

Filing Procedure - Time Line

Day 1. Submit proposed initiative text to county clerk.

Day 1 + Five Business Days. County clerk notifies us in writing that text does or does not comply with the single subject requirement.*

Day 1 + Six Business Days. County elections official forwards two copies of prospective petition to D.A. for title.

Day 1 + Six Business Days + Five Business Days - D.A. returns a ballot title to the county elections official.

Next two steps:

1. County elections official furnishes chief petitioners with ballot title.
2. Co. elec. official publishes notice of receipt of ballot title in a newspaper of general circulation, including notice that an elector may file a petition for a review of the ballot title. Deadline: seven business days after ballot title is filed by D.A. with the county clerk.

We are now up to Day 1 + 6 + 5 + 7 BUSINESS days. If title is challenged, the Circuit Court reviews and makes a final decision. No time limit is set for this review, but I am told the court is expeditious.

County elections official approves the cover and signature sheets for circulation after the challenge period for the ballot title expires, or, if the ballot title is challenged, after receiving the Circuit Court order that the ballot title meets the statutory requirements. Once cover and signature sheets are approved and the statement of organization is submitted, the signature gathering can begin.

*The 2000 County Manual says: "Any registered voter who disagrees with the single subject determination may file a petition with the Circuit Court challenging the single subject determination. The deadline to file a petition to review the single subject determination is no later than the seventh business day after the ballot title is filed with the county election official." However, apparently a court challenge of the single subject determination can apparently be made after this deadline, even after the measure has become law. (Ruth researched this - we'll have to ask her for details.)

Resources Needed For Initiative Campaign

1. Personnel needed.

It will be important to select a Fundraising Director soon. It will be helpful if that person, and a fund raising committee, consist of high status residents with connections to "the best prospects" in the county for contributing to this campaign. It's important to know which county residents have philanthropic values and what amount they might be willing to contribute to this campaign. A handful of donors, solicited personally by such people can contribute 80-90% of campaign funds.

The campaign Treasurer should be someone who is highly regarded in the county, since his/her name and address will be on everything paid for by the campaign (newspaper ads, flyers, doorknob hangers). The treasurer's name can be an important advertisement for the campaign. The organizational form, with the Treasurer's name, must be filed before any funds are collected or expended.

An early personnel decision should be to establish a steering committee consisting of the Chief Petitioners, the Treasurer, the Fundraising Director, and management personnel to be listed below. These would be the people the "Chief Petitioners" and various managers could consult in making difficult decisions. (The committee would possibly meet weekly). Perhaps one Chief Petitioner would manage the signature gathering, another the election campaign.

There would be 5 City Petitioning Captains: 3 in Medford, 1 each in Ashland and Central Point. Each would recruit 10 petition carriers, each of whom would agree to fill 4 sheets (4,000 signatures). (Chief Petitioner trains, monitors, supervises).

GOTV Canvassing Manager works with 5 City GOTV Captains: 3 in Medford, 1 each in Ashland and Central Point. (The number of canvassers will depend upon the number of precincts selected for canvassing; 6-8 canvassers/precinct/2-hours work).

There should be a Display Advertising Manager selected early enough to produce a brochure available for petition carriers. There should be a Letters to Editors Manager. (If possible, the petitioning and canvassing City Captains could be the same people; should that be the case, the above suggestions result in a 12-member steering committee. It would be helpful to select from that a 3-person executive committee empowered to make decisions for the campaign).

2. Campaign Expenditures.

The accompanying rough timeline envisions a campaign in which during this summer is devoted to gathering the resources for conducting the campaign (including allies, endorsements, money, personnel, leadership).

This proposed budget is for a campaign conducted largely in three cities: Medford, Ashland, and Central Point (with efforts in Talent, Eagle Point, and Phoenix dependent on leadership surfacing there). The campaign would consist of two efforts: collecting signatures supporting the initiative, from early in September to (hopefully) the middle of November; and, after petition signatures are verified, an election campaign from the beginning of March, 2002, to the May 21st election.

(The public aspects of the election campaign, from the beginning of April to the May 21st election day is shorter than for most campaigns. But my assumption is that people aren't much interested in the organization of county government, and that a brief, intense effort is more likely to gain the public's attention. This will be the primary election for governor, and it will be difficult competing for attention amidst that campaigning).

Expenditures for collecting signatures for verification will be minimal: printing 5,000 copies of the petition cover and signature sheets, and of 100 copies of the text of the initiative, shouldn't cost more than \$225.

However, a concentrated 50-day election campaign will require, I believe, effective get-out-the-vote canvassing in key Medford, Ashland, and Central Point precincts, augmented by effective newspaper advertising (plus, letters-to-editors, radio talk show appearances, and editorial board endorsements). So I'm suggesting these expenditures: Newspaper ads, \$9,000-\$13,000; Printing (fund raising letters, brochures, doorhangers, store window signs; volunteer info postcards), \$7,000-\$10,000; mailings, \$3500-\$5,000; graphics, \$1,500-\$2,000; Misc. (voters pamphlet, precinct lists, newspaper inserts, etc.), \$550-\$800. Totals: \$21,550-\$30,000.