TO:     Allies, Friends, and Interested Parties
FR:     Deepak Pateriya & Chris Torres, Center for Community Change Action & Immigrant Voters Win PAC
RE:     Preliminary Report - 2016 Immigrant and Latino Voter Project Field Program
DT:     December 2016

There are still many things to be analyzed and said about the 2016 election results, which we will explore in depth once complete voter data and more detailed information is available early next year. At that time, we will share the full results, impacts and assessments of our efforts with you, and look forward to further discussing the meaning and implications for future electoral organizing. In the meantime, suffice to say we believe there was no single cause for Hillary Clinton's loss, and therefore we should question the simplistic solutions being offered from many sides.

Despite the bad news we do know that among the universe that we focused our efforts on, the early vote numbers were very high compared to 2012, and our tactics, issue-based messaging and the role of community trusted leaders, were very influential in voters making commitments to vote for Democratic candidates. Here is what we do know about what was accomplished by CCCA, IVWPAC, and our national and local partners:

- **In FL & CO**, **more of our voters voted BEFORE ELECTION DAY in 2016 than voted AT ALL in 2012.** Within our target universe of low-propensity Latino and immigrant voters:
    - o   in our Florida universe, 182,065 total votes in 2012 vs. 198,119 pre-Election Day in 2016;
    - o   in our Colorado universe, 37,804 total votes in 2012 vs. 56,064 pre-Election Day in 2016.
- **In NV, 60% more of our voters voted early in 2016 than voted early in 2012.** In our Nevada universe: 20,640 early votes in 2012 vs. 33,180 early votes in 2016.
- We did help ensure **the election of Catherine Cortez Masto – the first Latina – to the U.S. Senate** in Nevada, a race that was considered a toss-up;
- We contributed to **flipping state legislative chambers in Nevada & Colorado** to Democratic control.

There are numerous factors to assess, including that the Obama coalition didn't turn out in high enough numbers, that Trump won unexpectedly high numbers of white voters across income levels and educational attainment, and Trump and the Republicans intentionally tried to depress turnout in particular communities.

There has been a lot of attention focused on the turnout of various demographic groups, and of particular relevance to our effort, is the divergence between the election eve polling of Latino voters versus exit poll results. In addition to the early vote numbers which we have, we know that exit polls have historically underrepresented Latino voters for a variety of factors including a lack of bilingual pollsters and geographic targeting not conducive to accurate Latino surveys. It is important to remember that exit polls were not designed to predict the performance of specific demographic groups so we should not rely on them for this purpose.

As we begin to turn the page on the 2016 election and look to the future, we will take with us learnings that will inform future organizing efforts with Latino and immigrant voters, and that can be applied well beyond those communities.

**Learning From The Field Program:** What made this program unique was our scaled community-based approach to targeting low-propensity voters, people who only voted in one or two of the last four elections. We had culturally competent canvassers who began conversations with questions about voters' own values and

issues important to their families before pivoting to discussions about specific candidates, an approach which made an immense difference in the direction and outcome of the conversations. Detailed state by state descriptions and data on our multi-layered voter contact programs are available in the attached addendum.

Though more analysis will be done once full data comes in from the states, there are encouraging signs from the initial data we do have that our type of ground game works. We know that turnout in our universe was up compared to 2012 from early vote numbers, and from our internal canvass data we know that the conversations we had with voters at their doorsteps moved high percentages of people to pledge to vote for Hillary Clinton (75-80%). Door-to-door field work with trusted locally-known messengers that leads with values and an issue-focused message worked to help achieve these preliminary outcomes.

**Capacity Building for the Future:** From its inception, this project was never just about the 2016 election. It was also about strengthening, and leaving in place, local infrastructure for 2018, 2020 and beyond, so that more low-income Latino and other immigrant groups are mobilized, and so that we have a strong model to share in other communities and with progressive allies.

- We invested in training and developing local leaders, staff and volunteers on creative community organizing integrated with voter contact;

- We grew the capacity of local immigrant and community organizations to mount more sophisticated and large-scale voter programs, specifically by focusing them on program design, targeting and managing data, and training leaders;

- Canvassers worked in all three states identifying specific voters as potential community leaders, recruiting them as members, and creating a deeper bench of activists and potential organizers who can be activated and help lead year-round work. For example, in Nevada, PLAN Action, the state's largest and most established progressive coalition, created a new membership model and began to recruit new members into their organization;

- We helped strengthen long-term state progressive infrastructure and alliances, including building a new c-4 Latino table in Colorado that will last into the future, and supporting the growth of the Florida State Alignment Group, a progressive labor community alliance.

**Defending Against Immediate Threats in 2017:** Poor, working and immigrant families face serious threats ahead, and we are working with partners to stand up campaigns *now* to fight to defend the safety net and to defend immigrant families from the threat of deportation. Even though Donald Trump has not yet been sworn in as President, our communities are already in crisis and we are organizing to support them. For this effort we will be working with the same local and state IVP partner organizations (and many others nationwide) - and the voters, community leaders and volunteers recruited during this cycle will be reengaged for the defensive fight ahead.  More information on this work and the funds being built to support it is available for those who are interested.

**Building Progressive Electoral Power for 2018, 2020 and Beyond:** We find ourselves in a place we did not expect to be, but we are prepared to build on the work done this year to come back even stronger in 2018. As we continue to digest and reflect on the election results to understand what they mean for the future, we will seek out the lessons and learnings that help us forge a path forward. In the early part of 2017, once full voter data is available, we will convene a briefing to discuss results and analysis. At that same time, we will work with partners and allies to confront the new political reality and build concrete plans for 2018-2020.


For more information, please contact Deepak Pateriya at dpateriya@cccaction.org.

# 2016 Immigrant Voter Project State-by-State Summary

*The Immigrant Voter Project (IVP), a collaboration between the Center for Community Change Action, Immigrant Voters Win PAC, Latino Victory Project, America's Voice, and local community and labor organizations targeted 622,263 low to mid-propensity Latino and API voters in Nevada, Colorado and Florida. The IVP's multilayered, metrics-driven program operated 15 canvass offices, completed more than 2 million door knocks, sent 1.2 million pieces of mail, made 640,911 phone calls and sent more than 1.9 million SMS alerts. The following is a brief summary of the field voter contact program run in each of these three key swing states. A full report, including a comprehensive data analysis and program evaluation, will be shared after official voter data is released in early 2017.*

# Nevada

## UNIVERSE

87,720 low-propensity Latino and API voters, including significant numbers of Mexican American and Filipino communities in Clark and Washoe counties (Las Vegas & Reno)

## VOTER CONTACT PROGRAM DETAILS

Canvass:
- 363,713 door knocks, successfully making in-person contacts with 60,876 voters
- Four canvass passes through our entire universe
- Identified top priority issues: immigration reform (51%) and increasing the minimum wage (18%)
- Used issues to highlight Hillary Clinton's record and educate voters about Catherine Cortez-Masto

Mail:
- Persuasion mail with message focused on Cortez Masto's stances key issues
- Social pressure mailing
- Final "Make a Plan" piece listing key voter information

Phones:
- 242,830 calls, successfully contacting 82,639 voters (including paid and volunteer phone banks); 37,359 of those calls made by our all-volunteer phone bank team, successfully contacting voters 4,789
- Persuasion and voter identification calls, followed by "catch and release" program that allowed voters to make a recording about why they were voting in this election
- GOTV program with live callers talking with voters to help them "make a plan" to vote

SMS/Text: Using Hustle, sent 12,917 text messages, recruiting for events and providing crucial GOTV info.

Events:
- Rallied volunteers and stoked community interest with 3 debate watch parties.
- Two early vote "Fiestas" each in Clark and Reno counties, near early voting sites.

## PARTNERS

Progressive Leadership Alliance of Nevada (PLAN) Action Fund
The Culinary Workers Union (UNITE-HERE Local 226)

## EARLY VOTE

60.8% more of our universe voted early this year compared to 2012. (33,180 in 2016 vs 20,640 in 2012)

That 33,180 represented 38% of our total universe who voted early in 2016.

## RACES

Hillary Clinton for President
Catherine Cortez Masto for US Senate

Ruben Kihuen for US House District 4

NV State Senate District 15
NV Assembly Districts 5, 10, 20, 34

# Colorado

## UNIVERSE

Universe of 91,561 low-propensity Latino voters, including the state's large Mexican American population. Geographies included Adams, Pueblo, Arapahoe and Denver Counties

## VOTER CONTACT PROGRAM DETAILS

Canvass:
- 430,645 door knocks, successfully contacting 53,841 voters.
- Four canvass passes to entire universe
- Identified top priority issues: minimum wage (22.3%), immigration reform (21.7%), and racial justice (20.7%)
- Used issues to highlight the records of progressive candidates and educate our voters on Hillary Clinton, Senator Bennet and down ballot races.

Mail/Phones:
- 79,152 calls, successfully contacting 43,215 voters
- Persuasion mailing followed by social pressure mailing
- Operated paid phone bank to persuade and turn out voters
- Final "Make a Plan" piece providing key voter information

SMS/Text: Using Hustle, sent 51,884 text messages, recruiting for events and providing crucial GOTV info.

Events:
- Three early vote events to encourage voters to turn in their ballots
- Debate watch parties for all three presidential debates, rallying volunteers and deepening community relationships

## PARTNERS

CO Immigrant Rights Coalition Action Fund
Generation Latino
Protégete-Our Air, Our Health
Service Employees International Union CO
Campaign for a Strong CO
CO People's Action
CO Organization for Latina Opportunity and Reproductive Rights (COLOR) Action Fund

## VOTES PRE - ELECTION DAY *

48% more of our universe voted before Election Day in 2016 than voted at all in 2012.

- 37,804 total votes in 2012
- 56,064 votes pre-Election Day 2016.

## RACES

Hillary Clinton for President
Michael Bennett for Senate

Gail Schwartz for US House District 3
Morgan Carroll for US House District 6

State House Districts 30,31,47,50
State Senate District 25

*\* CO has an all-mail-ballot system, and no "early vote days," therefore we don't do so-called "early vote" comparisons as we do for NV and FL.*

# Florida

Universe of 442,982 low-propensity Latino and API voters, including voters in the state's Cuban, Puerto Rican, Venezuelan, Columbian and Mexican American communities. Geographies included South Florida, North Florida and the I-4 Corridor of Central Florid: Hillsborough, Broward, Orange, Osceola, and Miami-Dade.

## VOTER CONTACT PROGRAM DETAILS

Canvass:
- 652,325 door knocks, successfully contacting 71,202 voters
- Three canvass passes to entire universe
- Identified top priority issues: increasing the minimum wage (29%) and immigration reform (25%)
- Used issues to highlight the records of progressive candidates at the presidential and senate level along with down ballot races.

Mail/Phones:
- 325,758 calls, successfully reaching 157,649 voters
- Persuasion mailing focused on Hillary Clinton and Patrick Murphy
- Puerto Rican mail piece focused on Hillary's stance on Puerto Rico
- One dedicated to improving Hillary's favorability among targeted Latino millennials
- Social pressure piece comparing the voters past history to their neighborhood's voting frequency
- Paid phone banks to persuade and turn out voters

SMS/Text: Using Hustle, sent 78,716 text messages, recruiting for events & providing crucial GOTV info.

Events:
- 10 early vote events in our critical Latino counties
- Organized debate watch parties for all three presidential debates

## PARTNERS

Florida Immigrant Coalition (FLIC) Votes
New Florida Majority
Organize Now
SEIU State Council

## EARLY VOTE

8.8% more of our universe voted early in 2016 than voted at all in 2012.

182,065 total votes in 2012 and 198,119 early votes in 2016.

That 198,119 represented 44.7% of our total universe who voted early in 2016.

## RACES

Hillary Clinton for President

Patrick Murphy for Senate

Congressional Districts 9 and 26

State House Districts 42, 43, 28 and 27
State Senate Districts 15 and 18

County Commissioner Districts 5 and 3

State Attorney District 13