TDP Targets (Outdated - please visit txdem.co/TDP-Targets for the updated version)

Overall targeting guidance for County Party Coordinated Campaigns, Partner Organizations, and all Campaigns

[Details on the Beto Contact Universes](#)

Texas VAN Targets

This document is meant to be a working document that will explain the current criteria in the Texas VAN Targets, as well as scripts that should be used when working through these lists. These targets are intended to be used as a base throughout the entire cycle and will be continuously updated both with new criteria as well as canvass results.

- Have questions about using VAN? Checkout our [VAN training](#) and our [VAN FAQ](#).
- Don't know what Targets are and where to find them? Check out [this section of our VAN FAQ](#).
- Are you looking for State House targets? [txdem.co/state-house-targets](#)
- Need additional help? File a [VAN Help ticket](#).

2021-2022 Voter Contact Targets

Each of these tiers is **mutually exclusive** and **excludes inactive voters**. We exclude voters who:

- Have no current active registration
- Are deceased
- out of state NCOA without voting / contact since then
- Haven't voted in 10+ years

Updated: 08/12/2021

Visualized Overview of Tiers

TDP Partisanship Score		Clarity Turnout Score									
		10	20	30	40	50	60	70	80	90	100
		0	10	20	30	40	50	60	70	80	90
0	5	**Republican Exclusion** Confident Republican									
5	10										
10	15										
15	20	**Republican Exclusion** Likely Republican									

20	25
25	30
30	35
35	40
40	45
45	50
50	55
55	60
60	65
65	70
70	75
75	80
80	85
85	90
90	95
95	100

Ask Party Support Unlikely Voters

Ask Party Support Lean Republican

Ask Party Support Lean Democrat

Turnout Targets Infrequent Voters

Turnout Targets Medium Propensity

Consistent Democratic Voters Mostly Consistent

Consistent Democratic Voters Highly Consistent

Turnout Targets

Target Goal

Turn out as many of these folks as possible during GOTV. These folks will overwhelmingly vote Democratic if we can get them to vote, so we need to earn the trust of these folks and demonstrate to them why they should make their voices heard at the ballot box.

Evidence from 2020 suggests that voter contact is most effective when targeted towards this group, especially close to an election.

Turnout Lift Per Voter Contact Attempt

GOTV. All Committees (TX 2020)
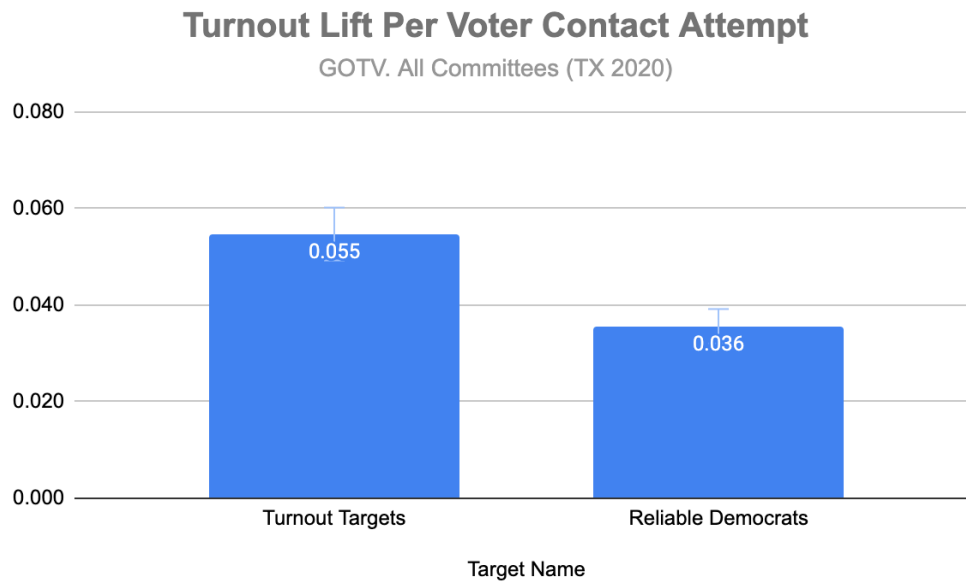
The number of expected Democratic votes generated per hour of phone banking or block walking is the highest in this group, even after controlling for phone number quality.

Inclusion Criteria
- Voters with 65+ TDP Partisanship score and Clarity Turnout Score of less than 60.
- Voters recently identified as Democrats (marked with a Democratic support survey response in VAN) that have a Clarity Turnout Score of less than 60.
- This group will exclude 2022 Democratic primary voters (they will be included in **Reliable Democratic Voters**).
- This target excludes any voter with a recent Republican ID overnight.
- Any recently registered voter with a 65+ TDP Partisanship score that lacks a turnout score.

Last updated 8-12-2021.

Turnout Sub Targets

Sub Targets are components of the and can be found in the <u>Voter Contact Targets (Detailed)</u> target grouping. These groups, when combined, are the equivalent of the **Turnout Target** in the <u>Voter Contact Targets</u> target grouping.

Turnout Targets - Recent Registrants

<u>Complete VAN Name</u>:
*2022 Voter Contact Targets (Detailed) : Turnout Target - Recent Registrants

This grouping includes all of those voters who registered or re-registered to vote in the last 18 months, unless we have strong reason to believe they will be reliable voters (for example, a consistent voter moving to a new county will be considered a **Reliable Democratic Voter**).

Some evidence from 2020 suggests that recently registered voters are particularly excellent targets for voter contact year-round, because their likelihood of voting can be changed by being reminded of the importance of voting AND because new voters tend to be more open to being *persuaded* to vote for Democrats.

Turnout Targets - Medium Propensity

Complete VAN Name:
*2022 Voter Contact Targets (Detailed) : Turnout Target - Medium Frequency Voters

This target contains Democratic supporters who have a moderate likelihood of voting in any statewide election, but who are likely to be highly impacted by canvassing efforts. Our findings suggested that GOTV efforts to this group had the highest impact on turnout of any group of targets in the electorate.

Because these voters are highly influenced by GOTV efforts, **this group should be critical to election strategies across Texas, up and down the ballot for any statewide election cycle**. We recommend that this group be prioritized in low salience elections, but to a lesser degree.

Turnout Targets - Infrequent Voters

Complete VAN Name:
*2022 Voter Contact Targets (Detailed) : Turnout Target - Infrequent Voters

This target contains Infrequent voters who we believe will support Democrats if we are able to reach them, especially during GOTV. During even-year general elections, this group is likely to be very responsive to canvassing, and is likely to yield many more voters per hour of phone banking or block walking than canvassing **Reliable Democrats**.

Typically, if you have limited capacity, this is the turnout target group that should be excluded from canvassing efforts. For low turnout elections (such as special elections, runoffs, or local races) this group should be deprioritized in favor of the **Turnout Targets - Medium Propensity** group.

Ask Party Support

Target Goal

Determine the partisanship of these voters to either:
- expand our GOTV lists
- expand our persuasion targets
- confirm these Republican partisans to exclude them from future voter contact.

The majority of this group are Democrats, but this group is made up of individuals about whom we are the least confident in terms of which party they support.

Inclusion Criteria
- Voters with TDP Partisanship Scores above 35 and less than 65 are all considered.
- Voters with recent contradictory IDs (that is, they told one campaign they were a Democrat and another they were a Republican).
- Voters with TDP Partisanship scores above 65 who voted in the most recent Republican Primary
- Voters with TDP Partisanship scores below 45 who voted in the most recent Democratic Primary

Ask Party Support Sub Targets

Ask Party Support - No Reliable Field IDs

Complete VAN Name:
*2022 Voter Contact Targets (Detailed) : Ask Party Support - No Field Data

- This group is composed exclusively of voters for whom we have no reliable field IDs or primary history (or who have voted in 1 primary per party). These individuals should be our top priority to ID.

Ask Party Support - Lean Democrat

Complete VAN Name:
*2022 Voter Contact Targets (Detailed) : Ask Party Support - Lean Dem

- This group is made up of a group that we suspect is 55-60% composed of Democrats, but without additional data, we do not have enough data to have a very strong opinion of which party they support.

Ask Party Support - Mixed Signals

Complete VAN Name:
*2022 Voter Contact Targets (Detailed) : Ask Party Support - Mixed Signals

- This group is made up of individuals who have contradictory IDs and/or primary history. For example, they may have told a campaign they supported Republicans, but voted in a recent Democratic primary. While some of these voters may have switched parties or be persuadable in given elections, we believe that the biggest explanation for these differing data points are a) incorrect field IDs or b) strategic primary voting; however, we need more information to confirm.

Ask Party Support - Lean Republican

Complete VAN Name:
*2022 Voter Contact Targets (Detailed) : Ask Party Support - Lean Rep

- This group is made up of a group that we suspect is 55-60% composed of Republicans, but without additional data, we do not have enough data to have a very strong opinion of which party they support.

Ask Party Support - Unlikely Voters

Complete VAN Name:
*2022 Voter Contact Targets (Detailed) : Ask Party Support - Unlikely Voters

- For prioritization reasons, this group is NOT included in the Ask Party Support tier, as these voters are the least likely to turn out to vote within this Tier. For areas that saturate their **Ask Party Support** targets, we can optionally make this group available as well.

Last updated 8-12-2021

Self-Identified Undecideds Target

Target Goal

Persuade these folks to vote for Democrats. This group includes independents, undecideds, and folks who have previously identified themselves as supporting both parties. This group is very likely to turn out to vote, so persuading these folks to vote for us may not only net a vote, but take a vote away from our opponents.

Inclusion Criteria
- This tier also includes voters who have recently been ID'd as undecided or independents. In other words, they are recently identified as "3"s. This group is

relatively small to ensure that our persuasion messaging is only reaching a highly targeted audience that are likely to be responsive to our messaging.
- Note that this target does <u>not</u> have sub-targets.

<u>Complete VAN Name</u>:
*2022 Voter Contact Targets (Detailed) : Persuasion

Last updated 8-12-2021

Consistent Democratic Voters

Target Goal

Build our volunteer base, fundraise, and leverage these voters to amplify campaign messages. We do not need to verify these voter's partisanship or convince them to turnout in even-year statewide elections: they will vote overwhelmingly for us in November.

<u>This group is fundamental to low salience elections</u>, like special elections, run-offs, primaries and municipal elections. In these races, this target group should constitute much of the GOTV universe.

We recommend that canvassing and phone banking efforts prioritize our **Turnout Targets** above the **Reliable Democratic Voters** for even year, general elections. These voters tend to have well-understood and stable partisanship, who are unlikely to be impacted significantly by GOTV efforts in even-year, statewide elections.

<u>Complete VAN Name</u>:
*2022 Voter Contact Targets : Reliable Democratic Voters - All

Inclusion Criteria
- This target consists of all voters who have a partisanship score of 75+ and have 60+ turnout scores.
- This target excludes recently identified Republicans overnight, and includes any recently identified Democrats (if their turnout likelihood is over 60, otherwise they will be considered **Turnout Targets**).
- This tier will only include those with Republican primary history <u>if we have field IDs that indicate they are strong Democrats</u> (even if that is not visible to your committee).

Reliable Democratic Voters Sub Targets

Reliable Democratic Voters - Mostly Consistent Voters

Complete VAN Name:
*2022 Voter Contact Targets (Detailed) : Ask Party Support - Mostly Consistent Voters

- This group is the subset of our Reliable Democratic Voters who have a 60-80% chance of voting in a Presidential election, but who are our primary turnout universe for low salience elections.
- During GOTV in a presidential election, this group should be prioritized below our **Turnout Targets**, but above the **Reliable Democratic Voters - Highly Consistent Voters**.
- During GOTV in a lower salience election, this group should absolutely be included in our GOTV universe.

Reliable Democratic Voters - Highly Consistent Voters

Complete VAN Name:
*2022 Voter Contact Targets (Detailed) : Ask Party Support - Highly Consistent Voters

- This group represents those voters who are over 80% likely to vote in a Presidential election and who are most likely to vote in lower turnout elections.

Last updated 8-12-2021

Block Walking Target (Experienced Canvassers)
Targets Goal

Find areas where there are dense groups of people who need talking to, perhaps with different messaging. Some canvassers are experienced enough to be able to, with the help of a branched script, deliver different kinds of messaging to different people. This target helps identify groups of people that live close together who all should be contacted for various reasons. This could help to improve canvassing efficiency.

Inclusion Criteria

- This is a lump sum of everyone who is in the following Targets:
  - Turnout Targets
  - Consistent Democratic Voter Targets
  - Ask Party Support Targets

Primary Election Targets

Targets Goal

Reach voters who would be likely to vote in a Democratic primary. Primaries are often, but not always, lower salience elections, which attract Democratic partisans who vote often.

Inclusion Criteria

- Likely Democrats. These are people with a TDP Partisanship score above 65.
- No removal of recent contacts. Because multiple Democratic campaigns may try to contact the same person, neither a negative ID on a candidate nor a positive one will remove a voter from this target.

Mail-Only Targets

Targets Goal

Reach voters who may be difficult to reach via means other than mail. Some people may be difficult to reach via the phone, don't have a phone number at all, or may live in remote or inaccessible places; thus, a good way to reach them is by mail.

Inclusion Criteria

- No phone number or low quality phone number, OR
- Live in very sparsely populated areas, or have been marked as inaccessible

Mail-Only Sub Targets

Mail - Turnout Targets

<u>Complete VAN Name</u>:
Mail Targets: Mail - Turnout Targets

- This is a group of likely Democratic but low turnout mail-only voters as described above, who might respond to messaging encouraging them to vote.

Mail - Persuasion Targets

<u>Complete VAN Name</u>:
Mail Targets: Mail - Persuasion Targets

- This is a group of mail-only voters as described above, who are likely to vote but who might respond to messaging encouraging them to choose the Democratic candidate.

Spanish Language Target

Targets Goal

Reach voters who only speak Spanish. A considerable number of voters in Texas only speak Spanish or prefer to use Spanish when speaking with volunteers.

Inclusion Criteria

- Voters who have previously been marked as "Spanish" by canvass result, survey question, or activist code
- Voters with a high "speak Spanish at home" score (Spanish score > 65).

Re-Registration Targets

Targets Goal

Identify voters who have previously been registered to vote, but are no longer eligible and help them re-register in order to be eligible to vote.

Please note that due to legal restrictions related to registering voters, **we strongly suggest that voters using these targets do so in coordination with your Regional Political Manager (RPM) as there are extensive regulations in Texas related to voter registration that could put you or a volunteer in legal jeopardy**.

To contact those who have recently moved to your district or county, you need to talk to your RPM to generate a list, as VAN makes it impossible to "see" voters who have not registered to vote in your district. Therefore, you should work with your RPM to re-register voters who have recently moved.

If you do not know who your RPM is, feel free to submit a help ticket (**txdem.co/help**) and the team will connect you with the right person!

Unregistered In-State Movers

Complete VAN Name:
Re-Registration Targets (Detailed) : Unregistered In-state Movers

Note that this is available upon request but not visible by default because **targets will appear in the district where they moved from, not where they currently live**. If you have statewide VAN access (or a large geography) you can get access to this target.

Unregistered In-State movers are those who moved within Texas (based on USPS National Change of Address data) but have not updated their voter registration status since. Based on the voter's circumstances, they may need to simply update their address with their county (if they moved within a county) or re-register.

Unregistered Movers to Texas

Complete VAN Name:
Re-Registration Targets (Detailed) : Unregistered Movers to Texas

Because the vast majority of these individuals have never registered in Texas, **this target is likely to be nearly empty for most VAN users and is therefore hidden by default**. We do have a more complete list, but there is no way to get around the core issue in VAN's design that requires that people be registered in Texas to appear.

Unregistered Movers to Texas are those who have moved to Texas (based on USPS National Change of Address data) who have not yet registered to vote in Texas. Most of these targets are NOT available in VAN, but a subset of those who were once registered in Texas are available in this target; however, expect this group to be relatively limited.

The TDP has a more extensive list of these folks outside of VAN, which it uses to contact and re-register these voters. Campaigns can get access to this list by requesting access to BigQuery. To obtain a mailing list of these voters, **please submit a help ticket.**

Suspense Reregistration Targets

Complete VAN Name:
Re-Registration Targets (Detailed) : Suspense Reregistration Targets

Suspense Registration targets are folks who have previously registered to vote, but were ultimately removed from the voter rolls, typically due to inactivity. These folks are important to re-register, but tend to have lower turnout rates than movers after being re-registered and are therefore the lowest priority within the **Re-Registration Targets**.

Projected Party Support ("Likely Party Support")

These targets can be used to identify partisanship leaning of voters. They should **not** be used directly for voter contact because they do not exclude suppressions or early voters.

To label somebody as a *Likely Democrat* (or *Likely Republican*), we must be over 65% confident that voter would support that party, based on the available data for that voter.

For voters we have reason to believe support one party, but for whom we are less confident, we use the *Lean Democrat* or *Lean Republican group*.

Although not visualized below, the uncertain partisan grouping is defined as a combination of targets outlined previously in this document.

Visualized Likely Party Tiers

TDP Partisanship v2 Score	Clarity Turnout Score									
	0-10	10-20	20-30	30-40	40-50	50-60	60-70	70-80	80-90	90-100
0-5										
5-10										
10-15										
15-20				**Likely Republicans**						
20-25										
25-30										
30-35										
35-40										
40-45				**Lean Republican**						
45-50										
50-55				**Lean Democrat**						
55-60										
60-65										
65-70										
70-75										
75-80				**Likely Democrats**						
80-85										
85-90										
90-95										
95-100										

Likely Democratic Voters

Complete VAN Name:
Projected Party Support : Likely Democratic Voters

- Includes anybody whose most recent field ID has been a 1 or a 2, since the TDP Partisanship scores were last updated.
- Includes all voters with TDP Partisanship Score above 70 (or somebody with a score above 65 and a turnout score less than 50).

Likely Republican Voters

Complete VAN Name:
Projected Party Support : Likely Republican Voters

- Includes anybody whose most recent field ID has been a 4 or a 5, since the TDP Partisanship scores were last updated.
- Includes all voters with TDP Partisanship Score below 30 (or somebody with a score below 35 and a turnout score less than 50).

Lean Democrat/ Republican Voters

Complete VAN Name:
Projected Party Support : Lean Democratic Voters
Projected Party Support : Lean Republican Voters

- Any voter who is not a "Likely Democrat" or a "Likely Republican", and who does not self-report to be undecided will be given a Lean party prediction.
- These groups should not be used for GOTV targeting unless it is necessary to reach your win numbers. Because only ~54-60% of Likely Democrats are going to vote for Democrats, turning them out is generally a higher priority than contacting Lean Democrats.

Uncertain Partisanship Voters

Complete VAN Name:
Projected Party Support : Uncertain Partisanship

- Those with contradictory field IDs and/or primary history (**Ask Party Support - Mixed Signals**.
- Those who are self-identified as Undecided or Independent (the **Persuasion target**).
- Those with zero historical field IDs or primaries (**Ask Party Support - No Reliable Field IDs)**.

Last Updated: 8/12/2021

Volunteer
These targets should be used to recruit engaged volunteers

Volunteer Recruitment Target - Has Volunteer History

Complete VAN Name:
Volunteer : VOLUNTEER - Recent Volunteer

- **Current criteria**
  - Has volunteered in the last 6 years

Volunteer Recruitment Target - Highly Likely Volunteer

Complete VAN Name:
Volunteer : VOLUNTEER - Highly Likely Volunteer

- **Current criteria**
  - Score of 90+ on the DNC Likely Volunteer Score, **NOT** a [Likely Republican](#)
    - DNC Likely Volunteer Score is trained on 2018 volunteer data. The most important inputs to the model are volunteer records from thousands of Democratic campaigns in election cycles 2016 and earlier. It also considers demographic features, field responses, donation and primary voting histories, ideology models, and other characteristics.
  - **Note on using this target:** Depending on the activity you are recruiting for you might consider adding an age qualifier.

Volunteer Recruitment Target - Likely Volunteer

Complete VAN Name:
Volunteer : VOLUNTEER - Likely Volunteer

- **Current criteria**
  - Score of 80-90 on the DNC Likely Volunteer Score, **NOT** a [Likely Republican](#)
  - **Note on using this target:** Depending on the activity you are recruiting for you might consider adding an age qualifier.

Criteria last updated 8/12/21

2021 VBM (Vote by mail)
2021 VBM Eligible Dem

- Seniors (65+) who have a TDP partisanship score over 65 and a turnout score between 30 and 85
- Excludes people who have been canvassed in the last 30 days
- Does NOT exclude people who have been attempted
- Excludes anyone who has voted in this election
- **Criteria updated 2/2/2021**

State House Targets

In 2020, we built State House targets in collaboration with the HDCC. We have discontinued these targets at this time, due to their redundancy with our core targets and the relatively weak performance of the Civis model acquired by the HDCC for this targeting effort, relative to the TDP Partisanship Model and the DNC Partisanship Model and the BFP models.

Target "Snoozing"
Context for Why We Snooze our Targets

In order to avoid duplicating voter contact efforts - which annoys those being canvassed and is inefficient from a campaign perspective - our targets include logic that temporarily removes voters that have recently been contacted by any campaign, county party, or entity with VAN in TX, <u>even if that contact is not visible to your committee.</u>

These voters are "snoozed" in targets across the state so that campaigns can focus on other voters that we have not yet reached. For example, if an organizer from a State House race speaks to an individual, they will be "snoozed" for all VAN users.

Please note that this "snoozing" functionality is turned off during primaries and greatly reduced in duration in the month leading up to an election, and ultimately turned off in the final weeks of GOTV.

Who is being "Snoozed" and for How Long?
Last Updated: 8/12/2021

We temporarily suppressed recently contacted voters ("snooze") to avoid multiple campaigns reaching out to the same person at the same time, so that instead we are making sure we are reaching as many voters as possible.

Please note: these suppressions will become drastically shorter during GOTV before an election. The reason these suppressions exist is to ensure our efforts are focused on those

who have not recently heard from us.

<u>Attempts with No Contact (e.g. marked "Not Home")</u>
- Voters that were contacted by phone or via in-person contact but who were not reached will be removed from our targets for 14 days.
- Voters who were sent a text who did not respond will be suppressed for 7 days.

<u>Attempts Where Voter "Refused"</u>
- Voters marked "refused" via phone or in-person contact are suppressed for 35 days.
- Voters marked "refused" via text are suppressed for 28 days.

<u>Voters Who Are Successfully Contacted</u>
- Voters who report either Partisanship Affiliation ("Will you vote for Democrats up and down the ballot") or Candidate Support ("Will you support MJ Hegar for US Senate?") will be suppressed for 30 days if reached by phone or in person. Those who respond via text will be suppressed for 15 days.
- All voters included in this grouping received a valid field ID, allowing us to update their score(s) accordingly, as well as to put them into an appropriate tier.