

## ABSTRACT

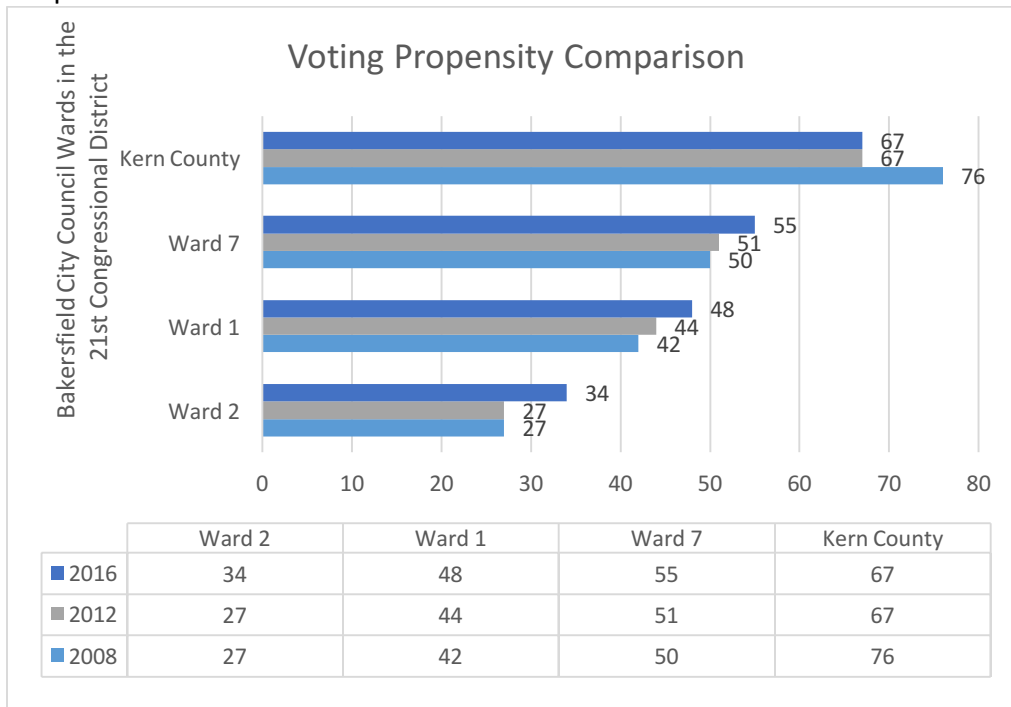
The 2016 Democratic Voter Engagement Project's objectives were to increase Democratic voter registration in the 23<sup>rd</sup> Congressional District and to increase Democratic voting propensity in the 21<sup>st</sup> Congressional District. The first objective was pursued through traditional means and is not discussed in this study.

The second objective was implemented through a Neighborhood Captain program. The question: (1) Will voter education about the process of voting, and (2) mentoring by successful voters from within community increase voting propensity in the target area? The target area was selected because of its low voter turnout in the 21<sup>st</sup> Congressional District and a high crossover of Democratic Candidates and Issues. Four endorsed candidates, three bond measures and nationally endorsed candidates and state endorsed propositions were applicable to the voting area.

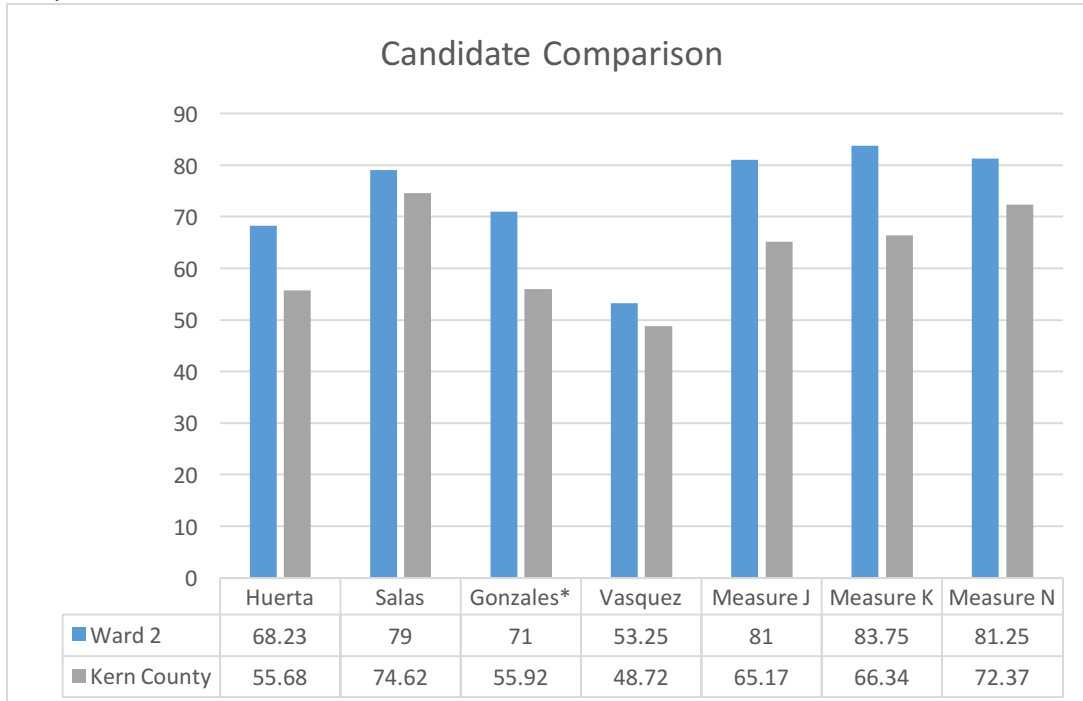
The process began with data lists from the Democratic Party's Political Data system identifying voters that had voted at least four out of the last five elections. We visited the identified voters and informed them of the low-propensity voting habits of their neighbors and asked them to participate. If they consented, we added them to our data set. Over the three months leading up to Election Day, we attempted to make a weekly contact by phone, email, or visit. Two sets of information were given to the Neighborhood Captains to distribute to voters near their homes. The first set included a slate card, registration forms, a list of registered voters in their area, and the SEAL IT! SIGN IT! STAMP IT! SEND IT! card in either English or Spanish. The second set, which was distributed after Ballots had been mailed to voters, included a list of voters, the slate, and a card with a picture of the PAV envelope and specific information about the process of voting in both English and Spanish. Yard signs were placed in consenting Neighborhood Captain's yards that said, "I Can Help You Vote," in either English and Spanish.

The results conclude that "successful" voting increased by 3 percent over comparable areas in the 21<sup>st</sup> Congressional District. (See Graph 1) There was an unforeseen benefit for local candidates. The percentage of votes received in the target area significantly out-paced that of their final vote count. All candidates and bonds received at least a majority of the vote in our target area. (See Graph 2).

Graph 1



Graph 2



\*The area for the Gonzales' numbers reflect the crossover area of Ward 2 with the 21<sup>st</sup> Congressional District.