

From: [Jeremy Hauser](#)
To: [Shuran Parker](#)
CC: [Jared Boigon](#)
Date: Jun 27, 2016, 1:29 PM
Subject: Re: Mailer Draft For Your Review

Thanks for passing along Shuran.

I'm a bit unsure of how to incorporate the Maritime Chaparral or Oaks Woodland information. Given **the reach of this piece (all registered voters)** I want to make sure we are painting broad strokes and not getting too far down in the the weeds of specific projects or parks. Perhaps we could amend the 2nd sentence in the 4th paragraph to read "Renewed funding will also help protect our area's remaining redwood, Monterey pine and oak tree forests, conserve marine.."

There are countless great projects, parks and initiatives that you guys can highlight, but given the limited real estate of this piece, I want to make sure **we keep the message high level.**

In terms of drawing more attention to the fiscal accountability points, **we need to be careful. If we are obviously highlighting them, one could argue that we are advocating for the measure by over emphasizing what a great investment it is. Given this is a publicly-funded communication, we must stay 100% informational** and thus I think it is important that we provide the fact that there are indeed fiscal accountability requirements in place but **don't tout them.**

Does that make sense?

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On Jun 27, 2016, at 1:11 PM, Shuran Parker <parker@mprpd.org> wrote:

A bit more below. And your edits were minor, so I won't bother resending to Anderson.

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Π Please consider the environment before printing this email and remember to print double-sided whenever possible.

From: shane anderson [<mailto:shane.anderson.mprpd@gmail.com>]