

Indivisible HoCoMD (Howard County, Maryland) Primary Election Activity Report

Summary

The Howard County Maryland chapter of Indivisible formed a coalition with other progressive groups in the county to pool resources and have an impact on the June 26 Primary Election. We reviewed voter turnout data from the 2014 mid-term primary election and selected one precinct to focus our efforts on voter registration and get-out-the-vote. The results of our efforts are stunning, and a lesson in how large an impact a small group of volunteers can have. We moved voter turnout in one precinct from a low of 14.60% to 33.06% of all registered voters. The 2018 turnout for Democrats was 36.92%, much higher than the Republican turnout of 15.48% in our targeted precinct.

What We Did

We scheduled 4 Saturdays in April 2018 to knock on doors where there was no registered voter in the database. In precinct 5-04 (Columbia, MD), we knocked on 250 doors and were successful in registering 14 new voters. We had a total of 11 volunteers, several of whom volunteered more than one Saturday.

We scheduled 3 Saturdays in May to knock on doors of registered Democrats and distribute election awareness post cards (voting dates and reasons why they should vote). We knocked on 409 doors, or about 28% of the registered Democrat doors. There are several closed access apartment buildings that precluded access to 355 doors. An additional 156 doors were within a 55+ apartment building that allowed us to set up a voter registration/election awareness table (non-partisan) on May 16. We distributed another 20 voter registration forms during the May efforts. The May effort engaged 12 volunteers, several of whom volunteered more than once.

During June, we released all volunteers to work on campaigns of specific candidates of their choosing. The coalition was focused on voter registration and get-out-the-vote and did not want to engage in selecting candidates to endorse pre-primary.

Results of the June 26, 2018 Primary Election

The coalition expected that there would be an increase in overall turnout, so we measured the 2014 – 2018 change in total county turnout for comparison to the change in turnout for our targeted precinct. Our precinct improved by 15.74 percentage points better than the county turnout improvement. The data is summarized below.

2014 Mid-term County turnout = 19.76%
2018 Mid-term County turnout = 22.48%
An increase of 2.72 percentage points

2014 Precinct 5-04 Mid-term turnout = 14.60%
2018 Precinct 5-04 Mid-term turnout = 33.06%

An increase of 18.46 percentage points - much greater than county average

2014 Precinct 5-04 Mid-term turnout Dems = ?

2018 Precinct 5-04 Mid-term turnout Dems = 36.92%

2014 Precinct 5-04 Mid-term turnout Rep = ?

2018 Precinct 5-04 Mid-term turnout Rep. = 15.48%

End Notes

We are very proud to have made such a difference in a single precinct of 2,187 voters registered as either Democrat or Republican. Democrats are 82% of those registered, excluding unaffiliated and other smaller political parties.

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IndivisibleHoCoMD

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