

DOCUMENT 2

Emphasis Added By Grand Jury's Underscoring

TACTICAL

On a tactical basis the campaign will direct its resources on two major efforts. Under different circumstances, i.e. general election or standard primaries, campaigns have greater opportunity to expand tactics and activities.

Special elections are brief in time and the scope of activity must be focused and intense.

The tactics for the passage of Measure A rely on three distinct yet inter-related activities.

The first is *direct mail*. The major medium for message delivery must be targeted voter contact direct mail.

Direct mail will provide the Committee with the opportunity to choose it's targets and repeatedly contact them with the desired message. This effort will minimize community wide contact, but maximize communication with those most likely to support Measure A.

The target groups for the YES on Measure A campaign are as follows:

1. 18 - 44 age group;
2. parents of children;
3. working women;
4. registered Democrats;
5. registered Republicans;
6. voters 45 + years of age.

The second major activity will be a paid phonebank. The phonebank will be utilized to identify all the voters in favor of Measure A. Identified favorables will be encouraged to vote by mail.

This is critical to the success of the campaign.

The phonebank will begin operation on Monday, April 17th and continue calling through Thursday, May, 4th.

Each YES voter will be highlighted on the phone list and after identification asked to complete and return a previously mailed absentee ballot application.

All those voters who receive an absentee ballot application from the campaign will be called a second time and reminded to return their completed application.

Then, each will be called a third time when they receive their ballot in the mail and reminded to vote.

The final activity is *election day turnout*. All YES voters who did not return completed absentee ballots must be turned out to vote on election day.

This requires two sub-categories of responsibility. One area is election day phoning, of all YES voters who have not voted absentee encouraging turnout and the other is a "Victory Squad" effort that requires Measure A volunteers to walk targeted precincts and visit the homes of those YES voters who have yet to vote.

The three areas of activity, *direct mail*, *paid phonebank*, and *election day turnout* are all critical to the success of the campaign. Each is detailed later in this plan.