

# The Future of Voter Service in California

## Welcome and Introductions

**Helen Hutchison**, LWVC/EF  
President



**Mony Flores-Bauer**, LWVC/EF  
Board Member, Voter Service  
Co-Chair

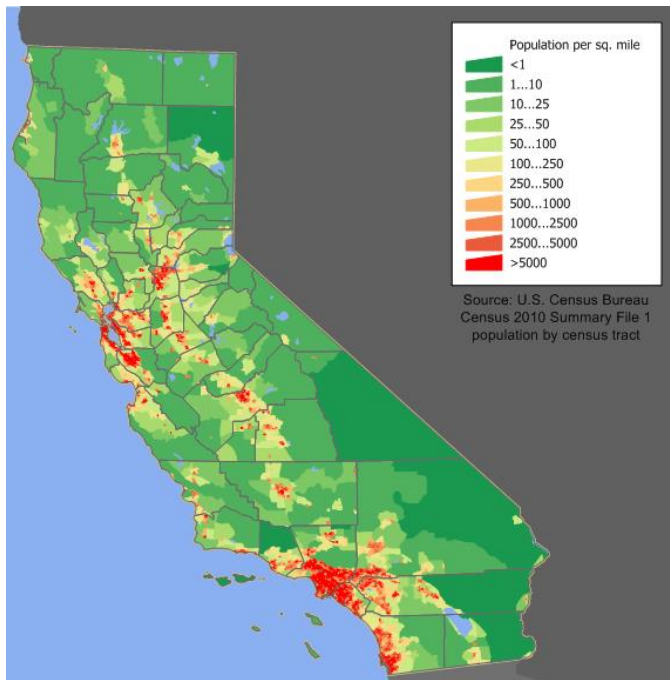


**Kathy Souza**, LWVC/EF Board  
Member, Voter Service Co-  
Chair



# Voter Service Landscape

What does California look like today?



Who's voting today?

- Nov 2014 election – 31% of eligible Californians voted
- Only 8.2% of Californians 18-24 voted in the November election
- Today's voters are older, more educated, and wealthier



# Voter Service Landscape

## “The Future of California’s Electorate”

By Mindy Romero – Founding Director, UC Davis California Civic Engagement Project

- California’s eligible electorate will dramatically change over the next 30 years.
- Shift from an electorate historically dominated by non-Latino whites.
- By the 2016 elections – California projected to have a majority-minority electorate
- Non-Latino whites will fall below 50% of the state’s eligible voters



# Voter Service Landscape

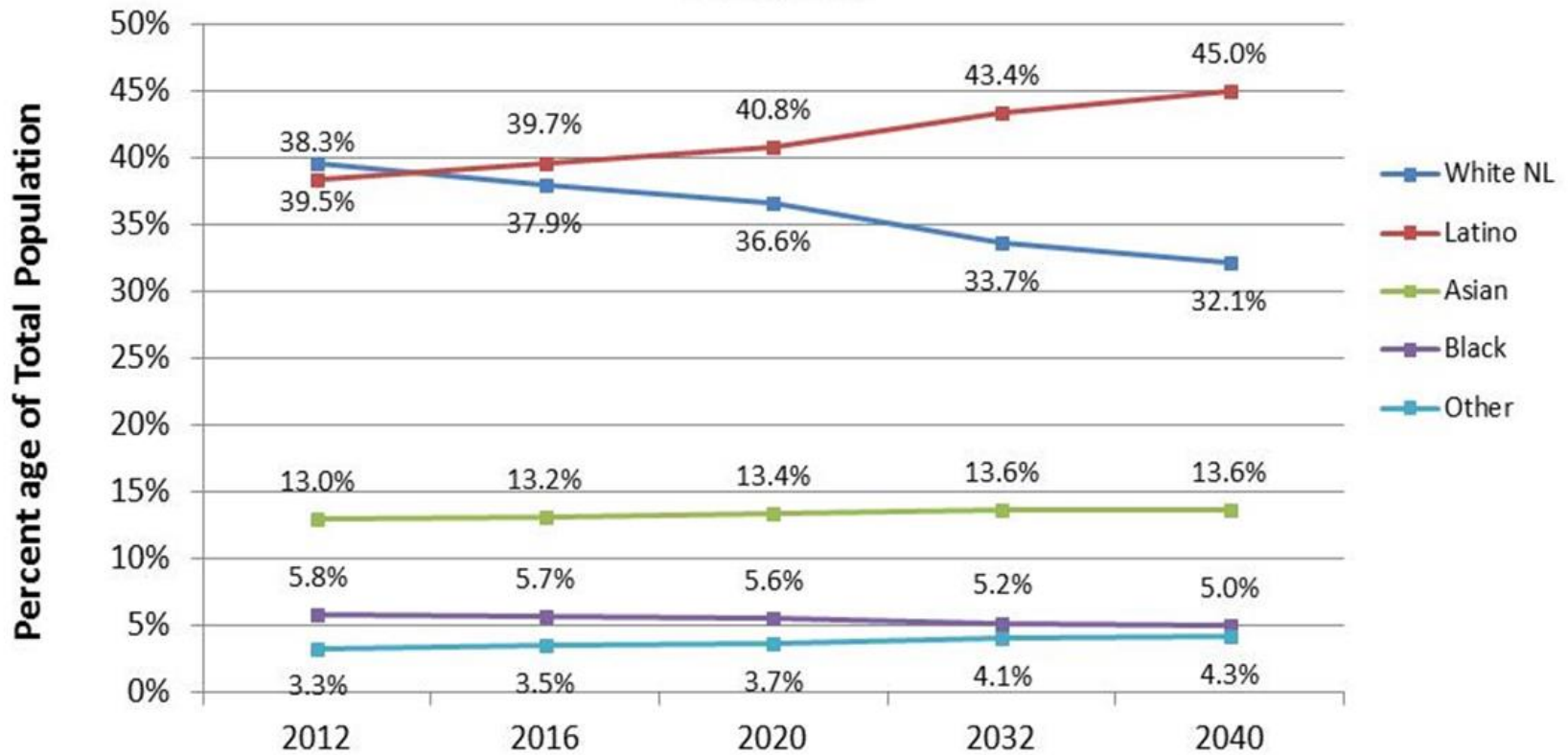
## Projecting California's Population: 2012-2014

- The Latino and Asian populations are projected to continue their population growth by large percentages over the next three decades.
- Latino and Asian populations are projected to grow 48% and 32.5%, respectively.
- The Black population will increase only 8% and non-Latino whites, only 2.5%.
- = 10 million new Californians
- = 7 million new Latinos



# Voter Service Landscape

## 2012-2040 Projected Total Population California



# Voter Service Landscape

## Projecting More Eligible Voters of Color

- Also growing dramatically is California's citizen voting age population (those citizens eligible to vote).
- Based on current projects:
  - 8.3 million new total eligible voters
  - = 8 million new eligible voters of color
  - = 5.8 million new eligible Latinos (94% increase)
  - = 1.3 million new eligible Asians (43% increase)



# Voter Service Landscape

What if the gap in eligible voter turnout rates were eliminated in California?

- If Latinos were able to achieve parity in their turnout rates with whites, they would increase to 38% of the state's total voters in 2040.
- Bringing Latinos and Asians to the same eligible turnout rate as whites makes their share of the vote equal to their share of the eligible citizen voting age population = California would finally have a voting electorate representative of its citizens.

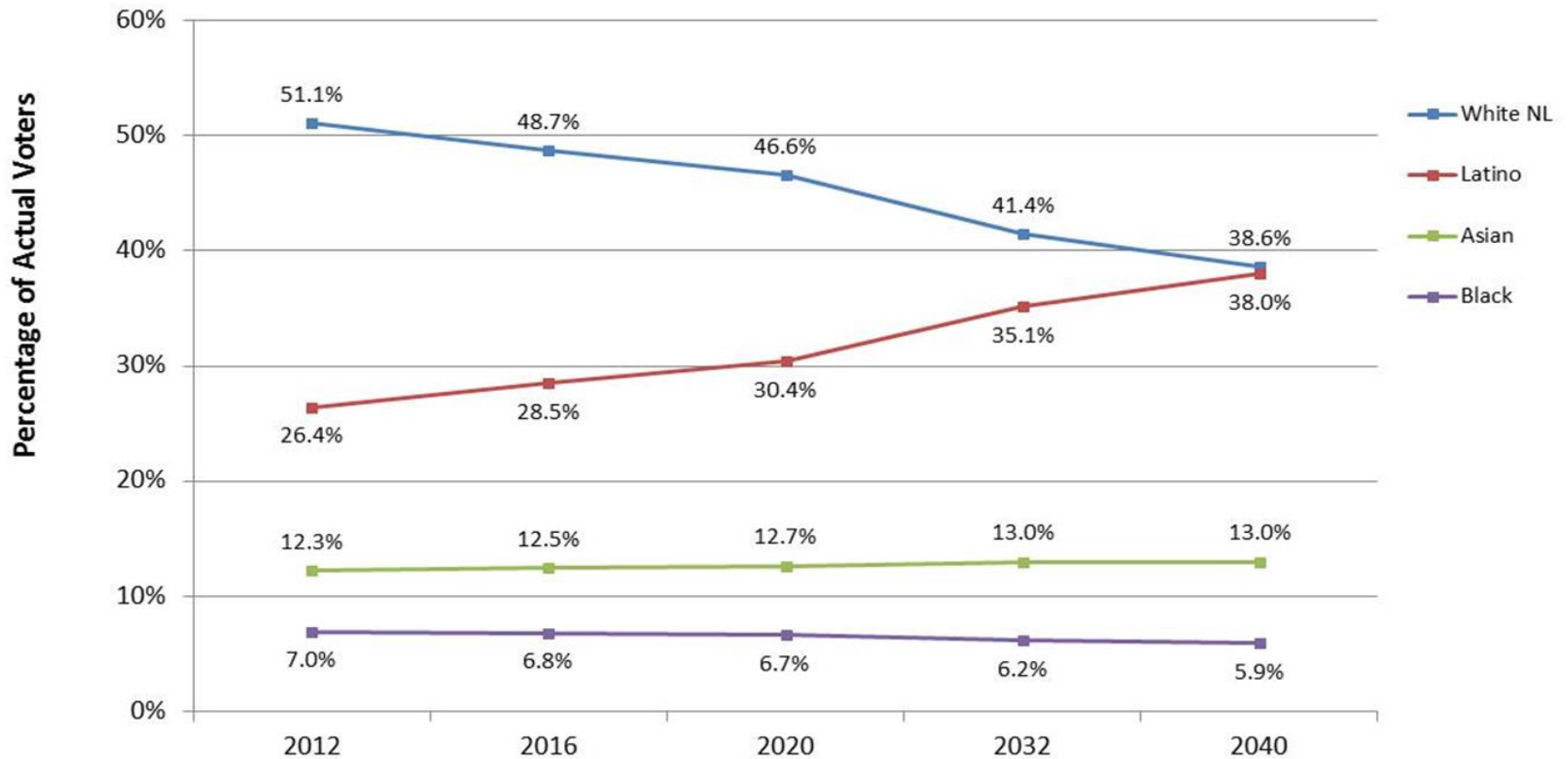


# Voter Service Landscape

## California Projected Share of the Vote: 2012-2040

Presidential Elections

*Assuming No Disparity in Voter Turnout Rates*





# Voter Service Landscape

## Mobilizing California's Eligible Non-Voters

- Understanding the characteristics of California's eligible non-voters will be key to mobilization and reform efforts aimed at increasing participation.
- Targeting young, lower income and lower educated voters of color and bringing their perspective into the electoral system has the potential to have even greater impact on policy change.
- Achieving full participation will be critical and necessary to realize a fully representative California.



# Membership Survey Findings

## Top 3 Membership Challenges:

- Building a member base that is demographically representative of the region(s)
- Building a member base
- Developing new leadership within the member community



# Voter Service Survey Findings

## Impacts local Leagues want to make:

- “Develop new partnerships that allow us to reach a broader range of voters, with a focus on younger voters.”
- “Increase liaison with diverse community groups and organizations.”
- “Increase voter registration and voting among newly naturalized citizens.”



# LWVCEF Voter Service Strategy

## **Purpose:**

We work to engage all Californians to participate in all levels of civic life and to make the electorate reflect our state's demographics.

## **Vision:**

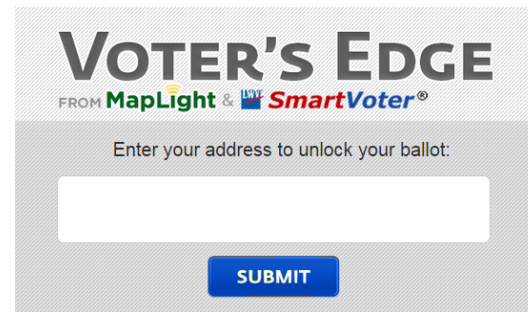
A healthy and thriving democracy is when all Californians have equal access to information and tools to actively participate in all levels of civic life.



# Overview of LWVCEF Projects

## Websites:

- [LWVC.org/LWVonly](http://LWVC.org/LWVonly)  
("Members only")
- [CAvotes.org](http://CAvotes.org)
- Partnership with Smart Voter and MapLight – Voter's Edge California
- [EasyVoterGuide.org](http://EasyVoterGuide.org)



# Overview of LWVCEF Projects

## Additional online support:

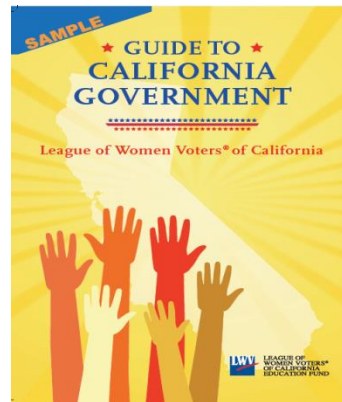
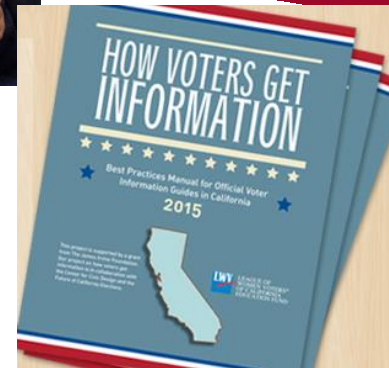
- Facebook
- Twitter (@cavotes)
- YouTube
  - Ballot measure videos
  - Partnership with SeePolitical
  - Partnership with CalChannel
  - Statewide candidate forums



# Overview of LWVCEF Projects

## Publications:

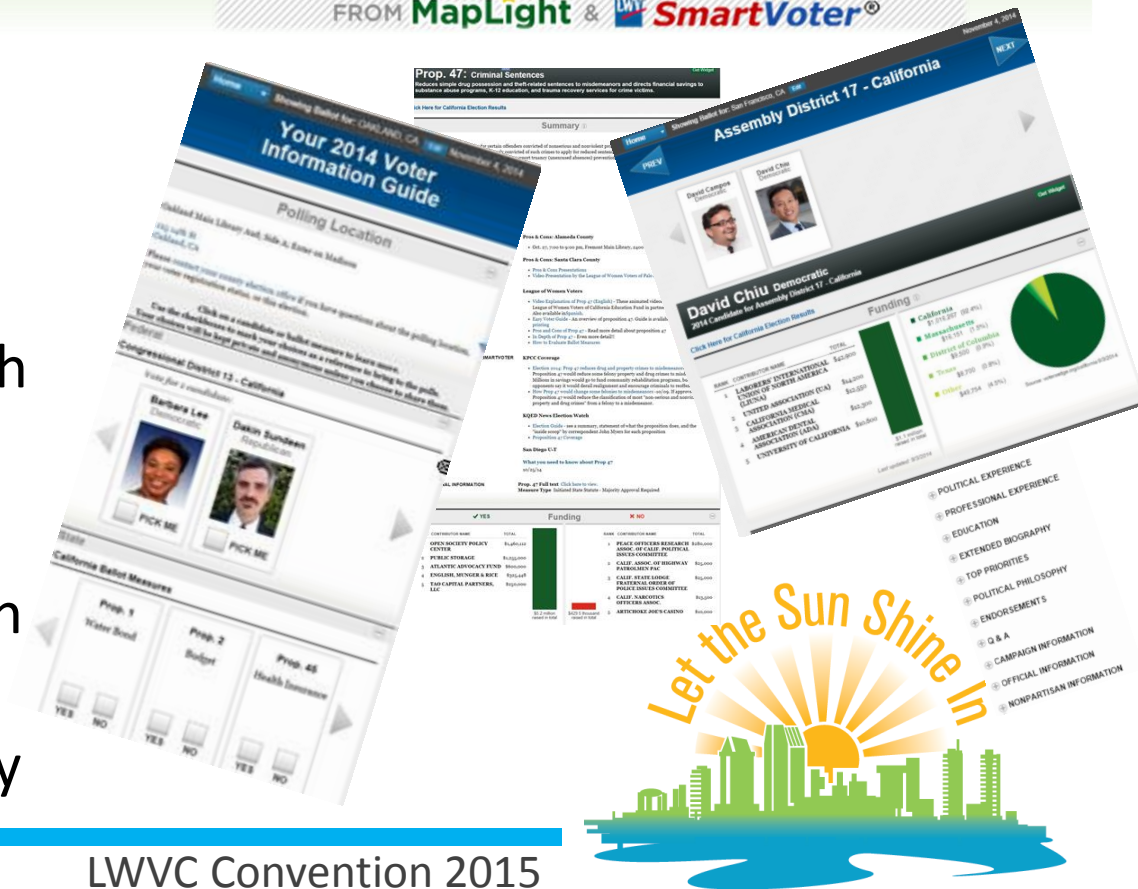
- Easy Voter Guide
- Pros and Cons
- In Depth
- Best Practices Manual for Official Voter Information Guides
- Guide to California Government





# Voter's Edge California

- Comprehensive, one-stop source for nonpartisan voting information beginning in June 2016
- Smart Voter's thorough top-to-bottom ballot coverage
- MapLight's expertise in campaign finance analysis and technology





# Community Panel: How to Engage & Empower Diverse Communities

Moderator: **Elizabeth Leslie**, LWVC Communications Manager

Panelists: **Alethea Arguilez**, MAAC Project Director of Child Development

**Italia Garcia**, Mi Familia Vota Riverside Area Regional Coordinator

**Josh Winters**, CALPIRG New Voters Project Director

**Jess Jollett**, ACLU San Diego & Imperial Counties Communications Strategist

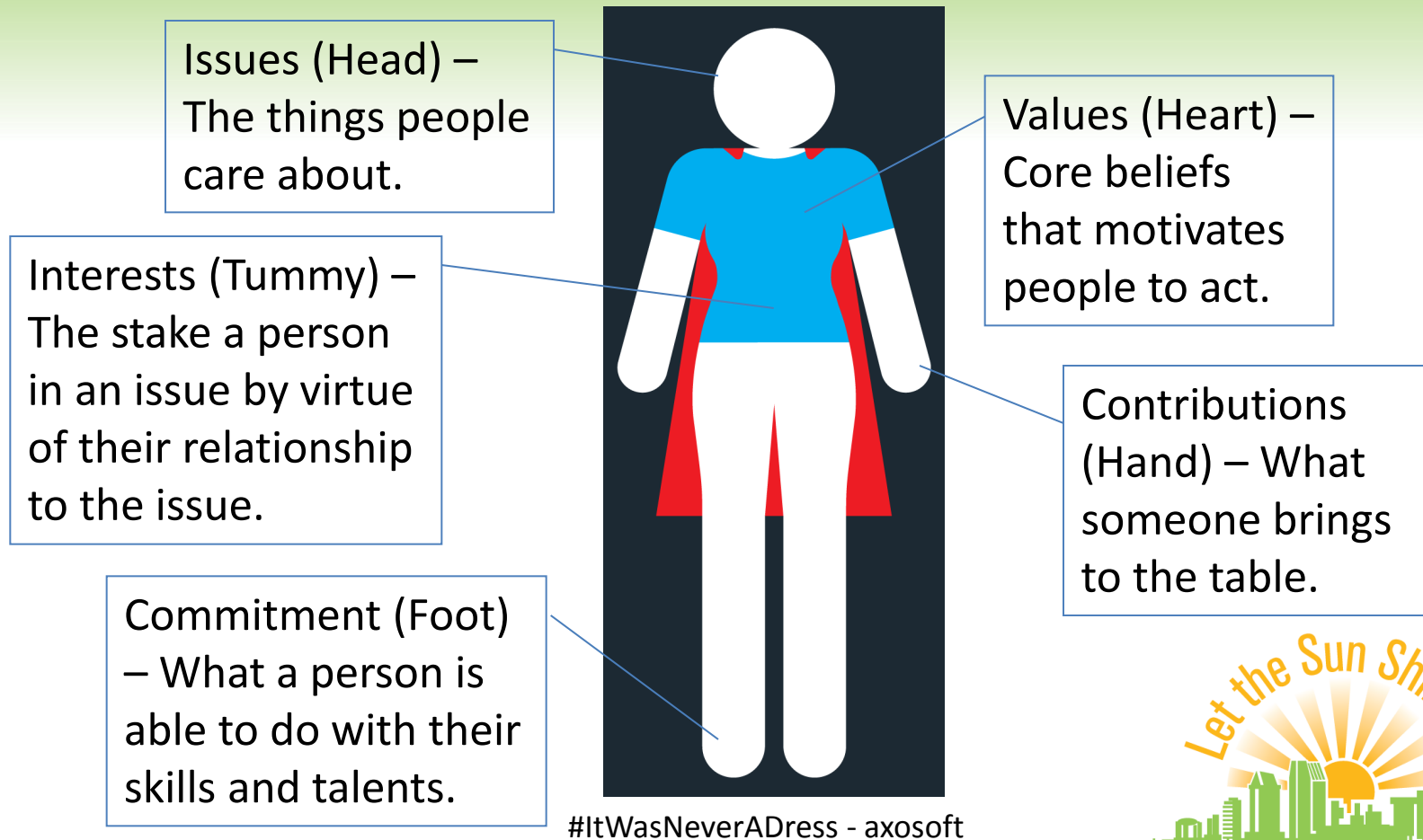


# Understanding Successful Partnership & Community Dynamics

- Successful Partnerships = Good Relationships
- Relationships are more motivating than information
- Connect an issue or campaign with a person's interest and values



# What are you trying to understand about a person?\*



\*Credit: Camp Wellstone

LWVC Convention 2015

# Helpful Tip: One-on-Ones\*

- One-on-Ones: An intentional conversation with a person with the goal of building a relationship and learning about their “story” and how you connect.

- Guidelines:

- Timing
- Location
- Your role is to ask questions that help you better understand and connect with that person.
- “The Ask”



What does this look like?

# Role Play

Don't worry....just watch  
and let's debrief!



# Quality Partnerships

- Identify shared values and goals
- Reach agreement on what success looks like
- Develop a timeline
- Develop roles and responsibilities
- Make certain each partnership includes a key decision maker from the organization that can approve resources (human and capital)
- Define how often and in what way(s) you will communicate
- Clarify how issues, disagreements, etc. will be addressed and resolved



# Breakout Groups

- Breakouts: Nor Cal urban, Nor Cal rural, So Cal urban, So Cal rural
- Brief introductions in your groups
- Create a Community Map
  - A list of potential stakeholders for the 2016 elections



# Stakeholder Assessment

- Identify top 3 stakeholders
- What do they need from you in order to succeed?
- What do you need from them in order to succeed?
- How will you build this partnership?





# Report Backs

- Who is one stakeholder you will be intentionally building a relationship with?
- How will you build this relationship?
- What is the goal you will achieve together?

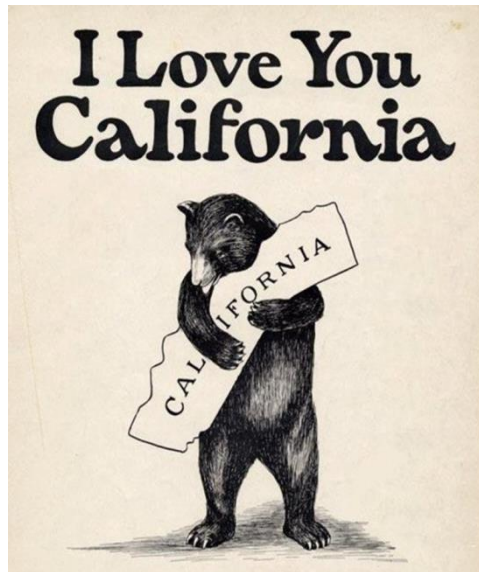


## Introduction of Sample Action Plan



# Closing

What will you be doing in 2015 to get ready for the 2016 elections?



Thank you for  
joining us!

