



Marin Strong Start



Coalition Beginnings

Shared Interests



In the Beginning: 2010

- Parent Voices had funding from Marin Community Foundation to initiate discussions with partners and conduct an informal poll of the community.
- MarinKids Leadership Committee advocated action on a Children's Fund as part of a 3 year action plan and had resources to move forward.
- We joined forces and developed an MOU detailing our partnership of Children's Investment Initiative Coalition: Marin Child Care Council, Marin County Child Care Commission, MarinKids, First 5 Marin, Community Action Marin, Youth Leadership Institute, and Parent Voices.



Coalition Today

- ▣ More than 100 members active
- ▣ On the road to November 2016
- ▣ Public Education Effort



Building Political Will



Early Two Pronged Approach

Community/Voter Opinion

- Informal assessment of community interest in a “children’s fund”
- Parent Voices conducted the survey on the street
- 1900 community members
- 86% of voter respondents said yes to children’s fund

Making a Case for Need to Policymakers

- MarinKids Data & Action Guide presented to BOS and online (Dec 2012)
- Focus on key priorities: preschool, child care, healthcare
- Survey results presented re: children’s fund



Gaining Political Support

- Board pledged to support MarinKids efforts on equity.
- BOS in proclamation added Education “E” to their platform: equity, economy, environment, education
- In January 2013, we requested support from the Board members for our education effort including polling.
- In June 2013 we conducted a voter opinion poll which gave us information that we could win if we conducted a strong campaign.
- We =a November 2014 ballot measure would be our aim
- In early March 2014, we updated the BOS on priorities, progress and requested support to develop an Expenditure Plan
- In mid June 2014, we presented the plan to the BOS



Developing an Expenditure Plan

- Convened a select group of high profile individuals (keeping community and political leadership in mind) to develop and approve an Expenditure plan for how the money would be used
- Workgroups brought recommendations to Expenditure Committee for approval
 - Workgroups included “specialists” from plan priority areas
 - Developed work products and financial analysis of costs associated with potential strategies
- Expenditure plan was then backed by these individuals and presented to the BOS



Another poll/Another story

- BOS requested a tracking poll
- We polled against another countywide measure
- Poll showed neither measure would win if pitted against each other
- BOS committed to other initiative
- And...we determined it best to wait
- Asked BOS for commitment for 2016 and funding for some of our priorities



Lessons

- Build your case and keep repeating it (Data and polling information)
- Keep working your Board members
- Keep walking forward while people jump on board
- Know what is happening regarding other ballot measures
- Listen to your polls
- Have a leap forward plan and a fall back plan
- Stay political – think ahead
- Have strong, collaboratively developed plan for the measure
- You need **staff** and a neutral organization
- The plan is for voters not insiders – need to keep reminding partners



Campaign Consultants – Yes-No-When

- Fast tracking our plan to meet the 2014 ballot
- Understanding how to do it – “selling” Coalition members
- Outreach materials, etc.
- Political savvy
- Cost versus Benefits
- Timing



Coalition Development and Building

Chaotic Structure



Growing Support

- Moving from a tight Coalition to a wider coalition
- Power and control of small group to many at the table
- Deliberately grew the “party” with new sectors and community partners
- Reduced competition internally and made it a community plan
- Engaged new group in reviewing Expenditure Plan and setting guiding values
- Reality about how things get done – where the work gets done
- Opened the doors to all comers now



Structure Evolved

- Coalition selected MarinKids as Backbone organization
 - Hires and manages contractors
 - Accepts \$s for public education efforts
 - Develops materials
 - Manages website and Facebook
 - Spearheads public events and presentations
 - Facilitates meetings and communications
- Leadership Team identified in Expenditure Plan meets and conference calls regularly
 - Focuses on political and longer term strategy



Public Education



Outreach

Constituency-Building

- ▣ Identify Key Strategic Partners
 - ▣ Schools
 - ▣ Early Education Education & Childcare
 - ▣ Healthcare
 - ▣ First 5
 - ▣ Foundations
 - ▣ Political Leaders

Credibility-Building

- ▣ Who counts with Policymakers and Voters
 - ▣ League of Women Voters
 - ▣ Business Leaders
 - ▣ Other Jurisdictions
 - ▣ Grassroots recipients



Activiites

- Brochure – Spanish & English
- Website – ability to join online
- Facebook
- Video
- Presentations to all districts, cities and local organizations
- Resolution supporting initiative
- Events



Challenges

- Maintaining enthusiasm with long trajectory
- Dealing with internal politics
- Engaging Coalition members meaningfully
 - Presentations
 - Speaking on behalf of
 - Meetings and input on strategies
 - Advocating on behalf of
- Moving into campaign structure and fundraising

