

HANDY DANDY 1- PAGE GUIDE TO NON-VIOLENT GOVERNMENT CHANGE

This may seem strong but the juggernaut of speculation and development is highly funded and politically protected, augmented by teams of attorneys and consultants with similar strategies.

by Sandra Ericson

TARGET:

1. THE LAW
2. THE MONEY
3. POLITICAL JOBS

IN THE MEANTIME:

1. BEGIN PR CAMPAIGN
2. PREPARE INITIATIVE CAMPAIGN GROUNDWORK -- see new law.
3. FIND RESEARCHERS; THEY ARE THE KEY.

1. THE LAW:

- a. Find inconsistencies in all levels of environmental and planning law, City, County, State, Federal.
 - i. Check with Center for Environmental Justice and other seemingly unrelated agencies.
 - ii. Study State General Plan Guidelines with the included State legal codes.
 1. Study County General Plan for inconsistencies, conflicts of interest, outdated research and conflicts with new State laws.
 - iii. Check the required bi-annual General Plan reports for what is missing or wrong.
 - iv. Check Fair Political Practices Commission for how to find conflicts of interest in laws or law making process, like permitting.
 - v. Check State and Federal violations with labor, air, water, wildlife and waste violations.

2. THE MONEY:

- a. Go after Budgets. It is Budget season now -- due in May, fiscal year starts July 1.
 - i. Study the proposals, make proposals. Look for poorly funded protections, for personnel cuts to areas key to your interests, for discrimination against the poor, young or rural.
 - ii. Look for inconsistencies with State and Federal mandates.
 - iii. Look for allocations that benefit only a few special interests or are just habits or that ignore new priorities.
- b. Focus on violations or issues that can incur fines or penalties.
- c. Study new laws with which the jurisdictions are not current that would have costly implementation.
- d. Consider PR campaigns that reduce tourism; both sides can advertise to the consumer.

3. POLITICAL JOBS:

- a. Check which office holders are up for reappointment or election next. Begin awareness in their district.
- b. Begin to propose opposition candidates early.
- c. Conduct a no-confidence poll.
- d. Conduct a survey of constituent priorities.
- e. Find conflicts of interest:
 - i. investments, relatives, neighbors.
 - ii. Do background checks for financial interests and past jobs.
- f. Make accountability personal.

4. PRESENTATION:

- a. Make a finding into a well written, comprehensive, clearly understood short document.
- b. Change public perception by assembling it into a printed piece, a power-point presentation, a pod-cast, a post, or an Every Door Direct (USPS) mailing.

5. MAKE A CALENDAR FOR THE PRESS AND TIME RELEASES WELL.