

# WESTFIELD EXPOSED

Part 1 in a 2-Part Series

## The Political Consultants Handbook

What Arcadia Residents Can Expect Next

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**Political Analysis:** Arcadia residents have been under siege with by a well-orchestrated and funded political campaign by Westfield. The latest propaganda by its funded front group, Arcadia First!, has now moved onto its "fourth" message to create community opposition to the Shops at Santa Anita.

As outlined below, there is a standard "political campaign" handbook that consultants follow. If you review the Westfield campaign to date you will see how their strategic hand has been played and where their campaign timeline stands today.

### Roll-Out of Messages

- 1) Competition will Hurt Local Business - Stop The Project
- 2) Historical Grand Stand and Race Track Must Be Preserved - Stop The Project
- 3) Traffic will Jam the Streets and City Services - Stop The Project
- 4) Casino Gambling will be Coming - Stop The Project

As the city council is expected to pass The Shops at Santa Anita, Arcadia residents can expect the following:

- 1) Legal Challenges in Court to EIR, Planning Commission Hearings, and any other legal roadblocks that Westfield attorneys can think of, whether they are with or without merit.
- 2) Another signature gathering for a special ballot measure to block the project.

When it comes to political campaigns, there are several prominent "political" consultants who operate both Southern California and along the West Coast. These consultants develop so called "grassroots" organizations to advocate a particular agenda for a company or group of entities.

So, to help our readership, and especially our Arcadia readers, we wanted to explain in simple layman terms the "Political Consultants Handbook" that is used for every so called "grassroots" campaign.

### 1) Conduct community research on the "hot topics."

- Obtain list of registered voters only and those who voted in last elections
- Conduct telephone surveys of residents to test messages
- Conduct focus groups to further refine messages
- Research previous community issues and voter responses
- Obtain list and interview "key opinion leaders"

### 2) Develop 3 - 4 major "messages" from this research that will resonate with voters.

- If there is no one "single bullet" that will carry the majority vote, focus on the top 3 - 4 issues.
- Roll out each message one at a time to determine effectiveness and response. Track with surveys.

- Segment each message to different voters based upon their concerns.

### 3) Form a Front Group

- Establish a non-profit grassroots group to carry and deliver the messages.
- Recruit members with vested interests and/or pay community volunteers to be representatives.
- Fund the non-profit group for organization, paid advertising, direct mail, lawn signs and other efforts.
- Hire attorneys that specialize in certain laws and begin filing appeals and lawsuits.

### 4) Get the Vote

- Secure community endorsements and memberships.
- Seek votes from voting entity.

### 5) Don't Stop at One Election

- Seek every legal obstacle.
- Seek and place special ballot measures.