



CASE STUDY

The Issue

Local developer, Davidon Homes, faced community opposition to its residential proposal. The opponents were organized and well-funded, having defeated a similar proposal by SummerHill Homes at the same location.

The Task

Land Use Strategies was tasked to execute a community engagement campaign to assist the client in securing their permit entitlements at the Town Council.

The Solution

Persuasive Digital Campaign

- Secured ~900 Online Petition Signatures
- Generated over 800 Facebook followers/likes
- Produced Website & Social Media Page/Posts

Effective Stakeholder Engagement

- Coordinated Several Tours at Project Site
- Drafted & Produced 25 Mailers/Handouts
- Secured 12 Key Organizational Endorsements

Generated Political Support

- Supported by Danville Town Council
- Supported by County District Supervisor
- Supported by County Republican Party & San Ramon Valley Dems

The Result

- **Community Coalition**

Built a diverse coalition of residents, community leaders, environmentalists, cyclists, and business organizations.

- **Project Entitlement**

Danville Town Council voted 5-0 to entitle the Magee Preserve residential development project.

- **Measure Y Passes**

Successfully defeated referendum effort by opponents, winning 54% in support of client project.

Measure Y Campaign

After our client's project was entitled, opponents forced a referendum. Our firm served on the steering committee and led the digital strategy for the Yes on Y campaign, including rebranding the website, social media, and outreach materials.



Voter turnout was 62% of registered voters, with the majority of people voting by mail.

