



Southwest Voter Registration Education Project

Memorandum

To: Concerned Parties

From: Antonio Gonzalez, SVREP President (www.svrep.org)

Date: Oct 23, 2008

Re: SVREP President's Report #3 (2008):

Summary

In my September 22 report, I recounted preliminary results of SVREP's voter registration efforts. Now SVREP is busy conducting nonpartisan voter education and get out the vote activities. This includes fundraising, training, data-basing, phoning, e-mailing, and canvassing new and recently registered voters.

According to reported results SVREP registered about 62,000; LULAC registered about 50,000; Hispanic Federation about 18,000; NALACC about 12,000; and MAPA about 1,500. Some of these were done in partnership with each other (and may be double-counted) so the grand total is an estimated 130,000+ unique registrations!

The Latino vote is clearly influencing the outcome of elections in Nevada, New Mexico and Colorado, per a new study released by the William C. Velasquez Institute (WCVI).

While all attention is focused on the unprecedented characteristics of the McCain-Obama Presidential contest, it is important to understand that Latino empowerment will advance no matter who wins. That is because of important elections down-ballot that are influenced by the Latino vote in many states.

New WCVI Study on the Likely Impact of the Latino Vote in Battleground States

A new study by WCVI showed that Sen. Barack Obama would win Nevada, Colorado and New Mexico because of the Latino vote if the elections were today. These three states together with the safe blue states would give Obama the presidency. See http://wcv.org/data/survey/2008general_preelection.html for the press release. See <http://wcv.org/data/survey/Latinovotertrends2008.pdf> for the entire study.

Final Surge Nonpartisan GOTV and Voter Education

SVREP is currently fundraising to follow up its voter registration with GOTV activities (targeting the 62,000 that registered in its programs). Additionally SVREP is emailing/ mailing voter education information to nearly 1 million Latino voters in 11 states. We project raising some \$500,000 for these activities.

In particular, SVREP is conducting various combinations of live calls, canvassing, voter education mail and email in Los Angeles, Phoenix, South Texas, Southern Colorado, Southern New Mexico, and South Florida.

Nonpartisan GOTV in Spring

In previous reports, I neglected to mention the impressive SVREP GOTV efforts during the March primary in Texas and the June primary in California.

During February and March SVREP contacted some 25,000 Latina voters in Rio Grande Valley in nonpartisan activities that included live phone calls, mail, e-mail, robo-calls and text messages. Some 10,000 Latinas turned-out because of SVREP.

During May and June SVREP and its partner Hermandad Mexicana-Latinoamericana contacted some 20,000 recently registered Latino voters in Long Beach, South Central LA, and Salinas Valley in California utilizing live phones and paid canvassers. Some 8,000 voters were turned out because of this work.

Nonpartisan Voter Registration Results for SVREP

By the beginning of the summer, SVREP coordinators and volunteers in California, Washington, Arizona, New Mexico, Florida, and Texas had **registered 22,277 students across more than 200 colleges and high schools through its Youth Vote Campaign.**

During summer, the Movimiento 10-12 campaign consisting of SVREP, LULAC, Hispanic Federation, NALACC and MAPA kicked off coordinated activities. While, more detailed results will soon be available currently we know that more than 130,000 new voters were produced by the effort! Notables included Hispanic Federation with about 18,000 voters in 4 states, LULAC with 50,000 in 7 states, MAPA with about 1,500 in California, and NALACC with about 12,000 while working in partnership with SVREP in 2 southern states.

For its part, SVREP implemented its church and community-based program in some **50 communities across California, Colorado, Arizona, New Mexico, Texas, North**

Carolina, and Florida registering nearly 40,000 new voters (in addition to its spring Youth Vote campaign).

More than a dozen intensive 1-2 day training events were conducted (Los Angeles, the Inland Empire, McAllen, Miami, Dallas, Phoenix, Southern Colorado, Albuquerque and El Paso) during August and early September. Additionally SVREP conducted special leadership trainings for LULAC and HF voter registration coordinators.

SVREP Highlights included registering 12,532 new voters in Miami-Dade, Florida, 9,987 new voters in the Rio Grande Valley of Texas, and 8,292 new voters in Los Angeles City (a campaign that will continue through next spring and hopes to reach 30,000).

In total, **SVREP registered over 61,835 voters** in activities based on neighborhoods, high schools, college campuses, and churches through September 30 representing an investment of \$500,000.

SVREP Campaign	Total Registered
YouthVote	22,581
Campaign For Communities	885
Movimiento 10-12	38,359
	61,835

SVREP voter registration consisted of ten full time regional organizers, 200 full time local coordinators and 2,000 volunteers from over 200 organizations.

Following are the SVREP state totals. In two states (Florida and North Carolina) SVREP worked in coalition with NALACC and shared results:

TX	23,693
CA	16,012
NM	4,945
AZ	3,025
CO	1,347
FL	12,532
WA	221
NC	50
Subtotal	61,825

Down-ballot Impact of the Latino Vote

A dramatic increase in Latino voting is likely to influence elections in Congressional districts in South Florida, Northern New Mexico, Northern Colorado, and Central Arizona. U.S. Senate races in Colorado, New Mexico, and North Carolina may be influenced. The Latino vote has even made dark-horse candidate for U.S. Senate State Rep. Rick Noriega competitive in Texas. The Texas State House and the Arizona State House may have new majorities (and perhaps Latino Speakers) because of the Latino voter upsurge.

And numerous good initiatives are being lifted up by Latino votes in California and Arizona, while anti-immigrant and exclusionary proposals in Arizona and Colorado in particular are mobilizing passions.

Conclusion

SVREP expects that some 9.5 million Latinos out of 11.4 million registered will cast votes. While the bad economy and unpredictable, topsy-turvy campaigns made this an extra challenging electoral cycle for our institution, they motivated Latinos to participate in great numbers.

I am anxious to report the results for our community in my next report.