

In this Issue:

Election News	1
To Our Readers	1
The Accountable Development Coalition – a New Model of Economic Development	2
Membership Form	3
Campaign Training Class for Local Candidates	3
It's Time to Put the North Bay Back on Track	4
Volunteer!	4
Save the Dates	4

Coming Soon:

Local Hiring Preference Ordinances
Institute for Ecology and the Economy: Training
Future Leaders
The Sonoma County General Plan
Ludwigia in the Laguna

What We Do:

The mission of the Coalition for a Better Sonoma County is to elect candidates who agree with, and will abide by, our Statement of Principles. For a full copy of our Statement of Principles, see www.bettersonoma.com.

Who We Are:

COPE of the North Bay, AFL-CIO
Sonoma County Conservation Action
Petaluma Tomorrow
IBEW, Local 551
Operating Engineers, Local 3
Sonoma County Latino Democratic Club
SEIU Local 707
Housing Advocacy Group
Concerned Citizens for Santa Rosa
World Stewardship Institute
Progressive Student Movement
Sheetmetal Workers, Local 104
UA Local 38, Plumbers and Pipefitters
UFCW, Local 101
Direct Action Network
Plus many individuals and elected
representatives

ELECTION NEWS

Many Coalition Members Running for Office in November 2006!

We're very proud of the many Coalition members who are running for office in the November 2006 elections:

Caroline Bañuelos, Santa Rosa City Council, caroline4citycouncil@comcast.net, 707-328-3240.

Stephen Barbose, Sonoma City Council, sbarbose@sbcglobal.net, 707-996-7441.

Steve Benjamin, Santa Rosa Junior College Trustee, Western County, sbenjamin4srjc@yahoo.com, 707-396-2360.

Nick Caston, Santa Rosa Junior College School Trustee, Central County, ncaston@nickcaston.com, www.nickcaston.com, 707-525-1539.

David Glass, Petaluma Mayor, daveglass@comcast.net, 707-763-7610.

Robin Goble, Windsor Town Council, robingoble@msn.com, 707-838-4622

Susan Gorin, Santa Rosa City Council, gorins@sonic.net, 707-525-8335.

Veronica "Roni" Jacobi, Santa Rosa City Council, vjacobi@sonic.net, www.veronicajacobi.com, 707-575-5594.

To Our Readers:

The Coalition for a Better Sonoma County exists to elect people to elective office in Sonoma County who believe in our Statement of Principles and will be guided by them in making public policy decisions. We believe that if we get people who share our values and principles elected to office, Sonoma County will be a better place to live.

The Coalition for a Better Sonoma County is gearing up for the November 2006 elections. We plan to be involved in every City Council election in Sonoma County, as well as other local elective races.

We are holding a fundraiser on April 6th to have adequate funds for polling and independent expenditure campaigns. You can help the Coalition's efforts by ensuring that your membership is up to date (\$25/year for an

Kellie Noe, West Sonoma County Union High School District Board of Trustees, kellienoe@yahoo.com, 707-874-9431.

Pam Torliatt, California Assembly, ptorliatt@aol.com, www.vote4pam.com, 707-763-6825.

Our apologies to those we missed – we'll update this listing as the year progresses.

Coalition Members Involved in 2005 Elections

The November 2005 special elections were of particular interest to many Coalition members, even though the Coalition did not endorse any ballot measures (our policy is not to do so, unless specifically referred to in our Statement of Principles). Several key state-wide propositions were defeated with the help of many Coalition members – Propositions 74, 75 and 76 all went down to defeat, thanks at least partially to hard work by Coalition members.

Locally, Measure M, which would have prohibited genetically engineered organisms from being grown in Sonoma County for 10 years was unfortunately defeated, but many Coalition members worked for its passage, and won't be giving up on this important issue.

We'd like to thank everyone involved!

individual; \$100/year for an organization) – see form on page 3. Of course, any amounts above the membership fee are more than welcome.

Volunteer Needed! The Coalition has an Executive Committee co-chaired by Michael Allen (President, Labor Council) and Rick Meechan (Concerned Citizens for Santa Rosa), who provide direction for the Coalition. The Coalition has an opening for a new permanent member on the Ex Com. A woman and/or minority associated with an environmental group (who is not running for office) would help provide balance on the Ex Com. Of course, all are welcome to volunteer! Please email us at mail@bettersonoma.com if you are interested.

The Accountable Development Coalition—a New Model of Economic Development

Sabrina Ross, the Accountable Development Coalition

Railroad Square will be the key northern stop for the Sonoma Marin Area Rail Transit (SMART) train, a rail system that promises to transform commuter patterns and traffic congestion along the Highway 101 corridor in Marin and Sonoma Counties. SMART, the agency in charge of getting the trains running, is also the owner of 5.5 acres of valuable vacant land across from the train station. The Santa Rosa Redevelopment Agency has included the site as part of a new redevelopment area, and most of the cost of developing the Center, and an unknown but significant portion of its ongoing operating expenses, would be paid by taxpayers.

In other parts of California, and around the country, where the public is being asked to help fund projects like this with tax money, people are asking questions: how will the development benefit the whole community? What kinds of jobs will it provide? Will it contribute to the limited supply of affordable housing in the community? What will the effect be on existing neighborhoods and small businesses? Increasingly, environmental, interfaith, labor, and housing organizations, and others have realized that development is not just about a narrow plot of land, but about the communities that surround it.

The Accountable Development Coalition of Sonoma County (ADC) is asking just such questions in Railroad Square and around the county. After more than six months working with the SMART Board of Directors, the Coalition's first major victory is in sight. SMART's Request for Proposals, which will be issued to the three shortlisted developer applicants for Railroad Square, will include provisions that ensure affordable housing, green design, and the payment of prevailing wage for the construction of the project.

An underlying principle of accountable development is that by

working with governmental agencies and prospective developers early, communities can provide clear guidance to developers on how these public funds will be used to benefit the whole public. The organizations of ADC, which include Sonoma County Conservation Action, the Housing Advocacy Group, the Living Wage Coalition, New Economy/Working Solutions, the North Bay Labor Council, the Progressive Student Movement, and other organizations, came together to support good development and improve problematic projects. "I got tired of seeing a lot of our local construction work end up with the low bidder from the central valley or out of state. I got tired of seeing our tax dollars leave our local economy and of watching our local decision makers sell us down the river for the sake of enriching their developer friends," said Steve Benjamin, a field representative for Assemblymember Noreen Evans, and participant in ADC. In Los Angeles, San Jose, around the state, advocates and officials are discovering that such early involvement reduces conflict, and increases the overall stability of good projects.

In Sonoma County, ADC works to ensure that developments uphold basic labor standards, include local hiring provisions, and insist on responsible employers. The Coalition also addresses affordable housing. Santa Rosa alone currently lacks over 1,000 units of affordable housing, according to basic requirements published by the Association of Bay Area Governments (ABAG). That's 1,000 families who lack safe, decent housing, or have to commute long distances to more affordable areas. In Railroad Square, this well-designed, high-density housing will also be vital in fostering the ridership that a successful rail system needs.

Another critical component of the Railroad Square effort is the development's effect on air and water

quality. Developers will use active and passive energy conservation measures and enhance Indoor Air Quality (IAQ) with "green" building products which meet the standards of the California Integrated Waste Management Board. The coalition also wants to help meet reduction goals for greenhouse gas emissions by including an ambitious rooftop solar project in this development. Not only are these materials affordable and resource-efficient, but this summer they were endorsed at the U.N. environmental conference attended by hundreds of U.S. mayors, including our own Mayor Bender. Of the 14 developers who responded to the initial "application," or Request for Qualifications, the 3 who were shortlisted all have green building experts on their design teams.

ADC has also been active in advocating for jobs-housing linkage programs, and strong inclusionary housing policies. "Accountable Development is an integral piece of Sonoma County's economic and environmental future," said Nick Caston, president of the Progressive Student Movement, "I am involved in the Coalition to ensure that we revitalize our economy in such a way that the people that work here can live here."

What else is coming up for ADC? Members of the Coalition sound optimistic. "Success!" said Benjamin. "More housing in Rohnert Park's University District," said Caston, "And a Cloverdale Urban Growth Boundary!"

For more information about developments in Railroad Square and how to provide input, visit SMART's website at www.sonomamarintrain.org or attend the next Accountable Development meeting, Monday, February 27 at 5:30p.m. at SEIU on 600 B St., Santa Rosa. Email mail@betersonoma.com for more information.

Join the Coalition for a Better Sonoma County – make a difference!

YES, I want to become a member of the Coalition for a Better Sonoma County.

Enclosed are my annual individual dues: \$25 (Annual Individual Dues)

Enclosed are our annual organizational dues: \$100 (Annual Organizational Dues)

I want to really help the Coalition. Enclosed is: Other Amount _____

YES, I want to be notified of the Coalition's Meetings and Action Alerts.

For more information, call the Coalition offices at 576-9675, or email to mail@betersonoma.com

Print Name(s) 1) _____ 2) _____

Address _____ City/State/ZIP Code _____

Phone: _____ FAX #: _____ Email: _____

Occupation: _____ Employer: _____

Signature(s) 1) _____ 2) _____

Please make checks payable to: the Coalition for a Better Sonoma County

Please clip and return this form in an envelope to Coalition for a Better Sonoma County • 1700 C Corby Ave., Santa Rosa, CA 95407.

Campaign Training Class for Local Candidates

Guy Conner, Coalition for a Better Sonoma County

CBSC announces its first day-long training class for candidates for local office in Sonoma County (and their staff). It will be held on February 25th from 8 AM to 4:30 PM at the offices of IBEW Local 551, 2525 Cleveland Ave., Santa Rosa. The class is intended to cover some of the important aspects of local campaigns, with emphasis on fundraising, field programs and direct mail. It is open to candidates for all local offices who meet the following criteria:

- The candidate must read and agree in writing (email acceptable) to abide by the Statement of Principles of the Coalition for a Better Sonoma County. The Statement is available on our website at www.BetterSonoma.com, or by emailing a request to mail@betersonoma.com.
- The candidate must request Prequalification from the organization before the date of the class. Prequalification means that the candidate has been judged appropriately qualified for endorsement by organization. Prequalification requests will be considered at CBSC meeting on January 9, 2006 and February 13, 2006. Potential students are urged to request prequalification before one of those dates, by sending an email to the above email address or by calling Guy Conner at 707-695-6783. CBSC may, at its option, choose to put potential candidates on the class roster without a formal prequalification, but in that case, the candidates will be eligible only for the class, not additional CBSC support services.
- The candidate must be either committed to running in one of the 2006 elections, or be seriously considering it. (Priority will be given to committed candidates.)

The sidebar shows the current agenda for the training class. Minor adjustments in content may be made between now and the class date.

Agenda – CBSC Training Class For Qualified Local Sonoma County Candidates

February 25, 2005

IBEW Local 551 Conference Room
2525 Cleveland Ave., 2nd Floor, Santa Rosa

Cost: \$20 before February 1st; \$25 thereafter – Class is limited to 25 students

Morning Session:

8:00 - 8:30 Coffee and donuts

8:30 - 9:30 Welcome and presentation of Model Campaign Plan (Terry Price and Guy Conner)

- Campaign Calendar
- Campaign Checklist
- Campaign Research (Polling)
- Campaign Budget
 - Program Budget
 - Cash Flow Budget
- Campaign Fundraising Plan
- Campaign Staffing Plan
- Voter Contact Plan
 - Media Plan
 - Field Plan
 - GOTV Plan

9:30 - 12:00 Fundraising Seminar (Terry Price)

- Fundraising for Local Campaigns Overview what works and why
- Developing a Fundraising Plan, including strategies, tasks, timeline and budget
- How to build a lean, mean fundraising team - candidate, finance committee and staff

- Organizing the infrastructure creating a database and establishing systems to create calls, letters and e-mails
- What fundraising strategies will work best for your campaign? Direct mail, events, and dialing for dollars

12:00 - 1:00 Lunch Break Prominent local elected officials will talk about their successes and failures in local campaigns. (Lunch provided by CBSC.)

Afternoon Session:

1:00 - 2:15 Field Operations (Guy Conner)

- Overview of Field Operations
- Field Operations Time Line
- Targeting
- The role of the Volunteer Coordinator
- Canvassing
- Phone Banks
- GOTV

2:45 - 3:00 Break

3:00 - 4:15 Campaign Communications (Terry Price and Sonia Taylor)

- First, look and sound like you deserve to be elected
- How to communicate with voters – what works and why
- Develop a communications plan, including budget and timeline
- Putting together your communications team (web site, media relations, graphics, etc.). Includes money saving strategies.
- Direct mail – Why, who, and what's the message.

4:15 - 4:30 Feedback from Class Participants

Coalition for a
Better Sonoma County

1700 C Corby Ave. • Santa Rosa, CA 95407
707-576-9675

SAVE THE DATES!

February 25th, 8:30 a.m. - 4:30 p.m. – Candidate Training Session.

April 6th, 6 - 9 p.m. – PARTY! The Coalition for a Better Sonoma County will be holding its annual “get to see all your friends and allies” fundraising party.

June 4th, 4-? – The annual Dick Day Birthday party, put on by Concerned Citizens for Santa Rosa – their 20th anniversary, too!

MAKE A DIFFERENCE IN SONOMA COUNTY!

Join your friends and colleagues at our regular monthly meetings on the Second Monday of every month at SEIU – 600 B Street, Santa Rosa.
mail@betersonoma.com for more information.

It's Time to Put the North Bay Back on Track

Nick Caston, Co-Chair, Transportation Alliance

In November of 2006 Marin and Sonoma voters are going to face a moment of truth. On Election Day the people will go to the polls to vote on whether or not Rail in the North Bay should be funded.

Rail will provide Marin and Sonoma counties with a form of

transportation that will ease the escalating congestion on Highway 101. Also, rail encourages city centered growth thus protecting our treasured greenbelts.

Additionally, this vote will promote our communities health by creating a pedestrian and bike path connecting

our community and providing new outdoor recreation to our families.

The campaign has already begun. If you are interested in volunteering or making a donation, please call (707) 525-1539 or e-mail rail06@sonic.net.

Volunteer!

FIRST: The Coalition for a Better Sonoma County will be doing pre-election polling, and needs volunteers to help. Please contact Guy Conner at guyc@sonic.net if you can help by making phone calls in either Petaluma or Santa Rosa. **Thanks!**

SECOND: We have need for volunteers to do office work at our new offices, **donated to the Coalition by the Sonoma County Building Trades.** Contact Guy Conner at guyc@sonic.net to volunteer. **Thanks!**

THIRD: We can save money by not mailing our Newsletters to you. If you are willing to download a pdf version of this Newsletter from our website, instead of getting a paper copy, please let us know at mail@betersonoma.com. **Thanks!**