



# State of Emergency

OVERALL GOAL: Protecting public education and essential public services.

SHORT-TERM GOAL: **Force Legislature to pass tax extensions to prevent deeper cuts to schools, colleges and other essential public services.**

## PHASE 2: May Revision thru Passage of State Budget

OBJECTIVES:

- **Short-term:** Build upon the Week of Action and convince Legislature and governor to pass the state budget with tax extensions and no election. Our schools and colleges can't afford to wait for a fall or later election. In order to do this, we need two Republican votes in both the Assembly and Senate.
- **Long-term:** Educate and convince communities to change tax structures and achieve tax fairness in order to achieve adequate, stable and ongoing funding for public education and essential public services.

Continuing the State of Emergency and building upon the very successful Week of Action, CTA and its allies will continue to focus legislative actions and local member and chapter activities as part of a broad coalition of parents, education, labor and community groups to force the legislature and the governor to pass the temporary tax extensions as part of the final state budget plan with no election. **In Phase 2, the actions are more focused in targeted legislative districts** in order to secure the 2 Republican votes in the Senate and 2 Republican votes in the Assembly still needed to reach the 2/3<sup>rd</sup> vote requirement to pass the proposed tax extensions.

Republican Targets – SENATE	Republican Targets – ASSEMBLY
Bob Dutton (SD-31)*	Connie Conway (AD-34)*
Sam Blakeslee (SD-15)	Paul Cook (AD-65)
Bill Emmerson (SD-37)	Bill Berryhill (AD-26)
Tom Berryhill (SD-14)	Cameron Smyth (AD-38)
Anthony Cannella (SD-12)	Katcho Achadjian (AD-33)
Tom Harman (SD-35)	Brian Nestande (AD-64)
Bob Huff (SD-29)*	
<i>*leadership</i>	

CTA recognizes that As Phase 2 falls when most members are already out of school for summer recess, CTA calls for enlisting “Summer Warriors,” a group of members who are willing to stay engaged and active during the summer, come to Sacramento as needed, participate in “flashmobs” and regional rapid response activities. Phase 2 is integrated with Labor field program, as well as other coalition actions, but also remains flexible for local chapters to develop, adapt and coordinate their own actions. Building upon the L.E.A.R.N. guide, to direct our internal organizing efforts, we developed an easy weekly calendar theme as well as a list of possible concentrated actions.

<b>M</b>	<b>T</b>	<b>W</b>	<b>T</b>	<b>F</b>	<b>S</b>
<b>Mail Postcards Mondays</b>	<b>Toll-free Tuesdays</b>	<b>We are One Wednesdays</b>	<b>Text/Email a Friend Thursdays</b>	<b>Field Office Fridays</b>	<b>Strolling Saturdays</b>
Postcards to members and voters in targeted districts.	Call your lawmaker.	Labor targeted phone banks to voters and for yard sign deployment. CTA member-to-member phones.	Text, email and pass it along.	Coalition and member visits to as well as protests at legislative home offices.	Labor targeted canvass walks.

**SOME IMPORTANT DATES:**

- May 31-June 6** – Legislative floor session work.
- June 3** – State Council (Post Card Activity)
- June 10** – Redistricting Commission 1<sup>st</sup> report released
- June 11** – Labor Coalition Canvass in targeted districts before budget deadline
- June 15** – State Budget due by lawmakers to governor
- July 1** – State Budget supposed to be signed
- July 2-5** – NEA RA
- July 18-22** – CTA President’s Conference
- July 31-Aug 5** – CTA Summer Institute
- August 15** – Summer RIF deadline

**MEMBER, PARENT AND VOTER OUTREACH**

- Continue to engage members and voters in urging lawmakers, including the governor to pass temporary tax extensions. Calls, visits, emails. Toll-free Tuesdays and Field Fridays.
- Engage members on year-round schedules where appropriate.

- Enroll “Summer Warriors”. CTA and local chapters gather email lists of members who want to continue efforts during the summer break. Summer Warriors are willing to stay engaged and active during the summer, come to Sacramento as needed, participate in “flashmobs” and regional rapid response activities. Easy online sign-up.
- Member-to-member calls and mail. Members in Democratic districts calling members and voters in Republican target districts. Mail Mondays.
- Emails and texts to colleagues and friends to get engaged. Text/Email Tuesdays
- Earned media activities with education, labor and community coalitions.
- Continue events, teach-ins and member/public education activities around tax fairness.

### **LEGISLATIVE ACTIVITIES AND TARGETED DISTRICTS**

- Utilize the toll-free number every Tuesday for members and voters to call their lawmakers. Toll Free Tuesdays.
- CTA and Labor phone banks, voter canvass walks and lawn sign distribution in targeted districts. CTA members in targeted districts would plug into planned labor coalition actions. These would be coordinated with local chapters and members through regional political consultants and regional field efforts. We are One Wednesdays and Strolling Saturdays. (More details attached.)
- Postcards campaigns to members and voters in targeted districts. Something members in other legislative districts could do to help in targeted districts. Mail Mondays.
- Field Fridays – We need to focus legislative visits in home districts. This should happen every Friday. It can be done in coalition with parent, education, labor and community members. Could have different groups go each Friday until budget is passed.
- Town Hall events with supporting lawmakers.
- Republican member news conferences. Work with CTA Republican Caucus to coordinate news events in targeted districts.
- Attend and counter-protest Republican “Speak Out” events.
- Member and voter mail.
- Coordinated, strategic patch-thru calls to targeted lawmakers.
- Paid and earned media in targeted districts.
- Must also be ready to target calls to Governor Brown as well.

### **COALITION EFFORTS**

- CTA helps coordinate and participates in Labor Coalition field efforts of phone banks and precinct walks. Outreach coordinated through regional political and field plans. (details attached)
- Labor Coalition Canvass on June 11 in targeted districts before budget deadline. The goal is to have 125 canvassers at each location. Each canvasser knocks on 60 doors.
- Continue earned media events with Education and Labor Coalition members. Statewide news conference already happened. Many local media events scheduled. CTA supports other unions and community groups in media actions.

## **NOT BUSINESS AS USUAL – SCENARIO PLANNING**

If the state budget fight drags on and there is no budget by July 1:

- Major CTA and coalition events at RA, Presidents Conference and Summer Institute

If no state budget and acceptable revenue plan by traditional start of school:

- Plan now for back-to-school events. Coordinate furlough days with Ed Coalition partners and hold statewide/local actions on those closed school days. Back-to-school Ed Coal news events, students and faculty actions on college campuses.
- Plan and coordinate tax fairness education and outreach to members and public.
- Develop plan for possible initiative in 2012. Longer term plan.