

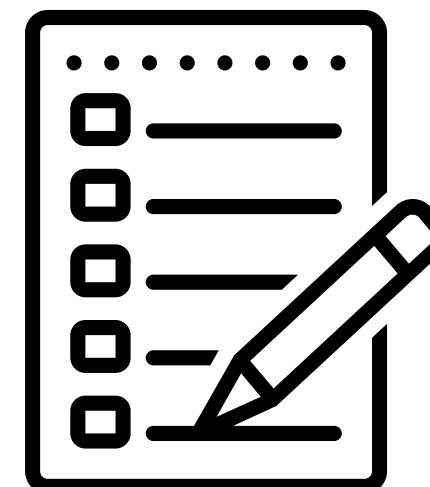
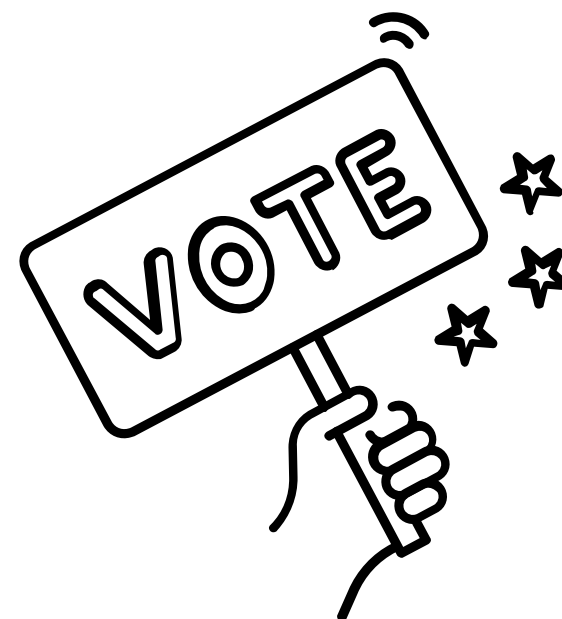
CA-27

WHAT HAPPENED

Created by Michelle Kampbell
& Joey Klascius



ANTELOPE VALLEY
DEMOCRATS FOR
CHANGE



AGENDA

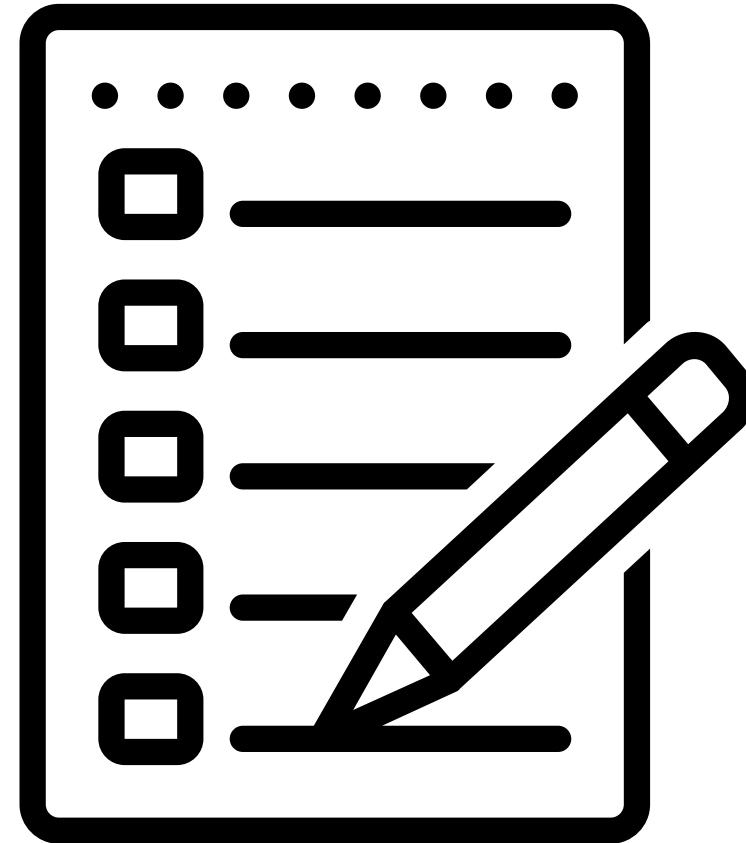
LOOKING BACK

Overview of
the District

Christy Smith
Recap

Follow the \$

Data
Comparison



MOVING FORWARD

AVDC

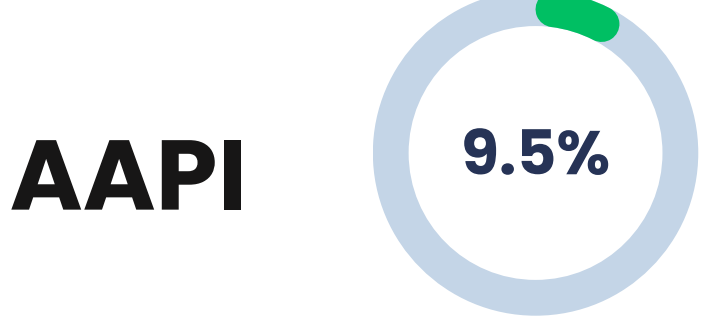
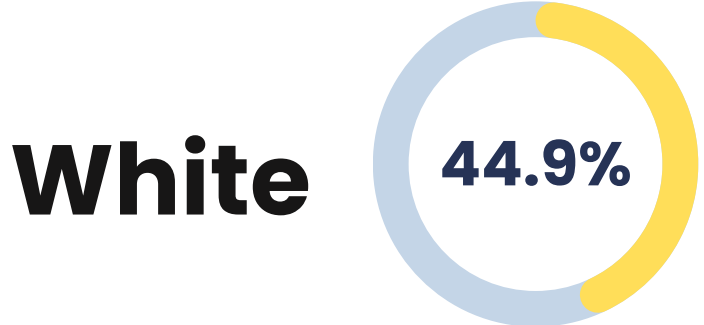
Messaging

Action

CA27 PROFILE

VOTER REGISTRATION

DEMOGRAPHICS



OUR COMMUNITIES

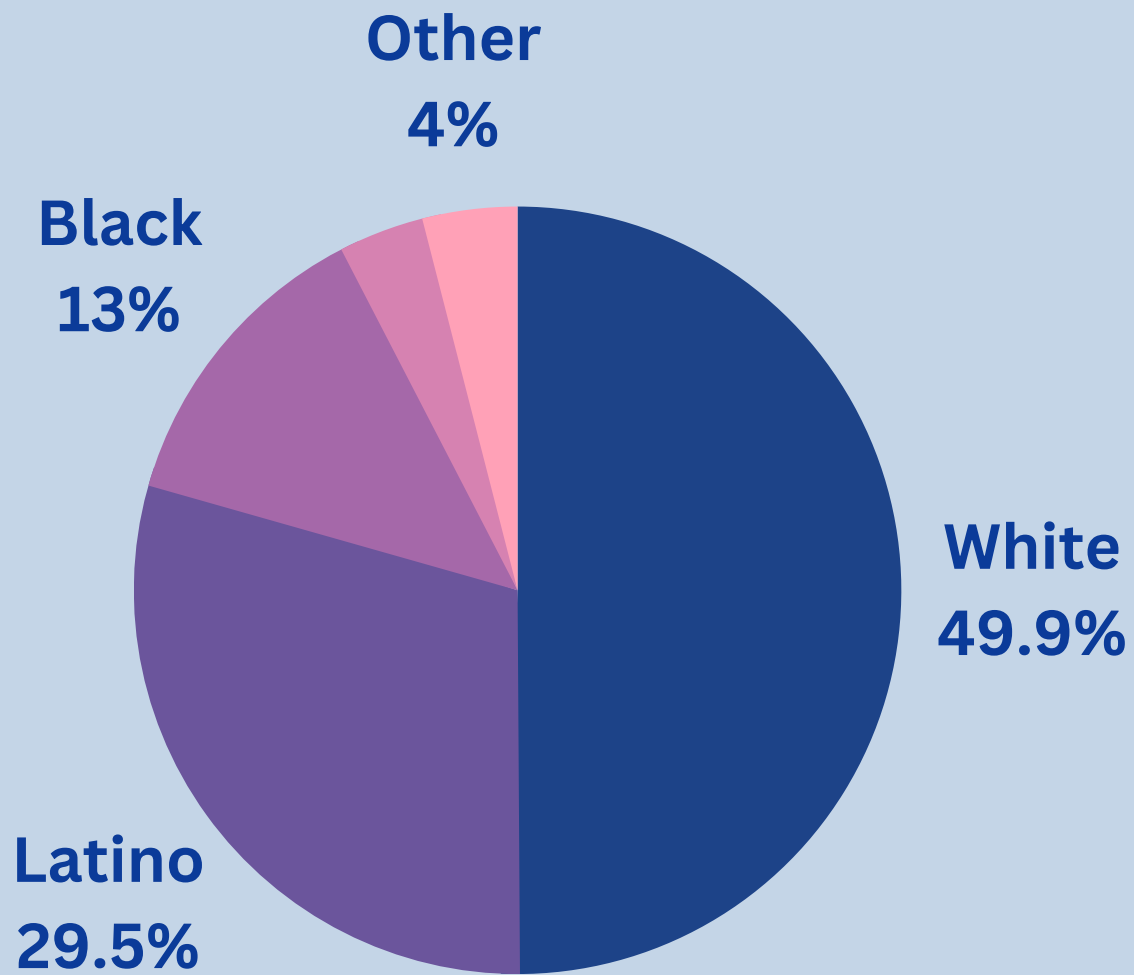
- Lancaster
- Palmdale
- Santa Clarita
- Castaic
- Stevenson Ranch
- Val Verde
- Acton
- Agua Dulce
- Gorman
- Littlerock
- Pearland
- Granada Hills
- Porter Ranch

Works Cited:
<https://elections.cdn.sos.ca.gov/ror/15day-general-2022/congressional.pdf>
https://ballotpedia.org/California%27s_27th_Congressional_District
https://www.wedrawthelinesca.org/final_maps

DEMOGRAPHICS BY REGION

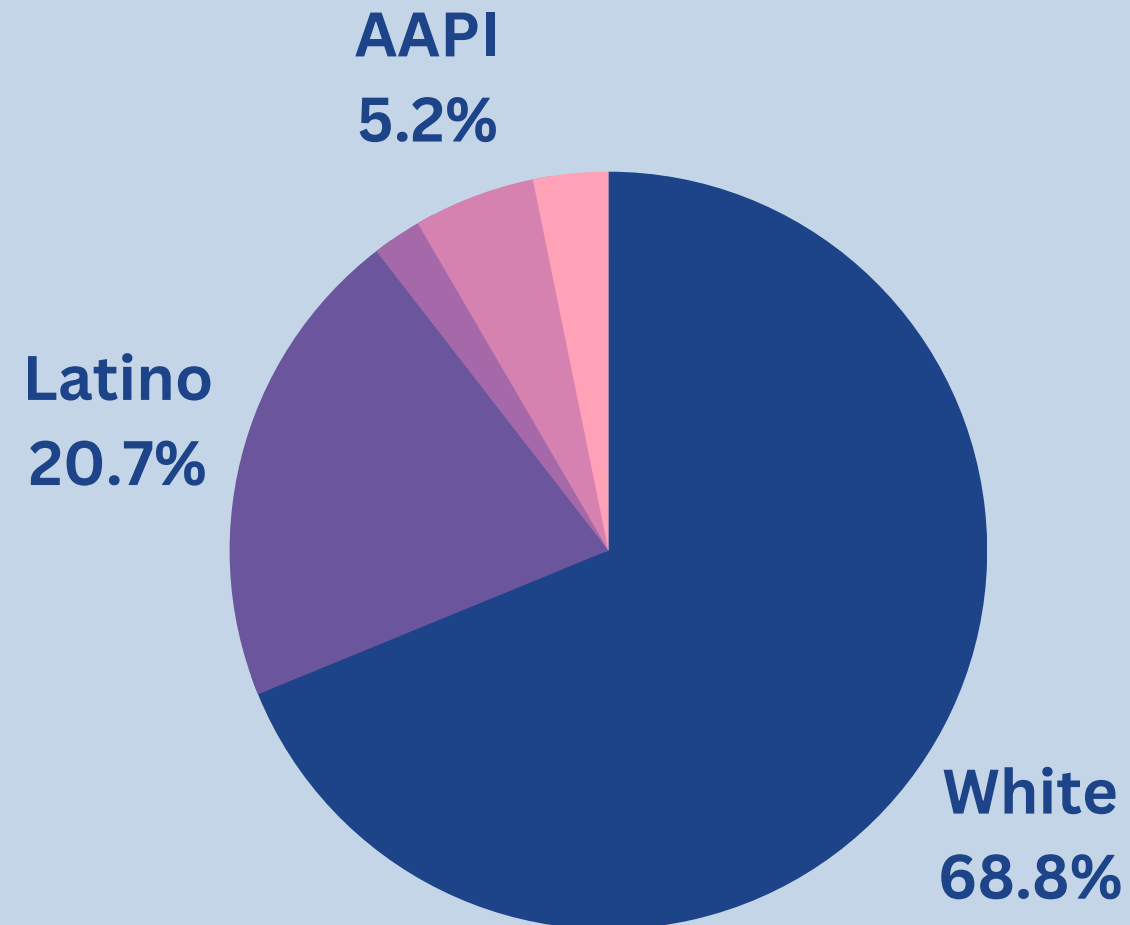
ANTELOPE VALLEY

POP: 300K
VOTERS: 215K



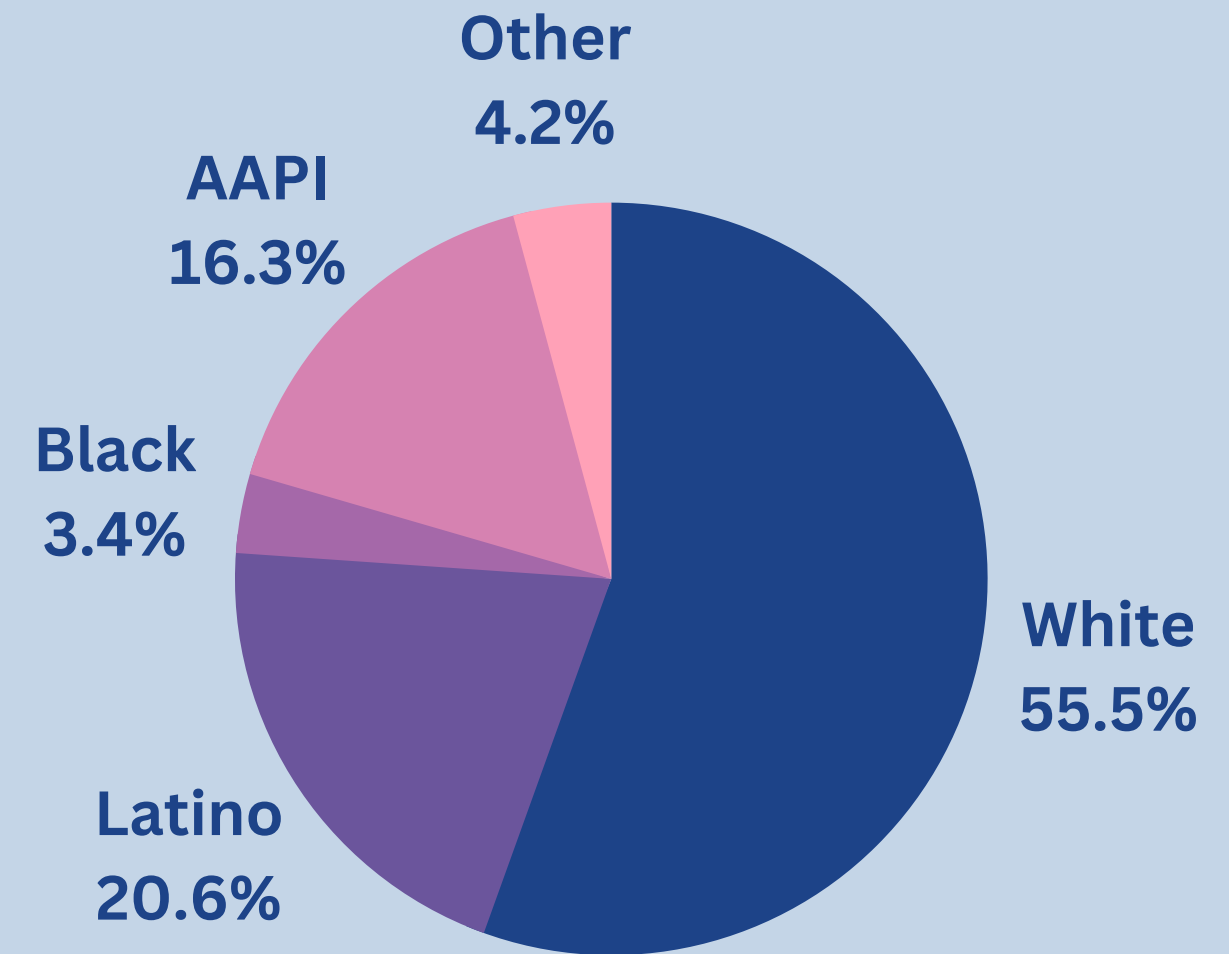
SANTA CLARITA VALLEY

POP: 225K
VOTERS: 180K



NORTH SAN FERNANDO VALLEY

POP: 71K
VOTERS: 48K



CHRISTY SMITH CAMPAIGN RECAP



68k+
doors
knocked



370k+
phone
calls
made



200k+
texts
sent



77k+
postcards
sent



50+
community
event
tablings



7+
large events
hosted



30k+
conversations
w/ voters



10k+
volunteer
hours

IMPACT OF ORGANIZING

**There was an average
4.6% increase in voter
turnout in precincts
that the Christy Smith
campaign canvassed**



Thank
you

PROPAGANDA WORKS

“

Make the lie big, make it simple, keep saying it, and eventually they will believe it.

”

Getting your message out cost money

MESSAGE WAR

- We heard at the doors the negative attacks against Christy (firing teachers, increasing her own pay, etc) were working.
- Decades of campaign studies show that a candidate going negative/atacking their opponent creates a backlash and on average hurts more than helps. Typically outside groups are the ones to attack the opponent.
- No/very few independent expenditures, labor, or local press came in to hit Garcia with negatives.
- The DCCC had reserved \$3 million in TV ads for CA27, they pulled that money out 3 weeks before election day. That gave no time for any other groups who may have supported to fill in the gap.



SHOW ME THE MONEY

District		Candidate	Percent ages	Votes	Total Raised	All Dem Party Contributions	DCCC Investments	Investments to help candidate	TOTAL SPENT ON CANDIDATES	If Negative - Outspent by GOP by that number
CA-03	D	Kermit Jones	46.40%	156,761	\$3,261,269.65	\$5,993.72	\$13,245.00	\$108,817.00	\$3,370,086.65	-\$223,692.35
	R	Kevin Kiley	53.60%	181,438	\$3,190,568.00			\$403,211.00	\$3,593,779.00	
CA-13	D	Adam Gray	49.80%	66,476	\$2,341,758.00	\$5,040.51	\$21,800.00	\$8,198,538.00	\$10,540,296.00	\$679,411.00
	R	John Duarte	50.20%	67,041	\$2,412,510.00			\$7,448,375.00	\$9,860,885.00	
CA-22	D	Rudy Salas	48.50%	49,859	\$2,953,288.73	\$10,344.02	\$39,529.68	\$9,918,732.70	\$12,872,021.43	\$3,831,163.83
	R	David Valadao	51.50%	52,993	\$3,717,568.00			\$5,323,289.60	\$9,040,857.60	
CA-27	D	Christy Smith	46.80%	91892	\$3,949,504.79	\$10,413.72	\$10,700.00	\$475,490.82	\$4,424,995.61	-\$9,696,590.67
	R	Mike Garcia	53.20%	104,624	\$7,134,367.00			\$6,987,219.28	\$14,121,586.28	
CA-40	D	Asif Mahmood	43.20%	122,722	\$3,703,520.60	\$1,500.22	\$11,800.00	\$196,409.00	\$3,899,929.60	-\$7,434,377.40
	R	Kim Young	56.80%	161,589	\$9,118,989.00			\$2,215,318.00	\$11,334,307.00	
CA-41	D	Will Rollins	47.70%	112,769	\$3,779,146.64	\$495.59	\$8,500.00	\$1,004,496.00	\$4,783,642.64	\$867,744.64
	R	Ken Calvert	52.30%	123,869	\$3,696,398.00			\$219,500.00	\$3,915,898.00	
CA-45	D	Jay Chen	47.60%	103,466	\$5,033,305.35	\$15,389.45	\$42,628.41	\$566,870.00	\$5,600,175.35	-\$6,990,834.65
	R	Michelle Steel	52.40%	113,960	\$7,264,049.00			\$5,326,961.00	\$12,591,010.00	

SHOW ME THE MONEY

- RED-TO-BLUE = DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE ENDORSED CANDIDATES TO FLIP A RED DISTRICT TO BLUE DISTRICT. DIFFERENT FROM FRONTLINE (IE, KATIE PORTER, MIKE LEVIN)

Candidate	Total Raised	All Dem Party Contributions	Outside Spending For	Outside Spending Against	DCCC Investments	All Investments to help candidate	TOTAL SPENT ON CANDIDATES	If Negative - Outspent by GOP by that number
Christy Smith	\$3,949,504.79	\$10,413.72	\$233,193.82	\$5,813,595.28	\$10,700.00	\$475,490.82	\$4,424,995.61	-\$9,696,590.67
Mike Garcia	\$7,134,367.00		\$1,173,624	\$242,297		\$6,987,219.28	\$14,121,586.28	
Katie Hill	\$8,407,103.00		\$7,156,033.00	\$7,399,881.00		\$7,721,780.00	\$16,128,883.00	\$5,325,381.00
Steve Knight	\$2,573,689.00		\$829,932.00	\$565,747.00		\$8,229,813.00	\$10,803,502.00	

- CHRISTY OUTRAISED EVERY RED-TO-BLUE CANDIDATE EXCEPT FOR JAY CHEN, WHO WAS HELPED BY DCCC BEFORE THE PRIMARY. EVEN OUTRAISING INCUMBENTS SUCH AS REP. SWALWELL IN THE 2022 CYCLE. VERY DIFFERENT FROM 2018 CYCLE.
- THE MOST OUTSPENT RED-TO-BLUE CANDIDATE IN CA
- THE MOST EXPENSIVE MEDIA MARKET IN CALIFORNIA
- OUTRAISED RUDY SALAS BY \$1 MILLION DOLLARS BUT DID NOT RECEIVE THE \$ 10 MILLION DOLLAR INVESTMENT.
- DCCC RAISED NEARLY \$10 MILLION DOLLARS FROM LOS ANGELES CITY AND RAISED NEARLY \$47 MILLION DOLLARS FROM CALIFORNIA, AND INVESTMENTS WERE MADE IN NEW YORK.



Vance Ulrich
@VanceUlrich

CA-27 Electorate in recent elections:

2012: R+3

2014: R+10

2016: D+5

2018: D+6

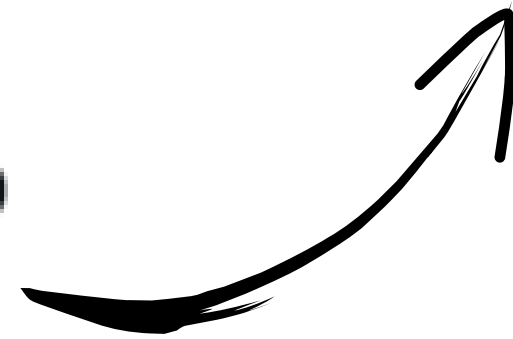
2020: D+10

2022: D+4

Likely 2024: D+12

Registration: D+14

NPP voters = 15.6% of electorate



Almost unbelievable how bad CA Dem turnout was in 2022.

Hopefully the CA GOP plans on a repeat. 😊

10:15 PM · Feb 28, 2023 · **6,636** Views

CA27 ELECTION RESULTS 2016–2022

**2016 CA25
PRESIDENTIAL**
CLINTON +6.7
CAFORIO -3.1

2016G	122364	46.9%	71.7%
Valley	Caforio Votes	Caforio %	Turnout %
AV	47179	46.6%	66.2%
SCV	49062	41.7%	77.1%
Simi	22444	42.6%	83.9%
PR/Chats	3679	47.7%	71.0%

**2022 CA27
MIDTERM**
NEWSOM -1.8
SMITH -6.3

**2018 CA25
MIDTERM**
NEWSOM +4.8
HILL +8.8

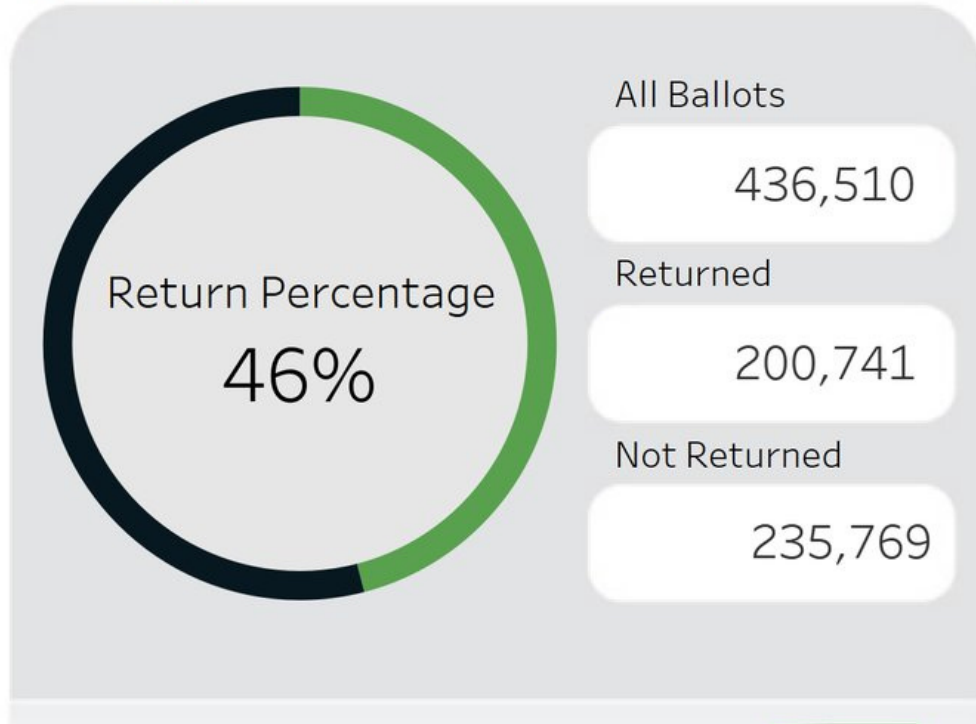
2018G	133187	54.4%	62.8%
Valley	Katie Votes	Katie %	Turnout %
AV	48610	57.4%	57.1%
SCV	55628	51.4%	68.0%
Simi	24854	48.5%	74.2%
PR/Chats	4095	57.5%	64.5%

2022G	91892	46.7%	47.5%
Valley	Christy Votes	Christy %	Turnout %
AV	34988	44.0%	37.1%
SCV	44478	45.2%	54.6%
SFV	12426	50.9%	50.9%

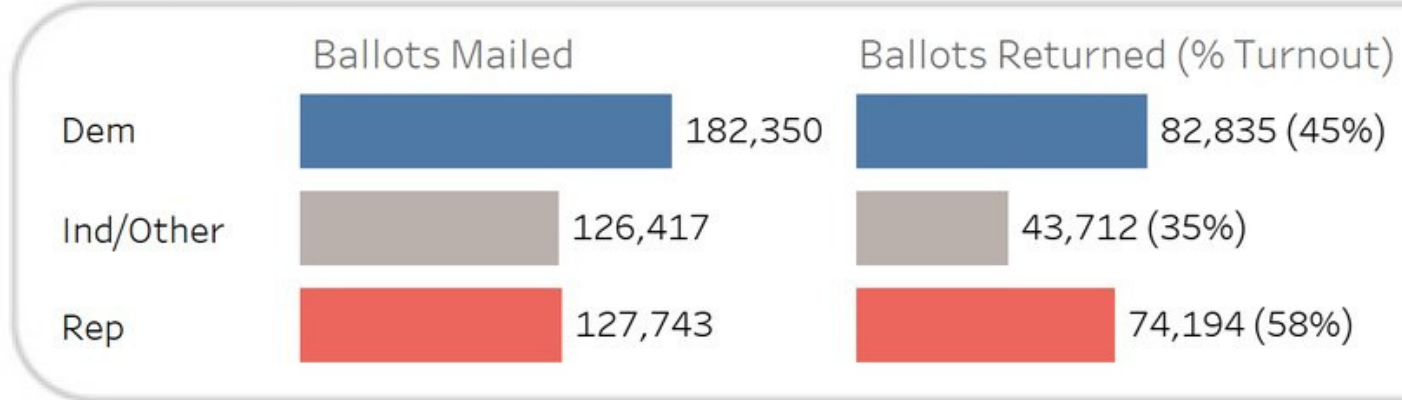
**2020 CA25
PRESIDENTIAL**
BIDEN +12.3
SMITH -0.1

2020G	169305	50.0%	76.3%
Valley	Christy Votes	Christy %	Turnout %
AV	64400	51.7%	73.2%
SCV	69179	46.1%	85.1%
Simi	30864	45.8%	86.3%
PR/Chats	4862	48.7%	84.0%

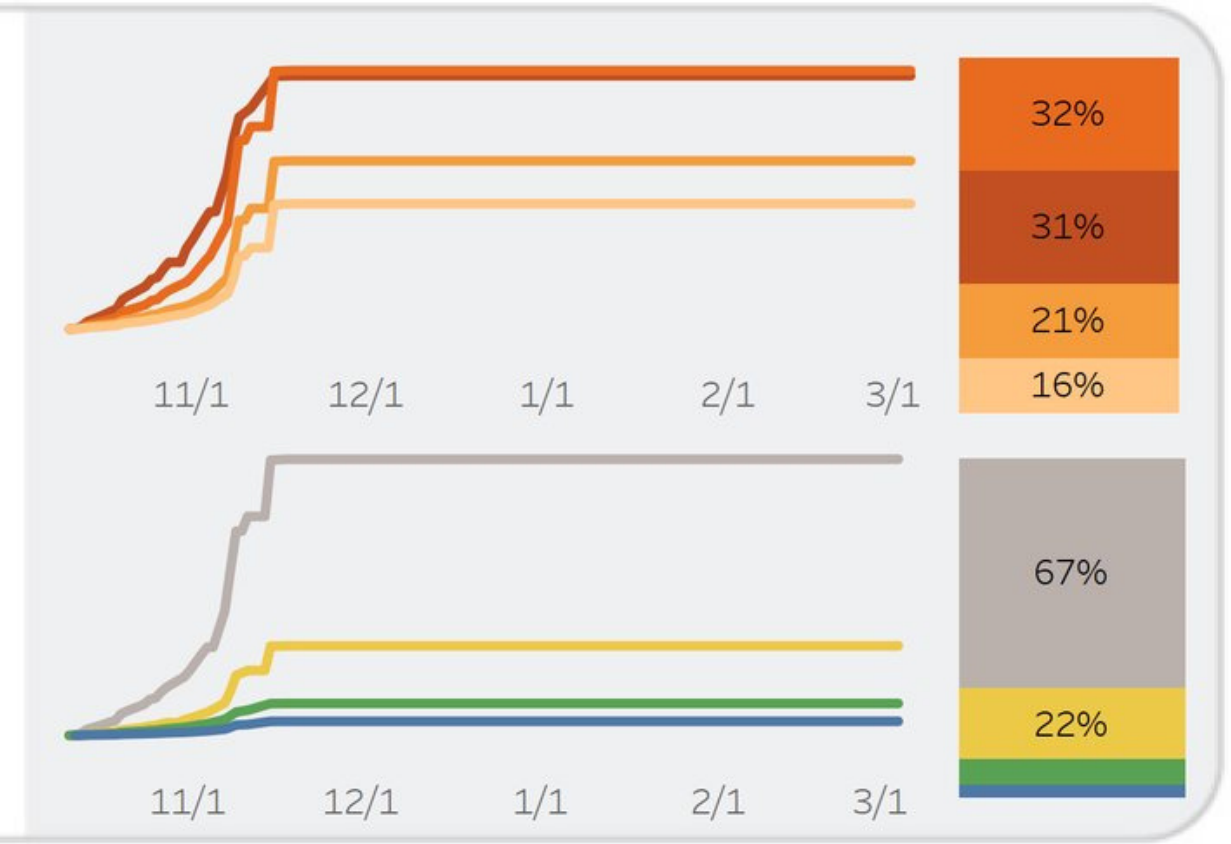
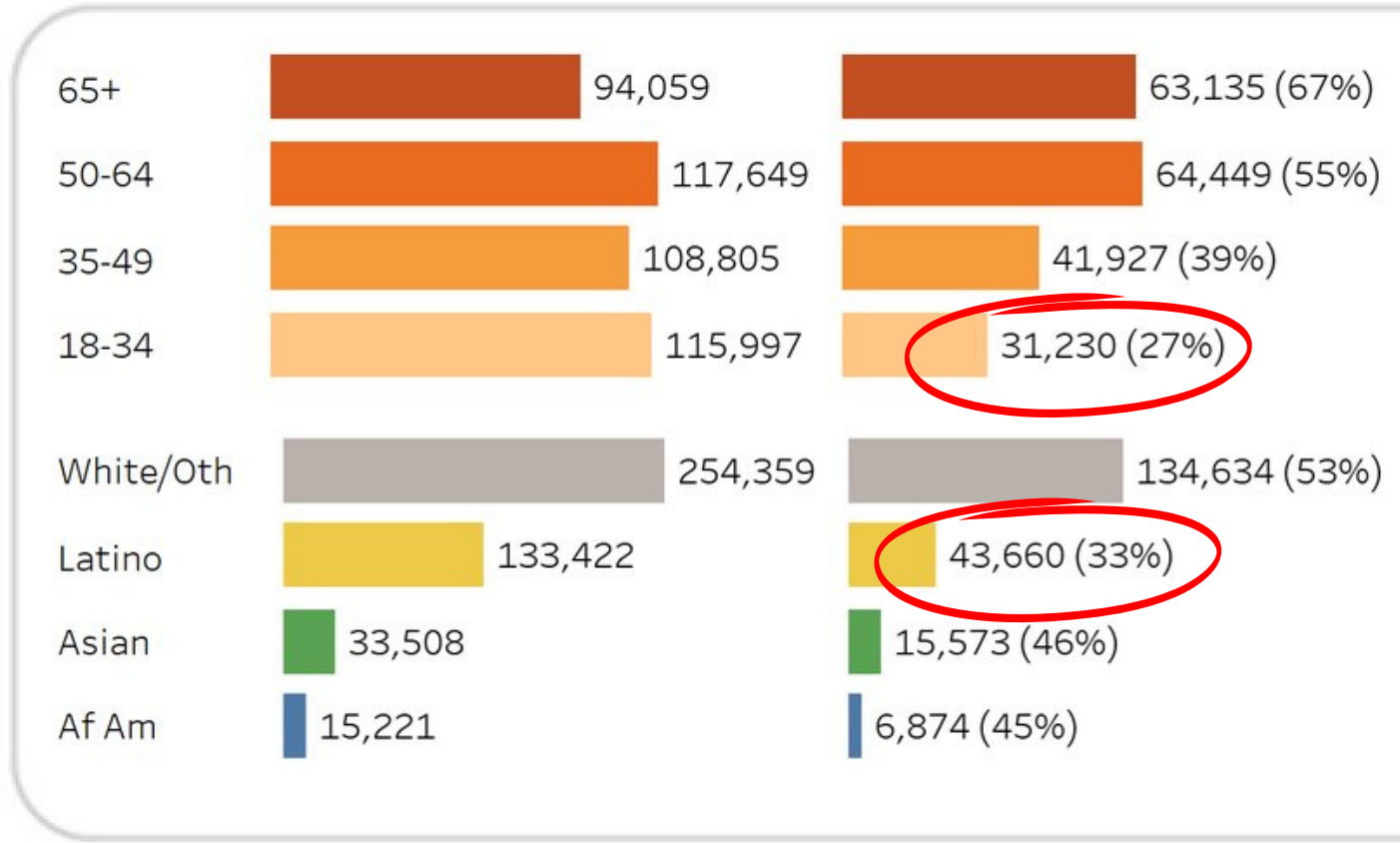
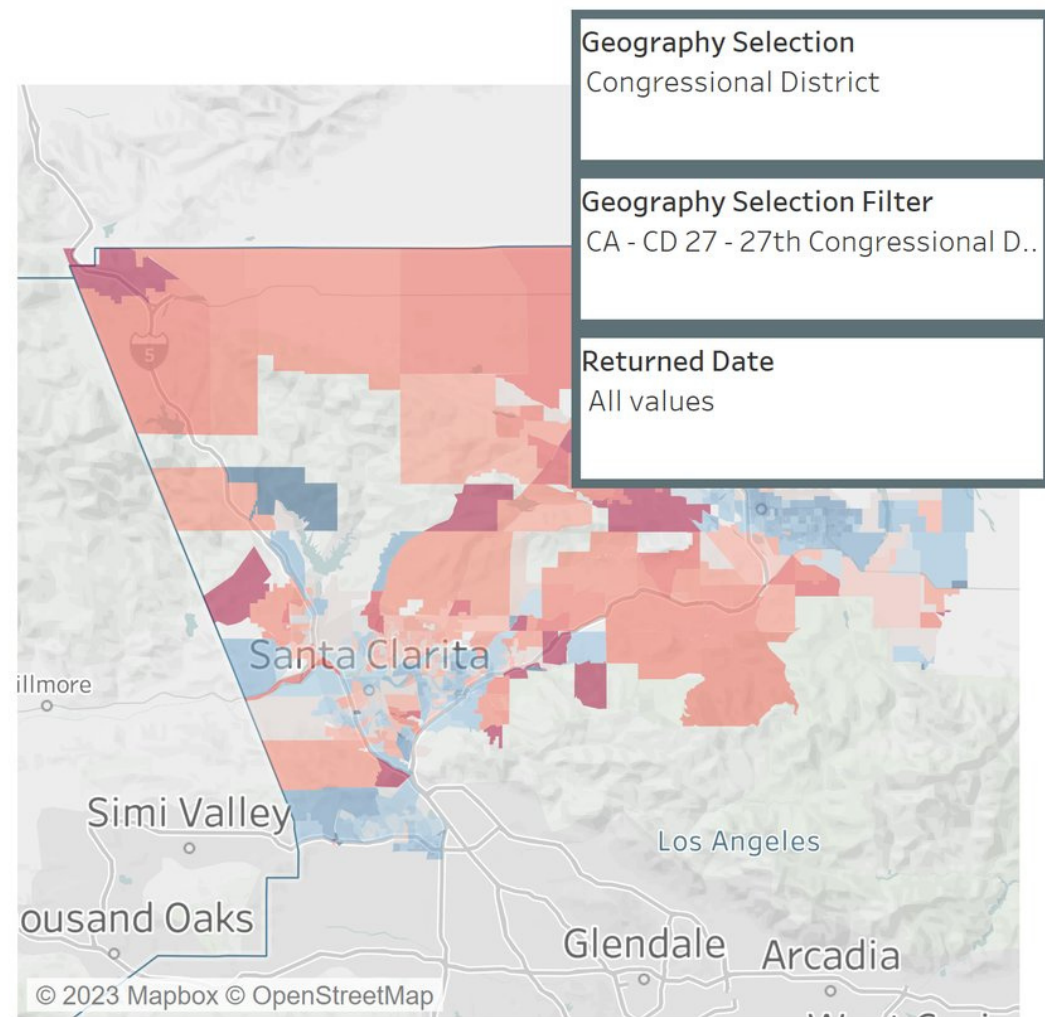
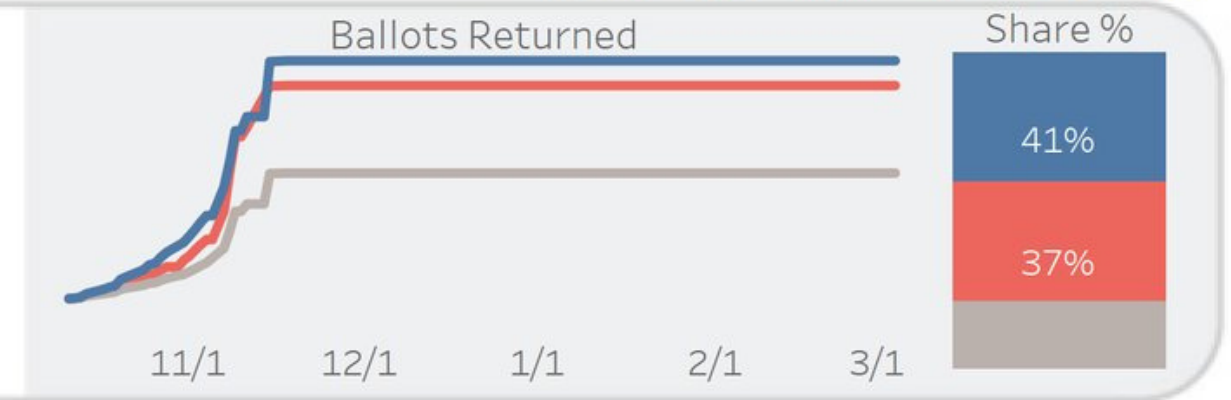
Returns



Ballots Mailed and Returned



Trend and Share of Electorate



CA27 2022 DATA BY DEMOGRAPHICS

CA27 2022 DATA BY GEOGRAPHY

2022G						
Location	Reg Dem %	Reg Rep %	Dem Advtg.	Christy Votes	Christy %	Turnout %
Lancaster	44.7%	25.6%	19.1%	14792	45.7%	35.9%
Palmdale	49.1	21.8	27.3	14973	49.9%	34.0%
Agua Dulce	25.4	47.9	-22.5	497	27.8%	60.0%
Littlerock	43.4	24.9	18.5	940	43.4%	31.4%
Acton	23.4	51.2	-27.8	820	25.0%	58.2%
Antelope	26.5	42.6	-16.1	85	23.2%	40.4%
Del Sur	23.2	49.2	-26	526	24.9%	55.3%
Desert	36.1	34.2	1.9	649	35.8%	41.5%
Gorman	18.5	46.3	-27.8	8	29.6%	48.2%
Leona Valley	19	53.4	-34.4	134	20.2%	60.1%
Green Valley	27	37.5	-10.5	125	33.9%	53.0%
Pearblossom	33.2	39.9	-6.7	116	42.0%	48.3%
Neenach	24.8	45.5	-20.7	74	29.2%	47.6%
Quartz Hill	29.2	43.7	-14.5	1323	30.2%	48.0%
Santa Clarita	39	32.9	6.1	36150	45.6%	54.6%
Saugus	26.4	44.2	-17.8	778	43.3%	54.3%
Stevenson Ranch	38.2	31.6	6.6	3265	49.4%	56.5%
Valencia	37.9	31.8	6.1	575	54.5%	54.2%
Castaic	34.3	37.1	-2.8	3304	38.6%	54.6%
Canyon Country	36.2	36.6	-0.4	281	40.1%	46.6%
Newhall	42.6	29.7	12.9	51	52.6%	47.5%
Chatsworth	43.3	25.8	17.5	277	53.7%	46.0%
Porter Ranch	43.7	25.8	17.9	4272	49.4%	52.8%
Granada Hills	43.7	25.8	17.9	7877	51.6%	50.0%

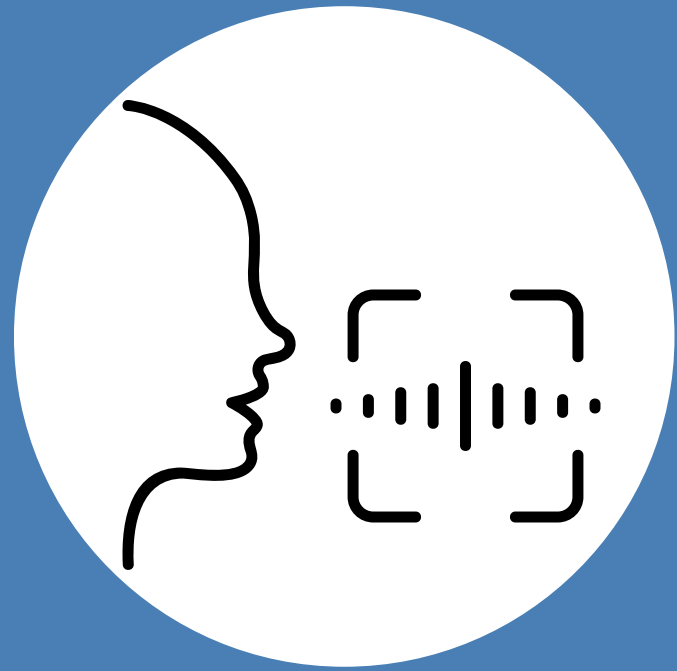
CA27 2022

ANTELOPE

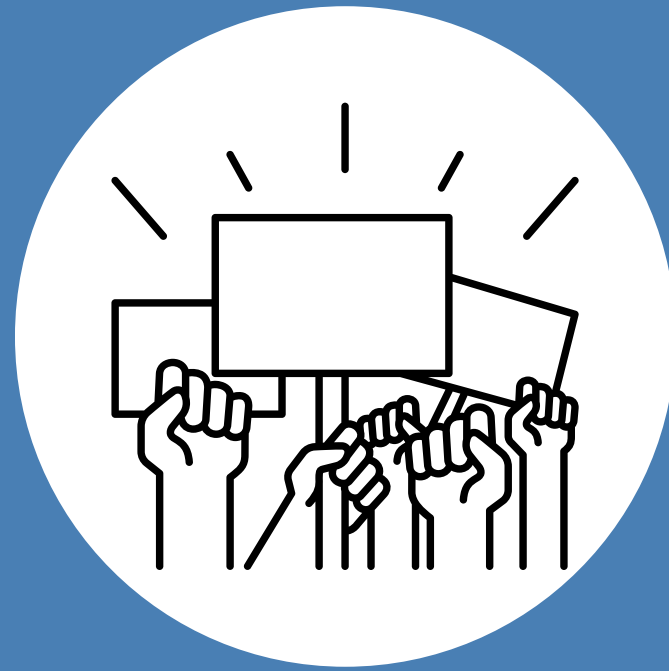
VALLEY

Antelope Valley area (former AD36)								
	2016G	2016G %	2018G	2018G %	2020G	2020G %	2022G	2022G%
Dem regist.	89,310	42.0%	83,102	40.6%	100,457	42.5%	112,329	41.9%
Dem turnout	55,424	62.1%	50,317	60.5%	75,887	75.5%	41,017	36.5%
Rep regist.	68,294	32.1%	59,499	29.1%	67,046	28.3%	77,147	28.7%
Rep turnout	43,439	63.6%	39,054	65.5%	56,850	84.8%	40,487	52.5%
NPP regist.	43,442	20.4%	50,170	24.5%	52,978	22.4%	56,447	21.0%
NPP turnout	19,569	45.0%	16,804	33.5%	30,968	58.5%	14,658	26.0%
Total regist.	212,526	-	204,592	-	236,526	-	268,339	-
Total turnout	126,494	59.5%	113,431	55.4%	176,438	74.6%	102,995	38.4%

LOOKING FORWARD ONWARD TO 2024



Messaging



Mobilizing



Social Media



Direct Voter
Contact



ANTELOPE VALLEY
DEMOCRATS FOR
CHANGE

MISSION

Antelope Valley Democrats for Change was founded to foster a community based on democratic and progressive values and to work towards a more united, engaged, and informed public. We strive to build a strong and lasting infrastructure for our diverse electorate and provide a platform for the dissemination of news and information to our Antelope Valley communities. To that end, we are committed to holding elected officials accountable and using all the tools at our disposal to get Democrats elected across all of the Antelope Valley.

Focus: Latino Community, Black Community, Youth Community



**ANTELOPE VALLEY
DEMOCRATS FOR
CHANGE**

HOW WE PLAN TO EXECUTE OUR MISSION

- **Mobilization**

- The fight for our rights and our shared values is never ending and requires action – we are committed to developing and implementing rapid response mobilization tactics to advocate for the needs of our community and create an organized and effective entity against the GOP.

- **Local Democratic Support & Turnout**

- The only way to ensure Democratic representation across the Antelope Valley is by putting in the work. We will support club-endorsed Democrats for elected office and work to increase voter turnout by engaging in what we know gets Democrats elected – knocking on doors and calling voters.

- **Community Building**

- We are dedicated to connecting Democrats with each other and building a space for activism, dialogue, and electoral success in the Antelope Valley.

PROGRAMMING

MONTHLY EVENTS

- Voter Registration
 - Every 1st Saturday of the month, 10am-1pm
- Spanish Phonebank
 - Every 2nd Wednesday of the month, 6-8pm
- Canvass
 - Every 3rd Saturday of the month, 10am-1pm
- Rapid Response Action
 - As needed (rally, phonecalls, letters to the editor, etc)
- Community Social Event
 - Timing changes (pride picnic, coffee social, trivia, etc)

FUTURE PROJECTS

- Community Blog, Quarterly Journal, Candidate Training Series, Organizing Skills Training Series, Youth Internship Program

¡GRACIAS!

