



## Public Education Campaign Summary

as of 11.4.22

Messaging concepts are being delivered through multiple channels, including:

- Targeted direct mail
- Texting
- Digital/social media advertising including the TV spot
- TV & radio advertising (some TV, direct mail & digital/social media are being delivered in Spanish)
- Yard signs and Large signs
- Field work/canvassing

### **Mailers:**

In all cases, known opponents, registered Libertarians, and anyone we know had returned their ballot already were excluded prior to mailing/texting.

- **Mailer #1 “Blocks”** universe = 65,625 households, approximately 125,000 likely voters – arrived by October 10th before the ballots  
All medium/high propensity likely voters, adding in lower-turnout propensity “equity” turnout out targets (minority voters, renters and younger voters who are transient or susceptible disenfranchisement)
- **Mailer #2 “Hands”** universe = 49,875 households, approximately 105,000 likely voters – arrived October 28th.  
All medium/high propensity likely voters, adding in lower-turnout propensity “equity” turnout out targets. Excluded households with Spanish-speaking voters as they received the bilingual mailer below.
- **Mailer #3 bilingual “Hands”** universe = about 9,000 households, approximately 15,000 likely and low-propensity voters – to arrive around October 31st. Probable or preferred Spanish-speaking voter.
- **Mailer #4 “Soar”** universe = 55,000 households, approximately 110,000 likely voters – to arrive around November 5th.  
All medium/high propensity likely voters, adding in lower-turnout propensity “equity” turnout out targets

### **Texting/Robo Calls:**

- Text target 1: high propensity Dems:14,129 mobile phones
- Text target 2: high-propensity GOP + older independents + med propensity Dems/Independents who weren't in the first target: 25,764 mobile phones
- Spanish text target - any voter with a mobile phone on the file who votes in Spanish: 3,816 mobile phones
- GOTV: Dems, younger independents a little over 20,000 English + 2,000 voters or so.who vote in Spanish) - lots of overlap here with our GOTV doorhanger universe
- Robo calls will be made to Latino voters where turnout is lagging with former Assemblymember/Councilmember Simon Salinas' message in English and Spanish the last couple of days of the campaign.

### **Social Media:**

- Paid ads on various sites including news channels just started the week of 10.23.22 thanks to late money
- Boosted ads on FaceBook and Instagram
- Reach (as of week of 11.3..22)=
  - Paid media 10,458; engagements 1,573
  - FaceBook 37,868; page visits 1,623 (unique users)
  - Instagram 23,000

### **TV and Radio:**

- Lovely ad running around the news on all the local news stations. We got some late money in and so were able to boost the frequency and also add some additional Spanish speaking stations.
- Late money has also allowed us to add a radio spot being played on popular radio stations.

### **Yard Signs and Large Signs:**

- 109 yard signs and 18 large signs were purchased and put up.

### **Letters to the Editor:**

- So far there have been supportive Letters to the Editor in:
  - Herald – Shannan Watkins (child care provider); Monica Lal (Chamber of Commerce) and Katy Castagna (United Way); The Monterey County Mayors!; Mary Adams (Supervisor Monterey Peninsula)
  - Weekly – Will Lewallen (former Superintendent of Hartnell Community College) and Julie Drezner (former staff to the Community Foundation and First 5 Commissioner)
- Other supporters also submitted to the Californian (Supervisor John Phillips – North Monterey County; former Assemblymember/Sup Simon Salinas. And former Congressman Sam Farr submitted to the Weekly. Those have yet to be published.

### **Field Work/Canvassing**

- The field team has been focusing on areas where voters have been disenfranchised most – Salinas and South County. They have been attending public events.
- Other supporters have been focusing on other areas – Monterey County Dems – Peninsula; Labor Council North Monterey County.
- Kitchen Cabinet members have also been tabling at Farmers Markets in Marina and PG
- A final GOTV push has also been happening via organic social media and a canvassing drive to reach over 2,000 voters with door hangers on November 5th in Salinas and Seaside.