

<https://www.youtube.com/watch?v=Og5xHsyvTvs>

https://docs.google.com/spreadsheets/d/e/2PACX-1vQEKFSFkIS0ENVrRQe9SKD8fR4JCDGIO9VjayaH_Z-phs4hLspwr3TMvZdcQvSVjGbpcKPuXqXa-67L/pubhtml#

Lessons

CD11 had third highest % of voters for Harris (76.23%)	this is a liberal district
CD11 had second highest turnout (presidential) at 76.31%	register more voters (turnout is high but don't just assume you have no more votes to squeeze)
CD11 demographics very similar to CD4	Learn from Nithya
CD11 is 15.2% Latino (citizen voting age pop)	How many are registered and vote?
Schiff overperformed Harris in every district <u>except CD11</u> Garvey overperformed Trump in every district, <u>especially</u> CD11 and CD5 "Around 2-3X as many votes in those districts in terms of people voting for G who did not vote for Trump. So if you're looking for the never-Trumpers (registered Republicans but aren't willing to vote for Trump), a lot of them in 11 and 5."	The district is very anti-Trump. Go hard on TP's maga ties.
Hochman was much stronger in non-LA cities (63.33%) than in the city of LA (54.1%)	Not as much Hochman support as TP touts
CD11 had the highest support for Prop 3 (constitutional right to marry at 82.73%). Strong support in whiter and wealthier communities.	Go after maga attack on LGBTQ, trans rights and TP maga ties
CD11 supported public and affordable housing (Prop 5) with 56.44%, 11th place	Go after TP's attacks on public and affordable housing. She is not aligned with her constituents on this.
CD11 was right in the middle of the pack on supporting Prop 6 (involuntary servitude) with 7th place, 62.51%	Higher than you'd expect; on the Westside, solid ecosystem of overkill Dem club and a way for regular seasoned voter to at least

	know about this issue and the way they should vote (not confused by ballot language)
CD11 overwhelmingly supported minimum wage raise Prop 32 57.73%, 11th place in the city	Go after TP's anti-worker, anti-tenant stance.
Prop 33 (local government residential rent control) faced very strong opposition on the Westside including CD11 (41.16%, 14th place before CD12/Lee)	
8th strongest support for Prop 36 (felony charges for drug and theft crimes); so much less support than you would expect at 56.42% given the amount people complain about crime. This passed by 20% statewide.	Voters are not as bad as we might think on criminal justice. Appeal to transformative public safety.
<i>Fascinating one on Prop 6, Prop 36. The district overwhelmingly supported Hochman and supported Prop 6. However, just relative to the rest of the Council Districts there's a lot more pause than some might assume. I think that's in part because CD11 is pretty polarized. It has some very passionately lefty people and passionately rightward people. So it can make for some interesting results. That's in part why TP is going all out and trying to build up a war chest for her reelection.</i>	