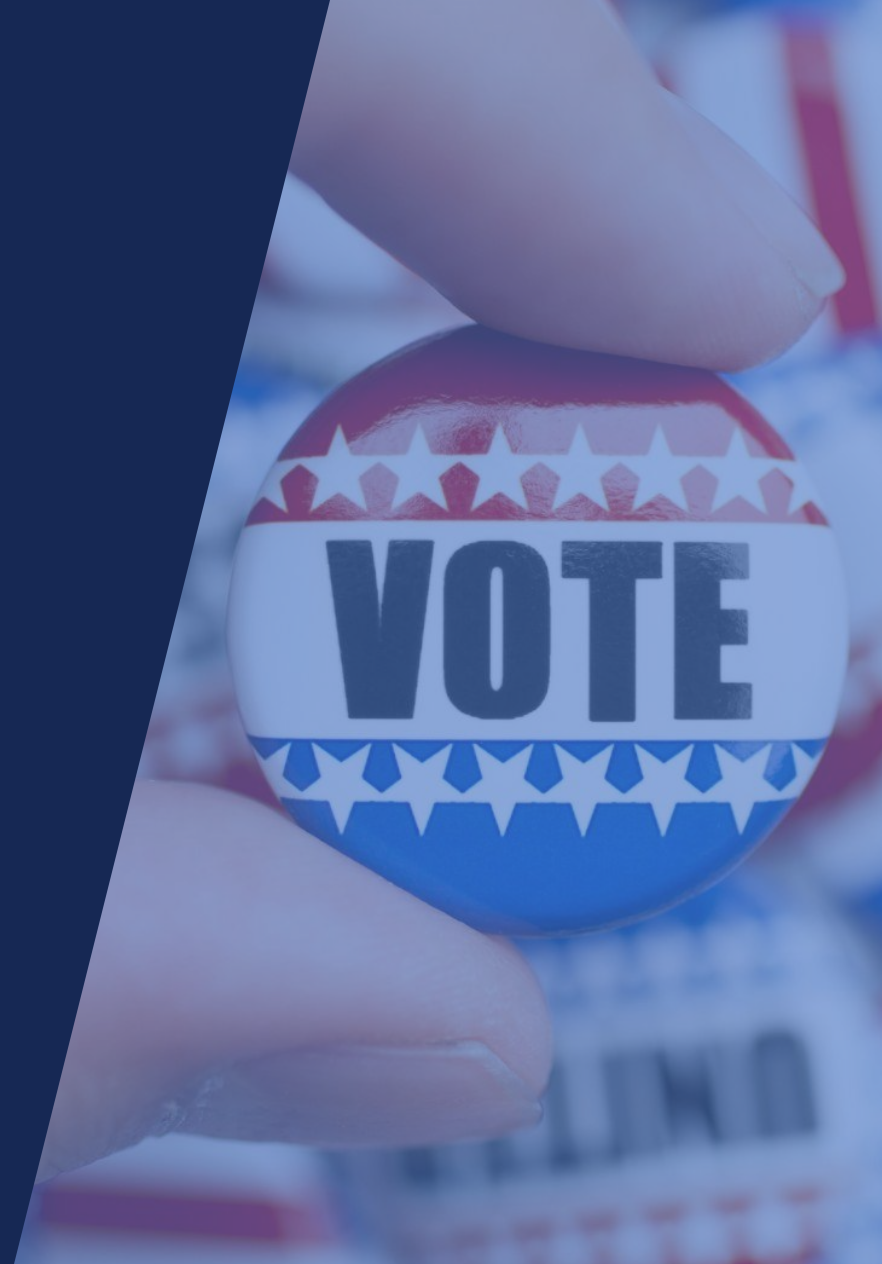


Reform California 2024 Campaign Priorities



ABOUT REFORM CALIFORNIA

- Reform California's mission is to end the Democrats' Super-Majority by creating a reform-minded Republican Party that appeals to swing voters and powered by an energized grassroots base that can help our candidates effectively compete at the federal, state and local levels.
- Reform California ***is now the largest grassroots movement*** in CA.
 - 600,000 subscribers to Reform CA media outlets
 - 100,000+ individual grassroots donors
 - 30,000 active volunteers statewide
- Reform California's Voter Guide received 268,000 unique downloads in the March 2024 Primary Election statewide – with 75% from SoCal areas.

KEY REFORM CALIFORNIA ACHIEVEMENTS

- **Ending the Democrats' Super-Majority:** In 2018, Reform California conceived of and led the campaign to Recall State Senator Josh Newman – ending the Super-Majority for a year. We have a plan to do it again in the 2024-2026 cycles.
- **Qualifying Reform Ballot Initiatives:** Reform California's army of volunteers have collected millions of signatures statewide to qualify key initiatives. In 2024; our volunteers helped place the CA Taxpayer Protection Initiative, Repeal of Prop 47, and PAGA Repeal Initiatives on the November ballot.
- **Flipping Target Seats:** Reform California has recruited, trained, and helped elect hundreds of federal, state and local candidates in California.

Why Democrats Win So Much in CA



1. Better Messaging – and a Favorable Liberal Media

- CA Democrats are more strategic, aggressive and unified with their messaging to keep blocks of their voting coalition in place (e.g. Reparations for black voters)
- The liberal media shamelessly promotes and protects them. Unlike nationally with Fox News, there are absolutely no favorable news platforms for Republicans in CA

2. A Team Approach of Promoting Their Candidates Focused on Wedge Issues

- Ample training and mentorship for Democrat candidates – they file in every race.
- Democrats use wedge issues to offer a “slate” of candidates for voters to back (Abortion, Race, Environment Voter Guides)

3. Substantial Funding Advantage

- Labor union dues; even business lobbyists give overwhelmingly to Super-Majority
- Democrats are also directing government funds to far-Left groups

Why Democrats Win So Much in CA



4. We Haven't Put Our Best Campaigns Forward

- The California Republican Party is a dumpster-fire mess. Run by the same tired consultants who are paid to fail each cycle.
- Republican ground infrastructure has been allowed to atrophy.

5. Demoralized Center-Right Voters

- Endless defeats becomes self-fulfilling prophesy
- Many Republicans think “my vote won’t even count”
- 2 million center-right voters fled California between 2014 and 2022

Why Things Can Change Quickly in California – With the Right Help



1. California Is In Crisis

- Democrats' bad policies are catching up with them: Cost-of-Living; Homelessness; Crime; Failing Schools
- Our only limitation is reaching voters with news and alternatives

2. Traditional Media Is Dying – We Can Win New Media

- Since 2018, newspaper circulation is down 42%
- For every 3 viewers local network TV affiliates had in 2018, there are now only 1 viewer

3. Latinos Are Now Winnable

- Not just cost-of-living. Pro-family Latinos are upset by the woke agenda – but has to be messaged very carefully

4. Asians Are Also Winnable

- School quality is key; affirmative action turns these voters off

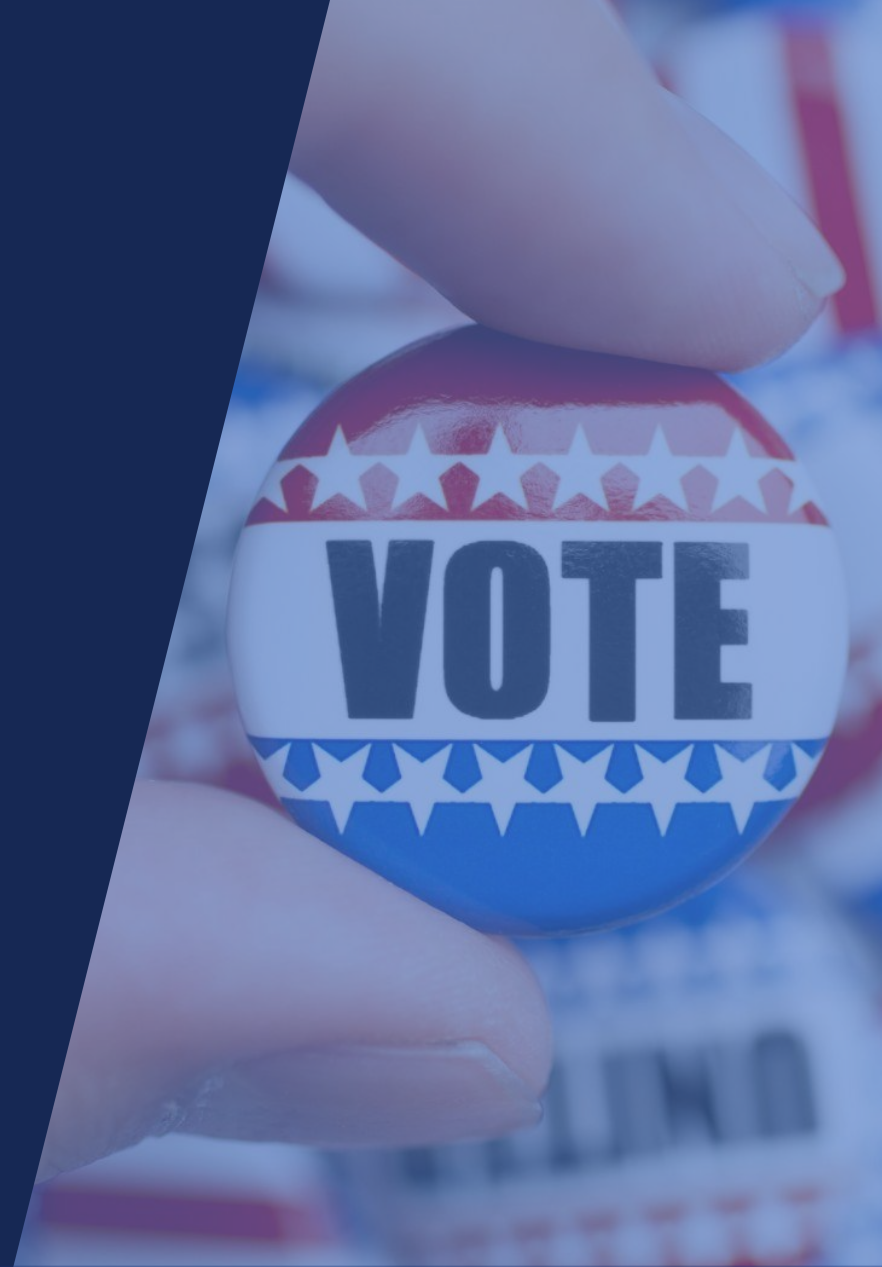
5. Where We Have Good Campaigns, We Actually Win

- 2022 provides ample case studies of well-executed campaigns winning Democrat strongholds. La Mesa/Carlsbad/Chula Vista local races as well as John Duarte's big win in CD-9.

California Latinos Are Winnable for Republicans

ISSUE	OUR POSITION	SOURCE	LATINO VOTERS
TAXES	"The amount in taxes I'm paying is too high"	Berkeley/IGS Poll (April 2022)	69%
CRIME	"I'm concerned I will become a victim of a crime"	PPIC Poll (March 2023)	70%
SCHOOLS	Gives schools in California a C, D or F grade	Berkeley/IGS Poll (February 2023)	62%
PARENTAL RIGHTS	Oppose keeping gender secrets from parents / Oppose schools helping children transition without parental consent	CRC Research (March 2023)	67%

7 Key Strategies for 2024: Reform California's Campaign Plan



1. Win Prop 13 and Other Priority Ballot Measure Fights

Goal: Block Tax Hikes and pass common-sense reform ballot measures. Use campaigns on these measures as wedge issue for candidate races!

- **Protect Prop 13 / Pass CTPI:** Defeat ACA-1 and ACA-13 which gut Prop 13 while passing the landmark "CA Taxpayer Protection Initiative"
 - Requires new statewide vote on any tax hike; restores 2/3rds vote on local tax hikes
 - Requires honest ballot titles that say "Tax Increase" in the title
 - Bans imposition of various taxes, including Mileage Tax and Income-Based Utility Rate Hikes
- **Combat Crime Wave:** Pass the Prop 47 reform measure to give police and prosecutors back the power to arrest and punish criminals; deal with fentanyl epidemic
- **End Frivolous Lawsuits:** Pass the PAGA Repeal initiative to stop labor law shakedowns
- **Defeat Rent Control:** Stop the latest Rent Control Initiative
- **Defeat Local Tax Hikes:** Oppose every local tax hike by filing opposition statements and running integrated campaigns

2. Create the "Reform Caucus" in the State Legislature

Goal: Modeled after the Freedom Caucus in Congress, create a new team of fighters within the state legislature and equip them with new tools to be effective.

- **The REFORM Agenda:** Identify a unified agenda based on fiscal, economic and quality-of-life issues – along with institutional reforms – that caucus members can commit to
- **Improved Messaging:** Equip Caucus members with innovative platforms and tools to better communicate with voters regionally and statewide
- **More Resources to Fight:** Help Caucus members create grassroots donor networks so they are not subject to intimidation by Sacramento Swamp – and target local members of state business groups to make them less supportive of the Democrats.
- **Mentorship Commitment:** Require Caucus members to adopt a seat they can help flip for the team.

Reform California's Carl DeMaio is the frontrunner to win a seat in the State Legislature in November 2024 (Assembly District 75) and will spearhead this initiative when sworn in!

3. Win Target Seats to Maintain House Majority – and End the Super-Majority

Goal: Concentrate grassroots resources on 24 winnable target seats – while expanding the playing field with "reach" seats for future cycles

- **8 Congressional Seats:** Retain 6 defense seats (Duarte, Steel, Valadao, Kiley, Calvert, Garcia) while targeting 2 for pickups
- **2 State Senate Seats:** Retain 2 defense seats
- **16 Assembly Seats:** Retain 4 defense seats while targeting 12 for pickups

4. Help Local Candidates with Reform California Voter Guides

Goal: Overcome the Tarnished Republican Brand by Replicating the Democrats' Wedge-Issue Voter Guides

- **Correct the Failure of the CAGOP:** Most Republicans statewide don't know who to vote for in local races because local parties aren't sending out voter guides!
- **Plain English Voter Guide:** Build on huge success in 2020 & 2022 by reaching more voters with this guide in 2024. We expect over 10+ ballot measures in November to make this guide more useful.
- **Wedge Issue Voter Guides:** Hit voters on wedge issues like "Mileage Tax," "Utility Rates," "Natural Gas Appliance Ban," "Crime-Fighters," "Homeless Advocates," and "Parent Advocates/School Reformers."
- **Ethnic Voter Guides:** Prioritize Latino and target Asian voters in multiple languages

5. Ballot Harvesting and Election Integrity

Goal: Restore Confidence in Center-Right Voters and Boost Turnout Through Legal Ballot Harvesting

- **SAFE Vote Initiative:** Aggressive outreach effort (including churches) to explain how to vote early and track that your ballot was properly counted
- **Harvesting Initiatives:** “Your Ballot Is Missing” campaign in target areas to boost turnout– along with "Barbeque, Beer & Ballots" social events and canvasser deployments to low propensity voters
- **Election Integrity:** Train and deploy paid election workers within each county election office to ensure signatures are properly reviewed and (as appropriate) rejected for mismatches

6. California Digital News Media Initiative

Goal: Bypass the liberal media and dominate the Left on multiple digital platforms in key races/regions

- **Wedge-Issue Identification:** Polling and data analytics to identify the issues that move the target voters to set news coverage priorities
- **Investigations/News Coverage:** Provide comprehensive coverage on wedge issues through existing center-right sources and new team of investigative journalists
- **Build CA Social Influencer Network:** Recruit, train, and support 25+ digital personalities to distribute news in target areas
 - Geographic Focus: Personalities/groups that provide quality news on local issues
 - Ethnic Focus: Leaders in Latino, Vietnamese, Filipino, Korean, Chinese, Indian communities

7. California Emerging Leaders Initiative

Goal: Rebuild the Talent Pool of Candidates and Campaign Workers to Win in California

- **Candidate Recruitment:** Identify, train and mentor candidates for offices – especially school boards
- **Campaign Managers:** Recruit, train and deploy qualified campaign managers at low cost to targeted races; pool candidates together in same area under one campaign manager for efficiency
- **Canvassers:** Recruit, train and deploy high school and college students to work as canvassers – added benefit of turning the tide on campus!

How You Can Support These 7 Initiatives

- **TELL OTHERS YOU SUPPORT TO WORK TOGETHER:**
 - These projects can and should be a “team effort” of existing investments you have made in individual candidates and campaigns
- **CONTRIBUTE DIRECTLY:**
 - **Reform California – Carl DeMaio Assembly Campaign:** DeMaio's Assembly Campaign covers the overall expenses of the Reform California movement. ReformCalifornia.org
 - **Reform California – Ballot Measure Committee:** This fund is exclusively for the ballot measure campaigns Reform California is leading. ReformCaliforniaPAC.org