

CRUSADER CASE STUDIES



PEOPLE POWER WORKS!

Crusader™ Employed During Special Elections**Case Study: Prop X - Save the General Plan in Santee****The Problem**

A no-growth initiative known as Proposition X threatened an estimated 1,750 new homes that would bring millions of dollars to Santee's coffers in development fees and new taxes. It was led by an environmental group called Preserve Wild Santee, which gathered the signatures to place Proposition X on the ballot. A "yes" vote would have changed the general plan to prevent development on slopes, dramatically changing or eliminating the two large housing projects. A "no" vote would allow the projects to proceed according to the terms spelled out in the general plan.

The Solution - Crusader™

BIA employed Crusader™ to educate building industry employees living in Santee several times before the February 15 election. The communications were strategically timed to maximize the effectiveness of the message, and the information was made simple to access so the voter could make up their own mind in an informed way.

The Result

A resounding defeat. Prop. X was defeated by a hearty 65% to 35% margin. This ensured the delivery of 1,750 homes in Santee by two major builders. The outcome was significant for the industry, as it sets precedent for future challenges and demonstrates that people in the home building industry are passionate, involved and vocal too.

Case Study: San Diego Mayor's Race**The Problem**

On April 15, San Diego Mayor Dick Murphy resigned from office after months of criticism surrounding the under-funded pension crisis, city council indictments and his inaction after a self-declared "housing state of emergency." To fill the office, a special election was called for July 26. Eleven men and women entered the race dominated by 2004 Mayoral Election candidate, Donna Frye, a long time industry opponent. Although expected to have a better turnout than most special elections, there were concerns that not enough people would turnout to prevent Donna Frye from gaining a majority lead in the primary and winning office this July.

The Solution - Crusader™ & BIA Website

With such an important election just weeks away, BIA dedicated a page of www.biasandiego.org to the race and utilized Crusader to communicate with industry employees. Designed to be an information resource for building industry employees, the webpage included links to each candidate's website, news articles, up-to-date polling data, debate schedules and more. Two pro-business candidates stood out as strong building industry supporters, Jerry Sanders and Steve Francis. Using Crusader, 1,122 building industry





employees living in the city of San Diego were notified of the Mayoral Race webpage and urged to vote for the two industry-supported candidates.

The Result

On July 26, over 260,000 San Diegans voted in the special election. With only 43% of the vote, Donna Frye did not gain enough support to win office. Industry supported candidates Jerry Sanders and Steve Francis were neck-in-neck during the days leading up to the election, in the end, Sanders secured 27% of the vote beating out Francis' 24%. A general election is now scheduled for Tuesday, November 8. In the coming months, Candidates Jerry Sanders and Donna Frye will battle it out to be named San Diego Mayor. The mayoral race webpage and Crusader will be utilized once again as the November election nears.

Case Study: San Diego County Traffic Impact Fee

The Problem

San Diego County bureaucrats devised a new traffic impact fee that saddled commercial projects with some of the highest costs in the nation. The fee, as high as \$62 per square foot, essentially halts many sought-after community projects. They grossly overstated the needed capacity of the roads and were trying to over-charge San Diego residents for them. On April 13, the county staff was scheduled to bring the final proposal to be voted on at the County Board of Supervisor's hearing, where due to political constraints, the unreasonable fee was expected pass.

The Solution - Crusader

Crusader was employed to get building industry employees, living in San Diego County, to participate in a letter-writing campaign to the County Board of Supervisors. On Friday, April 8, industry employees received an email from the BIA asking them to send a letter to the Board of Supervisors, urging them to reject the staff's fee proposal and to adopt the revised program developed by industry experts that more accurately reflects the impacts associated with new growth and requires new development to pay no more than its fair share. By clicking on the link provided, Crusader generated a personalized letter for each employee. They then had the opportunity to review the letter and click "send" to email to each Supervisor.

The Result

From April 8 - 14, each supervisor received 300 letters and emails from industry employees urging them to reject the fee. Although the fee passed, as expected, the voice of the industry did not go unheard. Thanks to Crusader, elected officials are beginning to realize that the industry is gaining strong momentum with our grassroots efforts and we will continue to call upon our employees to support the overall voice of the industry.

Case Study: Navajo Community Planners

The Problem

Two BIA members who serve on the Navajo Community Planners Board were facing defeat by anti-industry candidates on election night. This planning board is responsible for making land use recommendations to the city council and it was important to have experts serving on these committees to ensure informed decision making. The industry needed as many members who lived in either Allied Gardens, Del Cerro or San Carlos to show up and vote for the industry slate of candidates on the Navajo Planning Board.

The Solution - Crusader™

BIA San Diego employed Crusader™ to reach industry members in the communities impacted by this planning group. They were asked to show up at the meeting and to vote for industry-friendly candidates. It required only 30 minutes

of their time and they were provided with instructions for the process.

The Result

All industry-supported candidates were victorious, and their election allowed the chairman (a BIA staffer) to secure the votes to become chairman for another year. It was a complete success! Not only did the Crusader™-backed candidates win, they received the HIGHEST number of votes cast. That would not have happened without Crusader™. All participants were apprised of the victory and thanked for their participation.

Case Study: Endangered Species Act Reform Stall in U.S. Senate Committee

The Problem

A critical piece of legislation that would reform the Endangered Species Act and benefit California's water supply and multi-species habitat conservation was stuck in the U.S. Senate Environment and Public Works Committee. Our state counterpart, CBIA, had asked for help contacting Senator Dianne Feinstein to get the bill moving again.

The Solution - Crusader™

BIA San Diego employed Crusader™ to reach San Diegans on this important matter. BIASD asked them to send a pre-written letter or to call her directly to express the industry's need to have ESA reform. The letter linked the reform to preserving California's water supply and to providing multi-species habitat conservation. Members called for leadership and stated they would be watching for her action.

The Result

With more than 800 registrants opening the email from BIASD and 683 of them immediately sending it to Senator Feinstein, this issue was one of BIASD's greatest responses to date. The Senator received 300 personalized letters on our first push, then another 583 days later from the second push among registrants. All letters reflected the person's job title in the industry and their call for action.

