



## Yes on 2C: A Smart Deal for Denver Post-Election Report



# **A Proven Path to Victory**

## How we won: Engaging Television Ads

- + Three television ads ran from Sept 28<sup>th</sup> through Election Day
- + Average viewer saw 2C ads 33 times over six weeks



## How we won: Targeted Digital Communications

- + Produced three 30s-60s online videos in-house
- + Used e-mail and social media to create a voice for "Larimer the Longhorn"
- + Created model scores by issue to target the right voters with the right message



## How we won: Early Outreach to Secure Support

- + Secured endorsements from 632 prominent individuals and organizations
- + Attended 112 neighborhood meetings and visibility events
- + Knocked on 62,103 doors and made 33,034 phone calls



NWSS Young Guns Event



Mayor Webb and John Zapien

# **Key Findings from Election Day**

## Key Findings: 2C Gained 20% Since Initial Polling

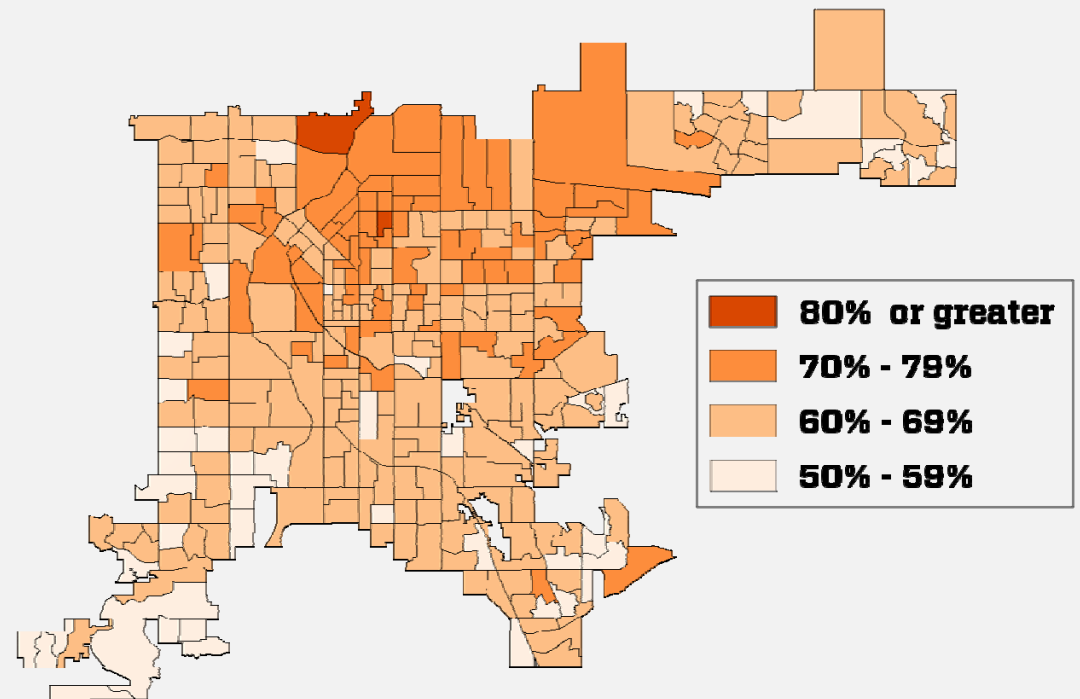
- + **Support improved by 20%**
- + Improved ballot language in June focused on listing improvements to the site
- + Sustained TV advertising secured our victory and brought another 5% in support of 2C

	Yes	No	Undecided
April	45%	42%	12%
July	60%	34%	6%
September	60%	35%	5%
October	65%	27%	8%
Election Results	65.5%	34.5%	--

## Key Findings: 2C was popular throughout Denver

- + **Measure 2C passed in all 346 precincts in Denver**
- + Strongest support was in Council Districts 9 (72%, Brooks) and 8 (70%, Herndon)
- + Earned at least 60% support in each City Council district

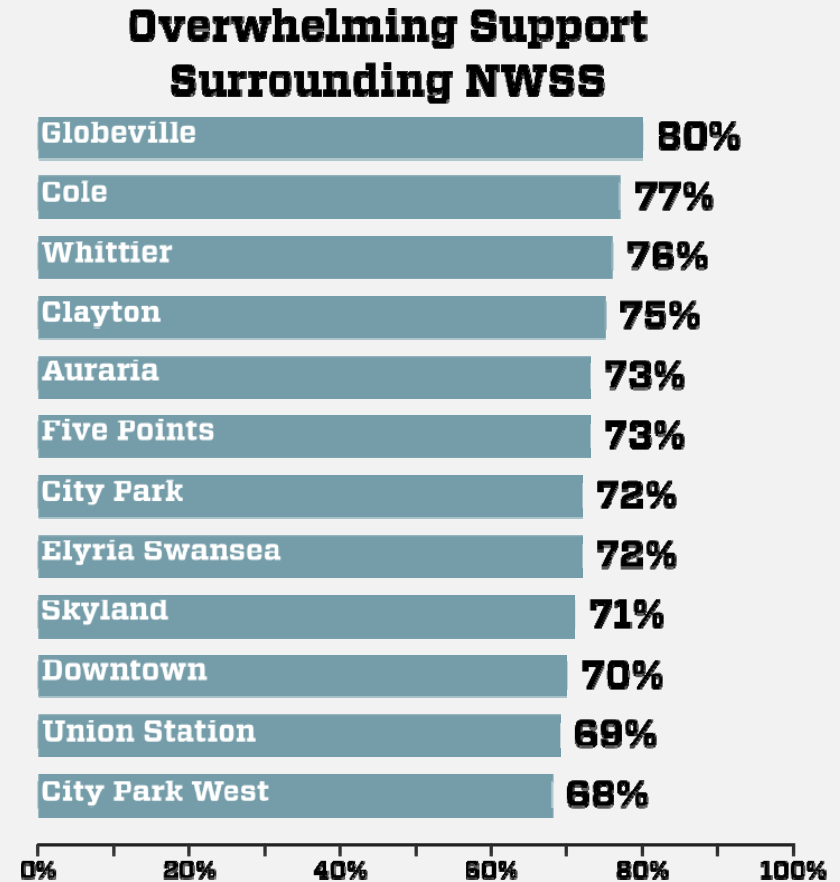
### **Strongest Support for 2C in Northeast**





## Key Findings: Local neighborhoods are invested in 2C

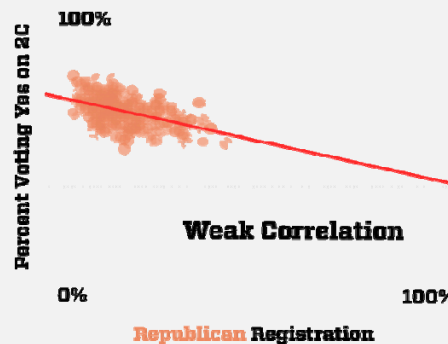
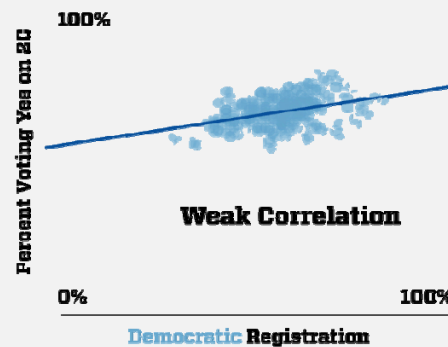
- + Council District 9 had the highest support for 2C where 72.3% voted to approve
- + Turnout was consistent with 2011 – roughly 26% – suggesting more work needs to be done to engage residents around the project



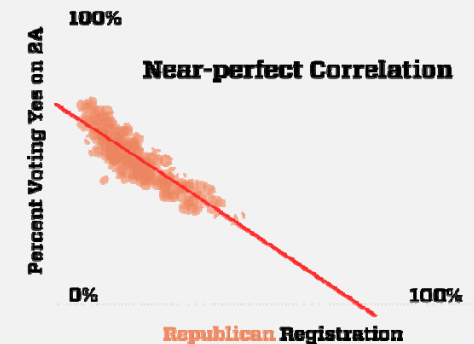
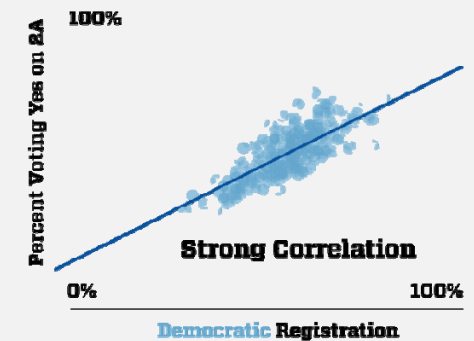
## Key Findings: 2C was popular with all parties

- + **2C overcame partisan politics** to perform well in Democratic and Republican precincts
- + Other measures relied more heavily on Democratic voters, and suffered with Republicans

**Yes on 2C: A Smart Deal for Denver  
Support by Party**



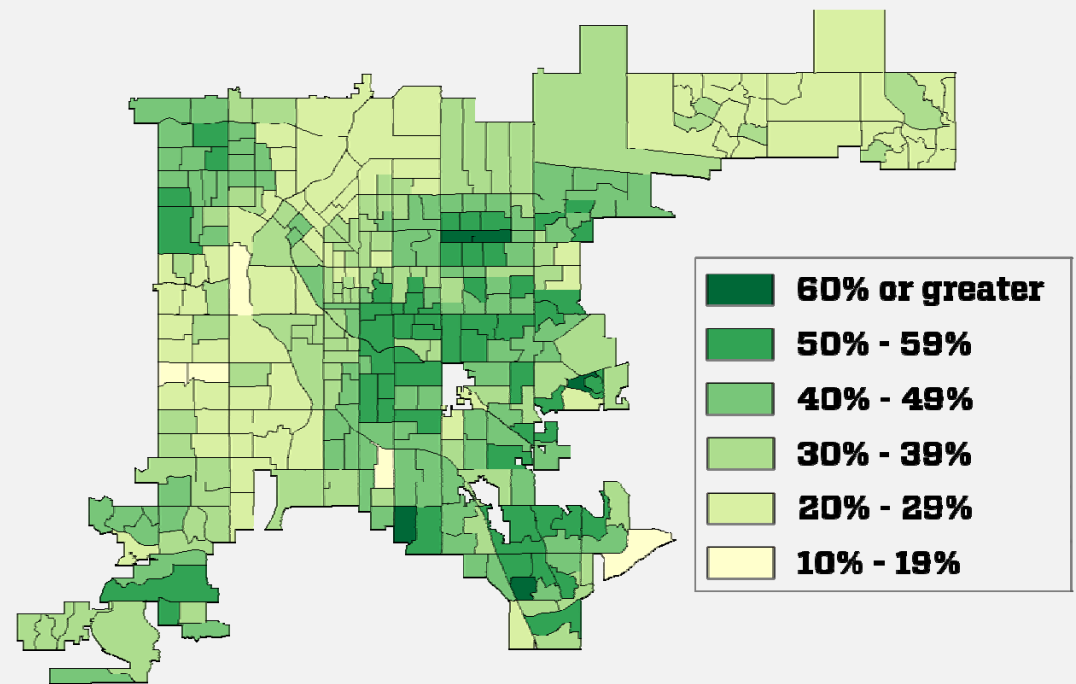
**Yes on 2A: College Matters  
Support by Party**



## Key Findings: 14% Increase in Turnout

- + **124,883 people voted in the November 2015 Election**
- + An increase of 15,136 votes, or 14%, from November 2011
- + Turnout in Globeville, Elyria and Swansea was consistent with 2011

### Highest Turnout in Southeast and Northwest





## Key Findings: Voters are younger and more Unaffiliated

- + Voters were 3.6% more Unaffiliated than in 2011
- + 18-49 year olds made up 40.3% of the vote in 2015, increase of 4.6% over 2011

	2015	2011	Difference
Democrats	54.6%	56.2%	-1.5%
Unaffiliated	26.3%	22.7%	3.6%
Republicans	17.9%	20.2%	-2.4%

	2015	2011	Difference
18-49	40.3%	35.7%	4.6%
50+	59.7%	64.3%	-4.6%

## Key Findings: Voters are returning ballots later

- + **36% of voters waited until Election Day to return their ballot**, compared with 30% in 2011.
- + The wait to return ballots is driven by a growing younger population – 57% of 18-49 year olds voted in the final two days, compared to just 29% of voters older than 65.

### 45% of Ballots were Returned in Final Two Days

