

INITIATIVE 1 VOLUNTEERS:

Now that the election is behind us, and we've had a chance to recover and re-group, we wanted to get back in touch to say thank you--and to outline a plan for the future. There's no question Initiative 1's defeat was a huge disappointment, but because of all of you, we've made huge strides forward for conservation in Utah. The need to preserve our natural heritage has not waned, nor has our resolve to push on.

THANK YOU.

From the bottom of our hearts, we want to say thanks to all of you who worked so hard to first get Initiative 1 on the ballot, and then to promote the measure statewide. Attending volunteer trainings, signature gathering, helping in the office, phone banking, putting up lawn signs, going door to door, helping with our speaker's bureau, even appearing in TV ads--all of this and more was accomplished thanks to all of you, our volunteers. Utahns For Clean Water, Clean Air & Quality Growth's volunteer database now has over 900 names. This is a wonderful resource and a testimony to so many of you who worked so many nights and weekends to help make this effort possible.

THERE IS STILL HOPE.

Because of your enormous effort, we have been successful in raising the debate over quality growth and the future of Utah's critical lands and waters to a much higher level, and we made this impressive progress by meeting the onerous requirements of one of the toughest initiative/petition laws in the country. In Utah history, including Initiative 1, only 18 initiatives have made it on the ballot--and only 4 of these have passed. The fact that we lost is disappointing, but we prefer to look at how far we've come, and how, thanks to your help, we've laid an incredibly strong foundation for what's ahead. Initiative 1's defeat has to be looked at in a larger context, as a critical achievement in the long-term effort to protect our state's unique quality of life.

JOIN THE CONSERVATION ACTION TEAM.

The Initiative 1 campaign has raised conservation awareness in this state to historic levels. On election day, Initiative 1 was supported by over 370,000 Utah voters; it has generated strong media attention for conservation issues; and it served as the catalyst to form Utahns for Clean Water, Clean Air & Quality Growth, which remains a strong coalition of diverse and powerful partners. In short, we now have an unprecedented opportunity to push for public funding for conservation in the upcoming legislative season. We are currently working with partners to develop a specific legislative platform, and we will need to act strategically to communicate this plan to lawmakers. To succeed we need our volunteer force to remain strong and active.

To build on how far we've come, and to keep the momentum going, Utahns For Clean Water, Clean Air & Quality Growth plans to remain active and vital--we are also launching the Conservation Action Team (CAT). The CAT will serve as a core group of citizens devoted to making conservation a priority for legislators and Governor Huntsman. We'll keep this team in the loop as we plan for this winter's legislative session, asking volunteers to help contact representatives, support mailings and phone banking, and attend key rallies and events designed to keep Utah's focus on preparing for future growth and protecting our state's natural treasures. The CAT will build on Initiative 1's success

as a wake-up call and first step towards achieving significant, long-term public funding for conservation in Utah. Why not join today?

Are you interested in joining the Conservation Action Team? If so, please reply to kferguson@utahlands2004.org today.

A LOOK BACK AT AN AMAZING EFFORT...

Initiative 1 lost. There's no denying it. However, looking at the big picture, our campaign overall gained tremendous ground. Key accomplishments include:

- Giving a statewide political voice, for the first time in Utah, to quality growth, clean water and critical lands conservation issues.
- Holding 7 public hearings, filing an innovative measure (Utah's first-ever statewide conservation bond) and collecting over 130,000 signatures throughout the state.
- Winning a dramatic Supreme Court appeal and making it on the 2004 ballot.
- Forming an impressively broad partnership to back the measure including key civic leaders, businesses, and every major conservation and wildlife group in Utah.
- Securing hundreds of key endorsements including (to name a few) The Salt Lake Tribune, The Provo Daily Herald, The Logan Herald Journal, KSL TV/Radio, former Senator Jake Garn, Provo Mayor Lewis Billings, Coach LaVell Edwards, Jon Huntsman Jr, Scott Matheson, Jr. and many others.
- Raising over \$1 million to pay for TV, radio and newspaper ads.
- Editing and producing these spots seen by millions of Utahns.
- Working with the media to promote coverage of the issue on numerous levels.
- Developing Campaign literature and outreach materials including brochures, fact sheets, our web site and effective direct mail pieces.
- Galvanizing a tremendous team of volunteers engaged in signature gathering, speakers bureau presentations, phone banking, putting up lawn signs and passing out fliers door to door.
- Convincing over 370,000 Utahns (45%) to Vote Yes On 1 !!!

WHAT HAPPENED AND WHAT WE LEARNED.

Many of you are wondering what happened with Initiative 1. How could all of us work so hard, put together such a great coalition, read such encouraging polling news in the press--and then have Initiative 1 fail? Over the past few days we have consulted with our pollster, and other experts. We have also thoroughly reviewed the returns to see if there could have been a computer error or worse. Our conclusions are as follows:

- The returns are accurate. No computer error or other problem caused Initiative 1's defeat.
- While no one opposition source can be singled out as having a greater impact than any other (e.g. Governor Walker, the Deseret News' opposition, the Taxpayer's Association, Jim Hansen, the Farm Bureau, etc.), the cumulative impact of this opposition was significant.
- The opposition's messages didn't have much impact early on because they were not on TV (hence favorable early poll results). However, by the last week, when voters started paying more attention to issues, the negativity of the opposition's messages began to have a huge effect.
- Word of mouth obviously paid a key role, and word travels fast in Utah; we have unique communication channels and we're still a

relatively small state.

- According to polling research, the number one objection for voters was raising taxes. This was followed by concern over the Utah Communities Fund. However, the pollsters and others feel if the Communities Fund had not been included in the measure, the opposition would have seized on other red herrings (e.g., bond rating, taking \$\$\$ from roads and schools etc.) to make their case. These would have had a similar effect. In other words, in Utah's anti-tax climate, the messages of the opposition in and of themselves were not as key as the fact that opposition existed in the first place.

What we've learned from all this is the (now familiar) political adage:

"It's much easier to scare people than to enlighten them."

Initiatives that require a "yes vote" to raise taxes are difficult to pass even under normal circumstances. The fact that we had organized opposition, aided by Utah's close communication channels, made what was a doable but difficult goal into a much more challenging assignment than any of us thought judging from early polls.

A BEGINNING, NOT AN END.

Over the past 10 months, we've taken part in an incredible journey together. The real heroes along the way have been all of you: friends, financial supporters and volunteers who have given so much of your time, wherewithal and energy. There's no question Initiative 1's defeat is a set-back, but our journey is not over. Now that we've come this far and generated so much support, this is no time to abort our travels. Just the opposite. We need to seize the day, capitalize on the momentum we have created and take our case to the Legislature, especially during this session as a new leadership team takes over and Initiative 1 is still fresh on everyone's mind.

Thank you for all you've given thus far. Your participation has literally helped make history--and has meant a great deal to all of us who care about preserving Utah's quality of life and more. We hope you will want to join in for the next phase of the journey as a member of CAT--and help continue to protect what makes Utah special.

Best wishes and thanks again from us all.

Sincerely,

Maura Carabello, Vice
President

Kate Ferguson, Volunteer Coordinator

Utahns for Clean Water, Clean Air & Quality Growth