

OSTPDX The Rubber Hits the Road – Get Out the Vote for the Midterms!

October 9, 2018 6:45-9:00 PM

SUBUD CENTER, 3185 NE Regents Drive.

7:00 Introductions – Jacque Able

Introduction of leaders. Several first time attendees. Jacque asked to sign up for emails

Mission statement: local grassroots organization that uses member skills to support progressive candidates and issues. Registered member of national Indivisible

Task Force: recommended 12 candidates, 7 ballot measures – see the flyers and this work is being used by others.

What we can do as part of the Blue Wave, actions for the next 28 days. Ballots mail next week 10/17.

Review agenda. Accepted small donations for rent and postage.

Next meeting November 13th. Mid-terms wrap up with Jim Moore and David Sarasohn

Speakers:

Thalia Zepatos: Get Out the Vote

Introduction by Jacque: *Thalia advanced the movement for the freedom to marry through leadership roles spanning more than a decade, culminating in her work as Freedom to Marry's Director of Research and Messaging (2010 through December, 2015). Responsible for driving messaging and public opinion research, she is widely recognized as the "message guru" who led the movement's messaging shift, resulting in exponential growth in public support that paved the way for the historic Supreme Court victory.*

Working on the national and international level, she has been a sought-after campaign consultant, campaign manager, and field director electing local and statewide women candidates and defeating anti-gay and anti-choice ballot measures in the Pacific Northwest. She is a Huffington Post writer, the co-author of Women for a Change: A Grassroots Guide to Activism and Politics.

Amy Kessler: Coordinated Campaign *Amy is currently Regional Field Director at Team Oregon, working with the Democratic Party and with the Coordinated Campaign to elect Governor Kate Brown on November 6. She will bring her knowledge about campaigns and how grass roots actions are essential to winning. Previously, Amy worked for The Bus Project to involve young voters in elections and was a speaker at an earlier One Small Thing meeting.*

7:10 – Thalia Zepatos gave an overview of the research about effective techniques to Get Out the Vote (GOTV)

Thalia says she is personally inspired by OSTPDX and has shared our grassroots action internationally.

Three Stages:

1. Voter ID – rank voters 1-5 re who supports.
 - Demographics
2. Persuasion – votes who are at level 3, 4 and some 5 need may be persuaded. Address their issues and make additional contacts. Research shows need to contact 7 times to persuade them to change their mind.
 - May focus on a demographic
3. Get out the Vote – GOTV

Gerber and Green did analysis of what campaign tactics are effective. Example: nothing, robo call from start, robo call from campaign – found no difference in turn out between doing nothing and making robo calls.

Analyst Institute – work with progressive candidates to identify what messages are persuasive. Oregon was a messaging test state for marriage equality. Here's what they found to be most effective?

1. Talk about voting rather than the candidates or issues. See canvassers as a civic service.
2. Ask them to pledge to vote.
3. Talk with them about their plan for voting. Where is your ballot, when will you fill it out, will you mail it or drop it off, where will you drop it off. Creates a memory action plan.
4. Social pressure. 'Know who voted' backfired but gentle social pressure works. Rather than single out people who have not voted, take the approach that everyone is doing it and so happy you are too. (works better than we really need you to vote, the race is tight)
5. Have a genuine conversation.
6. Opinion leaders are those who have researched – people who do more than vote, like OST members. Friend to friend contact is twice as effective as any other. Don't assume anything about anyone. Being outspoken about not liking Trump does not mean people will fill out their ballot.
 - a. Ask people to commit to voting.
 - b. If people are not sure how to vote on one or two issues they often don't turn in their ballot. They need their friend's advice.
 - c. Share how you plan to vote. Do email to send out to contacts.

Amy Kessler – Team Oregon PAC Clackamas County for Kate, no on 105 & 106. Here office at 502 – 7th Street, Oregon City. Share space with Mark Meek, Charles Gallia, Janelle Bynum, Rachel Prusak.

Ballots in 7 days. Research found Mailers increase turnout by about 0.6% while canvassing increases turnout by 9.8%.

This election is very important and Kate Brown lost in Clackamas Co in her last election. Volunteer sheet for canvassing. Women for Kate day is October 13th at 11 AM in Oregon City <https://katebrownfororegon.com/news/upcoming-volunteer-events-kate> .

Amy also recommends contacting 5-10 people about voting. Ask for their plan to vote. Go turn in ballot with them and then go to happy hour.

Q&A

How to get people to register? Voter registration: hand out voter registration cards, go to elections office. Recommend turn in the card for them. Deadline is 10/16. If any question about address then send in a duplicate form. Can go on line to register if have an Oregon ID. If no Oregon ID go to the elections office. After 10/16 if didn't get ballot can go to the elections office and ask for a provisional ballot. Ask if people are registered and if they are not, ask if want to register – offer but don't push in case the person is not allowed to vote (not a citizen or member of a religion that prohibits)

How important is the Oregonian to this race? The paper is influencing voters. Ask voters about the issues they care about and address those. Be a leader.

Is there an on-line source for the 'Who are your people?' handout? They could send a PDF or we can describe – will send to Jacque. Take a picture with your phone.

Complaint from people re too many calls what is the story about that? People are called a lot because they have not stated their position. Campaigns match the list of who has voted with the call list (2 day lag time) so may get a reminder call. The sooner you turn in your ballot the sooner you stop getting the calls.

Any data on collecting ballots at the door? Must be sure of the chain of custody and be sure the ballot gets turned in.

How do college students get ballots? Oregon Student Association and Bus Project are on campuses. Not supposed to forward ballots.

If you are going to be out of town can you get a ballot early? Some confusion.

Is a student's ballot more valuable here or there? Ask the students where they think it's more effective.

8:10 – 8:25 Announcements of Upcoming Opportunities

Asha Dornfest – Mid Term Squad Nasty Women and Sister Persisters have an action a day plan. **The election sprint challenge** 1 assignment per day to GOTV

Sign up at bit.ly/electionsprintchallenge

Becky Lee from the Day Break Family Network. Vote YES for affordable housing. Measure 1: Metro \$652 million bond for really affordable housing.

102: general obligation bonds only for thing government builds and operates but this isn't how we do housing. Need to work with not for profits and private contractors.

Text November to 38470 to pledge to vote yes for a link to

When passes will be \$0.24 per thousand of assessed value (average \$25) and a 5% cap on administration.

Canvass with Me – Join a OST friend to canvass. It's more fun together and a great way to get comfortable with canvassing. Pick a cause, contact the point person.

- Affordable housing 10/20 with Jacque Able jacque.abel@comcast.net

- Charles Gallia 10/13 Saturday 11 AM 502 – 7th Street Oregon City with Jane Stackhouse jane@janestackhouse.com
- Kate Brown in Multnomah Co 10/13 with Paulette Wittwer & Melanie Plaut wittwers@comcast.net melanie.plaut@gmail.com
- Jamie McLeod-Skinner in The Dalles 10/14 with Lynn Youngbar Car pool available. lynn@lynnyoungbar.com
- Renew Oregon Day of Action PCEF, No on 105, Kate Brown 10/20 9 AM at SEIU, https://www.reneworegon.org/climate_day_of_action_events
- Tiffany Mitchell in Tillamook 10/24 (Wed.) with Phyllis Brown and Leah Gibbs jane@janestackhouse.com
- Katy Eymann in Coos Bay 10/13 with Laney Kibel laneykibel@hotmail.com – or every weekend in October.

Election observers – see Paulette Wittwer wittwers@comcast.net to experience the actual vote counting. wittwers@comcast.net

8:25 – 9:00 Take an action tonight to impact voters

Postcards for Jamie McLeod Skinner - we completed about **300 post cards** in 30 minutes. Indivisible will mail them on Thursday.

9:00 Social time & community