

# 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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