

The Nonpartisan Movement – Frequently Used Terms

Terms Used Throughout Our Campaign and Movement

Advocacy Group / Advocacy Group Leader – an Advocacy Group is the set of individuals who advocate for a certain segment of the community. Examples of such segments may include senior citizens, small businesses, racial minorities, LGBTQ+, homeowners, landlords, etc. Any register user can form a permanent Advocacy Group, but it must be approved and registered into the DDESPE. There are three components common to every Advocacy Group that require its members to support in its functions: (1) members certified in brainstorming skills (**Brainstormers**), (2) members certified in mediation skills (**Mediators**), and (3) members certified to monitor City Council proposals that have potentially significant impacts to the community and are worthy of being elevated to a referendum consideration (**Scouts**). All Advocacy Group members must be certified by enrolling and passing online training courses in effective brainstorming methods and teamwork strategies. Each Advocacy Group must maintain a sufficient pool of certified members available to participate when a notification to form a Brainstorming team is transmitted. One member from each Advocacy Group is the optimal. When no one is available or there is no interest from any Advocacy Group member to join a particular Brainstorm Team, then the group is simply not represented (abstention) on that team. The number of Advocacy Groups permitted would likely be capped at some optimal number to ensure that each Brainstorming Team would still operate effectively, requiring a merger of an existing group with a new group wishing to form, but this would be at the discretion of the existing Advocacy Group. At times, major policy decisions (e.g. modifying the district charter or taking the co-op public) could require a double-majority vote for approval. This would that for a policy to be approved, there would have to be majority votes by both the general community in addition to a majority among all of the Advocacy Groups. This offers a certain level of protection to groups that may have a more limited (minority) voice in the community.

Brainstorming / Brainstorming Team / Brainstormers – the third stage of the DDESPE policy engine is called Brainstorming, or “whiteboarding.” A brainstorm brings together a small team of community members known as **Advocacy Group Leaders** into virtual meeting spaces supported by the DDESPE ecosystem where trained participants (**Brainstormers**) use brainstorming techniques to derive possible solutions to a virtual suggestion such that the solution would have minimal negative impacts and maximum effectiveness if implemented. The goal of a brainstorm is to produce two to three of the most viable solutions to a problem or a suggestion. The collection of assembled members who each advocate for a separate segment of the community would be known as a **Brainstorming Team**. The DDESPE transmits notifications specifically to all certified Advocacy Group leaders to solicit interest to participate in the formation of a Brainstorming Team on a particular topic. The survey results and tallies that are passed on to a Brainstorming Team would be an important tool used in their process along with any city resources available. A Brainstorming Team can reject the suggestion completely if unworkable, returning it back to the original requestor. Otherwise, it would forward its conclusions on to the fourth and final stage of the DDESPE (Leadership Council). The Brainstorming team is disbanded once it downloads its solutions into a standard template that the DDESPE can then summarize. There can be multiple Brainstorming Teams operating concurrently on different topics at any time.

Communications Technology - the transfer of messages (information) among people and/or machines through the use of technology. Examples include television, telephone, radio and internet

Cooperative (Co-op) - a member- / user-owned and controlled business from which benefits are derived and distributed equitably on the basis of use or as a business owned and controlled by the people who use its services

DDESPE (DDSPE) – refer to Direct Democracy Experiment Software Policy Engine

Direct Democracy – a system that allows citizens to vote directly for laws and policies

Direct Democracy Experiment – a technology-driven experiment to design a direct democracy form of government in Santa Cruz composed of three elements: (a) a software infrastructure to allow district residents to vote directly for policies that impact their district, (b) a decoupling of a partisan city council from the policy-making decisions for the district, and (c) the tearing down of political tribalism through non-partisanship as a means to remove the barriers introduced by party ideologies in solving the specific problems of the community.

Direct Democracy Experiment Software Policy Engine (DDESPE) - a semi-automated software tool that returns the power of community decision-making back to the residents themselves. At times, one might find the abbreviation of the acronym shorted to **DDSPE** that eliminates the word “Experiment” from the software title.

Division Politics – the use of tribalism by political parties to divide communities into herds as a means to more easily identify a common enemy that can be discredited through stereotypes and outright lies, even when that enemy is composed of individuals who each hold a unique and complex set of beliefs (values, rights)

First Amendment Rights Preservation Society (FARPS) - a Santa Cruz nonprofit defending Americans' 1st Amendment rights

Founding Charter - a document issued by some authority, creating a public or private institution, and defining its purposes and privileges. In the sense of this campaign, it is the roadmap of fundamental principles that will advance the socioeconomic prosperity of the district.

Hypothesis - a supposition or proposed explanation made on the basis of limited evidence as a starting point for further investigation

Information Systems / Information Technology - an integrated set of components for collecting, storing, and processing data and for providing information, knowledge, and digital products

Intellectual Property - a work or invention that is the result of creativity, such as a manuscript or a design, to which one has rights and for which one may apply for a patent, copyright, trademark, etc.

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Leadership Council (LC) – the fourth and final stage of the DDESPE policy engine is called a Leadership Council (LC). An LC's goal is to gather information from city resources and survey & brainstorming results to develop the optimal solution (policy, project, implementation) that would most benefit the community at the least cost. When a brainstorming event triggers the need for an LC to be formed, the DDESPE notifies the general pool of all certified LC members of the formation of a new Leadership Council to address to the topic. Similar to Advocacy Group Leaders, LC members must be certified by enrolling and passing a more intensive scope of online training courses in project analysis, ROI, cost, accessing city resources, etc. Like Advocacy Groups, a Leadership Council can reject the suggestion completely if unworkable, returning it back to the original requestor. Otherwise, the optimal solution would be released to the city, sending notifications to all registered users (if and when necessary) to vote on the final package.

Mediators – each Advocacy Group must maintain at least one certified Mediator within the group at all times. A Mediator supports members of the community who feel they are receiving certain unfair treatment or who's voices are being ignore within the policy process. Such individuals would communicate their complaint to the Mediator of the Advocacy Group that best aligns with the issue or problem. The Mediator would then assemble the parties that could best address the issue in a timely fashion. The scope of this investigation and resolution would include the developers of the DDESPE (the co-op) if the software was designed to introduce consistent bias against individuals belonging to a particular advocacy segment.

Nonpartisanship – the remaking of one self by leaving one's political tribe and becoming the human embodiment of Switzerland—neutral and unbiased—who sees events from a cause-and-effect perspective and not what one's tribe tells one to see them as. Nonpartisanship is often associated with the terms *free thinking* and *critical thinking*.

Paradigm Shift - an important change that happens when the usual way of thinking about or doing something is replaced by a new and different way

Persecution - hostility and ill-treatment, especially because of race or political or religious beliefs

Dividend – a divide or share of the profits of a business often used in co-ops

Public Good - the benefit or well-being of the public, often considered as originating at the federal level. Other political entities likes states (State Good), counties (County Good) and cities (City Good) have their own unique profiles that may not match up well with the Public Good. Lastly, individuals (Individual Good) set their own paths in the pursuit of happiness and self-determination that can collide with the policies established for the Public Good, State Good, County Good and City Good.

Quality of Life - the standard of health, comfort, and happiness experienced by an individual or group

Representative Democracy - a form of democracy in which the majority of people are ruled through their elected representatives

Right to Self-Determination – a people who freely determine their political status and freely pursue their economic, social and cultural development. The right to self-determination is a legal right found in the United Nations Charter.

Scouts – each Advocacy Group must maintain at least one certified Scout within the group at all times. Scouts a specialized to monitor City Council policy proposals that have potentially significant impacts to the members of the particular advocacy segment. Scouts act as watchdogs to protect the interests of the segment by elevating it to the community at large and proposing a referendum trigger to counter its possible deployment within the community.

Surveying – the second stage of the DDESPE policy engine which is engaged when a virtual suggestion box entry meets criteria for voter participation and up votes. The elevation of a suggestion to a survey means that greater community scrutiny and approval would be necessary to move the suggestion to the third stage of the DDESPE (Brainstorming). One of several survey templates is chosen based on the category of the suggestion and the software automatically creates the survey from suggestion box information. The survey is then posted live and a notification is sent out to all registered users of its availability. A time clock is set to some pre-determined length of time to allow respondents to participate in taking the survey. Surveys mostly attempt to glean the possible negative, community impacts of the suggestion and its overall acceptance to the community. Final survey results and tallies are summarized for the third stage of the DDESPE policy engine (Brainstorming), if sufficient approval criteria is met. All registered users may take the online survey.

Think Different Campaign – a call to Santa Cruzan's to think outside the social norm and to find their independent, inner voice distinct from that of their tribe as a means to solve their community's socioeconomic problems in order to advance their quality of life

Tribalism – a blind allegiance to one's political party where one no longer questions the ideas of its leaders and defends the herd, at all costs, regardless of whether the herds actions go against personal values or rational logic

Two-Party System – a political system in which the electorate gives its votes largely to only two major parties

Virtual Suggestion Box – the first stage of the DDESPE policy engine allowing all registered users to enter their suggestions to improve their community into a standard formatted template that is used not only to display the suggestion to the end-user community, but to automatically create a user survey if the suggestion meets the required criteria for voting participation and up votes.