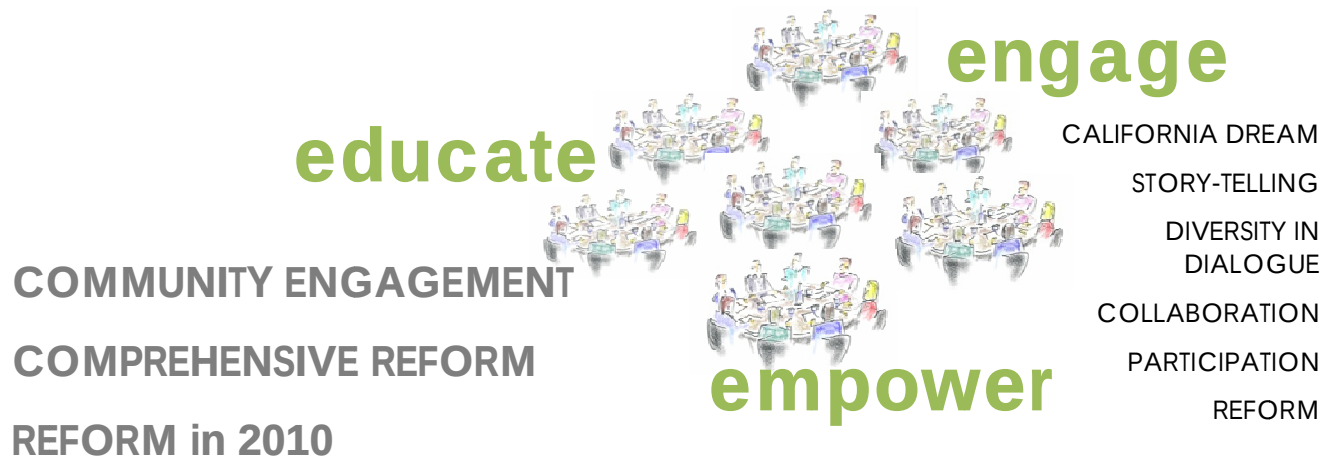


REVIVING CALIFORNIA...

for ourselves, the nation and the world

Join ALF, Joint Venture: Silicon Valley and other Silicon Valley organizations to become part of the

SILICON VALLEY COLLABORATIVE for REFORM



goals

- To bring diverse groups of people into a common dialogue and collaboration through nurtured community partnerships
- To be an actively engaged Silicon Valley community that remains a strong voice for the common good
- To join forces in engaging the community on the issue of California reform in 2010 and beyond
- To inform organizations proposing reform about Silicon Valley ideas and collective input in a "bottoms-up" approach

outcome

An informed and engaged Silicon Valley community

Getting to YES on reform in Nov 2010

target

Community Meetings 50

Community Summit Participants 500

People connected 5000

Direct Contacts 50,000

Voters on reform 500,000

Save the date!

COMMUNITY SUMMIT

SATURDAY MAY 1, 2010
at SAN JOSE STATE UNIVERSITY

For more information:
website: alfsv.org email: anu@alfsv.org; or call: 408.554.2005

American Leadership Forum-Silicon Valley-Joint Venture: Silicon Valley Network-Knight Foundation

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SILICON VALLEY COLLABORATIVE for REFORM

educate engage empower

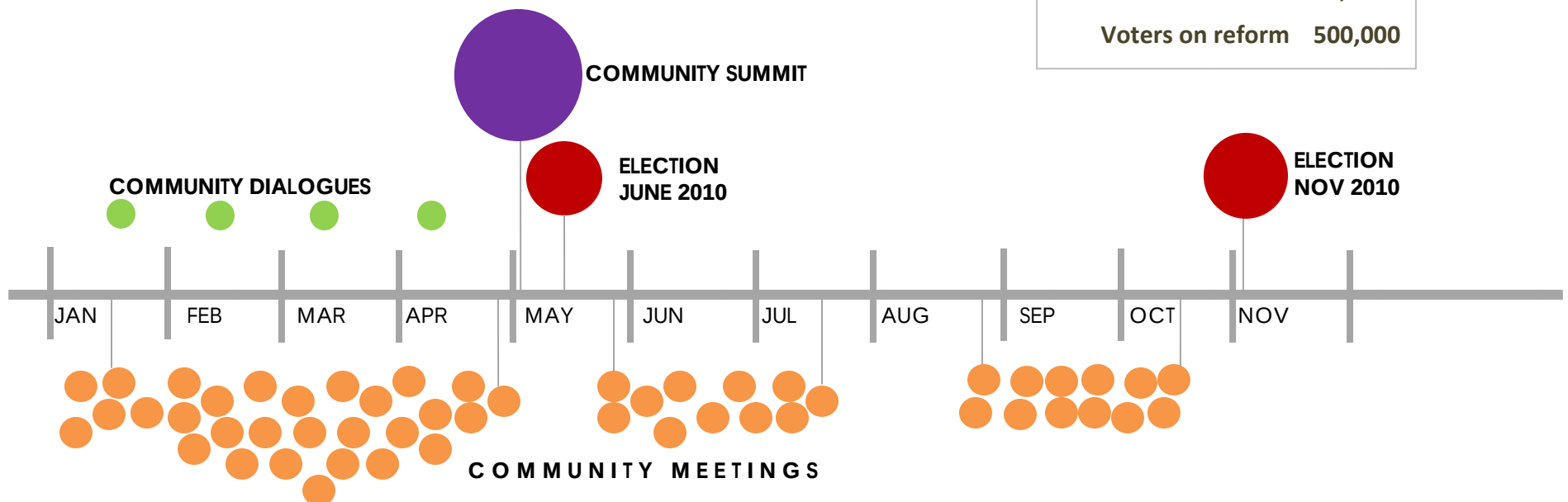
COMMUNITY ENGAGEMENT

COMPREHENSIVE REFORM

REFORM in 2010



Community Meetings	50
Community Summit Participants	500
People connected	5000
Direct Contacts	50,000
Voters on reform	500,000



American Leadership Forum-Silicon Valley-Joint Venture: Silicon Valley
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SILICON VALLEY COLLABORATIVE for REFORM

PARTNER AGREEMENT GUIDELINES

BACKGROUND

The time is now. Amidst crisis arises opportunity.

California has been laboring under the weight of governance and fiscal policies that inhibit change and progress. Californians have lost faith in our political leaders. And, yet, possibilities abound to reassess our values as a state, and to craft a future that responds to the hopes and dreams of all Californians.

This is an exceptional moment in history and an opportunity for Silicon Valley to take a leadership role in reviving California. Silicon Valley has the resources, visionaries, and political clout to help move a reform agenda that will serve the common good. There has never before been greater awareness of the problems combined with the feeling of urgency that the public is experiencing today.

It is time for Silicon Valley to stand up and lead.

American Leadership Forum (ALF) and Joint Venture: Silicon Valley Networks are working as partners and will recruit additional partners representing diverse constituencies in order to develop a model for community engagement in Silicon Valley that deals with reviving California. This partnership will be called the Silicon Valley Collaborative for Reform.

Reviving CALIFORNIA ...for ourselves, the nation and the world

VALUES

In the effort to revive California, we value:

- the wisdom derived from the voices of many
- the possibilities when taking the long view
- the capacity to act in the interest of the whole

PRINCIPLES

In the effort to revive California, we uphold the following principles:

- Dialogue, infused with diversity, creates innovative solutions.
- Diverse participation and community engagement requires intentional effort
- Accountability for the quality and integrity of the process belongs to all of us

SILICON VALLEY COLLABORATIVE for REFORM

PURPOSE

The purpose of the Collaborative is to create a “network of networks” with leaders of existing organizations in Silicon Valley and to leverage existing frameworks of community outreach. The main purpose of the Collaborative is to

ENGAGE – EDUCATE – EMPOWER

- **COMMUNITY ENGAGEMENT**
- **COMPREHENSIVE REFORM**
- **REFORM 2010**

GOALS

- To bring diverse groups of people into a common dialogue and collaboration through nurtured community partnerships
- To be an actively engaged Silicon Valley community that remains a strong voice for the common good
- To join forces in engaging the community on the issue of California reform in 2010 and beyond
- To inform organizations proposing reform about Silicon Valley ideas and collective input in a “bottoms-up” approach

OUTCOMES

- A well-informed and engaged Silicon Valley community that can collectively work on complex issues
- Development of a community framework for comprehensive California reform
- Getting to YES on REFORM in 2010 (avoiding a NO on everything related to REFORM)

TARGET

- **50 community meetings**
- **500 participants at Community Summit**
- **5000 direct contacts**
- **50,000 people connected with the reform dialogue**
- **500,000 reform measure voters**

STRATEGIES

- A broad community participation, encouraging inclusiveness and open access
- Using appropriate technology and social media to broaden participation
- A cohesive message stressing the importance of civic engagement
- Tailoring the message/storytelling to various audiences
- Providing appropriate information on the 2010 reform proposals to enable the Silicon Valley community in making informed decisions

SILICON VALLEY COLLABORATIVE for REFORM

PARTNERSHIP AGREEMENT GUIDELINES

Silicon Valley Collaborative for Reform is a partnership of community, civic and business organizations formed to promote community engagement in Silicon Valley and to engage in an authentic dialogue around the issue of reform to California's governance within the Silicon Valley community.

1. This partnership will be in effect from January 2010 till December 2010.
2. As a partner of the Silicon Valley Collaborative for Reform, we agree that
 - It is critical for each of us to be engaged and informed members of the community in which we live.
 - California is a global leader and needs to be revived to take its rightful place in the nation and world.
 - Comprehensive reform to California governance is necessary and important to the Silicon Valley community.
 - Reforming California – both in 2010 and beyond – is a long term goal and we need to continue to work towards it.
3. We value the importance of dialogue and will actively focus our efforts on engaging and educating the community on the issues of comprehensive reform and the reforms proposed in 2010.
4. We believe that comprehensive reform to California's governance is vital and that there may be several ways to get there. Our efforts will initially focus on education and not advocacy.
5. As a Collaborative, we may collectively choose to endorse some or all of the reform measures on the ballot in 2010 if we believe that they advance the Collaborative goals.
6. Views of individual members and member organizations that differ from those of the Collaborative should clearly be identified as such and not be part of any messaging of the Collaborative.
7. The Collaborative Partners will convey to the Program Director a non-exclusive license to use its Trademarks and Logos solely in any publicity, promotional, marketing or advertising materials produced by the Collaborative in connection with this Agreement. Such use is limited solely to those materials that have been pre-approved by both parties.
8. In using materials provided by the Collaborative, the partners will ensure that the Collaborative receives credit for producing the material.

ALF/JOINT VENTURE ROLE

9. The ALF/Joint Venture team will provide the project director for the Collaborative.
10. The ALF/Joint Venture Program Director will coordinate the efforts of the Collaborative and serve as the primary contact person for communication within the group.
11. The ALF/Joint Venture team will be a resource for providing speaker training and will assist with arranging speakers for community meetings.
12. The ALF/Joint Venture team will provide master copies of appropriate material for the community meetings.

13. The ALF/Joint Venture team will take the lead in organizing the Community Summit.
14. The ALF/Joint Venture team will provide links to resources on its website and commit to maintaining a database of relevant information.

COLLABORATIVE PARTNERS' ROLE

The role of the Collaborative partners is to help achieve the goals and the outreach targets:

15. Each partner of the Collaborative will agree to be an active and willing participant in the dialogue about reform to California governance.
16. Each partner of the Collaborative will actively promote the importance of reform and being engaged through newsletters, email blasts, on its websites and other ways to reach its membership.
17. Each partner of the Collaborative will commit to organizing at least two community meetings.
18. Each partner of the Collaborative will promote the Community Summit and commit to bring at least ten members from its constituency to the Summit.

ORGANIZATION NAME: _____

REPRESENTATIVE'S NAME: _____

REPRESENTATIVE'S SIGNATURE: _____

DATE: _____