

**THE NEXT PHASE—  
FAIR ECONOMY STATE PROJECTS 2.0**



**October 2011-June 2012**

## FE 2.0 Goals

- Advocate for pro-active budget solutions:
  - Revenue
  - Savings
- Redefine public debate by:
  - focusing on corporate bad actors
  - advocating for the common good
- Build political power for 2012
- Build member engagement
- Integrate approach into core functions
- Tackle pensions

## FE 2.0 Awards

- Each state gets a state director, 3 FTEs, and lost time program.
- CA and OR split an award.
- Program runs until June 30 at the latest.
- Michigan and Oregon awarded for second time.
- All projects except OR are multi-local.

## Improving Government Efficiency

*“We are now the voice of how to make government better,”  
Melissa Unger,  
Oregon Fair Economy Project, 1.0*

- Michigan-expand on the *New Solutions Report* at state and in Saginaw.
- Florida-improve efficiency/quality at a local government(s).
- Minnesota-may study consolidating services or savings at school districts.

## Holding Corporations Accountable

*“By going on the offense the folks on the other side didn’t have the same opportunity to attack unions”,*  
Treasure Mackley,  
Director,  
Washington State Fair  
Economy  
Project 1.0

- Carnival Cruise Line and Olive Garden (Florida)
- Sears and Caterpillar (Illinois)
- Chase Bank (Michigan)
- Wells Fargo (Minnesota)
- Harry and David & Jeld-Wen (Oregon)

## Protecting the Middle Class

*“It’s not just a union fight, this is a fight for the middle class,”*  
Ron McLellan,  
President,  
SEIU Local  
511

- Advocate for retirement security for all (OR and CA).
- Protect homeowners from foreclosures and blight. (MN and IL)
- Advocate for a more timely UI application process. (MI).
- Bargain community cash to help locally-owned businesses. (FL)

## Advocating for New Revenues

*“We are letting money walk out of our state”,*  
Treasure Mackley,  
Washington State  
Project

- Florida will promote the Fair Economy Act to close corporate loopholes.
- Illinois will work towards a progressive income tax and will close loopholes.
- Minnesota will work to raise income taxes on the rich and close loopholes.
- Work with local governments in Florida and Michigan to get fines from banks for blight and to renegotiate swaps.

## Pension Reform

- Advocate for reforms to eliminate pension abuses.
- Champion infrastructure investments to create jobs and generate returns.
- Spotlight companies that fail to provide retirement benefits or renege on their pension obligations
- Explore the viability of a public option DB/DC hybrid plan.

## Member Engagement

- Allow space for members to help design campaign.
- Connect to contract campaign.
- Be creative and thoughtful on lost time.
- Work towards MLA goals.

## Coordinated to Bargaining

- MN Schools-find overlay between targeted legislative districts, bargaining calendar and bad banks.
- Florida-work efficiency and local revenue proposals into bargaining demands.
- Use bargaining committees and surveys as a place to educate members about offense work and who broke the economy.
- Find common bargaining proposals with private sector.

## Tied to 2012 Elections

- To be successful, Democrats (and not just any will do) must win elections in IL, OR and MN legislatures.
- We can use the spring to begin to use the support for the rich as a wedge issue in the election.
- We are beginning to build district teams in MN, FL and IL with overlays to other critical 2012 elections.

## Questions Raised

- How do we measure success on campaigns that can't be won until after the project is over?
- How can we be confident we are increasing public support for taxing the rich or corporations?
- How do local unions really need to change to be better able to do this work; how should the IU/Division support them? Is there a road map?
- How do we make sure to leave lasting capacity?