

From: Shuran Parker
To: [Jeremy Hauser](mailto:Jeremy.Hauser@tbwb.com)
Date: Jun 27, 2016, 1:30 PM
Subject: RE: Mailer Draft For Your Review

Absolutely makes sense and I concur. Let's **go with your game plan** on para 4 and remain silent on the fiscal accountability. **Funding for local and regional parks is just fine.**

Shuran J. Parker

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From: Jeremy Hauser [mailto:jhauser@tbwb.com]
Sent: Monday, June 27, 2016 1:29 PM
To: Shuran Parker <parker@mprpd.org>
Cc: Jared Boigon <jboigon@tbwb.com>
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 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 we want in return for it. Given this is a publicly funded communication, we must