MVP MILLION VOTERS PROJECT

CALIFORNIA CALLS
an alliance to renew the dream

APEN ASIAN PACIFIC ENVIRONMENTAL NETWORK

MOBILIZE the IMMIGRANT VOTE

CHIRLA Coalition For Humane Immigrant Rights of Los Angeles

PICO California Unlocking the Power of People™

ACCE INSTITUTE
The election was very close, and seems to indicate a deeply divided country.

When viewed by Who Voted, the picture of how divided is far from clear:
  - 42% of eligible didn’t vote: 90 million

In CA, turnout was up (76% vs. 72% nationally)
  - In California, 12 million eligible didn’t vote:
    - 6 million registered didn’t vote
    - around 6 million eligible but not registered
  - People of Color, Young voters increased turnout but still lag behind

To make the California Dream a reality for ALL Californians, the electorate needs to change to reflect California’s diversity.
GOALS:

1. Change Composition of the Electorate to reflect diversity the of California’s population.
2. Increase the civic participation of communities suffering most from social and economic injustice.
3. Win a Policy Agenda that achieves systemic change in communities across the state.

STRATEGIES:

1. Multi-year Agenda and Organizing Strategy
2. Focus on BOTH “Base” and “Shifting” areas of the state
3. Integrated Voter Engagement
4. Building Strategic Collaborations
WHAT IS INTEGRATED VOTER ENGAGEMENT (IVE)

1. **Multi-year strategy** to increase the voter participation of communities and constituencies traditionally underrepresented in electorate.

2. **Engaging target voters year-round** to build a relationship, educate on issues, motivate to increase voter participation, become involved in advocacy and community organizing.

3. **Local, community-based organizations (CBOs) that are rooted in communities embrace IVE** as an integrated part of their organizing strategy and ongoing work.

4. **Development of Grassroots Leaders** in communities as the primary voter engagement organizers.

5. **Use of voter engagement technology** to increase the capacities of CBOs to reach a new scale of engaging target constituencies.

6. **Systematic tracking of engagement and results** through a living and growing voter database.
STRICTIC COLLABORATIONS & MOVEMENT-BUILDING is Key to Getting to the Needed Scale

2016 PROGRESS:

- **59** Local groups in **24** Counties active
- **1.1 million** voters engaged
- **83,000** new registered voters
- **680,000** voters participation being tracked (new & infrequent voters)
Over time, IVE work adds up—this is how we’ll change California’s electorate & its future.

- As of 2017, CA Calls Supportive Base is over 715,000 voters statewide.
- In November 2016, we increased turnout among key groups:
  - 10.2% for Latinos and 15.6% for African Americans
  - Immigrants voters by 11.2%
  - Renters by 11.5% and low-income voters by 13.9%
  - Young voters by 8.5% and Less than HS education by 16.8%
- The question now is: how do we bring our power to fruition in this new era? How do we turn voter support into year-round Civic Engagement and consistent voting?

In 2016, over 79% of CA Calls Supporters turned out—6% higher than statewide turnout.
Key Lessons Learned in 2016:

✓ Did surge in Voter Registration = surge in turnout?
  • Turnout of folks who registered from June to October was up by 3%
  • But will these voters vote in 2018? Become civically engaged?
  • We need to explore how to do more rigorous and ongoing follow-up when we do voter registration drives.

✓ Election Reforms like SB450 show major promise but are they enough?
  • We’re modernizing the voter experience but how will we ensure that we’re engaging the 12 million Californians who didn’t vote?
  • Year-round community education and engagement is critical, regardless of election cycles.

✓ There are no shortcuts, only detours
  • Face-to-Face contact with voters by their neighbors is what moves people—media/mail is no replacement.
  • Strategic partnership over time of local community groups doing Integrated Voter Engagement is key to changing the electorate.