West LA Democratic Club Victory Starts Today!
A Report to State of California DNC Members

On January 14, 2017, the West LA Democratic Club held a meeting to consider actions that should be taken by the DNC and the Club in light of the November Presidential Election. Prior to the meeting, we asked invitees to complete a survey exploring three areas:

- The reasons Democrats lost the Presidential Election
- How the DNC should respond
- How local Democratic clubs should respond

Over 150 people took the survey; the results can be found in the spreadsheets below.

Following the survey, the Club held a meeting with close to 200 people to discuss the results and plan future actions. Meeting participants were also asked to consider additional suggestions that were submitted by survey respondents and meeting attendees. These additional suggestions were curated and organized by topic. Meeting participants chose the topic they wanted to discuss and met in breakout sessions. They selected what they considered to be the most important additional suggestions to present to our DNC members. Go to: https://www.youtube.com/watch?v=HVfjlwSFKdY&index=4&list=PLK_QC0q0Q69MgON9FjXmByh4nSQbJk-Pf to view a video of the breakout group reports.

Our survey results and additional suggestions are presented for your consideration. Attached are:

> Survey Results: Why we lost the election
> Survey Results: DNC Suggestions
> Survey Results: Local Action Suggestions
> Additional Suggestions for DNC

We hope you will find these observations and recommendations useful to you in representing us. Please feel free to share our survey and meeting results with the Democratic National Committee.

NOTE: We understand that many of the survey questions and additional recommendations do not make sense given the current mission of the DNC. To a large extent, the DNC served as a stand-in for the "Democratic Party" in our discussions. We ask that our survey and recommendations be understood in this larger context and that the DNC consider a larger mission with expanded goals. Where it does not make sense to expand the DNC's mission, we expect you will forward our recommendations to the DSCC, DCCC, DGA, DLCC and other party organizations you consider appropriate.

If you have questions about the West LA Democratic Club's meeting on January 14th, or this report and the survey results and additional suggestions for the DNC included in it, please contact Marc Saltzberg, marcs@wladems.org.

West LA Democratic Club Victory Starts Today Final Survey Results: Reasons for Loss as of 01/12/2017

	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree	Total Responses*	Rank Score	Rank**
The media was too interested in personalities and scandals. It should have focused more on the issues that differentiated the candidates.	97	39	9	8	1	154	223	1
Clinton won the popular vote. The Electoral College defeated her.	75	50	21	7	1	154	191	2
The campaign was overconfident because of optimistic, but flawed polls.	52	74	16	10	2	154	164	3
"Fake news stories" circulating on social media and micro-targeted propaganda (also using social media) were effective at suppressing Clinton's vote and boosting Trump's vote.	58	65	17	4	9	153	159	4
The campaign concentrated too much on population centers and urban locales, ignoring rural voters.	47	66	22	15	6	156	133	5
The October Surprises of Comey and the WikiLeaks e-mail releases stemming from Russian hacking of the DNC, the DCCC and (allegedly) the Clinton Foundation were too much to overcome.	40	64	25	17	9	155	109	6
Voter suppression was a major factor in the outcome.	42	55	27	23	8	155	100	7
The campaign's message was too general and too negative - it didn't deal sufficiently with voters' specific issues, leaving out Millennials, the middleclass, the rust belt working class, the unemployed and underemployed, among others.	52	48	7	37	9	153	97	8
More candidates should have been running in the Democratic primaries; we needed a better chance to vet them and understand their potential appeal.	25	51	34	32	10	152	49	9
The nominating process was flawed because of Superdelegates.	29	45	37	31	13	155	46	10
The media coverage was biased against Clinton.	29	40	29	39	14	151	31	11
The campaign wasn't national and spent too much time and resources on "Swing States."	21	47	32	49	5	154	30	12
The nominating process was corrupt - the winning candidate was predetermined by the DNC before a single primary vote was cast.	27	37	34	35	22	155	12	13
The votes siphoned off by Green Party candidate Jill Stein doomed Clinton's chances of victory.	12	38	29	50	25	154	-38	14
The election was so close that no single factor was more important than any other in deciding the outcome.	16	34	12	65	26	153	-51	15

*   "Total Reponses" is the total of all responses received and includes "Need More Information" responses

** "Rank Score" is a weighted scoring system calculated as follows: "Strongly Agree" response total = (2 x number of responses)

"Agree" response total = (1 x number of responses)

"Disagree" response total = (1 x number of responses)

<u>"Strongly Disagree" response total = (2 x number of responses)</u>

Rank = ("Strongly Agree"+ "Agree") - ("Disagree" + "Strongly Disagree")

DISCLAIMER: This survey should not be construed as science. The questions asked were not validated with focus groups; some test more than one idea. The responses have not been subjected to statistical analysis or rigorous examination.

West LA Democratic Club Victory Starts Today Final Survey Results: DNC Suggestions as of 01/12/2017

	Very Important	Somewhat Important	Not Important	Need more info	Total Responses*	Weighted Score	Rank**
Sue states to roll back voter suppression laws. Provide model legislation to the states requiring nonpartisan redistricting that complies with the Voting Rights Act.	121	21	4	9	155	263	1
Reinvigorate the 50 State Strategy, compete for offices everywhere in every election, while investing more money in State Parties, including those in Red States.	114	29	4	7	154	257	2
Support grassroots-level organizing in every state by funding statewide grassroots organizations that will promote and train local Democratic clubs or similar organizations.	111	33	4	5	153	255	3
Work with the Democratic Governors Association (DGA) and the Democratic Legislative Campaign Committee (DLCC) to raise money for gubernatorial and legislative campaigns and participate in the 50 State Strategy.	100	38	5	10	153	238	4
Revise rules to attract and train more candidates at every level, guarantee DNC neutrality during the primary process and assist in uniting Democrats behind the eventual winner.	88	46	9	9	152	222	5
Provide additional outreach to rural America and Red States in the form of paid staff, media releases and local social media.	85	49	10	8	152	219	6
Provide model legislation to the states to implement national priorities specified in the Democratic Party Platform (such as addressing climate change).	83	51	9	9	152	217	7
Work with editors and publishers to develop a better election news environment that articulates standards for the media when covering the candidates & issues.	67	64	15	8	154	198	8
Establish and brand a "Real News" feed that debunks "fake news" stories, promotes trusted sources and refers users to fact-checker websites.	72	50	16	11	149	194	9
Organize and encourage local rapid-response teams to deal with national news stories.	67	60	9	14	150	194	9
Provide a process for qualified candidates to receive seed money to jump-start their campaigns.	65	62	10	14	151	192	11
Create a 24/7, 365-day publicity campaign surrounding the Democratic Party Platform.	65	60	12	14	151	190	12
Encourage State Parties to work with out-of-state organizations to facilitate phone banks and other field activities.	55	66	19	11	151	176	13
Increase the level of fundraising activity.	27	69	41	13	150	123	14

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"Somewhat Important" responses = (1 x number of responses)
Rank = "Very Important" + "Somewhat Important"

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West LA Democratic Club Victory Starts Today Final Survey Results: Local Action Suggestions as of 01/12/2017

	Very Important	Somewhat Important	Not Important	Need more information	Total Responses*	Weighted Score	Rank**
Support California state legislative actions that would benefit the nation if adopted nationally (e.g., Health Care for All, Clean Money, Disclose Act).	103	41	5	4	153	247	1
Provide training for local activists and others who want to get involved with Democratic politics that covers Party structure, opportunities to run for office (and how to run for office) and effective activism.	93	53	3	2	151	239	2
Facilitate formation and support the operations of Democratic Party organizations and clubs at secondary and post-secondary educational institutions. Actively work with Young Democrats organizations.	84	53	11	3	151	221	3
Create an "Activist's Toolkit" to provide websites, research materials and contact information regarding candidates and issues for Democratic activists.	83	54	3	9	149	220	4
Organize informal meet-and-greet opportunities with local politicians, fostering mentorship and internship opportunities.	78	55	11	4	148	211	5
Establish rapid-response teams to correct "fake news" and counter opposition propaganda; while promoting the Democratic Party, its candidates and issues.	74	49	16	9	148	197	6
"Adopt" out-of-state Democratic Party candidates and ballot measures with phone banks, trips and other field support.	58	67	16	11	152	183	7
Establish subject-matter interest groups that would meet monthly to discuss and recommend action on issues like gun control, voter suppression, electoral reform, etc.	50	73	16	9	148	173	8
Support and organize fundraising activities for "adopted" Democratic Party candidates.	50	64	25	12	151	164	9

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Rank = "Very Important" + "Somewhat Important"

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Victory Starts Today:
Additional Suggestions for the DNC

Candidate Recruitment:
1. Build and invest in training a "young bench" of electeds that are ready to run for higher office.
2. Encourage candidates who are not career politicians.
3. Recruit candidates who are loyal to the Party, Democratic colleagues and progressive values.
4. Adopt the RNC practice of a monthly email with coaching points for everyone on how to organize and run on the local level.

Elections:
1. Develop new campaign techniques, as phone banking is working less well. This almost certainly means using social media much more effectively, possibly other types of technology as well. Provide this expertise and resources to candidates and state parties; don't leave it up to each candidate to work this out for themselves.
2. Move away from primary caucuses and toward primary elections and other system that makes it easier for more people to vote, and that allows a secret ballot.
3. Rebuild relationships with unions - do not take them for granted. This should be national, not just in swing states.

Mobilizing & Volunteer Recruitment:
1. Get more people, especially younger people, registered to vote throughout the year, not just during election season.
2. Learn from target groups (for example, Millennials), the type of activism that will work with them, rather than a "one size fits all" model.
3. Unify the party, welcome disaffected Bernie supporters and help them feel comfortable with presenting new ideas to state and national platform committees.

Publicity:
1. Appoint a "face of the opposition." A national figure who will command media attention (Biden? Bernie? Warren?), who can communicate in short, emotional, easily digestible statements, just like our new president.
2. Keep message discipline! Zero in on one simple, focused message at any given time (for example, "Repealing the ACA will hurt lots of us."). Communicate the basic talking points to local activists at the ground level (for example, people in this Publicity Group). On the flipside, keep an open channel so that activists in the field can send info "back up the chain" to the national leadership (for example, reports about which messages are effective and which aren't.
3. Develop a "Fight the Smears" website based on the one Obama had in 2008 (see: https://my.barackobama.com/page/content/factcheckactioncenter/). This will enable fact-checking the news, and it could allow an activist to have easy access to talking points to combat fake news.

Voter Protection:
1. Establish a legal defense fund that can be used to protect individuals from being disenfranchised or groups from being prosecuted for their get-out-the-vote and voter registration efforts.
2. Publicize, endorse, promote and implement President Obama's and Attorney General Eric Holder's new plan to challenge the current system of redistricting.
3. Evaluate and develop model legislation to protect voter rights and access to voting, including:
   - Focus on safe, effective voting technology (like voting machine paper trails and immediate proof of voter registration status)
   - Early voting promotion
   - Same-day voter registration
   - Creating a national voting holiday

Research:
Track and publicize GOP Congressional votes on the web, making it easy for Democrats to respond to legislative actions. Duplicate at the state level for each state.