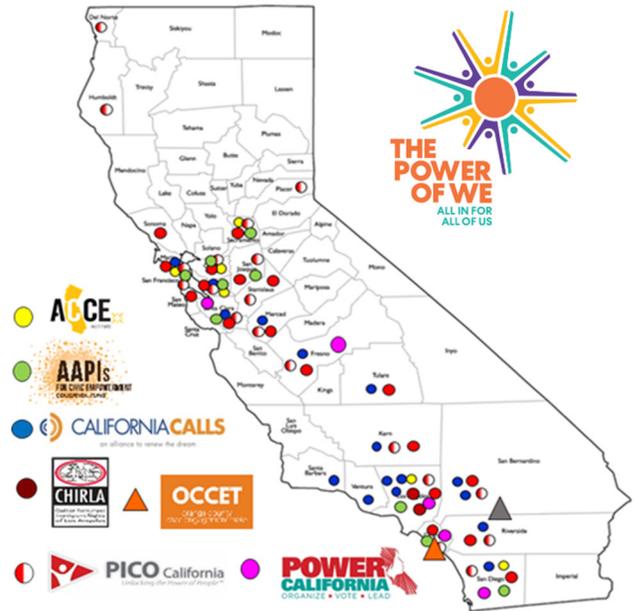




**The Million Voters Project (MVP) is a collaborative of 7 state and regional networks, representing over 90 local affiliates across California,** dedicated to a structural reform agenda to increase racial, economic, and health equity in our communities. MVP is the result of several years of evolving strategic collaboration between key statewide community-based organizing networks to develop and implement a long-term policy agenda to realize the California Dream for all residents. MVP is working to transform the California Electorate to reflect the diversity of our population by turning out one million voters to the polls around an equity agenda. Over the past several years, MVP has spearheaded ballot work to transform California so that its policies serve low-income people and people of color.



**California has the opportunity to advance bold, long-term structural reforms rooted in equity and inclusion that can serve as a model for the rest of the country.** The state has emerged as the epicenter of a national resistance movement and a beacon of hope to our most vulnerable populations. California will be ground zero for a number of the most consequential battles in the next several years, from protecting gains to charting a new path to systemic change:

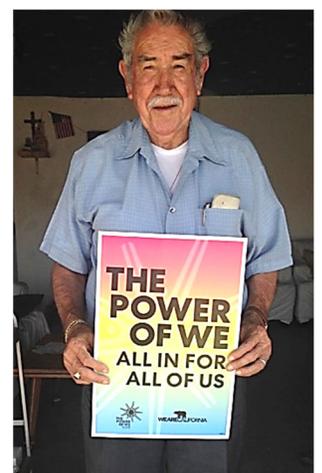
- **Tax Reform and Community Investment.** There is a growing national conversation about staggering income and wealth inequality. In California, the triple issues of the Trump corporate tax giveaways, growing housing unaffordability, and the recent teachers' strikes, which highlighted the consequences of 40 years of chronic disinvestment in California's public schools, have given new urgency to a conversation about tax equity and community investments. Moving such an important agenda will require challenging anti-government, anti-tax attitudes and building support for a vision of active government and authentic democracy that serves working people and the poor.
- **2020 Census and Redistricting.** Much is at stake for California in the 2020 Census and redistricting. California is at high risk for an undercount due to the state's massive share of hard-to-count communities and changes to the Census process, which seek to undermine participation by marginalized communities. Unless significant efforts are made towards dispelling fear and ensuring an accurate count, California is at risk of losing representation at the federal level, getting uneven representation at the state level, and losing the allocation of billions of dollars of resources to communities most in need.
- **Defend Our Progress.** We increasingly face defensive battles to protect our gains, including direct attacks on sanctuary policies and protections for immigrants, dismantling the Affordable Care Act and California's ability to care for our most vulnerable people, the roll back of criminal

justice reforms, attempts to block progressive tax reform, and an intentional strategy to dismantle movement infrastructure like the recent Supreme Court Janus decision hobbling the resources and power of public sector unions. California communities must be prepared to win, defend, and implement the policies that they have fought hard to achieve.

**The national divide and conquer discourse and political tactics that is driving people into racialized political camps is deeply dangerous to advancing reforms that meet the needs of Californians.** Only by bridging across difference and creating a new pole in the debate rooted in inclusion and justice can we hope to transform the structural drivers of poverty and inequality.

To meet this moment, we need a story to inspire and stretch the imagination of Californians around a vision of inclusion, shared prosperity and authentic democracy. Leading up to the November 2020 Elections, the Million Voters Project will engage in large scale public education to:

1. Increase broad awareness of the origins and consequences of structural disinvestment in California.
2. Create an integrated meta-narrative about a State of Belonging, including a vision for racial, economic, environmental, and health equity.
3. Build regional level coalitions to invite new allies to the table and tell our story in nuanced ways that address the unique characteristics of communities across California.
4. Engage millions in both live conversations and through digital, earned and paid media channels about our vision, solutions moving forward and the urgency of us all acting now to realize the Power of We.



The battles of 2020 will reshape the future of our state and country. This moment requires a new level of alignment, power and reach. MVP seeks to inspire Californians around values of inclusion and shared prosperity, strengthen democracy and win transformative reforms that will chart a new legacy for California and the country.