Group
Objective 7	Election Day	- to be determined	
Objective 8	Literature Drafts	** - implement publication strategy: Incorporator, press releases, media endorsements, and other literature - Spanish translations	Committee Abrica/ Carlos
Objective 9	Signs/Posters	- prepare yard signs/posters: banner, billboards, commercial firms, agencies, yards/homes	Committee
Objective 10	City Start-Up	- to be determined	
Objective 11	Fund Raising	** - wine and cheese - candy sales, solicitation campaign, donations at meetings, in-kind printing, Speakers Bureau, auction, Stanford University	Pugh Group

May Work Plan

Objective 1	LAFCo Flyers	- none	
Objective 2	External Support	- identify tasks for external groups	Group
Objective 3	Coalitions	- implement work plan	Coalition
Objective 4	Voter Registration	- compile and update voter reg list	Bashir
Objective 5	Block Network	** - identify volunteers for block network - assign contacts to volunteers - orient volunteers ** - test the network ** - implement computer strategy - update mobilization graphic	Otterby/ Bay Otterby/ Bay Otterby/ Bay Bay Bay Abrica
Objective 6	Organizations	- use organizations in mobilization effort - involve organizations in city start up - use barbers/beauticians in mobilization - Use youth in mobilization	Group City Start Up Group Group
Objective 7	Election Day	- to be determined	
Objective 8	Literature Drafts	** - implement publication strategy: Incorporator, press releases, media endorsements, & other literature - Spanish translations	Committee Abrica/ Carlos
Objective 9	Signs/Posters	- distribute signs/posters: commercial firms, yards/homes, agencies, churches, etc.	Group
Objective 10	City Start-Up	- to be determined	
Objective 11	Fund Raising	- Juneteenth planning - candy sales - solicitation campaign - in-kind printing - donations at meetings - auction - Stanford University	Group Bashir Omowale Cuffey Omowale Pugh Group

June Work Plan

Objective 1	LAFCo Flyers	- none	
Objective 2	External Support	- get involved on election day	Group
Objective 3	Coalitions	- get involved on election day	
Objective 4	Voter Registration	- set up stations after election - on-going door-to-door canvassing	Bashir Group
Objective 5	Block Network	- activate the network on election day	Otterby/ Bay
Objective 6	Organizations	- get involved on election day	Group
Objective 7	Election Day	- to be determined	
Objective 8	Literature Drafts	- none	
Objective 9	Signs/Posters	- none	
Objective 10	City Start-up	- to be determined	
Objective 11	Fund raising	** - Juneteenth - donations at meetings - candy sales ** - solicitation campaign	Group Omowale Bashir Omowale



July Work Plan

Objective 1	LAFCo Flyers	- none	
Objective 2	External Support	** - fund raising	Group
Objective 3	Coalitions	** - fund raising	Coalition
Objective 4	Voter Registration	- none	
Objective 5	Block Network	- get involved in city start-up ** - get involved in fund raising	Group Group
Objective 6	Organizations	- get involved in city start-up ** - get involved in fund raising	Group Group
Objective 7	Election Day	- none	
Objective 8	Literature Drafts	- none	
Objective 9	Signs/Posters	** - take these down	Group
Objective 10	City Start-Up	** - recommendations to new city council	City Start Up
Objective 11	Fund raising	** - fireworks ** - donations at meetings - candy sales ** - solicitation campaign	CDI Omowale Bashir Omowale

LAFCO HEARINGS

- 1. Flyers/Hearings 2/28/83
- 2. External support 2/28/83

INTERNAL MOBILIZATION

- 3. Coalitions 3/30/83
- 4. Voter Registration 4/30/83
- 5. Block Networks 5/1/83
- 6. Mobilization/organizational 5/1/83
- 7. Election Day/Abs. Ballots 6/6/83

PUBLICITY

- 8. Literature/drafts 2/28/83
- 9. Signs and Posters 5/15/83

CITY START-UP

- 10. City Start-up 6/30/83

FUNDRAISING

- 11. Fundraising 7/30/83

- 1. Flyers/Hearings 2/28/83
- 2. External support 2/28/83
- 3. Coalitions 3/30/83
- 4. Voter Registration 4/30/83
- 5. Block Networks 5/1/83
- 6. Mobilization/organizational 5/1/83
- 7. Election Day/Abs. Ballots 6/6/83
- 8. Literature/drafts 2/28/83
- 9. Signs and Posters 5/15/83
- 10. City Start-up 6/30/83
- 11. Fundraising 7/30/83

GOAL: To get authorization to hold an incorporation election by LAFCo and the Board of Supervisors

PROGRAM OBJECTIVE	PROGRAM ACTIVITY	PROJ. DATE	ACTUAL DATE	PERSON RESPONSIBLE	COMMENTS
1. By 2/28/83, EPACCI will have drafted and distributed flyers announcing the public hearings held by LAFCo and the Board of Supervisors.	1. Identify drafting committee for flyers to announce public hearings.	12/21/82		Tikisa	COORDINATOR: Tikisa Mihiri
	2. Draft flyers for distribution to the community.	12/28/82		Drafting Committee	
	3. Develop strategy for distributing this literature.	12/28/82		Drafting Committee/ Group	
	4. Implement strategy for the distribution of literature.	2/28/83		Group	
	5. Evaluate the effectiveness of the strategy to get pro-incorporation supporters to the public hearings.	2/28/83		Group	

GOAL: To get authorization to hold an incorporation election by LAFCo and the Board of Supervisors

PROGRAM OBJECTIVE	PROGRAM ACTIVITY	PROJ. DATE	ACTUAL DATE	PERSON RESPONSIBLE	COMMENTS
<p>2. By 3/15/83, EPACCI will have gotten the support of external individuals and groups resulting in the authorization for an incorporation election, and also their participation in the mobilization effort for the election.</p>	<p>1. Develop lobbying strategy for the LAFCo and Board of Supervisors</p> <ul style="list-style-type: none"> <li>- prepare information packets</li> <li>- hold individual meetings</li> <li>- hire SRI consultant to review and attend hearings on McDonald report.</li> </ul>	12/28/82		Abrica	<p>COORDINATOR: Barbara Mouton</p>
	<p>2. Review the McDonald report with SRI consultant and Tom Adams</p>	1/4/83		Omowale	
	<p>3. Decide on Incorporation Ballot Measure strategy with Advocate</p> <ul style="list-style-type: none"> <li>- no vote by Menlo Park residents</li> <li>- no provision that incorporation is contingent upon passage of all measures</li> </ul>	1/4/83		Group	
	<p>4. Secure written endorsements from various individuals and groups</p> <ul style="list-style-type: none"> <li>- elected officials</li> <li>- labor groups</li> <li>- development groups</li> <li>- housing coalition</li> <li>- environmentalists</li> <li>- national organizations</li> <li>- state organizations</li> <li>- Campaign for Economic Democracy</li> <li>- Domestic Workers Union</li> <li>- Stanford Student Organizations</li> </ul>	1/15/83		Group As Assigned	
	<p>5. Convene meeting(s) with external support groups.</p>	3/1/83		Group As Assigned	
	<p>6. Identify specific tasks for these groups in the mobilization effort (e.g., fund-raising, publicity, canvassing, city start-up, mobilization, etc.).</p>	4/1/83		Group As Assigned	

GOAL: To develop a network of organizations and individuals who work cooperatively to register, mobilize and get a sufficient number of people to the polls to incorporate East Palo Alto.

PROGRAM OBJECTIVE	PROGRAM ACTIVITY	PROJ. DATE	ACTUAL DATE	PERSON RESPONSIBLE	COMMENTS
3. By 3/30/83, EPACCI will have formed a cityhood coalition that develops and begins to implement a work agenda for the incorporation of East Palo Alto.	1. Assign EPACCI members to make initial contact with prospective member organizations.	12/21/82		Convenor/ Group	COORDINATOR: Pete Escobedo
	2. Contact prospective member organizations to determine participation in the Coalition.	12/28/82		Group	
	3. Develop strategy for convening the organizational meeting of the Coalition.	12/28/82		Escobedo	
	4. Convene organizational meeting of the Coalition.	1/6/83		Escobedo	
	5. Develop strategy for LAFCO hearings.	1/6/83		Coalition	
	6. Develop strategy for Board of Supervisor hearings.	1/20/83		Coalition	
	7. Develop three-month work plan... - selection of candidate slate - mobilization activities - publicity activities - fund-raising activities - campaign/election day activities	2/28/83		Coalition	
	8. Start implementation of Coalition work plan.	3/15/83		Coalition	

## INCORPORATION COALITION

Purpose: To incorporate East Palo Alto as a new city by pooling people-power, by coordinating the election campaigns of a pro-incorporation slate, and by joint community mobilization and fund raising activities

Suggested Rights of Coalition Member Organizations:

- choose Coalition name and approve work plan
- review literature using Coalition name
- speak for the Coalition when it has decided upon a position
- appoint delegates to a Slate Committee to choose a pro-incorporation slate for the election

Suggested Responsibilities of Coalition Member Organizations

- not misrepresent Coalition
- get people out to hearings and events
- contribute to campaign work of the slate
- discourage or prevent pro-incorporation opposition to slate
- assure that incorporation supporters get out and vote "yes"
- publicize incorporation in newsletters and other publicity events
- hold press conferences
- form common agenda based upon each group's input
- get involved in community mobilization network
- concentrate on mobilizing their own constituencies

### Slate Selection Procedures

1. Composition. Each organization will appoint two delegates to the Slate Committee. If there are more than ten organizations in the Coalition, then each organization will only appoint one delegate.
2. Criteria for Candidates. The Slate Committee will agree on criteria (no more than three or four criteria) for selecting candidates. Process will be open brainstorming of criteria followed by consensus agreement on relative importance of each criterion. Following is a sample of criteria that EPACCI might put into the hopper if no one else does: Candidate's campaign will increase pro-incorporation vote; likely to win; potential for community leadership; record of service; previous success in elections; has organizational base and fiscal resources; has a constituency; and has good public image.
3. Questions to help Slate Committee evaluate candidates. The Slate Committee will agree on a short list of questions for the candidates to answer in writing. The purpose of these questions is to measure each of the candidates against the criteria. Also interview candidates.
4. Nomination of candidates for consideration by Slate Committee. Each member organization may nominate up to five candidates for the Slate Committee to consider. Candidates accepting nomination must turn in to the Slate Committee written answers to the Committee's questions.

PROSPECTIVE COALITION MEMBERSOrganizationContact Person

✓ East Palo Alto Citizens Committee on Incorporation	Escobedo
✓ League of Dedicated Citizens and Registered Voters	Bashir
✓ Youth Baseball League	Bashir
✓ West Bayshore Homeowners and Renters Association	D. Otterby
Tenants Coalition	L. Otterby
✓ Gay Rights Coalition	Escobedo
Parents for Positive Action	Omowale
Parents Organized to Win Educational Rights	Omowale
Hispanic Coalition <i>Latino</i>	Romero/Abrica
American Muslim Mission	Omowale
✓ Senior Club	Oakes
Jamaican Coalition	Omowale
Homeowner Associations	Mouton
✓ Ministerial Alliance	Mouton
NAACP	Bashir

L: To develop a network of organizations and individuals who work cooperatively to register, mobilize and get a sufficient number of people to the polls to incorporate East Palo Alto

PROGRAM OBJECTIVE	PROGRAM ACTIVITY	PROJ. DATE	ACTUAL DATE	PERSON RESPONSIBLE	COMMENTS
<p>By 4/30/83, EPACCI will have increased the number of registered voters to 9,500 persons.</p>	<p>1. Develop a strategy to minimize the impact of the voter registration purge in January focusing on identified unregistered voters from the telephone canvass.</p>	<p>2/15/83</p>		<p>Bashir</p>	<p>COORDINATOR: O. Bashir</p>
	<p>2. Organize a group of volunteer registrars to participate in voter registration activities on a regular basis.</p>	<p>2/28/83</p>		<p>Bashir</p>	
	<p>3. Compile and regularly update a list of all registered voters by precinct and street.</p>	<p>3/1/83 - 4/30/83</p>		<p>Bashir</p>	
	<p>4. Carry out door-to-door canvassing to register the targeted unregistered voters.</p>	<p>4/30/83</p>		<p>Group</p>	
	<p>5. Set up stations, as appropriate, in the community.</p> <ul style="list-style-type: none"> <li>- Value Max</li> <li>- Lucky's</li> <li>- Cooley Avenue Market</li> <li>- Oakwood Market</li> <li>- 7-11 Newell Street</li> <li>- 7-11 O'Connor Street</li> <li>- C&amp;S Market</li> </ul>	<p>4/30/83</p>		<p>Group</p>	



L: To develop a network of organizations and individuals who work cooperatively to register, mobilize and get a sufficient number of people to the polls to incorporate East Palo Alto.

PROGRAM OBJECTIVE	PROGRAM ACTIVITY	PROJ. DATE	ACTUAL DATE	PERSON RESPONSIBLE	COMMENTS
By 5/30/83, EPACCI will have formed a block network for distributing literature on incorporation and getting out the vote on election day.	1. Secure updated list of registered voters and Stanford Directory	1/6/83		Abrica/Pete	COORDINATORS: D. Otterby & D. Bay
	2. Identify volunteer canvassers for phones	2/1/83		Omowale	
	3. Identify actual voters in April, June, and November to establish "most likely to vote" list and also all newly registered voters.	2/1/83		Abrica/Carlos	
	4. Complete telephone/door-to-door canvass to identify incorporation supporters from "most likely to vote" and new registrant lists.	3/15/83		Group	
	5. Continue, if necessary, to canvass other registered voters until the desired target of incorporation supporters is identified.	4/15/83		Group	
	6. Appoint a Precinct Captain to coordinate of the block networks.	4/1/83		Otterby/Bay	
	7. Identify volunteers who will participate in the block networking and/or special interest group canvassing.	4/15/83		Group	
	8. Assign approximately 20 pro-incorporation registrants to each volunteer.			Otterby/Bay	
	9. Orient volunteers on tasks to be done (i.e., distributing information, election day coverage, absentee ballots, etc.)	4/15/83		Otterby/Bay	
	10. Appoint and orient Captains to coordinate work with special interest groups.	4/15/83		Otterby/Bay	
	11. "Test" the network using the Bay strategy	5/30/83		Bay	
	12. Develop strategy for use of the computer	2/1/83		Bay	
	13. Develop and maintain mobilization graphic	5/30/83		Abrica	

EPACCI Incorporation Supporter Network

Purpose: To help concentrate our efforts on "sure" voters.

To give us an idea of our strength.

Also fund raising

Size: We should set a target-- say 2400 network members.

Why 2400?	<u>election</u>	<u>registered</u>	<u>turn-out</u>	<u>total votes</u>	<u>votes needed to win</u>
	4/13/81	8000+	40%	3300	1650
	11/2/81	9000?	45%	3900	2000
	6/82	10000?	48%?	4800	<u>2400</u>

Creating the Network: (Dec. & Jan. & on)

1. We canvass and call to find incorporation supporters.
2. Each supporter is identified either by block or Special Interest Group (SIG).
- 3a. In each several-block area we find a reliable Contact who can be counted on to personally contact each of 10 to 20 people in his/her area when needed. Give contact people specific tasks.
- b. In each apartment house we find a Contact.
- c. In each SIG we find a Contact.
- 4a. Each precinct has a Captain to whom the Contacts report.
- b. There is also one Captain to whom all SIG Contacts report.
5. Each supporter is assigned to a Contact and introduced.
6. Accurate lists, coordinated with the mailing lists, are kept on exactly who is assigned to whom.

COST: ?

Exercising the Network:(Feb.)

1. Print 2400 fliers saying "Thanks for joining the network" and giving general incorporation support information.
- 2a. Give each captain a list of his/her contacts.
- b. Give each captain a list for each of his/her Contacts which has on it the names of all the supporters "under" that Contact.
- c. Give each captain enough fliers to give to Contacts for supporters.
3. Captains give lists and fliers to contacts.
4. Contacts give fliers to "their" supporters.
5. Captains check by phone with Contacts to see how it went.

COST: \$60 for fliers

Exercising the Network Again: (Mar.)

Everything the same as above except that a fundraising message is prominently featured asking a little money from a lot of people.

Testing the Network and Beginning Absentee Ballot Work: (April)

1. to 5. the same as above except for additional messages:
  - . Explain the absentee ballot plan.
  - . Ask each supporter to call in to a central phone number today to verify that they got flier.
6. When they call in, get their name, Contact's name, and find out whether they want to be part of the absentee ballot plan.

COST: \$60 for fliers, \$400 for 4-phone rotary call-in hook-up.

\*Issue business coupons to test the network if appropriate

SOME IDEAS ON CREATING A LIST OF 'SURE VOTERS'

- 1. A Starting Place: get actual voters from April, June, and November on a precinct list. These names represent the 'Most Likely To Vote' folks.  
     add - the names from the photocopies of those registered by EPACCI. From this list, first identify known supporters to reduce the number of phone calls.

2. Assign precincts to workers.

3. The Task: Contact every person on the Most Likely To Vote List with the EPACCI Community Survey.

- by phone
- in person

Record results of contact on your precinct list

- Yes - those who support Incorporation
- No - opposed
- ? - undecided

Attempt to identify reliable people in your precinct to help with the task

4. Follow Up: Be sure the Yes voters on your list receive the appropriate literature re: Incorporation

Contact again closer to election for special needs:

- absentee ballots
- rides to the polls
- etc.

PHASE 2: By examining the Precinct lists we should be able to identify

- registered voters who did not vote and make a contact to find out if they support incorporation

SHIFT TO PHASE III

- transportation needed
- information needed
- absentee ballot needed
- no interest
- resident type (possibly apartment dwellers)
- etc.

- generate an approach to the 'non-voter' based on the information we gather through the contact.

PHASE 3: GET OUT THE VOTE:

- Get out the vote workers will be assigned approximately 20 registered voters who have indicated 'YES' on Incorporation. It is their job to see that those voters get to the polls or use an absentee ballot to vote.

EPACCI COMMUNITY SURVEY

Hello, my name is \_\_\_\_\_. I am a resident of East Palo Alto. I am conducting a survey of registered voters for the Community Development Institute, a non-profit service organization located in this community. Will you please take a moment to answer five brief questions.

NOTE: If no, then state...

"Just one question then...Do you favor the incorporation of East Palo Alto into a new city?" Yes\_\_\_\_ No\_\_\_\_ Unsure\_\_\_\_. Thank you.

NOTE: If yes, then ask the following questions...

1. What do you think are the two most important problems in our community?

- a. \_\_\_\_\_
- b. \_\_\_\_\_

2. Are you generally satisfied with the services provided in East Palo Alto? (for example, police, fire, recreation, road maintenance)

- a. yes \_\_\_\_\_
- b. no \_\_\_\_\_
- c. unsure/no opinion \_\_\_\_\_

3. What do you think is the best way to solve our problems?

- a. incorporate East Palo Alto into a new city \_\_\_\_\_
- b. stay under the control of San Mateo County \_\_\_\_\_
- c. other (please indicate) \_\_\_\_\_
- d. unsure/no opinion \_\_\_\_\_

NOTE: If 3a, then state...

"Are there any people in your home whom we can register to vote?" What are their names \_\_\_\_\_  
\_\_\_\_\_

4. Are you: a homeowner \_\_\_\_\_ a renter \_\_\_\_\_.

5. Is your age between: 18-25 \_\_\_\_\_ 26-40 \_\_\_\_\_ 41-55 \_\_\_\_\_ over 55 \_\_\_\_\_

Thank you for your cooperation.

AL: To develop a network of organizations and individuals who work cooperatively to register, mobilize, and get a sufficient number of people to the polls to incorporate East Palo Alto.

PROGRAM OBJECTIVE	PROGRAM ACTIVITY	PROJ. DATE	ACTUAL DATE	PERSON RESPONSIBLE	COMMENTS
By 5/1/83, EPACCI will have implemented a community strategy for building organizational support for incorporation.	1. Identify key individuals and organizations.	12/28/82		Mouton	COORDINATOR: Barbara Mouton
	2. Assign EPACCI members as liaison to each organization.	12/28/82		Group	
	3. Meet with key individuals in organizations and secure endorsements for LAFCo.	1/15/83		Group As Assigned	
	4. Prepare information packets targeted to key individuals and organizations, as necessary, using "informed" people to complete this task.	1/15/83		Volunteer Staff	
	5. Identify group members who can assist with resolving internal politics (e.g., Deacon Boards/Mothers Boards for churches and Board members/staff for agencies) prior to the incorporation vote.	4/15/83		Group As Assigned	
	6. Meet with key individuals and the Boards/staff of each organization.	5/15/83		Group As Assigned	
	7. Secure the active support of organizations. - public announcements - approval to post/distribute literature - fund raising activities	5/15/83		Group As Assigned	
	8. Invite organizational representatives to work with city start-up committee on looking at ways for the new city to help these organizations.	5/15/83		City Start-Up Committee	

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PROGRAM OBJECTIVE	PROGRAM ACTIVITY	PROJ. DATE	ACTUAL DATE	PERSON RESPONSIBLE	COMMENTS
Objective 6 (cont.)	9. <u>Specific Organizational Strategies:</u>				
	a. Churches			Mouton	
	- get endorsement from Ministerial Alliance & other denominations	1/15/83			
	- get support of Deacon/Mothers Boards	4/15/83			
	- make announcements to congregations	5/30/83			
	- have discussion group meetings	5/30/83			
	- pass out literature	5/30/83			
	b. Businesses			Pugh	
	- get endorsements from Chamber of Commerce and individual businesses	1/15/83			
	- get the support of barbers/beauticians	4/15/83			
	- make and post signs	5/15/83			
	- get businesses to distribute literature/paraphenalia	5/15/83			
	- invite participation in city start-up process	5/15/83			
	c. Public Agencies			Dorsey	
	- get endorsements	1/15/83			
	- get involved in city start-up	5/15/83			
	- make and post signs	5/15/83			
	- get agencies to distribute literature/paraphenalia	5/15/83			
	d. Youth			Dorsey	
	- get endorsements	1/15/83			
	- identify key youth and get them involved	4/15/83			
	- meet with heads of youth agencies	4/15/83			
	- get the support of key teachers	4/15/83			
	- get the support of POWER/PPA	4/15/83			
	- get class credit for students	4/15/83			

## GROUP IV MOBILIZATION (INTERNAL): NETWORKING

Key Agencies and Groups

- Churches (Ministerial Alliance, Ministers, Deacons, Mother Boards and congregations)
- Businesses
- Public Agencies
- Seniors
- Homeowners Associations
- Renters
- Youth
- Fraternal Organizations
- Sororities

General Strategy

- Identify key individuals and organizations
- Prepare information packets targeted toward the respective organizations and key individuals; prepare packets with input from informed persons
- Identify group members who can assist with internal organizational politico
- Meet with key individuals, and the Boards and Directors of each organization
- Meetings with the membership or staff of each organization
- Secure endorsements from organizations
- Post and pass out literature
- Invite organizational representatives to attend EPACCI meetings to discuss ways that the new city can support their work and to indicate how they want to get involved in the incorporation effort

Specific StrategiesChurches

- Try to get an official endorsement from the Ministerial Alliance and other church denominations
- Try to get the support of Deacons and Mother Boards
- Visit each church to make announcement to the congregation
- Try to schedule discussion meetings with various congregations
- Pass out literature at churches
- Get list of deacons and members of the Mother Boards
- Get lists of church members who can assist with the internal politico

Businesses

- Get individual endorsements from barbers and beauticians
- Make special signs for posting in businesses
- Ask businesses to distribute paraphernalia (key chains, bags, matches, business cards)

Public Agencies

- Use EPACCI coalition to get public agencies involved
- Get agency input regarding city start-up issues
- Make special signs for posting in public agencies
- Ask agencies to distribute paraphernalia

Homeowners Associations

- Activate associations and try to get them involved in the mobilization effort

Youth

- Work to get youth to the polls on election day
- Identify key youth and get them involved in mobilizing youth
- Convene meetings with heads of youth agencies to get their input and help in mobilizing youth
- Identify key teachers and get their support
- Solicit the support of P.O.W.E.R. and Parents for Positive Action
- Form special youth group (glee club, drill teams, et cetera)
- Make arrangements for class credit to be given high school and college students working with the EPACCI



General Mobilization Strategy

- A. Voter Registration
  - Nov. - Jan. 1. Set up stations at stores (Value-Max; C & S Market; Cooley Ave. Market; Lucky's; and Newell St. 7-11 store)
  - Feb. - June 2. Door-to-door canvassing (with community canvassing -- #D below)
- B. Coalition-Building (Special Interest Groups)
  - Dec. - Feb. 1. Form Coalition (identify organizations, assign EPACCI members, call meeting, and develop work plan)
  - Jan - Feb. 2. Choose Candidates for Council election
  - Jan - Mar. 3. Plan public hearing strategy
- C. Internal Networking (churches, businesses, and agencies)
  - Feb. - May 1. Identify key individuals and organizations
  - 2. Prepare and distribute informational packets
  - 3. Meet with boards and secure endorsements
  - 4. Involve in city start-up process
- D. Community Canvassing
  - Feb. - May 1. Contact all registered voters by phone or door-to-door
  - 2. Compile list of incorporation supporters
  - 3. Identify "Block Captains" for pre-election and election day networking
- E. Media/Literature
  - Nov. - June 1. Draft issues statements
  - 2. Publish Incorporator
  - 3. Implement overall media strategy
- F. External Networking
  - Dec. - May 1. Identify key individuals and organizations
  - 2. Secure endorsements and other assistance
- G. Absentee Ballots (to be determined)
- H. Municipal Council (to be determined)
- I. Election Day (to be determined)

Organizational Endorsements/Networking

<u>Organization</u>	<u>Contact Person</u>
East Palo Alto Chamber of Commerce	Pugh
Day Care Centers	Pugh
Mid-Peninsula Youth and Community Services	Pugh
Community Resource Center	Omowale
East Palo Alto Sanitation Board	Bay
Ravenswood Elementary School District	Omowale
Ravenswood Recreation and Park District	L. Otterby
Ravenswood Teachers Association	D. Otterby
Charles Drew Medical-Dental Center	Zirker
o Phoenix Center	
o New Day Residential Treatment Program	
EDNA Foundation	Omowale

Other

- Individual Churches
- Individual Businesses
- Other non-profit organizations
- Other youth organizations

GOAL: To develop a network of organizations and individuals who work cooperatively to register, mobilize and get a sufficient number of people to the polls to incorporate East Palo Alto.

PROGRAM OBJECTIVE	PROGRAM ACTIVITY	PROJ. DATE	ACTUAL DATE	PERSON RESPONSIBLE	COMMENTS
7. By 6/6/83, EPACCI will have organized an election day strategy resulting in the incorporation of East Palo Alto.					COORDINATOR:

Strategy Meeting Issues: Group VI/Election Day

Election day activities should include the following:

- set up meeting with Marvin Church
  - o absentee ballot procedures
  - o sample voting machines/instructions on using the voting machine
  - o pre-election voting in the community
  - o more voting machines in EPA (reduce waiting time)
  - o polling places (new site for precinct #3; change location of precinct #6)
  - o putting incorporation at the top of the ballot
  - o find out the ballot issues in June, 1983
- implement the D. Bay mobilization/block captain plan
- organize the election headquarters and determine # of phones needed

L: To maintain a high media profile and develop/distribute information on incorporation to the registered voters in East Palo Alto.

PROGRAM OBJECTIVE	PROGRAM ACTIVITY	PROJ. DATE	ACTUAL DATE	PERSON RESPONSIBLE	COMMENTS
By 2/28/83, EPACCI will have prepared and approved drafts of campaign literature for use in the publicity campaign, and will have developed a publication schedule for media and community literature.	1. Identify drafting committee for incorporation literature.	12/21/82		Tikisa	COORDINATOR: Tisisa Mahiri
	2. Decide on the groups/areas to which some literature will be targeted.	12/21/82		Drafting Committee	
	3. Draft information statements for EPACCI review and approval: - Dumbarton Distributon Center - Renter and Homeowner Issues - Taxes - User Fees - City Finance - City Services - Seniors - Local Control - Problems in unincorporated areas vs. cities - "Why Incorporate Statement"	1/30/83		Drafting Committee	
	4. Decide on publication strategy (use outside specialists if appropriate) - format - type (Incorporator/brochure/flyer) - issues to be covered in each type - distribution schedule/procedure	2/15/83		Drafting Committee/ Group	
	5. Set publication schedule for Incorporator	2/15/83		Drafting Committee/ Group	
	6. Set schedule for issuing press releases/ PSA's.	2/15/83		"	
	7. Set up strategy for getting editorial endorsements (Times, Mercury, Chronicle)	2/15/83		"	
	8. Set up strategy for getting radio endorsements (KSOL, KCBS, KDIA, etc.).	2/15/83		"	
	9. Decide on literature to be translated into Spanish.	2/15/83		"	

GROUP III PUBLIC INFORMATION ISSUES

1. Dumbarton Distribution Center

- EPACCI is opposed to Dumbarton Distribution Center
- Project will cause pollution, noise, traffic problems for EPA
- EPACCI supports lawsuit against the project.
- Tax loss to local districts

2. Renter and Homeowner Issues

- Voice in local government
- Getting involved in the mobilization effort
- Who will run the new city?
- Cost of city government/Can we afford it?
- Developing the commercial sector through incorporation
- Individuals on fixed incomes
- School district is not run by the city
- General quality of life in the community
- Improving all basic services
- Mediation Board and other mechanisms to resolve landlord/tenant problems

Renter Issues

- Protection of tenants' rights
- Intimidation/reprisals from landlords
- Rent increases not related to incorporation
- Building maintenance, security, and inspections

Homeowner Issues

- Taxes and user fees
- Property values
- Crime and security
- Loss of homes resulting from incorporation

3. Taxes

- Incorporation will not raise taxes
- Proposition 13 prohibits raising property taxes without a 2/3 vote (describe what must be done to raise taxes using graphics)
- Distribute sample tax card with explanation of where taxes go
- County now collects and spends tax dollars, not the community
- Describe difference between taxes and user fees with graphics

4. User Fees

- Will not be raised because of incorporation
- Will go up regardless of the governmental structure (e.g. water, garbage, electricity)
- Cannot be increased as a substitute for taxes
- are for service costs only
- are not to be used for general fund costs (highlight sanitary district)
- current services can be maintained and improved without raising fees (except may increase in cost because of inflation)
- Describe difference between general fund and user fee expenditures with graphics

5. Finance

- Studies by SRI, Angus McDonald, and Recht indicate the new city will be fiscally solvent, marginally prosperous, and potentially affluent
- Incorporation does not mean losing homes, higher costs for persons on fixed incomes, poor services, or deterioration of community

5. Finance (continued)

- Incorporation means controlling the dollars now paid to and spent by the County
- Emphasize the millions of community dollars using graphics (more than enough money is available)

6. Seniors

- new city will finance senior services and augment county, state, and federal funds
- will not lose homes because of incorporation
- if rent goes up it will not be because of incorporation
- will not raise taxes
- better law enforcement and security with priority given to senior security
- better coordination of senior services (meals, information and referral, government services, health care, et cetera)
- Formation of Senior Commission reporting to the city council
- Seniors are exploited -- new city will set up an advocacy program
- new city will have a Department of Aging
- Seniors will have on-going input into the new city
- cite statistics on age trends in the community

7. Local Control

- Cite history of annexations of EPA land
- Cite examples of major community problems which can be corrected with/through local control (e.g. Dumbarton Distribution Center, crime, drugs, O'Connor Street (loss of land), Fiber Cycle, Nairobi Shopping Center, Ravenswood High School (no open space), loss of council staff (planner), educational institutions)
- Local control is tied to "coming of age", no longer having to be subjected to authority (as children are) and wanting respect as adults, as well as overcoming the fear of change
- Community must take responsibility for its own development and for solving the problems
- Community is diverse -- new city government will have local structures to respond to the needs of all groups
- Services are fragmented and diluted since the County doesn't give us priority
- EPA is "last hired and first fired" in terms of getting County services (give examples of service cutbacks)
- Local control means bargaining from a position of strength (with P.A., M.P., the county, state, and federal governments) rather than begging from a position of weakness
- We pay for services, don't control them, and don't get what we pay for (e.g., police services)
- Identify successful cities like EPA and give examples to the community
- Show how incorporation will work -- first few years of transition (use graphics)
- Dissolving districts does not mean dissolving services
- Give more exposure to Gregorio(not Ward)as our representative
- Regulation of unscrupulous mortgage companies and other businesses

8. Services

- Cite examples of poor services (e.g. Rec District, Sanitation District, etc.)
- Compare services by districts with services by city (e.g. no loss in continuity, no increase in cost, increase in quality and accountability-- use specific examples)

8. Services (continued)

- cite general inadequacy of services (police, fire, recreation, sanitation, planning, et cetera)
- cite statistics on how much we pay versus what we get
- put forth our own definitions and models of what quality services means with specific examples
- highlight problems in Sheriff's Department (drug control, firearms policy, response time, substation closed at night and on weekends)
- more efficient services with more efficient administration
- better control of traffic including stop signs
- more coordinated planning of services
- will hire local residents to run services

## 9. Literature for Mobilization to Public Hearings

10. Literature to publicize endorsements from individuals, businesses, etc.

11. Prepare "Why Incorporate" statement

12. Compare problems in unincorporated areas (EPA and Fair Oaks) with problems in cities focusing on the quality of services

13. Prepare press releases on the various issues



A. Literature

- Choose committee to draft statements by mid-December.
- Publish Incorporator by mid-December and monthly from February until election.
- Incorporator articles should be written as news stories.
- Early literature should deal with general issues; later literature should deal with specific issues.
- Where possible, target literature for different groups.
- Consider special literature for precincts which did not have a majority vote favoring incorporation.
- Contents of early literature should deal with issues raised by the opposition; contents of later literature should concentrate on weakest arguments of the opposition.
- Translate appropriate literature into Spanish  
(Anderson, Mouton, L. Otterby, D. Otterby)

B. Posters and Signs

- Replace banner
- Use billboards
- Contact businesses with space for posting signs.
- Try to distribute as many yard signs as possible.
- Put up permanent red signs.  
(Bashir and Pugh)

C. Media

- Re-establish relationships with media (radio and newspapers).
- Use celebrities to make announcements.
- Try to get PSA's on local stations.
- Issue press releases on a regular basis.
- Try to get favorable editorials (radio and newspapers).
- Use media group from Stanford Conference.  
(Omowale, Cuffey, Stockey)

L: To maintain a high media profile and develop/distribute information on incorporation to the registered voters in East Palo Alto.

PROGRAM OBJECTIVE	PROGRAM ACTIVITY	PROJ. DATE	ACTUAL DATE	PERSON RESPONSIBLE	COMMENTS
By 5/15/83, EPACCI will have distributed incorporation literature throughout the community.	1. Identify volunteers who will draft incorporation posters/flyers for distribution.	3/1/83		Elena	COORDINATOR: Elena Drake
	2. Prepare posters/signs for distribution - banner - billboards - commercial establishments - yards and homes - "Bashir" signs	3/31/83		Drafting Committee	
	3. Develop strategy for distribution of posters/signs.	4/15/83		Drafting Committee	
	4. Implement strategy for the distribution	5/15/83		Group	

L: To complete the planning necessary for a smooth transition into cityhood

PROGRAM OBJECTIVE	PROGRAM ACTIVITY	PROJ. DATE	ACTUAL DATE	PERSON RESPONSIBLE	COMMENTS
<p>J. By 6/15/83, EPACCI will have completed a city start-up plan with specific recommendations for the new city council.</p>					

EPACCI WORK PLAN: JANUARY 1982 - JUNE 1983

City Start-up Committee

OBJECTIVES	ACTIVITIES	TARGET DATE	PERSON(S) RESPONSIBLE
<p><u>PHASE 1</u></p> <p>A. Identify and recommend liability insurance plan options.</p> <p>B. Analyze activities of special districts pending incorporation vote.</p> <p>C. Identify and recommend options for organizational structure of City, including City Council, commissions and advisory boards.</p> <p>D. Identify and recommend all necessary functions including those of the civil service structure and appropriate commissions and boards.</p> <p>E. Identify and recommend financial management models for the City's finance sub-system.</p> <p>F. Analyze development of general plan for impact on City start-up.</p>	<p><u>TYPE 1 ACTIVITY:</u> Applies to all objectives in each of the the phases that begin with <u>ANALYZE</u> or <u>OVERSEE</u>:</p> <ul style="list-style-type: none"> <li>● Define scope of research task (parameters).</li> <li>● Appoint reasearcher(s) to each functional area(s).</li> <li>● Negotiate liaison function with appropriate authority.</li> <li>● Analyze the organizational activity with regard to organizational jurisdiction and function i.e., special district, county, city government. Focus on appropriate factors, e.g. in the case of a special district look at:               <ol style="list-style-type: none"> <li>(1) general financial condition,</li> <li>(2) contractual arrangements,</li> <li>(3) status of capital - vehicles special equipment etc.</li> </ol> </li> </ul>	<p><u>PHASE 1:</u> 1/5/82- 4/12/82</p>	<p>Sub- committee members as assigned.</p>

EPACCI WORK PLAN: JANUARY 1982 - JUNE 1983

City Start-up Committee

OBJECTIVES	ACTIVITIES	TARGET DATE	PERSON(S) RESPONSIBLE
<p><u>PHASE 2</u></p> <p>A. Oversee (timely) required County/City legal agreements (e.g. continuation of County services during FY 82-83 and 83-84, filing Articles of Incorporation, filing boundary map and adoption of interim County ordinances for 120 days)</p> <p>B. Oversee (timely) required filings with State and Federal revenue sources (e.g. State Board of Equalization).</p> <p>C. Oversee the administrative phasing of dissolved special districts and services including police and fire services.</p> <p>D. Identify and recommend recruiting procedures for all levels of City government and for absorption of existing employees in special districts. (Phase 2 cont. next page)</p>	<p><u>TYPE 2 ACTIVITY:</u> Applies to all objectives in each of the phases that begin with <u>IDENTIFY AND RECOMMEND:</u></p> <ul style="list-style-type: none"> <li>● Define scope of research task (parameters).</li> <li>● Appoint researcher(s).</li> <li>● Conduct trade off study: <ul style="list-style-type: none"> <li>- Alternate models (includes other comparable studies).</li> <li>- Trade off criteria (cost, politics, ease of implementation).</li> </ul> </li> <li>● Recommend model/alternative.</li> <li>● Apply appropriate public information strategy: <ul style="list-style-type: none"> <li>- Publicize.</li> <li>- Educate.</li> <li>- Advocate recommended model.</li> </ul> </li> </ul>	<p><u>PHASE 2:</u> 4/13/82- 7/2/82</p>	<p>Sub-committee members as assigned and in coordination with other EPACCI sub-committees.</p>

## EPACCI WORK PLAN: JANUARY 1982 - JUNE 1983

## City Start-up Committee

OBJECTIVES	ACTIVITIES	TARGET DATE	PERSON(S) RESPONSIBLE
<p>E. Identify and recommend employee salary and benefit system with consideration given to existing packages in special districts to be absorbed.</p> <p>F. Analyze development of general plan for impact on City start-up.</p> <p><u>PHASE 3</u></p> <p>A. Identify and recommend all ordinances that will be in effect during the transition period for continuity and possible retention of appropriate items after the transition period.</p> <p>B. Identify and recommend options for contracts for services where and when appropriate.</p> <p>C. Identify and recommend grantmanship strategies for State and Federal subvention (cont. next page)</p>	<p>APPLY APPROPRIATE TYPE 1 AND TYPE 2 ACTIVITIES</p>	<p><u>PHASE 3:</u> 7/82-6/83</p>	<p>Sub-committee members as assigned and in coordination with other EPACCI sub-committees.</p>

EPACCI WORK PLAN: JANUARY 1982 - JUNE 1983

City Start-up Committee

OBJECTIVES	ACTIVITIES	TARGET DATE	PERSON(S) RESPONSIBLE
<p>programs and competitive grant programs.</p> <p>D. Identify and recommend desirability of an ordinance for a business license tax.</p> <p>E. Oversee activities of new contracted services including police services.</p> <p>F. Analyze development of general plan for impact on City start-up.</p>	<p>APPLY APPROPRIATE TYPE 1 AND TYPE 2 ACTIVITIES</p>		<p>Sub-committee members as assigned and in coordination with other EPACCI sub-committees.</p>

GOAL: To raise sufficient funds to finance the work of EPACCI

PROGRAM OBJECTIVE	PROGRAM ACTIVITY	PROJ. DATE	ACTUAL DATE	PERSON RESPONSIBLE	COMMENTS
11. By 7/30/83, EPACCI will have raised \$18,500 for the following: - Advocate (\$ 9,000) - LAFCo (\$4,000) - Publicity/Printing (\$2,000) - Mobilization (\$500) - Postage (\$500)	1. Develop proposals and secure grants from the following sources: - Kaiser/Hewlett (\$4,000) - Stanford (\$2,000) - Limantour (\$2,000) 2. Implement the following fundraisers: - Holiday Fundraiser (\$1,500) - Candy Sales (\$1,000) - Juneteenth (\$1,000) - Fireworks (\$1,000) - Wine and Cheese (\$500) 3. Implement a solicitation campaign (\$1,000) 4. Secure in-kind printing services (\$500) 5. Continue the Speakers' Bureau (\$500) 6. Collect donations at meetings (\$500) 7. Auction (\$500) 8. Recycling Project	3/30/83		Omowale	COORDINATOR: Omowale
		7/30/83		Pugh Bashir Group CDI Pugh	
		7/30/83		Omowale	
		7/30/83		Cuffey	
		7/30/83		Group	
		7/30/83		Omowale	
		7/30/83		Pugh	
		7/30/83		Bay	



<u>EVENT</u>	<u>TARGET DATE</u>	<u>PROJECTED INCOME</u>	<u>COORDINATOR</u>
Voter Registration	Ongoing to 10/2/82	\$ 300.00	Bashir
Grants			Volunteer Staff
- Stanford	10/15/82	150.00	
- Limantour	10/30/82	2,000.00	
- Syntex	2/1/83	1,000.00	
- Stanford	3/30/83	500.00	
Fundraising Dinner	12/16/82	1,000.00	Volunteer Staff
Xmas Tree Sales	12/25/82	200.00	Volunteer Staff
Speakers Bureau	Ongoing to 5/30/83	300.00	Committee
Juneteenth	6/1983	1,000.00	Committee
Printing (In-kind)	6/1983	1,000.00	Cuffey
Auction	TBA	500.00	Oakes/Chamber
Other:			
Monday Nite Football			
Cookie/Candy Sales			
Bake Sale			
Christmas Cards			
Community Dances			
Concert			
Cans in Stores			
Bike-a-thon			
Run-a-thon			
Raggae Concert			