

ESAL

Engineers & Scientists Acting Locally

Playbook Guide - ESAL Playbook: Support a Local Ballot Measure

Purpose

- Advocate for a local ballot measure in your community.
- Provide information for potential voters so they can make a better informed decision.

Ideal Outcomes

- Voters who are more educated on the issue and more engaged in the local legislative process.
- Ensuring that local ballot measures reflect community opinions.

Step-by-Step Guide

1. **Find out what measures are being considered:**
 - Google!
 - Talk to the people or groups endorsing the measures.
 - Follow city council meetings – they approve what gets on the ballot, normally several months before the election.
2. **Find a team.** Great places to start are:
 - Your city council or other elected officials.
 - People you know in your community.
 - People who are already on local boards, task forces, or commissions.
 - People who volunteer in your community.
3. **Tailor your actions and strategy to your community and issue.**
 - Volunteers can help with things like fundraising, phonebanking, and canvassing (e.g. flyers, lawn signs, door-to-door visits) – ask the campaign leaders where they need help!
 - Get out there and take action!

Tips

- Keep it personal.
 - Directly reach out to your neighbors to inform them about their ballot options.
 - Showcase prominent community members in your advertising – many people won't be familiar with the issues, but a friendly, familiar face is a good starting point to win them over.
- Incorporate the skills that volunteers bring.
 - People with a technical background can simplify data and create visual infographics (i.e. graphs, charts) to communicate complicated policy.
 - Community leaders can influence voters, be sure to connect with them and ask them to endorse the measure you're supporting.

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