

Building Strategic & Successful Coalitions

Rocky Mountain Land Use
Institute

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Building your Grassroots. Advancing your Agenda.

Effective Coalitions: Why bother?

- Address Challenging Political Environment
- Demonstrate Broad Appeal: Strength through Diversity
- Create Political Advantage with Policymakers
- Raise Issue Awareness and PR Value

Effective Coalitions: Why bother?

- Share the Burden
- Increase Intelligence; Leverages Strength of a Network
- Use Strengths, Core Competences of Partners
- Support (or Changes) Issue Framing
- Invigorate Supporters

Effective Coalitions: What Drives Success?

- Clear Purpose – Know what success looks like
- Clear Roles for Partners & Leveraging Key Partner Assets
- Regular Communication
- Robust Partner Engagement and Action
- Common Strategy Driven by Collective Input
- Prepare for, Acknowledge Conflicts
- Flexibility, Nimbleness in Response to Changing Environment
- Share Success

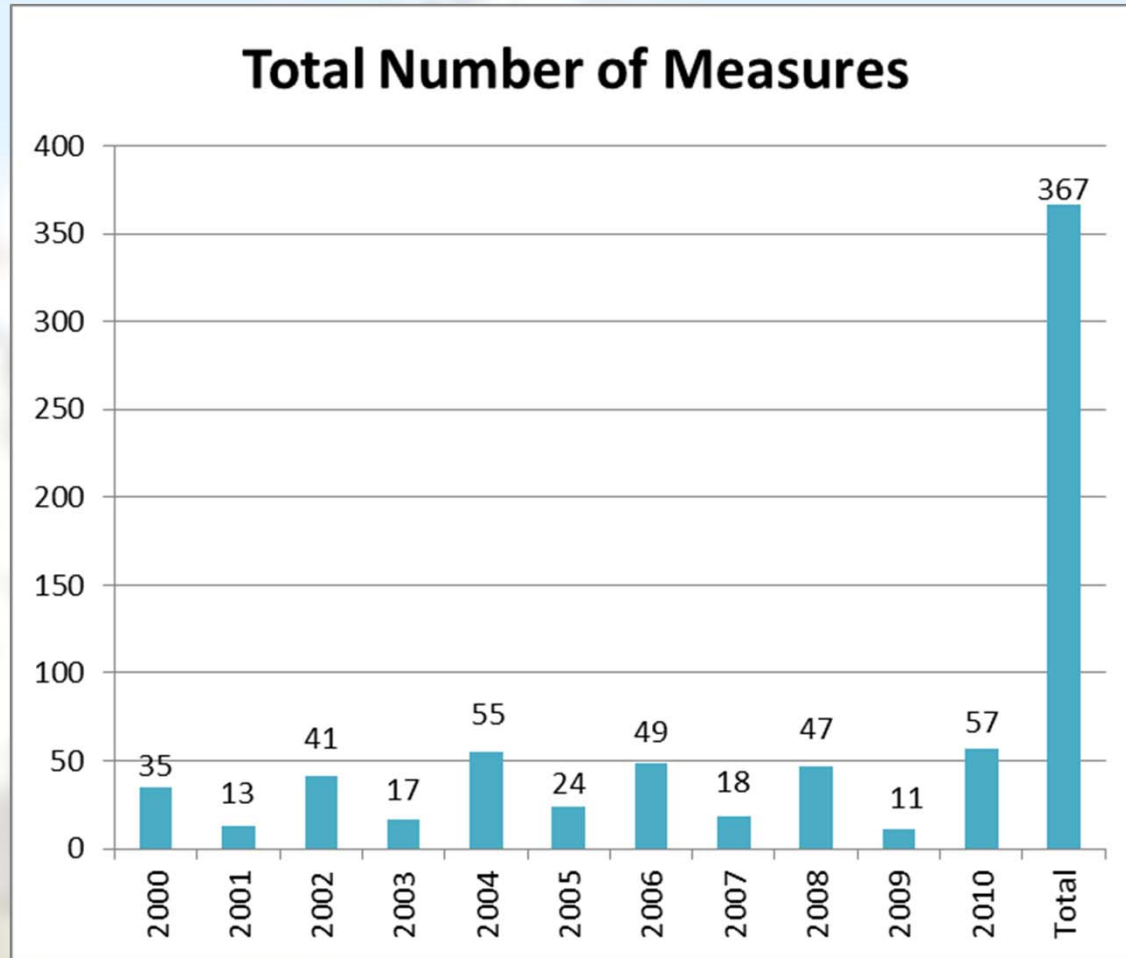
Effective Coalitions: Overcoming Obstacles

- Fear of New Partners
- “Care and Feeding” Costs, including Opportunity Costs
- Loss of Control
- Fear of Diluting Message, Agenda
- The Credit Game
- Let’s Make a Deal ... Who Speaks for the Group?
How does the Group Negotiate?

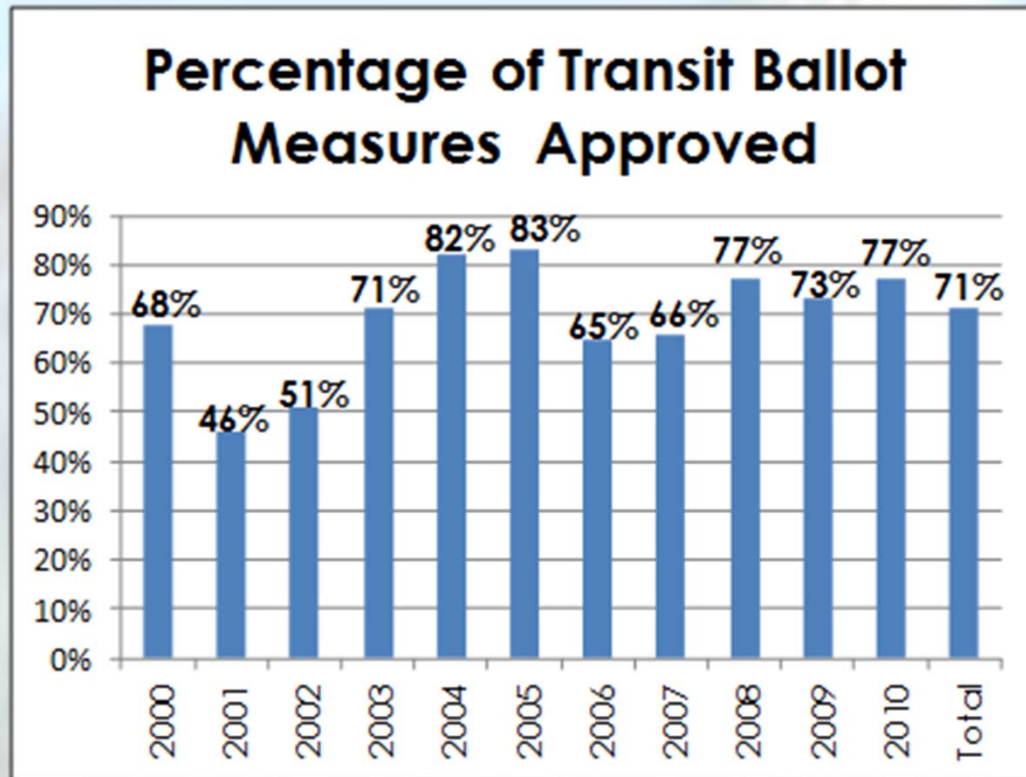
Successful Issue Campaigns are SMART

- Specific
- Measureable
- Achievable and Actionable
- Realistic
- Time-Bound

Use of Ballot Measures Trending Upwards

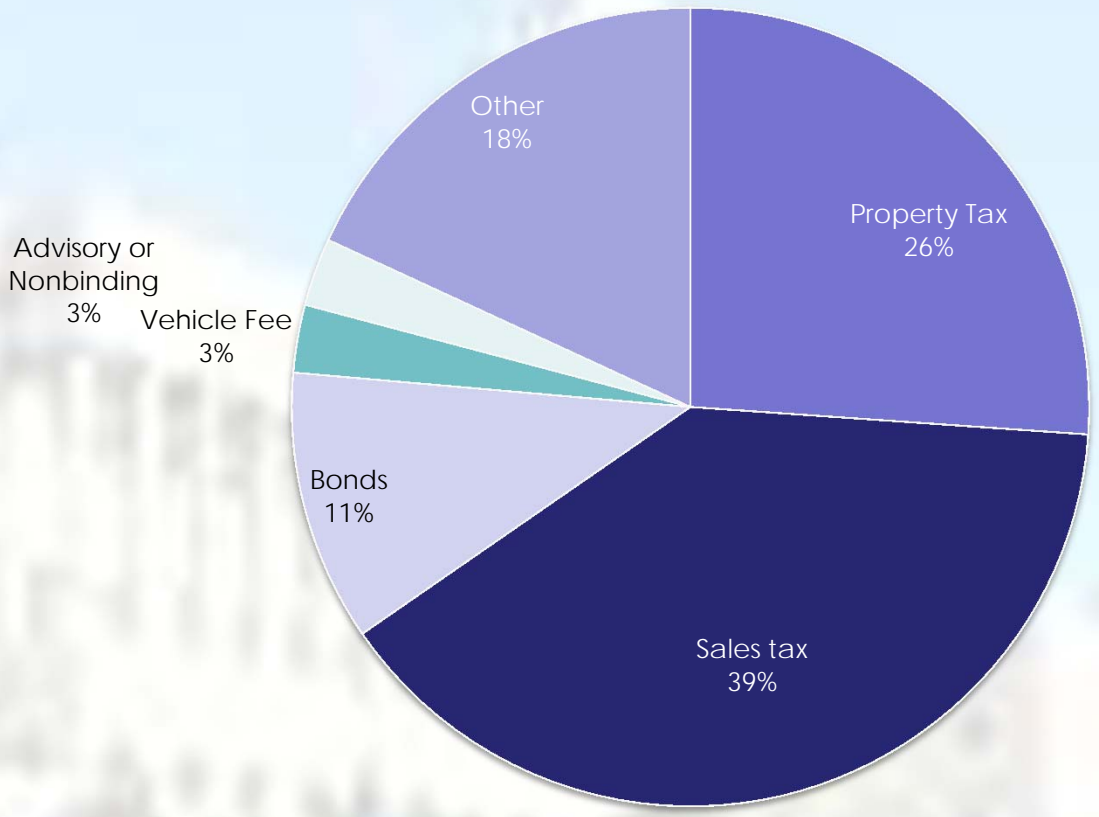


Public Transportation Measures Win at the Polls



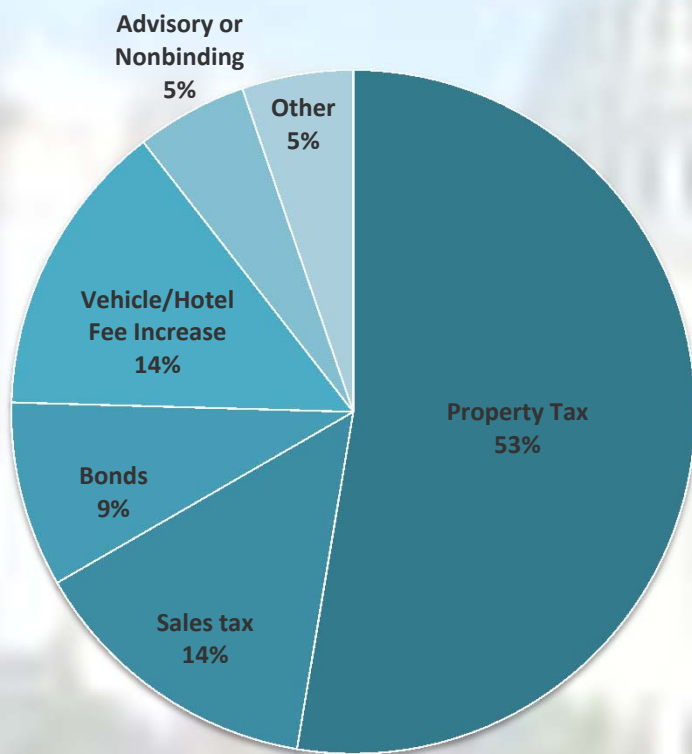
- 71% Approval Rate for Transportation Measures
- Twice the Approval Rate of All Ballot Measures
- Success Across Region, Population, Party Affiliation

Types of Ballot Measures 2000-2010



Types of Measures in 2010

Types of Ballot Measures in 2010



- Property Tax vs. Sales Tax
 - Sales tax measures more common than property tax measures over last decade
 - In 2010, property tax measures are more than 3x as prolific as sales tax measures
 - Property tax measures are more successful than sales tax measures, with 81% approved vs. 59%

Red vs. Blue

Transportation Ballot Measures Cross the Partisan Divide

31 Transportation Measures on the November 2 Ballot

RED

- 42% of measures (13) were in regions that voted primarily for Republican candidates.
- 69% of measures (9) were approved.
- Slightly fewer measures on ballots in right-leaning regions, but voters support them at a rate on par with the 10-year average.

Blue

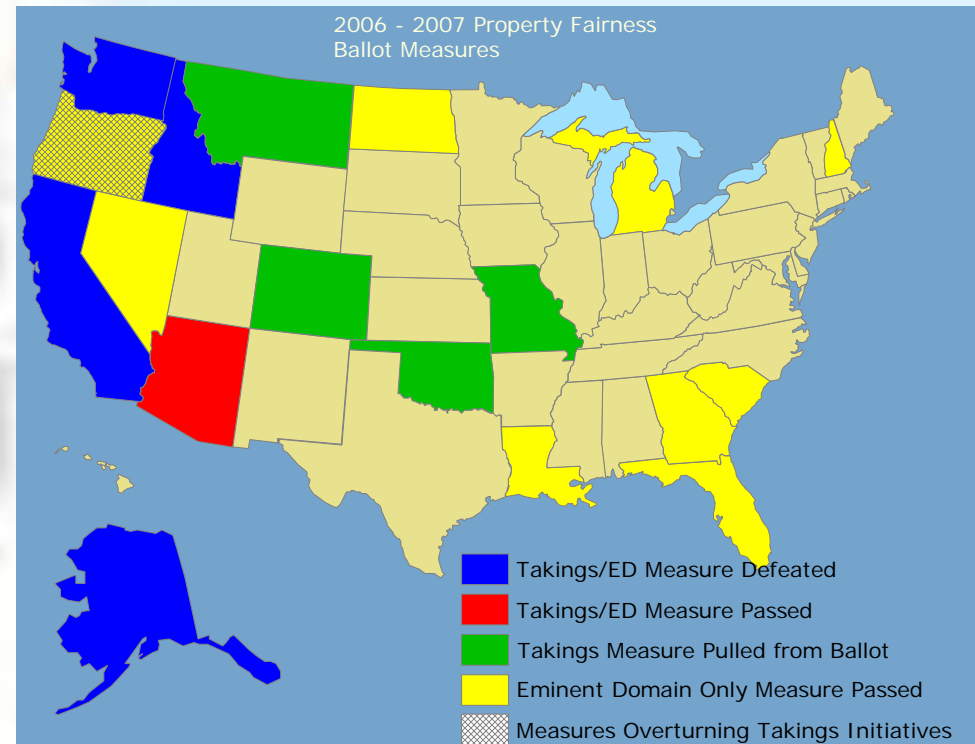
- 58% of measures (18) were in regions that voted primarily for Democratic candidates.
- 77% of measures (14) were approved.
- Slightly more likely to go to the ballot with transportation issues; approval rate above average for the day.

Lessons from Successful Campaigns

- Find the Right Champion
- Early Resources & Information
- Professional Management
- Smart, Realistic Plan and Budget
- Evaluate Timing
- Focus on Ballot Language, “Right size” Finance Tool
- Under Promise, Over Deliver
- Stay on Message
- Respond to Critics
- What’s in it for me?

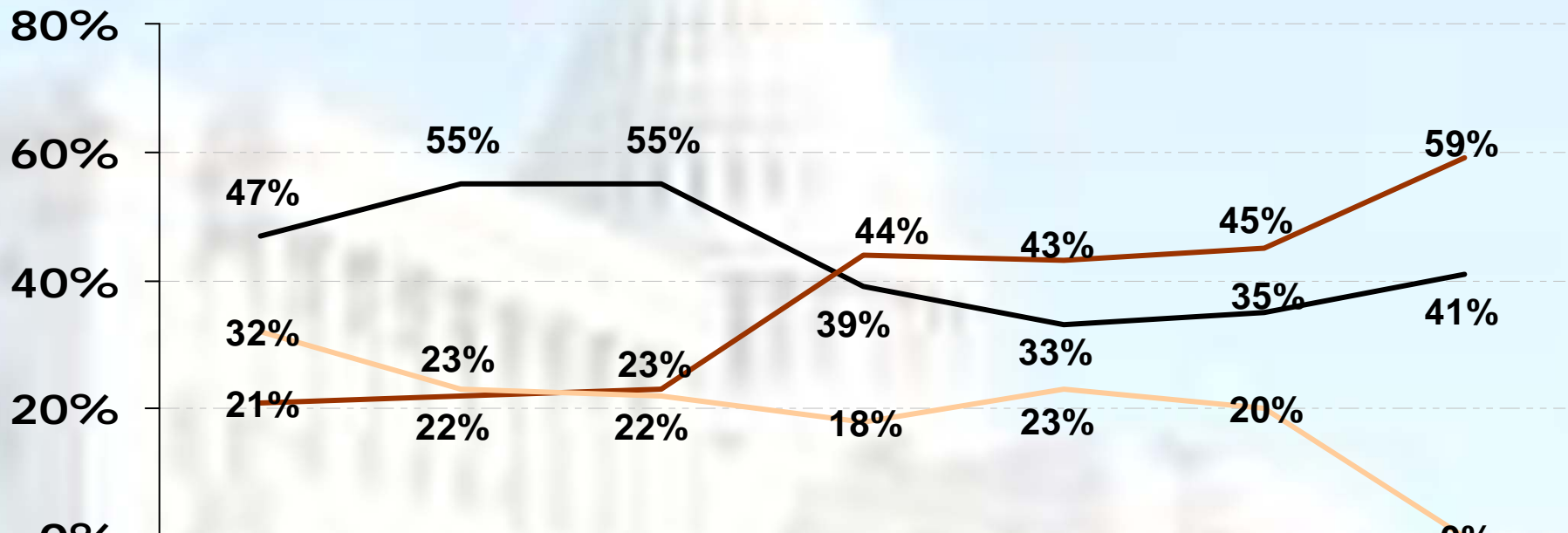
Learning Lessons from the Campaign Trail

- Series of Ballot Measures in 2006 & 2007 on takings and property rights
- Extensive polling and message focus groups provide insights



Washington I-933 Polling and Results

— Total Yes — Total No — Undecided



	Mar 29 - Apr 2	May 10-15	July 15-19	Oct 3	Oct 19	Oct 25-26	Final Result
Total Yes	47%	55%	55%	39%	33%	35%	41%
Total No	21%	22%	23%	44%	43%	45%	59%
Undecided	32%	23%	22%	18%	23%	20%	0%



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What We Learned in '06 - '08: Effective Strategies

- Accept Voter Confusion
- Focus on Key Messages
- Frame the Issue Early
- Build Broad Coalition, Secure Endorsers
- Side with Taxpayers, Not Government
- Acknowledge Issues and Support "Good" Reform
- Use the Examples
- Target the Base ... But Not Exclusively
- Conduct Aggressive Outreach
- Don't Rely on Support for Existing Regulations
- Don't Explain Takings
- Avoid Overselling Consequences

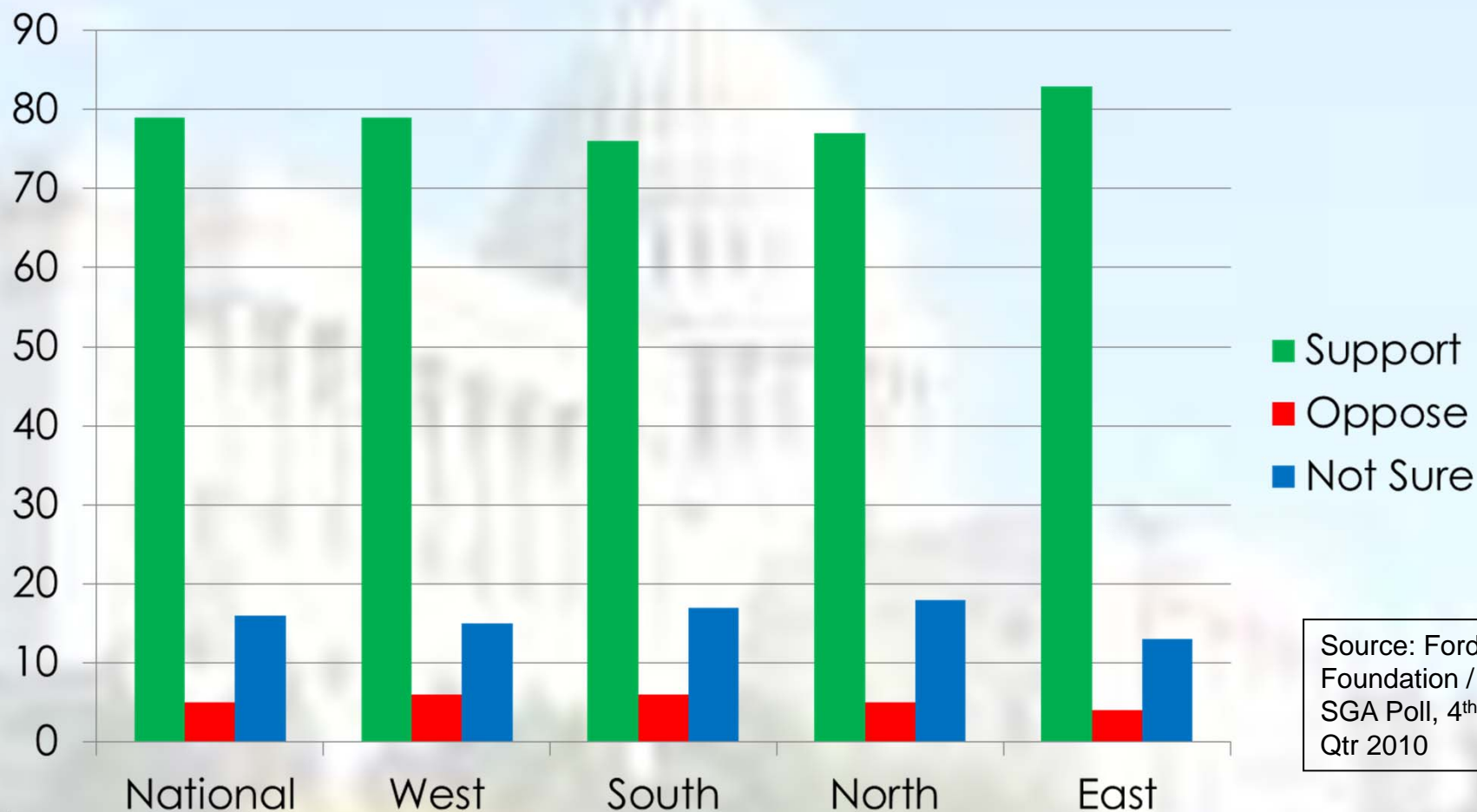
Economic Messages from Ford Foundation Poll

**% Agree –
Western US**

**%
Agree**

87%	84%	Our country is too dependent on oil. We need to change that.
80%	82%	Most Americans spend more than 50% of their household expenses on housing and transportation costs. That is too much.
80%	82%	Rebuilding our economy and creating new jobs is the most important issue of our generation.
78%	75%	Infrastructure spending on roads, trains, and buses create jobs and help the economy get stronger.
63%	66%	We need to rethink the way we develop housing and transportation in this region. The way we have been doing it isn't working for most people.
58%	58%	I believe that economic growth and environmental quality are interconnected goals. We can't have one without the other.

Support for Sustainable Communities (w/ Definition)



Source: Ford Foundation / SGA Poll, 4th Qtr 2010

Recommended Talking Points for Discussing Sustainable Communities

- Rebuilding the economy is the most important issue for our generation.
- Making our communities more sustainable means generating more jobs, lowering housing and transportation costs and using our limited public funds more wisely.

A sustainable community is:

- An urban, suburban or rural community that has more housing and transportation choices, is closer to jobs, shops or schools, is more energy independent and helps protect clean air and water.
- There is no one size fits all “generic example” or photo because each community has its own unique economic base, culture and natural resources to work with.
- Regions all over the country have their own ideas for sustainable communities and are clamoring to jump start their economy by attracting private sector investment through effective planning.

For More Information

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