

# MVP MILLION VOTERS PROJECT



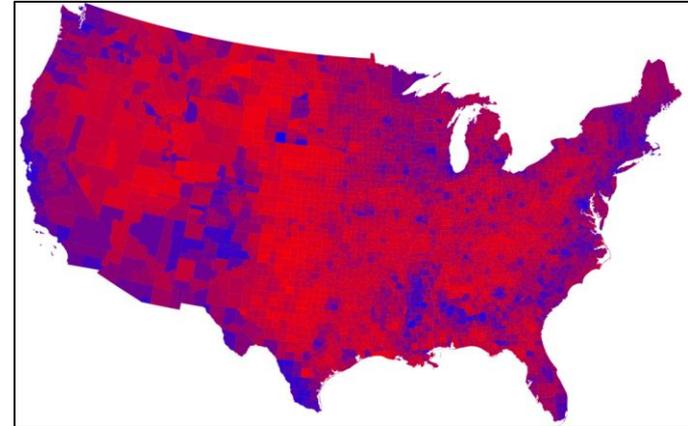
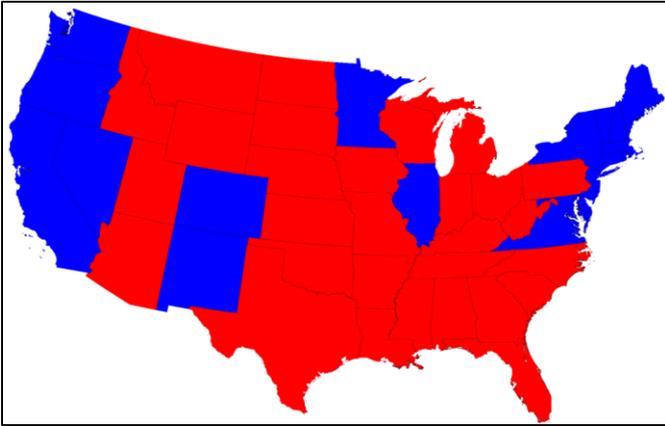
an alliance to renew the dream



**PICO** California  
*Unlocking the Power of People™*



# 2016 Election Results & Implications for California



Red, blue, and shades of purple in between to indicate percentages of votes. [Mark Newman](#), Department of Physics and Center for the Study of Complex Systems, University of Michigan, Updated: December 2, 2016

**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.**

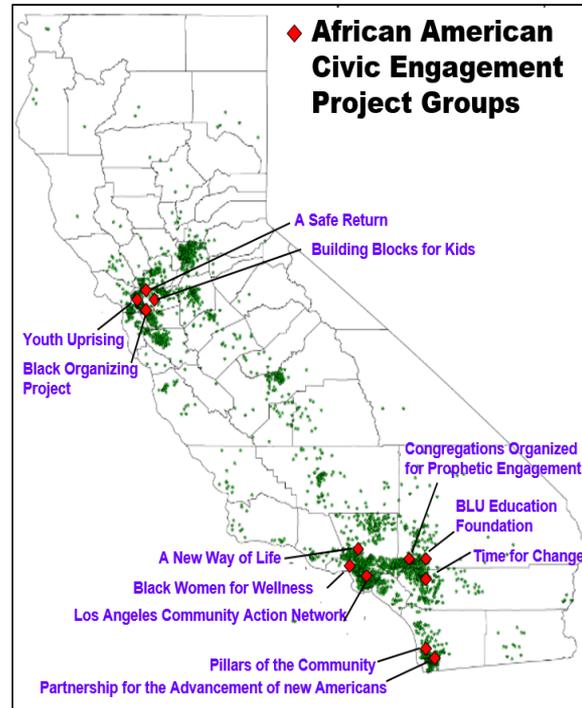
## **STRATEGIES:**

- 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.

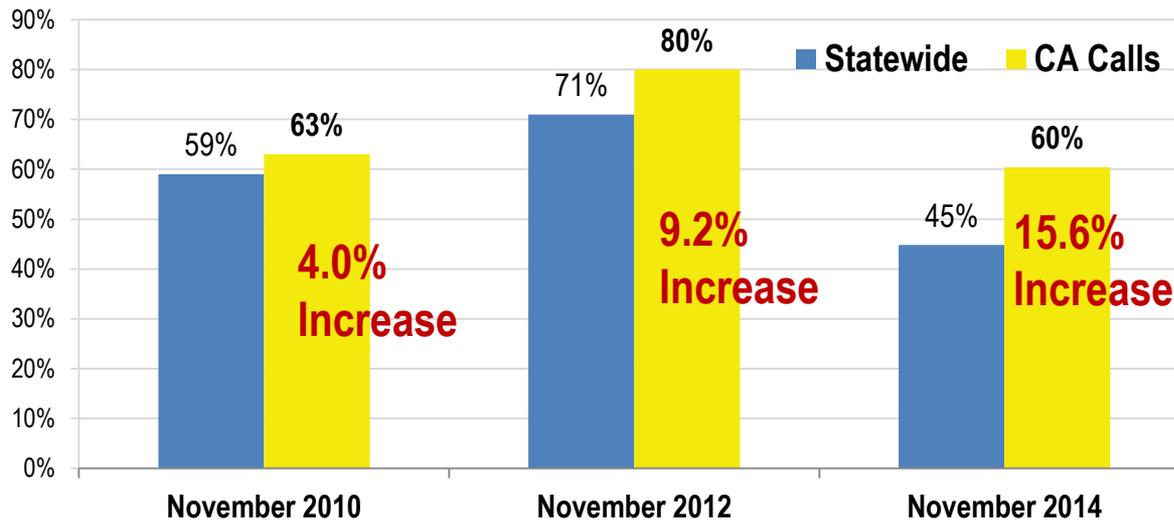
# STRATEGIC COLLABORATIONS & MOVEMENT-BUILDING is Key to Getting to the Needed Scale



## 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.



In 2016, over 79% of CA Calls Supporters turned out– 6% higher than statewide turnout.

- 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?

# 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.