

RECEIVED
CITY OF OAKLAND
PUBLIC ETHICS COMMISSION
NOV 20 10 20 2005

For Official Use Only

Stamp Date/Time Received:

Complaint Number: 04-06

For Official Use Only

Stamp Date/Time Received:

Complaint Number: _____

COMPLAINT FORM

This complaint concerns a possible violation of:

Oakland Campaign Reform Act

The alleged violation/s occurred on or about the following date(s):

1/29/2000 through the present.

The alleged violation/s occurred at the following place:

The City of Oakland

Please provide specific facts describing your complaint.

Please see attached complaint.

The persons you allege to be responsible for the violation(s) are:

- Just Cause Oakland (Ballot Measure Committee ID# 1221852)
 - Adam Gold (full time Executive Director, Just Cause at PUEBLO and full time campaign director of the committee Just Cause Oakland)
 - Meika Johnson (We think that she was the tenant organizer hired by PUEBLO).
 - PUEBLO (People United for a Better Oakland) - a 501(c)(3)
-

Any witnesses who were involved and/or can provide additional information are: (Please indicate names and phone numbers, if available).

Henry C. Levy, CPA (Henry C. Levy & Co.) – (510) 652-1000

PLEASE NOTE:

There may be other laws that apply to the violation(s) you are alleging. The time limit to commence a legal proceeding to enforce those laws may not be extended by filing this complaint. You should contact an attorney immediately to protect any rights available to you under the law.

By filing this complaint with the Public Ethics Commission, it and all other materials submitted with it, becomes a public record available for inspection and copying by the public.

NAME: Steven Edrington and Mari Lee

ADDRESS: 2201 Broadway, Ste. 311, Oakland, CA 94612

PHONE DAY: Edrington – (510) 893-9873; FAX: (510) 893-2906

PHONE DAY & NIGHT: Lee – (510) 547-2451; FAX: (510) 547-1563

ATTACHMENTS _____

Item _____

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ATTACHMENT 1A

Item 61
Date 7-11-05

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We have received some new documents from the internet and PUEBLO's own documents. Following is a short glossary to help in understanding these documents.

1. YOU (Youth of Oakland United) One of PUEBLO's youth programs.
2. EBHO (East Bay Housing Organization) a 501(c)(3).
3. JCO (Just Cause Oakland) The same name for both a non-profit and a political campaign.
4. YMC (Youth Media Council)
5. Y2YFSJ (Youth to Youth Fund for Social Justice), another PUEBLO program that received \$368,024 from Oakland Fund for Children and Youth (Kids First).
6. 1601 Telegraph – the Yes on Measure EE campaign headquarters.
7. 1920 Park Blvd. – PUEBLO's offices.

We have it on good authority that when an organization such as PUEBLO commingles funds, the burden of proof shifts to the commingler to prove that specific funds have not been misplaced or misspent.

The documents that we are providing will show that:

- PUEBLO's monies were commingled.
- PUEBLO paid 2 staff people devoted to youth programs — Lakisha Ealey and Venus Rodriguez. We think that Venus Rodriguez replaced LR (Leah Rothstein) in April 2002.
- Lakisha and Venus devoted most of their time and effort in running a No on FF campaign.
- Although no political campaign committee was opened (as mandated by state law), they ran a full-blown political campaign out of PUEBLO's offices and the Yes on EE campaign HQ. PUEBLO solicited campaign contributions, paid for campaign materials, signs, buttons and literature.
- Lakisha and Venus used the youngsters in the YOU program to recruit additional youths from other schools and organizations, and then trained them all in the fine arts of telephone banking, precinct walking and speaker's bureaus. Some of these youths were paid by PUEBLO.
- PUEBLO used the YOU youth to campaign for Wilson Riles for Mayor.
- Contrary to their own by-laws, PUEBLO actively participated in candidate and ballot measure campaigns. Their board was kept informed of this activity and presumably agreed to it.

ATTACHMENT 1A

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City of Oakland
Public Ethics Commission

For Official Use Only

Stamp Date/Time Received:

Complaint Number: SUPP To:
04-05
04-06

For Official Use Only
Stamp Date/Time Received:

Complaint Number: _____

COMPLAINT FORM

This complaint concerns a possible violation of:

Oakland Campaign Reform Act and beyond

The alleged violation/s occurred on or about the following date(s):

1/1/2002 through 2003.

The alleged violation/s occurred at the following place:

The City of Oakland

ATTACHMENT 1B

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Please provide specific facts describing your complaint.

Please see attached complaint.

The persons you allege to be responsible for the violation(s) are:

- Just Cause Oakland (Ballot Measure Committee ID# 1221852)
 - Adam Gold (full time Executive Director, Just Cause at PUEBLO and full time campaign director of the committee Just Cause Oakland)
 - PUEBLO (People United for a Better Oakland) - a 501(c)(3)
 - Lakesia Ealey, Venus Rodriguez
-

Any witnesses who were involved and/or can provide additional information are: (Please indicate names and phone numbers, if available).

We will try to gather a list

PLEASE NOTE:

There may be other laws that apply to the violation(s) you are alleging. The time limit to commence a legal proceeding to enforce those laws may not be extended by filing this complaint. You should contact an attorney immediately to protect any rights available to you under the law.

By filing this complaint with the Public Ethics Commission, it and all other materials submitted with it, becomes a public record available for inspection and copying by the public.

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ATTACHMENT 1B

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FOREWORD

When we first commenced the PEC complaint process, we were convinced that there were serious campaign violations. Using the internet we were able to come up with enough documentation to back up our claim. After the first complaint was filed (in two parts), we came into possession of many of the internal records from PUEBLO.

We are now beginning to understand that the Yes on EE campaign, the No on FF stealth campaign, PUEBLO and a host of other non-profit groups were inextricably entwined in a broad range of political activity. For 501(c)(3) non-profit organizations, the IRS permits a small amount of initiative activism; it prohibits any political activity for candidates.

The evidence that we are including will show that in 2002 PUEBLO was an agency run amok. From their own check register (Pages 1D-1N), one can easily see the mismanagement, the embezzling. PUEBLO took credit for the passage of EE and the defeat of FF because the agency was instrumental in providing resources and staff to both. They used public monies to do this. They roped in numerous other non-profits to provide staff, volunteers, resources and other aid to the campaign efforts.

PUEBLO and friends have told you that all of the volunteers on the two campaigns worked only on their own time. We will show you that this is patently ridiculous.

What follows is a detailed discussion of these charges and the evidence to back them up. There may be some duplication of documents from the prior complaints; but it is important to have all of the important evidence in one place.

Meika Johnson (JCO Organizer) was hired by PUEBLO in March of 2002, and worked at PUEBLO at least through 2002. (Pages 2, 2A & 2D). March is about the time that the serious signature gathering effort got underway. (JCO ran a campaign in 2000 to collect signatures to put a Just Cause Eviction measure on the ballot; they failed to gather enough signatures.) The duties required experience in organizing — another word for campaign experience (Page 3 & 3A). It is ludicrous to think that she was not involved in the signature gathering effort. Indeed, a National Radio Project program introduced her:

"Meika Johnson is the community organizer for a November, 2002 ballot measure in Oakland which aims to prevent landlords from evicting tenants indiscriminately."*

* The complete program (including the introduction) was found on their web site.

On their web site her address and telephone number were listed as the Yes on EE campaign (Page 4 & 4A). Yes on EE's web site shows her at the HQ (Page 5).

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Meika's husband, Lonnie Johnson, served on the steering committee (Page 6) of Yes on EE. Active in the campaign he received reimbursements from PUEBLO for "Administrative/Campaign Services" (Page 7).

PUEBLO took credit for winning both the EE and FF campaigns. We are including one example, but can probably provide another dozen if needed (Page 8). They printed slate mailers, provided numerous and on-going phone banks for both campaigns (Pages 9 – 9E). PUEBLO received and spent funds for the EE campaign (Pages 10 & 10B). PUEBLO's staff was used for campaign work. PUEBLO offices and the EE HQ were used interchangeably for campaign events (Page 11).

According to the Oakland Fund for Children and Youth (the City of Oakland's Kid's First grant givers) "the Youth 2 Youth Fund for Social Justice (Y2YFSJ) is a project of PUEBLO", and "two youth co-coordinators staff the project" (Page 12A & 12C). Lakisha Ealey was one of the two youth co-coordinators (Page 13). Youth of Oakland United (YOU) coordinated Y2YFSJ (Page 14). As detailed in complaint #2, Lakisha and Venus ran a full scale political campaign out of PUEBLO 's offices (No on FF). PUEBLO invoiced the Oakland Fund for Children for the Y2YFSJ co-coordinators (Page 15). As one of the Y2YFSJ co-coordinators, Lakisha Ealey prepared an invoice to the city of Oakland's Fund for Children and Youth (Page 16). In short, public monies were used to pay for Lakisha and Venus' campaign activities. A look at the campaign calendars will show that the No on FF campaign was a full time job (Pages 17 – 17C). PUEBLO paid for the campaign materials (Pages 18 – 18D).

In addition to the support given to the campaigns, PUEBLO leaned on other non-profits to provide resources and volunteers for the FF campaign. They were called "Allies" (Pages 19 – 19C). A look at the calendars (Pages 17 – 17C) show 20-30 references to "ally/allies". The weekly Ally Meeting Recap of 9/9/02 contains a list of the ally groups (Pages 21A & 21B). The No on FF Campaign recap shows the results of the ally recruitment campaign (Pages 20 – 20C).

Lastly, Adam Gold and others told you that the campaign was merely staffed by volunteers working on their own time. A look at JCO's Proposal to Ben & Jerry's Foundation shows that Yes on EE (Page 22):

1. had a staff of six full-time organizers.
2. Two local allied non-profits donated a staff person each
3. SEIU Local 790 assigned a union member full-time

Mamie Chow Wang, the Communications and Senior Project Coordinator for California Tomorrow, Oakland (presumably a full-time job), was at the same time the Fundraising Committee Chair for Yes on EE. Her list of duties also constituted a full-time job (Page 23).

ATTACHMENT 1B

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IN CONCLUSION

The complaint that we are filing transcends mere campaign violations. While we would like the Commission to refer those to the FPCC, we are asking the Commission for two additional actions.

1. While the City Auditor may well recommend better City of Oakland oversight over its grants and grantees, it cannot hurt to have an additional recommendation of more oversight from the Commission. At least three things need to be done. The City of Oakland needs to do mandated audits (at the grantees expense) for grants above a certain amount, and spot audits (at the grantees expense) for grants above a lower threshold. It is not enough for the City of Oakland to say "So, what did you guys do with our money?", and then accept any answer without full documentation (including bank statements and cancelled checks). In addition, all grants above a certain threshold should be sequestered in their own bank account and separate register. Lastly, the City of Oakland should require proof of E&O insurance for each board member (at the grantees expense). Failure to do this means that if an agency misspends Oakland's money, Oakland cannot get the money back. There may be other recommendations that the Commission can come up with.
2. Non-profits in Oakland need to know that they cannot do overt politicking. We are asking the Commission to write a letter to those non-profits listed on (Pages 20 – 20C) saying something to the effect of:

It has come to our attention through a complaint filed with the Ethics Commission that some non-profit 501(c)(3)s have been engaging in overt political activities. We would suggest that you review your political activity to make sure that it is consistent with your by-laws and IRS rules for *non-profits*.

CURIOUSER AND CURIOUSER

We are including a few items of documentation which we find odd.

1. A JCO Income/Expense Report which seems to show that the Yes on EE committee donated \$5000 to JCO (Page 24. This never showed up on any filings.
2. On or about 2/19/2003 Kirsten Cross (Yes on EE Steering Committee and Co-Director of EBASE) wrote a personal check for \$11,500 to PUEBLO as a loan to meet the payroll. We suspect that she thought better of it and so on 3/5/2003 repaid her. EBASE, Kirsten's non-profit, then loaned PUEBLO the \$11,500 (Pages 25 – 25B). On 3/19/2003 Dawn Phillips, the director of PUEBLO, requested more time to repay the loan (Page 26). There is no evidence that the loan was ever repaid. We have it on good legal authority that since this was an unsecured loan with no interest payments, if it was never repaid, this could be construed as a gift of public monies.

ATTACHMENT 1B

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3:22 PM
03/27/05
Accrual Basis

PUEBLO
Transactions by Account
As of April 30, 2003

Type	Date	Num	Name	Memo	Class	Clr	Split	Amount	Balance
------	------	-----	------	------	-------	-----	-------	--------	---------

Check	6/4/2002	307					
-------	----------	-----	-----	-----	--	--	--	--	--

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* [

Check	6/7/2002	305	Elizabeth [REDACTED]	YOU Stipend		X	Stipends	-150.00	39,662.72
Check	6/7/2002	306	Brandalla [REDACTED]	YOU Stipend		X	Stipends	-150.00	39,512.72
Check	6/7/2002	307	Shauntia [REDACTED]	VOID: YOU ...		X	Stipends	0.00	39,512.72
Check	6/7/2002	308	Angel [REDACTED]	YOU Stipend		X	Stipends	-150.00	39,362.72
Check	6/7/2002	309	Keith [REDACTED]	YOU Stipend		X	Stipends	-150.00	39,212.72
Check	6/7/2002	310	Eliseo [REDACTED]	YOU Stipend		X	Stipends	-150.00	39,062.72
Check	6/7/2002	311	Oscar [REDACTED]	YOU Stipend		X	Stipends	-150.00	38,912.72
Check	6/7/2002	312	Kao [REDACTED]	YOU Stipend		X	Stipends	-150.00	38,762.72
Check	6/7/2002	313	Chandana [REDACTED]	YOU Stipend		X	Stipends	-150.00	38,612.72
Check	6/7/2002	314	Chandarith [REDACTED]	YOU Stipend		X	Stipends	-150.00	38,462.72

ATTACHMENT 2

THIS AINT NO GAME...YOUR VOTE IS YOUR VOICE!

WHAT

All over the city youth, poor and working people and people of color are being stepped on disrespected by the Mayor, the police and many others who are the power here in Oakland. Today, we have the chance to do something about this. We can get ourselves a new Mayor who can make a real difference in changing our lives and our city!

HOW

Priority #1 is to get the word out about our man - Wilson Riles to as many people in the community as possible! We need to hand out fliers to everyone who lives in the East. Put fliers in all the houses in the neighborhoods and put signs up in places where we think they will be noticed. And if we can talk to people and tell them to vote for Wilson on March 5th, even better!

THE PLAN

1. Get into teams of 4 people
2. Pick up your materials
 - 1000 fliers
 - 15 lawn signs
 - 20 buttons
3. Pick up your maps and meet your referee
4. Go over the rules of the game with the referee
 - Your team has 2 and a half hours to complete your area
 - You cannot place any fliers in mailboxes / mail-slots, only on porches, door-knobs or under door-mats
 - You can only put signs up on the sides or in the middle of the street (city property) and in the front yards of people who give you permission only
 - Your referee has to sign off that you completed each assignment on the Scavenger Hunt List after each tasks is completed
 - You must come back to the central spot to get prizes
5. Be back by 2:45 PM at the latest for food and prizes
6. HAVE FUN!

In case of an emergency or if you have any questions, please call Dawn at (510) 411-7849

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NO ON FF CAMPAIGN

Phone-banking Volunteer Instructions

Thank you for helping us to contact voters to tell them about NO ON FF and remind them to vote on March 5th. Here are some instructions for how to make this phone-calling easy to do and to keep track of.

What you need:

- Phone list of voters
- Phone Rap
- Phone-banking tally sheet

The purpose of these phone calls is to actually talk to as many voters as we can and to get them to commit to vote No On FF Nov 7. If they are not home, leave a message and just make a note of it on the phone list.

As you call through your voter list, be sure to make note of what happened on every call by writing down a code and today's date. Also, keep a tally of your calls on the Tally Sheet.

Codes for Call Results:

- Y!** – They will vote for Wilson (make sure to verify their address including zip code)
- V** – Will volunteer on the campaign
- M** – They aren't sure who they are voting for
- Info** – Want more information mailed to them (make sure to verify their address including zip code)
- N** – They will not vote for Wilson
- WN** – Wrong Number / disconnected / moved / no longer at that number etc...
- NH** – Not Home

Important points to note:

- The primary goal of the phone-bank is to reach as many people as possible and talk to them about measure FF, try not to get into too many lengthy conversations as far as possible
- Some people will not agree with us and will just want to argue about it. Don't get into arguments with people that have already made up their mind not to vote for our candidate
- Remember, we want to identify who is voting No On FF, tell people who are undecided about the effect of Measure FF, and remind all the people who say "YES" that election day is Tuesday, Nov 7th

In case anyone wants more information, they should call Venus(x22) or Lakisha (x13) or come by the PUEBLO office at:
1920 Park Blvd. (near E. 18th)
510-452-2010

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September 4, 2002

Dear Ally,

We would like to inform you of a critical issue that has been placed on the November 2002 ballot. The mayor and city council are proposing to raise taxes (utilities, hotel, and parking) to be able to hire 100 new police officers in Oakland (Proposition FF). While we all know that violence prevention and increasing safety are issues of concern for all Oakland residents, we don't see this proposal as addressing the real causes of crime and violence in our community. PUEBLO has worked for many years on increasing community safety and police accountability in Oakland. It is our experience that the proven methods for being able to do this include creating better jobs, providing comprehensive services for youth, people on parole and probation, improving the schools, etc. We want to work with the mayor, city council, and other members in our community in developing a comprehensive and effective community safety plan for Oakland. Today however, we would like to ask for your organization's support in opposing Proposition FF which we believe will not contribute to improving safety, and instead cost the people of Oakland more than we will gain from it.

PUEBLO will be working with other organizations including on the No on Proposition FF Campaign between now and November 5, 2002. We are asking that your organization support this important effort. Enclosed with this letter you will find information about the campaign including an endorsement form and volunteer sign-up sheets. Please note there are two types of sign-in sheets for campaign precinct walking and phone banking. One sheet is for your organizational members and staff and the other is for non-organizational individuals. Please begin signing up volunteers immediately.

Please review, sign, and return to PUEBLO the enclosed NO ON "PROPOSTION FF" Campaign Endorsement and Support Form as soon as possible. We ask that your organization support this campaign to the maximum capacity that the organization can.

Find attached:

- NO ON "PROPOSTION FF" Campaign Endorsement and Support Form
- Organizational Calendar – For all Ally Staff and Campaign Leaders
- Individual or Support Calendar – For Campaign volunteers and supporters
- 100 New Cops Proposal Facts Sheet
- Individuals Sign-in Sheet
- Organizational Sign-in sheet

ATTACHMENT 4

Item 6-1
 Date 11-25
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Every Tuesdays, at 10am PUEBLO will host ally meetings at our office at 1920 Park Blvd., Oakland. We ask that you attend this meeting to address any questions or concerns you might have regarding this campaign. Someone from our organization will contact you next week. If you have any questions in the meantime, please contact Lakisha Ealey or Venus Rodriguez at PUEBLO at (510) 452-2010 x 13 and 22 respectively.

Sincerely,

Lakisha Ealey

**NO ON "PROPOSITION FF"
CAMPAIGN ENDORSEMENT AND SUPPORT FORM**

Organization: _____

Contact: _____ Position: _____

Phone: _____ Fax: _____

Email: _____

We endorse the **NO ON PROP FF CAMPAIGN** and agree to allow our organization's name to be used as an endorsing organization on campaign literature.

We want only our organization's name listed

We want our organization's name along with the name of the following individual:

Name: _____ Position: _____

We endorse Oakland's Guide to Voting Right 2002 Voter Guide

We want to make a financial contribution to the campaign in the amount of:

\$3000 \$2000 \$1000

\$500 \$250 \$100

\$50 \$ _____

We want to invite someone from the **NO ON PROP FF CAMPAIGN** to do a presentation with the members of our organization before November 5th. The best dates for us are _____

We will turn out members of our organization to help precinct walk and phone-bank for this campaign (see attached calendar for specific dates).

We will turn out members of our organization to attend the **Campaign Kick Off** event on Saturday, September 21st from 11 AM – 3 PM.

We will turn out members of our organization to attend the **Voter Education Session** on Saturday, September 28th from 10:30 AM – 12:30 PM

Please return this form to Lakisha Ealey @ PUEBLO
(510) 452-2010 ext.13 Phone
(510) 452-2017 Fax

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ATTACHMENT 4

No On FF Campaign Phone-Banking Rap

Hello, may I please speak to _____? Hi! My name is _____, and I'm calling from the "No On Measure FF" campaign. We were wondering if you've heard about Measure FF?

Wait for response:

If "YES" Ask them what they have heard? If they don't have the all the facts fill them in!

If "NO" Go through the rap....

Measure FF is an advisory measure that states out of all the revenues generated from, Measure GG, HH, and II 96% of that money will go to hiring 100 more cops to Oakland City Streets and only 4% will be used to fund violence prevention programs, the Oakland Chief of Police has already estimated the cost of increasing the OPD by 100 officers at \$68,200,437. This amount already exceeds the amount generated through the tax rate increases in Measures GG, HH, and II. Therefore, leaving very little money for violence prevention programs. We believe this not a balanced solution to the problem. Studies have shown that since 1999 OPD has increased the amount of officers by 50 officers, yet the homicides rate has increased as well. Therefore showing no proof that crime rate is linked with the amount of officers on the beat. What we do know is that an increase in access to jobs, housing, good education, recreation for youth and services brings the crime rate down. Do you know if you will be voting No On FF this election or this Nov 5th

NO

Great! Thank you for deciding to prioritize real safety and violence prevention solutions in Oakland! In addition to needing your vote and the support of your family, we need a lot of help to make this a winning campaign. Would you be willing to volunteer on this important campaign?

If they say they will volunteer: write their name and phone number on your Tally Sheet and tell them we'll be following up with them again.

Finally, we are sponsoring a voter education session on Saturday, September 28th that will be followed by our campaign Kick-Off event (Voter education session 10:30AM – 12:30PM and Kick-Off 12:30 – 4PM. This would be a great opportunity to meet all the other people working to make Oakland a better place and be able to learn more about this and other important issues on the Nov. ballot. Would you be interested in attending either of these activities?

If they say "yes" make a note on the tracking sheet.

We also have window signs that we are trying to get up all over Oakland. We would love to have one of these signs in the window of your home and or business. Would you consider putting a sign up for the campaign?

If they say "yes" make a note on the tracking sheet.

Thank you for your time and for supporting the "No On FF Campaign"! Please remember to vote "no" on FF on Nov. 5th

MAYBE

What additional information could we provide to help you in deciding to vote "no" on this measure? Would you be interested in?

If they want more information: write their name, address, and number on the Tally Sheet and any notes about what they said or what kind of information they want.

We will be sure to get you this information / have someone from the campaign follow up with you in the next few days.

YES

Thanks for your time. Goodbye.

If anyone needs additional information, they should call Venus (x22) or Lakisha (x13) @ 510-452-2010 or come by the PUEBLO office at 1920 Park Blvd. (Oakland)

MEASURE FF FAILS OAKLAND'S YOUTH

NAME: Jerry Brown and the Oakland City Council

TEACHER: Oakland Youth

CLASS

PUBLIC SAFETY & CRIME
REDUCTION FOR
BEGINNERS

INTRODUCTION TO
EDUCATION AND JOB
TRAINING

DEMOCRACY &
ACCOUNTABILITY 101

GRADE

How do we know 100 more cops on our streets won't work? We tried it already and it failed! In Oakland, from 1998-2000, when OPD increased its ranks by 50 officers, the homicide rate increased from 55 to 70.

Measure FF claims in its ballot argument to be focused on crime *prevention*, but 96% of funds generated will be spent to hire 100 new cops, while only 4% will go towards prevention of any kind. Measure FF is **unbalanced, deceptive and unfair** solution to poverty crimes like drugs and prostitution that hurt our neighborhoods.

The message that Measure FF sends our kids is that they may not have school books, jobs, places to hang out services to help them or even a seat in the classroom, but they will definitely have a jail bed waiting.

**Real Jobs Real Wages Real Services Real Schools
NOT 100 MORE COPS!**

**Vote NO on Measure FF
November 5th**

For More Information please call Lakisha (x13) or Venus (x22) or come by Pueblo's Office
510-452-2010 (office) 510-452-2017(fax) located @ 1920 Park Blvd.
(Please refer to calendar in back for ways to get involved!)

ATTACHMENT
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VOTE ON NOVEMBER 5TH 2002

PUEBLO SAYS.....

Measure EE **YES**

Measure FF **NO**

Proposition 46 **YES**

Proposition 47 **YES**

Proposition 52 **YES**

For more information about PUEBLO or Measure FF
Please call or stop by: 510-452-2010 1920 Park Blvd

ATTACHMENT 6

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PUEBLO SAYS..... take this with you into the polling booth on
Election Day - Tuesday, November 5th 2002

Measure EE

YES!

*JUST CAUSE EVICTION PROTECTION FOR TENANTS –
LANDLORDS MUST HAVE REASONS WHEN EVICTING
TENANTS AND NOT JUST BECAUSE THEY WANT TO RAISE
RENTS*

Measure FF

NO!

*90% OF NEW TAX REVENUES FOR POLICE DEPARTMENT TO
HIRE 100 NEW OFFICERS AND ONLY 10% FUNDING FOR
VIOLENCE PREVENTION PROGRAMS*

Proposition 46

YES!

*STATEWIDE HOUSING BOND THAT WILL PROVIDE SHELTERS
AND SAFE HOUSES FOR BATTERED WOMEN, HOUSING FOR
LOW INCOME SENIORS, EMERGENCY SHELTER FOR
HOMELESS FAMILIES, HOMEOWNERSHIP ASSISTANCE,
HOUSING WITH SERVICES FOR THE MENTALLY ILL AND
HANDICAPPED....ETC.*

Proposition 47

YES!

*STATEWIDE BOND THAT WILL PROVIDE FUNDING FOR
EDUCATIONAL FACILITIES TO RELIEVE OVERCROWDING IN
PUBLIC SCHOOLS, CALIFORNIA COMMUNITY COLLEGES, THE
CALIFORNIA STATE UNIVERSITY AND UNIVERSITY OF
CALIFORNIA SYSTEMS, INCLUDING REPAIRING OLD
SCHOOLS, BUILDING NEW CLASSROOMS...ETC.*

Proposition 52

YES!

*ALLOWS LEGALLY ELIGIBLE INDIVIDUALS TO REGISTER AND
VOTE ON ELECTION DAY*

People's Response to 100 New Cops Campaign Calendar PAGE 17
September 2002

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
ATTACHMENT 2 2 -Send out volunteer calendar and begin sign-up for phone-banking and precinct walking (LE) -Send out draft campaign calendar / plan to allies and request feedback by 9/5 (LE) -Complete assembly of precinct maps (AJ) -Complete campaign fact sheet (VR) -YMC begins work on media plan -Reminder calls for YOU mtg. (VR)	3 9:30AM YOU Staff Mtg - finalize agenda for ally mtg, plan YOU mtg. schedule and agendas for Sept, finalize first training on electoral politics, organizing and ballot issues, plan for staff presentation and develop list of staff roles for campaign, develop plan for assembling voter guide, ally letter and endorsement 4PM- YOU meeting -review/ revise campaign plan; training on electoral politics, organizing and ballot issues (VR / LE)	4 -Write ally letter and endorsement form (VR) -Begin work on voter guide (VR) -Review voter data (DP) -Set up meeting w/ Allen Temple (CD) -Set up meeting w/ NAACP (JS) -Develop draft ally list for campaign (DP)	5 -Reminder calls to allies-abt. mtg. and request for feedback on campaign calendar (LE) <p align="center">NEXT PAGE</p>	-Review campaign plan PUEBLO staff @ stat -Complete draft of voter guide -Finalize target precinct -Develop walk and phone banking copies of maps -Develop voter lists in walk / phone banking tracking tools -Develop instructions for walk / phone banking -Develop physical system	
8 9 9AM Schools outreach plan mtg. 10AM Campaign Plan Mtg. - review/ finalize campaign plan, review media plan, review schools outreach plan, review ally list and letter of support, review draft voter guide, review and assign tasks, structure and next mtg. -Revise voter guide and send copy to APEN for feedback - make final revisions (VR)	10 -Send out letters of support / endorsement form and voter guide to ally list / kick-off flier (LE) -Revise campaign plan and type up schools outreach plan (VR) -Send out schools outreach plan to allies (VR) -Begin preparing for next YOU mtg. (LE)	11 -Reminder calls for YOU mtg. (VR) -Complete assembling walk/phone systems (JS/KL/DP/VR) -Write and send letter to YOU parents to inform them about the campaign and invite them to participate in campaign activities (VR)	12 Campaign Kick-off Plan Mtg. -Develop program / media plan, identify tasks and roles and make assignments 4PM YOU Mtg. -Training on message development and speakers training for youth, invite youth allies to participate -Reminder calls for phone/walk leaders orientation (VR/LE)	13 -PUEBLO staff /i walk/phone system mtg. -Prep YOU members to CCSPA/EJ com -Follow up calls to endorsement begin -Follow up calls to	
15 16 -Finalize agenda for ally mtg. (VR) -Reminder calls for ally mtg. (VR) -Continue follow up calls to YOU parents -Final prep for walk/phone leaders orientation (VR / LE) -Reminder calls for phone-banking 6-8PM Walk/Phone Leaders Orientation & Training	17 10AM Campaign Plan Mtg. -- finalize kick off event program / assignments/roles, review volunteer commits for phone/walk slots to date, review ally outreach, review schools outreach progress, review media plan, begin planning voter education session -Continue ally follow up calls -Prep for kick-off -Prep for YOU mtg. -Continue calls to YOU parents 5:30-8:30PM Phone-banking	18 -Continue ally follow up calls -Continue prep for kick-off -Continue follow up calls to YOU parents -Reminder calls for YOU mtg. 6PM YOU presentation to CCSPA on campaign plan and volunteer sign-up	19 -Complete prep for YOU mtg -Continue ally follow up calls -Prep for kick-off -Reminder calls for Voter Education plan mtg. 4:30PM YOU Mtg. -Precinct Walking 5:30-7:30PM Precinct Walking	20 -Continue ally follow up -Reminder calls to phone-banking volunteers for Monday -Prep for kick-off -YOU reminder calls -Continue follow up Voter Education Plan 6PM YOU presentation plan and volunteer sign-up	
22 23 -Prep for phone-banking -Reminder calls to phone-bank leader(s) and volunteers for Tuesday -Prep for Voter Education session -Continue ally follow up calls -Turnout calls to YOU parents/PUEBLO members for Voter Education session 5:30-8:30PM Phone-banking	24 10AM Campaign Plan Mtg. - finalize voter education session, review volunteer commits to date, review ally commits, review schools outreach progress, media plan, evaluate kick off event, evaluate phone-banking and precinct walking -Prep for phone-banking -Reminder calls to phone-bank leader(s) and volunteers for Wednesday -Prep for Voter Education session -Continue ally follow up calls -Turnout calls to YOU parents/PUEBLO members for Voter Education session 5:30-8:30PM Phone-banking	25 -Prep for phone-banking -Reminder calls to precinct walk leader(s) and volunteers for Thursday -Prep for Voter Education session -Continue ally follow up calls -Reminder calls for YOU mtg. -Turnout calls to YOU parents/PUEBLO members for Voter Education session 5:30-8:30PM Phone-banking	26 -Prep for precinct walking -Prep for Voter Education session -Continue ally follow up calls -Turnout calls to YOU parents for Voter Education session 4:30 PM YOU Mtg. -Precinct walking 5:30-7:30PM Precinct Walking	27	
29 30 5:30-8:30pm Phone-banking					

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People's Response to 100 New Cops Campaign Calendar
September 2002

	Wednesday	Thursday	Friday	Saturday
ATTACHMENT Campaigning	4 -Write ally letter and endorsement form (VR) -Begin work on voter guide (VR) -Review voter data (DP) -Set up meeting w/ Allen Temple (CD) -Set up meeting w/ NAACP (JS) -Develop draft ally list for campaign (DP)	5 -Reminder calls to allies abt. mtg. and request for feedback on campaign calendar (LE)	6 -Review campaign plan and roles with PUEBLO staff @ staff retreat (VR / LE / DP) -Complete draft of voter guide (VR) -Finalize target precincts (DP) -Develop walk and phone system: copies of maps voter lists in walk / phone folders tracking tools instructions for walk/phone leaders develop physical system	7
ment -off schools es LE)	11 -Reminder calls for YOU mtg. (VR) -Complete assembling walk/phone systems (JS/KL/DP/VR) -Write and send letter to YOU parents to inform them about the campaign and invite them to participate in campaign activities (VR)	12 Campaign Kick-off Plan Mtg. -Develop program / media plan, identify tasks and roles and make assignments 4PM YOU Mtg. -Training on message development and speakers training for youth, invite youth allies to participate -Reminder calls for phone/walk leaders orientation (VR/LE)	13 -PUEBLO staff orientation to walk/phone system @ PUEBLO staff mtg. -Prep YOU members to do presentations to CCSPA/EJ committees (LE/VR) -Follow up calls to allies for support / endorsement begins -Follow up calls to YOU parents begins	14 10:30AM - 1:30PM Just Cause Kick Off Event
ts for ch, edia n	18 -Continue ally follow up calls -Continue prep for kick-off -Continue follow up calls to YOU parents -Reminder calls for YOU mtg. 6PM YOU presentation to CCSPA on campaign plan and volunteer sign-up	19 -Complete prep for YOU mtg -Continue ally follow up calls -Prep for kick-off -Reminder calls for Voter Education plan mtg. 4:30PM YOU Mtg. -Precinct Walking 5:30-7:30PM Precinct Walking	20 -Continue ally follow up calls -Reminder calls to phone-bank leader(s) and volunteers for Monday -Prep for kick-off -YOU reminder calls for kick-off -Continue follow up calls to YOU parents Voter Education Plan mtg. 6PM YOU presentation to EJ on campaign plan and volunteer sign-up	21 11AM-3PM Campaign Kick-off and Precinct Walking 3:30-5PM Debrief kick-off and evaluate precinct walking system w/ core leaders
ecr schools ff alking Pnde ibers of	25 -Prep for phone-banking -Reminder calls to precinct walk leader(s) and volunteers for Thursday -Prep for Voter Education session -Continue ally follow up calls -Reminder calls for YOU mtg. -Turnout calls to YOU parents/PUEBLO members for Voter Education session 5:50-8:30PM Phone-banking	26 -Prep for precinct walking -Prep for Voter Education session -Continue ally follow up calls -Turnout calls to YOU parents for Voter Education session 4:30 PM YOU Mtg. -Precinct walking 5:30-7:30PM Precinct Walking	27	28 10:30AM-12:30PM Voter Education Session 1-3:30PM Precinct Walking

NO ON "PROPOSITION FF"
September 2002 General Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Volunteer Sign-up	3	4	5	6	7
8	9 Volunteer Sign-up Continued	10	11 3:30-6pm Youth Speakers Training	12 10am Campaign Kick-off Planning Mtg	13 -6pm Media Committee Mtg.	14 Just Cause Campaign Kick-Off
15	16 Volunteer Sign-up Cont. -6-8pm Walk/Phone Leaders Orientation	17 -10am Ally Mtg. 5:30-8:30pm Phone-banking	18 3:30-6pm Youth Training	19 5:30-7:30pm Precinct Walking	20	21 10:30am-1:30pm Precinct Walking Location To Be Announced
22	23 5:30-8:30pm Phone-banking	24 -10am Ally Mtg. 5:30 - 8:30pm Phone-banking	25 3:30-6pm Youth Training 5:30-8:30pm Phone-banking	26 5:30-8:30pm Precinct Walking	27 -6pm Media Committee Mtg.	28 -10:30am-12:30pm Voter Education Training -1pm-4pm Campaign Kick-Off and Precinct Walking Both events located at Spanish Speaking Citizens Foundation – 1470 Fruitvale Ave. in Oakland
29	30 5:30-8:30pm Phone-banking					

Phone-banking and precinct walking activities will be held at PUEBLO- 1920 Park Blvd. Oakland. Please contact Lakisha Ealey or Venus Rodriguez at (510) 452-2010x13 or 22 for other event locations and to sign up for volunteering.

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NO ON "PROPOSITION FF"
October 2002 Calendar

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Sunday Monday Tuesday Wednesday Thursday Friday Saturday

		1 -10am Ally Mtg. -5:30-8:30pm Phone-banking	2 3:30-6pm Youth Mtg. -5:30-8:30pm Phone-banking	3 -5:30-8:30pm Phone-banking	4 -4-6pm Media Committee Mtg.	5 -10am – 2pm Precinct Walking
6 -10am – 2pm Precinct Walking	7 Anti War Rally/ Precinct Walking	8 -10am Ally Mtg. -5:30-8:30pm Phone-banking	9 3:30-6pm Youth Mtg. -5:30-8:30pm Phone-banking	10 -6-9pm Voter Education -5:30-8:30pm Phone-banking	11 -4-6pm Media Committee Mtg.	12 -10am – 2pm Precinct Walking
13 -10am – 2pm Precinct Walking	14 -5:30-8:30pm Phone-banking	15 -10am Ally Mtg. -5:30-8:30pm Phone-banking	16 3:30-6pm Youth Mtg. -5:30-8:30pm Phone-banking	17 -5:30-8:30pm Phone-banking	18 -4-6pm Media Committee Mtg.	19 -10am – 2pm Precinct Walking
20 -10am – 2pm Precinct Walking	21 -5:30-8:30pm Phone-banking	22 -10am Ally Mtg. -October 22 National Day of Protest Rally	23 3:30-6pm Youth Mtg. -5:30-8:30pm Phone-banking	24 -5:30-8pm Phone-banking	25 -4-6pm Media Committee Mtg.	26 -10am – 2pm Precinct Walking
27 -10am – 2pm Precinct Walking	28 5:30-8:30pm Phone-banking	29 -10am Ally Mtg. 5:30-8:30pm Phone-banking	30 3:30-6pm Youth Mtg. 5:30-8:30pm Phone-banking	31 GOTV- Get Out the Vote Phone Banking & Precinct Walking		

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of

* Activities held at PUEBLO- 1920 Park Blvd. in Oakland unless otherwise noted. Contact Lakisha or Venus at (510) 452-2010 for more info.*

**100 Cops Initiative Response Plan
August 2002**

ATTACHMENT

Area of work / Goals	August 28 - 30	September
<p>7 Building the Organization</p> <ul style="list-style-type: none"> • Opportunity for PUEBLO to lead a campaign that will organize, educate and recruit community members around the issue of community safety and police accountability • Build PUEBLO's youth membership • Develop new leaders for YOU / PUEBLO • Further develop organizing and analytical skills of YOU / PUEBLO members around issues of community safety and police accountability / criminalization / militarization / erosion of social safety net etc. • Develop the analysis of YOU PUEBLO members around pertinent ballot issues for the Nov. election • Further develop PUEBLO's inter-generational organizing model <p>Item <u>1</u> of <u>1</u> Date <u>7-11-05</u> Page _____ of _____</p>	<p>Planning:</p> <ul style="list-style-type: none"> • Complete development of campaign plan (DP) • LE, VR and DP review campaign plan and develop agenda and prep for meeting with YOU members to review and get feedback on the campaign plan • Complete documentation of YOU summer program 2002 and campaign research work by 8/30 (VR) <p>Recruitment:</p> <ul style="list-style-type: none"> • Develop two draft informational fact sheets (i) describe the issue, our organizing effort and our contact information for allies and (ii) a sheet for doing outreach to voters and community members (VR) • Send a copy of the information fact sheet for allies to Vivian @ APEN 11AM, Fri. 8/30 <p>Board:</p> <ul style="list-style-type: none"> • Present campaign plan and goals to Board and get approval for PUEBLO's participation in this effort by 8/29 (DP) 	<p>Planning:</p> <ul style="list-style-type: none"> • Send out draft plan to key allies for feedback and review by 9/3 and collect all responses by 9/5 • Have YOU members review and give feedback on plan by 9/5 • Revise plan by 9/7 • Review proposed plan at ally meeting on 9/9 • Finalize plan by end of ally meeting 9/9 <p>Recruitment:</p> <ul style="list-style-type: none"> • Send our draft fact sheets to allies for feedback and comments by 9/3 and collect all responses by 9/5 • Have YOU members review draft fact sheets and give comments by 9/5 • Revise and finalize fact sheets by 9/7 • Have finalized fact sheets to hand-out at ally meeting on 9/9 • Collect information on local (city/county) and state-wide ballot measures for voter guide by 9/13 • Develop draft voter guide by 9/19 • Send out draft to allies for review and feedback by 9/20 • Collect feedback and revise draft by 9/25 <p>Cross-campaign:</p> <ul style="list-style-type: none"> • Review campaign plan and roles and responsibilities with all PUEBLO staff by 9/6 • Prep YOU members to do presentations on the campaign plan to CCSPA and EJ

100 Cops Initiative Response Plan

August 2002

Field Plan

Planning

1. Develop media plan
2. Finalize targeted precincts for walking and phoning
3. Finalize political education and skill development needs for youth and volunteers throughout campaign and after
4. Plan kick off day event for Saturday, Sept. 21st
5. Develop a campaign calendar of activities that can be handed out to supporting organizations and individuals

These above mentioned tasks have to be completed by Sept. 18th in preparation for kick off event

6. Begin planning victory party (election night) and develop messages / talking points for talking about the election outcome

Systems Development

1. Get (city-wide) precinct maps and assemble maps
2. Develop systems for walk and phone operation and do training with field leaders on how to manage systems
3. Develop campaign structure including identifying committees and who's going to be on them, coordinators for each committee etc.

All systems development tasks have to be completed by Sept. 18th in preparation for the kick off event

Media and Propaganda

1. Identify youth members for media committee
2. Develop materials for walking / outreach
3. Develop speakers training curriculum (for those speaking to the media and doing organizational presentations)
4. Do the first speakers training on the week of Sept. 16th

Ally Development

1. Develop list of strategic organizations and individuals whose support we want to solicit
2. Send out request for support and endorsement letters
3. Follow up calls after letters have been sent
4. Set up face-to-face meetings and presentations with key organizations and individuals

Phone-banking

1. Identify phone-bank locations and secure commitments from organizations
2. Send out dates, times and locations for phone-banking and secure volunteer commitments
3. Begin phone-banking week of Sept. 23rd

Precinct Walking

1. Send out dates, times and locations for precinct walking and secure commitments
2. Begin walking on Sept. 21st kick off event

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Date 9-11-05

Item 1

No On FF Campaign
Ally Meeting
9/9/02
10AM - 12PM

Who Was There?

Malkia and Gen, (Youth Media Council) Fela and Rocio, (Youth Force Coalition)
David and Nicole, (Let's Get Free) Jermaine, (REAL HARD/ Kids First), Amber,
(APEN) Jesse, (Books Not Bars) Claudia, (Spanish Speaking Citizens Fdn) Steve and
Trac, (Oct 22nd) John, (AYPAL), Bianca, (Data Center) Elena and Greg, (Eastside
Arts Alliance)

Agenda

1. Review Agenda
2. Introductions
3. Review Voter Info
4. Review Campaign Plan Calendar
5. Review Ally List
6. Review Draft Voter Guide
7. Review Schools Outreach Plan
8. Review Media Plan

The Voter Equation

Total Registered Voters in Oakland - 179,000
Nov.98 election - 56% of voters turned out for last Governors race
Nov 2000 election -62% of voters turned out for last Presidential race
Projected turnout this year Nov. 2002- 55% (98,450 voters)

Votes Needed to Win - (50%+ 1) 50,210

We need to contact 15-20% of that number - 16,500-17,000 voters (or as close to that number as possible)

Voter Info/Identification

Dawn briefly described the voter landscape of Oakland including a breakdown of the voting patterns of the different districts and the number/% of folks who will most likely come out to vote in November overall. We also looked at the breakdown of the most likely voters/super voters (voters who have voted at least 4 to 6 times in the past 6 elections) and where in Oakland they are located.

<u>District</u>	<u>How Many Super Voters</u>	<u>Area of Oakland</u>	<u>Council Member</u>
-----------------	------------------------------	------------------------	-----------------------

District 1	10,597/67%	North Oakland	Jane Brunner
District 2	6,376/64%	East Lake/ San Antonio	Danny Wan

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District 3	4,970/69%	West Oakland/West Lake	Nancy Nadel
District 4	10,978/51%	Montclair/Laurel/Dimond	Dick Spees
District 5	2,813/73%	Fruitvale	Ignacio De La Fuente
District 6	7,085/59%	High St. to 98th	Moses Mayne
District 7	6,101/67%	98 th to San Leandro Border	Larry Reid

49,920 Super Voters

Analysis:

District 5 has the highest amount of people interested in our issues but it has a low voter turnout. District 4 has the largest amount of voters but most of them do not support our stance on the issues. So we have to create a strategy where we have to convince and turn-out enough voters in every other district to overcome the voting bloc in District 4.

Campaign Calendar

Venus went over campaign calendar and listed out important events and we set up some times for the up-coming meetings.

Youth Speaker Training – Wednesday (9/11) 3:30 – 6PM @ PUEBLO

Media Committee- Fridays (9/13 and 9/27) 4-6PM @ PUEBLO

Campaign Kick-Off Committee – Thursday (9/12) 10AM – 12PM @ PUEBLO

Voter Education Committee – Friday (9/20) 10AM – 12PM @ PUEBLO

Ally List

As a group we wrote a list of current and targeted allies:

African American Community

- Black Radical Congress
- Black Men First
- NAACP
- J. Alfred Smith –Allen temple
- Baptist Ministers Union
- Nation of Islam
- Oakland Ministers
- Malcolm X Grassroots
- Donald Lacey
- Local Reperation Movement

Labor Community

- SEIU 790
- HERE 2850
- SEIU 616
- ILWU (longshoreman)
- APALA (Nicole)
- Alameda County Central Legal Council

API Community

- EBAYC
- API'S Against War
- API Force

Others

- OCO
- OCC
- BPP
- It's About Time
- CWOR
- Anti-War Formations
- LSAC

Voter Guide

The proposal is to produce a City-wide Voter Guide to hand out to voters. We agreed that the Guide should:

- * - Clearly state our analysis and position on the issues that we have a clear position on
- The Guide should be designed and produced more professionally (YMC will help with funding and identifying a designer)
- We need to change the language for Measure CC to include the term 'strong mayor initiative'

Schools Outreach Plan

The Goals:

- * - Recruit youth to do campaign activities
- Recruit 10 youth from each school by end of campaign
- Split up school amongst youth organizations
- Do things to build our organizational capacity

What we want to do with youth

- Classroom presentations
- Mobilize existing school clubs
- Presentation @Upset the Set up

Breakdown of schools and organizations responsible

AYPAL Oakland High, Fremont and Skyline
 LGF Dewey and McClymonds
 PUEBLO Street Academy and Life Academy
 REALHARD Oakland Tech

Curriculum for Presentations

Jesse from BNB will create curriculum for school presentations

Next steps for youth/schools outreach

- Jesse create work shop curriculum (short/long version)
- Our youth begin doing presentations in schools and to organizations
- Turnout out teachers and students as part of school/class work to support campaign activities
- Have each group send to PUEBLO a schedule of when their presentations are happening and develop and overall schedule for coordination

Media Plan Update

- YMC needs to gather and review coverage
- We will have media strategy session 9/9 @6:30
- YMC will help pay for and create propaganda materials
- We will get consultation from SPIN on message development
- Develop a press list of reporters who will report on this issue
- Create press list for ethnic media and develop relationships for campaign coverage

10/21/2002

Tumis

**1,050.00

One Thousand Fifty and 00/100*****

Tumis
3028 International Blvd.
Oakland, CA 94601

Printing Handbills

Tumis

No on FF handbills

10/21/2002

1,050.00

Merrill Lynch Bank Ac Printing Handbills

1,050.00

Tumis

No on FF handbills

10/21/2002

1,050.00

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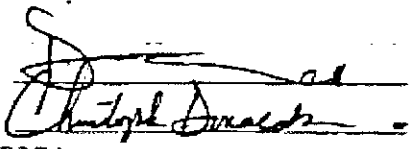
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Merrill Lynch Bank Ac Printing Handbills

1,050.00

Check #. Date Cleared. Amount.
1062 10/28/2002 1050



PUEBLO People United For A Better Oakland 1920 Park Blvd. Oakland, CA 94606 - 1062 (510) - 452 - 2010		BANK ONE TRUST COMPANY Merrill Lynch Endowment Management 75-80440		1062
		10/21/2002		
PAY TO THE ORDER OF <u>Tomas</u>			\$	1,050.00
Our Thousand Fifty and 00/100			DOLLARS	
Printing Handbills				
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102582 42829649

X For deposit

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9/27/2002

Christopher Donaldson

**1,000.00

One Thousand and 00/100*****

Christopher Donaldson
34 Cork Road
Alameda, CA. 94502

Christopher Donaldson

9/27/2002

No on FF Campaign Kickoff, Food, Supplies

1,000.00

Merrill Lynch Bank Ac

1,000.00

Christopher Donaldson

9/27/2002

No on FF Campaign Kickoff, Food, Supplies

1,000.00

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Merrill Lynch Bank Ac

1,000.00

11/1/2002

Mamie Chow.Wang

**150.00

One Hundred Fifty and 00/100*****

Mamie Chow.Wang

Reimbursement

Mamie Chow.Wang

Food for Campaign No on FF / GOTV

11/1/2002

150.00

Merrill Lynch Bank Ac Reimbursement

150.00

Mamie Chow.Wang

Food for Campaign No on FF / GOTV

11/1/2002

150.00

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Merrill Lynch Bank Ac Reimbursement

150.00

September 10, 2002

Dear

I am writing to inform of the exciting and important work your child is doing as a member of **YOU** (Youth of Oakland United) and to ask for YOUR support!

What has YOU been up to?

During the month of June the members of **YOU** created and conducted a survey to over 150 youth in East and West Oakland to find out what issues are important to Oakland youth. The survey focused on five main issues; bad school conditions, job training and employment for youth, youth curfew, youth recreation in Oakland and police harassment. One question on the survey asked "If you could rate any one of these issues 'most important' which one will you choose?" the top answer was police harassment with job training and employment opportunities being the next. At this point, the members of **YOU** decided that they needed to be working on both these important issues as they were really closely connected to each other. The youth saw that at the same time as our Mayor and City Council were spending ever increasing amounts of money on the Police Department, they were not prioritizing important services that would help youth and adults in this City. That not enough money was being spent on youth recreation, education, job training etc.

The members of **YOU** were in the process of figuring out how exactly they wanted to tackle this issue when we all found out that the Mayor was proposing to put **Measure FF (otherwise known as the "100 Cops" measure) on the November 2002 ballot**. The youth have decided that they want to respond to the Mayor's proposal in two ways. They want to fight to defeat Measure FF in the November election to show that they disagree with the Mayor's proposal to hire more police officers as the main way to deal with safety in Oakland. They want to educate both youth and adults about the issue and they want to outreach and change the minds of voters about this issue. Secondly they have decided that they want to work to create in partnership with the adults in our organization as well as people and organizations all over the City to create a **REAL** plan for promoting safety in Oakland. A plan that will outline **OUR** vision of community safety and not the

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Mayor's narrow vision, that in their opinion hurts and unfairly targets youth, without really providing positive support.

How will we defeat Measure FF?

The youth have been busy preparing for this fight. They have done research all over the City, at the library, online with computers, as well as by talking to our elected officials and City staff. They have been reading and tracking articles in the newspaper and attending City Council meetings. They have had several strategy meetings to discuss the best way to proceed with the campaign and they are now in the process of doing presentations at there schools and to organizations we hope to involve in the campaign. In two weeks they will begin walking precincts and phone-banking to outreach to voters. They are doing some very serious work and we are very proud of their dedication, as we know you are too.

How can I support my child and PUEBLO?

We want to invite you to join your child and our organization in working together on defeating this measure, as well as joining a long term effort to make Oakland a truly, safer City. ***The youth will be meeting twice a week between now and the middle of November. From 3:30 - 7:30 PM on Wednesdays and from 10 AM - 2 PM on Saturdays.*** We would like to ask you to support your child in coming to as many of these meetings and possible. ***Please come join and support us on 9/28 from 10:30-3:30 we will start the day with a Voter Education Session (10:30-12:30), then the Campaign Kick-Off and precinct walking will happen from 12:30-3:30 both events are @1470 Fruitvale Ave.*** We are also sending you a calendar of activities for the campaign through the end of September, please review calendar with highlighted important events. ****It would be very helpful if you would fill out the volunteer form, mark what activities you are interested in helping with, and mail that back to us.*** If you have any questions about the information in the letter, please feel free to contact us at any time. Finally, we want to thank you for both supporting your child's work with us and our effort to make Oakland a more just and equitable place for all our families.

Sincerely,

Venus Rodriguez

* If you have any questions, please contact Lakisha Ealey (x13) or Venus Rodriguez (x22) @ (510) 452-2010

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**PUEBLO Board of Directors Meeting
August 29, 2002 – 5:30 P.M.
Minutes**

Board Members Present:

Elizabeth Acosta (Secretary), Theresa Casey, Vildred Dawson (Chair),
Gwen Hardy (Treasurer), Mary Richter, Phat Thai, Carmeshia Williams

Staff/Consultants Present:

Dawn Phillips, Executive Director
Laurin Mayeno, Facilitator/Note-taker
Mr. Nguyen, Vietnamese Interpreter

VI. Approve minutes from August 12 meeting

Mary motioned and Theresa seconded to approve the minutes from the August 12th meeting. Motion carried unanimously.

VII. Roles and Responsibilities of Board Members

- **Review, revise and approve checklist** – The board agreed by consensus to adapt the checklist of board responsibilities as revised. Dawn stated that she is working with staff to restructure committee meetings to allocate space and time for board members to fulfill these responsibilities.
- **Discuss roles of officers** – The board discussed and revised a hand-out on the responsibilities of board officers (see attached revisions).
Discussion:
 - By-laws state that board members cannot miss more than 3 meetings in a row or more than half the meetings in a year.
 - Subcommittee meetings can be used to focus on certain topics and do not require attendance of the whole board.
 - Chair will make reminder calls one-two days before meetings.
 - The secretary will be responsible for taking minutes on a regular basis. Will use a tape recorder to aide in this task. Dawn and Vildred will be available to assist.
 - There will be an orientation for officers scheduled
 - Need to work on financial policies and determine if board signature should be required for checks above a certain amount.
 - Need to revisit the role of officers in chairing committees when committee structure is determined.
- **Integration of ally members** – Dawn proposed that ally board members be brought on at the end of September after one more meeting. Have notified everyone except Rebekah, who is out of town.

VIII. Reports

- EJ – Karleen is in S. Africa at UN Conference on Sustainable Environment representing Center for Environmental Health. There was no EJ committee meeting in the last week. Akuya, EJ organizers is doing research for campaign issues the committed picked: 1) air quality in schools; 2) Brownfields in Oakland (areas that are possibly heavily contaminated). City is requiring checking for heavy metals 2 ft. underneath incinerators. Lack fo funds for more. Oak Knoll - \$50 million needed to clean up.
- CSPA – Several projects and subcommittees.
 - CPRB recommendations
 - Risk management plan and proposing (avoid paying lawsuits)
 - Parole and jobs
 - INS and police

- YOU – Mayor putting 4 ballot initiatives for November. Three are to raise taxes. One is for money to spend to put more officers on the street. YOU decided to work on this issue.
- Short-term campaign to defeat ballot initiatives during the election. Now-November: 1) precinct walking and phone balking to voters; 2) identify organization and individuals to ask for support; 3) get-out-the vote; 4) media strategy for talking about the issues in a different way than the mayor. Long-term will look at developing more comprehensive plan to have city create more jobs and services, especially for youth.
- Will not just be from one committee. Will discuss in different committees and ask for feedback. CSPA subcommittee developed to look at from broader level. Will need joint meetings with YOU and CSPA. Should have people from different committees sit in on each other's meetings and make presentations.

Discussion:

- We pay \$35 to get entire voter registration list for the city. The cost is to make list usable-getting it donated through Just Cause Campaign.
- Because of magnitude of issue, the whole organization needs to support the campaign. Need board to take leadership to support campaigns and set example in committees.
- Mary to get information on map on hot-spots in Oakland.
- Encourage targeted youth to come to meetings and get involved.
- Other things happening in November election. Just Cause – measure to increase tenant protection in Oakland. PUEBLO housing staff in September. Dawn is on Steering Committee sharing resources. ***

Discussion:

- We need to know what ally organizations are doing and get positive outcomes. An incident occurred where there was some incorrect information given about actions by PUEBLO and Just Cause. Have invited the mayor several times and he has turned us down. Will continue to ask him. If members hear allegations, important to ask for clarification.
- There will be a voter education session. PUEBLO members and other organizations will be invited. Youth are encouraged to invite parents.

IX. Next Meetings

Next meeting will be on Monday, September 9th at 5:30 p.m. Following meeting will be on September 30th at 5:30 p.m. Allies will attend that meeting.

Other follow-up: provide calendars and binders for board members.

X. Check-Out

Dawn will do check-in on individual basis with board members, including future training needs.

Meeting adjourned at 7:45 p.m.

Minutes submitted by Elizabeth Acosta, Secretary

_____ date _____
(signature)

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**JUST CAUSE OAKLAND
PROPOSAL TO BEN & JERRY'S FOUNDATION**

II. NARRATIVE

A. Introduction and background

Just Cause Oakland is a membership-based organization building a powerful voice for Oakland tenants. *Our mission is to create a just and diverse city and region by organizing Oakland tenants to advocate for just, affordable and decent housing as a basic human right, to fight against community displacement, and to mobilize for policies that produce social and economic justice in low-income communities of color.*

Since our founding in 1999, JCO has managed to put the issue of displacement on the political map in Oakland. We have built a base of tenants and allied organizations, scored repeated media coverage, and forced City Hall to scramble to implement reforms all in the process of passing far-reaching citywide grassroots legislation.

Measure EE Campaign

Just Cause Oakland (JCO) began as a fifteen-person grassroots coalition of organizations and activists in 1999 and grew to 300 volunteers between February and June 2000. Our members fanned out across the community, raised thousands of dollars, and garnered media attention to the issue of unjust eviction and displacement. The goal was to place a measure on the ballot to forbid unfair evictions. Although JCO fell just short of its 25,000 signature goal, our grassroots campaign formed the foundation for a tenants movement in Oakland and represented the first public salvo against gentrification in the city. In 2002, with a stronger coalition, JCO returned to its electoral strategy. On June 10th, JCO turned in some 36,000 signatures to place just cause eviction protections on the November, 2002 Oakland ballot.

Determined to pass the crucial measure, JCO amassed a staff of six full-time organizers and activists. Two local allied non-profits donated a staff person each for the effort and SEIU Local 790 assigned a union member full-time to the cause. An unprecedented coalition emerged which was able to mobilize \$80,000 in political donations (through a PAC) and over 600 volunteers. Community organizations like PUEBLO, ACORN, Oakland Tenants Union, BOSS and APEN sat on a steering committee that moved the campaign to new heights.

In November, voters passed Measure EE by a slim margin and JCO celebrated a hard-fought victory. Measure EE provides that landlords can no longer evict tenants without a valid reason. ***Local tenant attorneys estimate that this immediately reduced evictions in the city by 20%.***

Low-income tenants in the forefront

JCO has steadily increased its commitment to building an organization of low-income tenants who are most affected by the city's lack of renter protections. These are the African-American, Latino, Asian and Native American low-income tenants in the flatlands of Oakland. During the Measure EE Campaign we made a significant effort to build leadership among tenants who were under immediate threat of eviction in the activities of the campaign. We:

- Held a tenant speak-out where over 100 people, and of them, fifteen low-income tenants

Mamie Chow
2609 Ivy Drive, #9
Oakland, CA 94606
510.326.8853
chowwang@hotmail.com

Work History

People United for a Better Oakland, Oakland 2/03 - present
Research, Policy and Development Director

- Coordinate and implement grassroots fundraising efforts
- Develop short, medium and long term plans to diversity fundraising
- Track and package foundation proposals and grants
- Assist in general management and support of staff
- Participate in building alliances to develop a progressive political agenda

California Tomorrow, Oakland 1/00 - 2/03
Communications and Senior Project Coordinator

- Coordinated "Bilingual and Bicultural Youth, Schools and Communities" project which included two years of site visits to programs supporting young people's ethnic and linguistic heritage
- Co-authored *And Still We Speak*, a book telling the stories of how communities are reclaiming and sustaining their cultural and language identities
- Experienced in production, editing, interviewing, and working with designers to produce books, pamphlets, reports and brochures
- Developed marketing and communication plans for California Tomorrow tools to appropriate audiences
- Started youth program to develop leadership and professional skills of students of color
- Co-authored *No More Lies, No More Shame*, a youth-oriented curriculum on culture, race and language with team of adults and youth
- Organized and conceptualized fundraising events for audiences ranging from urban youth to high school teachers to corporate donors
- Planned staff development trainings according to present needs and long-term strategy of organization
- Collaborated with Californians for Justice in providing research and technical assistance to their San Jose campaign for school reform
- Researched and authored report on school reform organizing efforts in the Bay Area and Los Angeles

Just Cause and Yes on Measure EE, Oakland 1/01 - present
Steering Committee Member and Fundraising Committee Chair

- Coordinated grassroots fundraising for campaign, and with a team of about six volunteers, we raised over \$100,000 since the summer of 2000
- Budget planning, accounting and troubleshooting financial emergencies
- Planned and completed several direct mailings, major donor drives, phone banking and organized multiple community fundraisers
- Developed trainings for speakers and house party organizers
- Provided overall campaign leadership and direction with a focus on low income communities of color



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JUST CAUSE OAKLAND
INCOME/EXPENSE REPORT AND BUDGET
2002, 2003

	2002 (Actual)	2003 (Operating)
REVENUE*		
Foundations	\$ 29,000	\$ 52,000
Labor Unions	\$ 2,000	4,000
Corporations	\$ 500	1000
Government Grants and Contracts		
Membership Income	\$ -	5000
Fundraising Events		3000
Individual Donations	\$ 3,500	\$ 7,000
Earned Income/Sales	\$ 600	\$ 1,500
Donation from JCO PAC	\$5,000	
REVENUE TOTAL*	\$ 40,600	\$ 73,500
EXPENSES		
Translation	\$ 500	\$ 600
Supplies	\$ 650	\$ 900
Childcare/food/space	\$ 500	\$ 900
Equipment	\$ 1,400	\$ 1,200
Postage	\$ 600	\$ 1,000
Printing and Copying	\$ 1,400	\$ 2,500
Rent and Utilities	\$ 2,200	\$ 3,200
Telephone/Fax/Email/Website	\$ 600	\$ 1,200
Transportation	\$ 300	\$ 400
Training Materials	\$ 700	\$ 400
SUBTOTAL EXPENSES	\$ 8,850	\$ 12,300
Salaries		
Lead Organizer	\$ 26,240	\$ 26,000
Field Organizer		\$ 22,000
Field Organizer		
Fringe and Benefits (25%)	\$ 5,773	\$ 12,000
Subtotal Salaries	\$ 32,013	\$ 60,000
EXPENSE TOTALS*	\$ 40,863	\$ 72,300
DIFFERENCE	\$ (263)	\$ 1,200
* In 2002 JCO formed a PAC for our electoral work that raised \$75,000		

SUNDEEN SALINAS ROMELL & PYLE

ATTORNEYS AT LAW

1330 BROADWAY, SUITE 1830
OAKLAND, CALIFORNIA 94612

RUBEN SUNDEEN
ROBERT SALINAS
ROXANNE ROMELL
HUNTER PYLE

TELEPHONE (510) 663-9240
FACSIMILE (510) 663-9241

April 13, 2005

By hand delivery to:

City of Oakland
Public Ethics Commission
One Frank Ogawa Plaza, Fourth Floor
Oakland, CA 94612

Re: Complaint No. 04-05

To The Honorable Members of The City of Oakland Public Ethics Commission:

I have been retained to represent Just Cause Oakland PAC ("JCO") in the above-referenced matter. Please direct all future correspondence regarding JCO to me.

The purpose of this letter is to clarify JCO's positions regarding certain issues raised by the Public Ethics Commission ("the Commission"). As set forth more fully below, these issues are as follows: first, that the Commission does not have jurisdiction over the issues raised in Complaint No. 04-05 ("the Complaint"); second, that the Commission does not have the authority to refer these issues to the Fair Political Practices Commission; and finally, that JCO is taking all appropriate steps to ensure that its campaign statements are as complete and accurate as is required by law.

The Commission Does Not Have Jurisdiction Over the Issues Raised in the Complaint

The Commission does not have jurisdiction over the issues raised in the Complaint. In order to investigate and render a determination regarding an issue, the Commission must have jurisdiction over that issue. Otherwise, it is overstepping its authority and violating the law.

Here, it is clear that the Commission does not have jurisdiction over the issues raised in the Complaint. The Commission's jurisdiction is set forth in its Bylaws, adopted on March 6, 2000. The Preamble to the Bylaws describes the Commission's jurisdiction as follows:

The Commission sets policy and monitors and responds to issues regarding compliance by the City of Oakland, its elected officials, officers, employees, boards, and commissions with City regulations and policies intended to assure fairness, openness, honesty and integrity in City government. Those regulations and policies include, but are not limited to, the Oakland Campaign Reform Act, Oakland's Conflict of Interest Code, Council Code of Ethics, the Oakland

ATTACHMENT 14

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Date 7-11-05
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Handwritten notes and stamps on the right side of the page, including a vertical stamp that appears to say "CITY OF OAKLAND" and other illegible markings.

*City of Oakland
Public Ethics Commission*

*Page 2 of 3
April 13, 2005*

Sunshine Ordinance, the Oakland Public Campaign Finance Ordinance and a Lobbyist Registration Ordinance, if adopted.

Significantly, nothing in this Preamble permits the Commission to investigate JCO's campaign statements or activity regulated by the California Political Reform Act.

Furthermore, Article III, Section 7 sets forth the functions and duties of the Commission. *Nothing in this section permits the Commission to investigate JCO's campaign statements or activity regulated by the California Political Reform Act.*

Finally, as noted by the Commission's Executive Director, and approved by the City Attorney, "Unlike campaigns for local elective office, the Oakland Campaign Reform Act does not regulate ballot measure committees. Thus the Commission cannot take any direct administrative action on the [allegations set forth in the Complaint]."

Because the Commission does not have jurisdiction over the issues raised in the Complaint, it should cease its investigation regarding those issues and dismiss the Complaint. See General Complaint Procedures, Article III, Section B(1)(a) (providing that complaint may be dismissed for lack of jurisdiction).

JCO therefore requests that the Commission immediately take action to dismiss the Complaint.

The Commission Does Not Have Jurisdiction to Refer the Complaint to Another Political Entity

The Commission does not have the authority to refer the Complaint to any other political entity. Section III.B(1)(e) of the General Complaint Procedures provides that a "complaint [may] be dismissed for any or all of the following reasons: The complaint should be referred to another governmental or law enforcement agency better suited to address the issue." However, nothing in this section gives the Commission the authority to refer a complaint elsewhere. It merely gives it the authority to dismiss a complaint because some other entity is better suited to address the issues raised therein.

Accordingly, in this case, the Commission should simply dismiss the Complaint because it lacks jurisdiction over the issues raised therein. It should not, and does not have the power to, refer the Complaint to another government body.

Just Cause Oakland is Taking All Appropriate Steps to Ensure that Its Filings are Accurate and Complete

Finally, JCO is taking all appropriate steps to ensure that its filings are accurate and complete. Among other things, JCO is carefully examining its records and consulting with appropriate neutral third parties regarding its duties and obligations under law. We look forward to resolving all outstanding issues regarding these filings as quickly as possible.

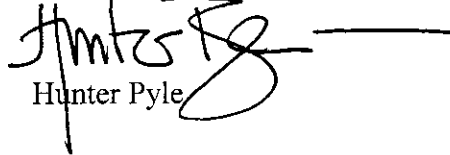
*City of Oakland
Public Ethics Commission*

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April 13, 2005*

If you wish to further discuss this matters raised in this letter, please feel free to contact me at the address set forth above.

Sincerely,

SUNDEEN SALINAS ROMELL & PYLE



Hunter Pyle

HP:me

C: Just Cause Oakland PAC

ATTACHMENT 14

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