

NEIGHBORHOOD LEADER PROGRAM

Cutting Turf for a Neighborhood Leader (NL) – 25 February 2022

Introduction:

The Neighborhood Leader Program (NLP) is intended to increase Democratic voter turn-out and provide support for Democratic candidates through person-to-person contact by volunteer Neighborhood Leaders with their neighbors.

The duties of the NLs are simple:

1. Contact a minimum of 35 Democratic voter households in their neighborhoods using a walk or call list provided by the NLP Coordinator.
2. Engage these voters using a script provided on the walk/call sheets, record voter responses and distribute campaign literature and county party slate cards.
3. On the weekend before the election, call those who have not turned in their ballot to remind them to take the ballot to a ballot-collection place.
4. Go online and enter the result of your canvas. Alternatively, return completed walk sheets to the county party office or to your coordinator.

The Neighborhood Leader Program is managed by one or more NLP Coordinators. This role may be performed by more than one person, depending on the experience of the coordinators. The duties are as follows:

1. Recruit NLs to participate in the program.
2. Cut turf for each enrolled NL and provide the worksheet, the slate card and the instructions
3. Follow up with the NLs to encourage them to make voter contact.
4. Gather results of voter contact and ensure that each NL reports their results.

This manual will train you how to:

1. Locate your Neighborhood Leader on a map
2. Cut their turf
3. Save a list of the NL's assigned voters
4. Create a printable worksheet
5. Check in the turf (needed for NL online report of results)

Requirements:

- VAN account with appropriate permissions
- Ability to cut turf
- PC with Microsoft Edge and Adobe Reader installed
- URL for NLP Services to check in a turf (contact the NLP coordinator if you do not have this URL).

1. Determine the location of a new NL

Do a Quick Look Up of the NL in My Campaign. Click on the “Get Map” link. Familiarize yourself with the geographical location of the NL. You will use this geographical knowledge to associate target voters living nearby. Also remember the precinct where this voter resides. It is a good idea to do this lookup in a separate window or tab in your browser. The window permits referencing this map when you cut the turf.

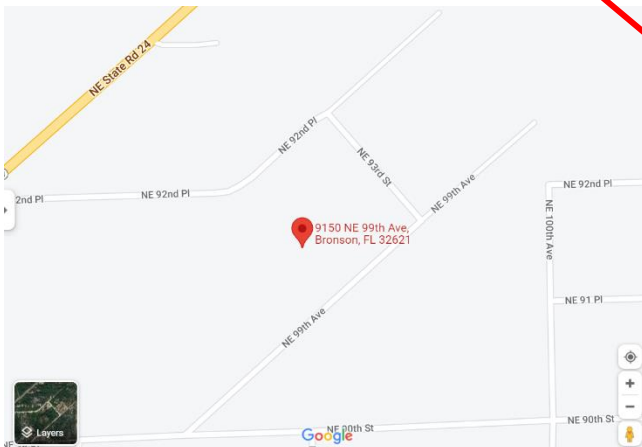
Be sure you have selected the “My Campaign” tab.

IMPORTANT
Remember the VANID for use later.

Click the ... and then click View

Remember the precinct name (Number in Oregon)

Verify that the activist code for identifying an NL is set. The actual code is county specific but should look like “Active HL 2022”.



If the NL is new and does not have an entry in the My Campaign database, you will have to copy the information from the VoterFile. If the activist code is not set to indicate the person is an NL, set it now. Setting the activist code will have to be followed by creating a new list of active NLs and resyncing the list with NLP Services.

. Create a Map Region for target voters in the new NL's precinct

For the first NL in a precinct, you will create a Map Region. For subsequent NLs, this region will already exist, and you can skip to step 4.

Return to the main menu of the VAN and click on "Create A List" link. On the "Create A New Search" page, select the County and the precinct of the NL. Also select the criteria for the target voters. (Note: the criteria may change with each election. However, for the foreseeable future, we will only target Democrats for the NLP.) Then click "Run Search".

The screenshot shows the 'Create A New Search' page. A red arrow points from the text 'Select the county and precinct for the NL, typically near the NLs home.' to the 'County' dropdown menu, which is set to 'Levy'. Another red arrow points from the text 'Select the criteria (Democrat).' to the 'Democratic' checkbox under the 'Party' section. A third red arrow points from the text 'Then click "Preview My Results".' to the 'Preview My Results' button. The interface includes sections for 'Home Districts' and 'Party' with various filters and a 'Run Search' button.

Select the county and precinct for the NL, typically near the NLs home.

Select the criteria (Democrat).

Then click "Preview My Results".

The search will provide a list of all the target voters in the NL's home precinct.

Home / Create A New Search

CONTACTS

Create A New Search

Step 1: (Start with anyone who meets the selected criteria)

FAVORITES

Home Districts

Search for Districts that have been applied to a person's physical Voting Address.

Media Market

County

Precinct

Street Name

Congressional

State Senate

State House

Party

☒ Democratic
☐ Republican
☐ Green
☐ Independent

Step 1: New Search

Party = Democratic
Districts
County = Levy
and Precinct = Precinct 14
Voter Status
Registration Status = Active or Inactive or Provisional
Suppressions
exclude Deceased
and include Good Voting Address only
and include Good Mailing Address only
and include Do Not Call
and include Do Not Email
and include Do Not Mail
and include Do Not Contact

Preview My Results

421 People

+ Add Step
+ Add People
- Remove People
▼ Narrow People
🔍 Narrow by Sample
🏠 Householding

Run Search

your current list of 12 people.

Home / Create A New Search

CONTACTS

Create A New Search

Step 2: Remove People (Remove any people who meet the criteria selected below)

FAVORITES

Home Districts

Search for Districts that have been applied to a person's physical Voting Address.

Media Market

County

Congressional

State Senate

State House

Party

☐ Democratic
☐ Republican
☐ Green
☐ Independent

Activist Codes

Activist Code

Input Type

Contact Type

Canvassed By

Entered by

Step 1: New Search

Party = Democratic
Districts
County = Levy
and Precinct = Precinct 14
Voter Status
Registration Status = Active or Inactive or Provisional
Suppressions
exclude Deceased
and include Good Voting Address only
and include Good Mailing Address only
and include Do Not Call
and include Do Not Email
and include Do Not Mail
and include Do Not Contact

Step 2: Remove People

Voter Status
Registration Status = Active or Inactive or Provisional
Suppressions
exclude Deceased
and include Good Voting Address only
and include Good Mailing Address only
and include Do Not Call
and include Do Not Email
and include Do Not Mail
and include Do Not Contact

Refresh Step

Preview My Results

421 People

+ Add Step
+ Add People
- Remove People
▼ Narrow People
🔍 Narrow by Sample
🏠 Householding

Run Search

Running this search will clear your current list of 12 people.

3. Cut the turf

You should now be at the “My List” page. Click on the “Cut Turf” icon.

My Voters

My Campaign

Home / My List

FR

ES

EN

CONTACTS

My List

419

358

359

336

341

People

Home Phones

Preferred Phones

Doors

Mailboxes

Print

Calls

Export

MiniVAN

Counts

Reports

Cut Turf

Split

Form

Map

Messages

Description

Last Name

First Name

Remember Filters

Refresh Results

Name ^	Address	City	Phone	Age	Precinct	Work Phone
Aagesen, Sharon M	11450 NE 88th Ln	Bronson	(555) 611-6951	78	Precinct 14	
Abbott, Julie M	7550 NE 107th Ct	Bronson	(555) 796-3016	60	Precinct 14	
Adams, Jolene K	9970 NE 107th Ct	Archer	(555) 591-1551	69	Precinct 14	
Agapitos, Monika	10991 NE 90th St	Bronson	(555) 218-2293	44	Precinct 14	
Albrechts, Rosa Q	11549 NE 62nd Pl	Williston	(555) 450-7896	53	Precinct 14	

Click the "Cut Turf" icon.

Drawing turf is an art. Distance from the NL is not the only criteria one can use, especially when one has knowledge of the topology and street alignment. With even modest understanding of the area, the streets, and the NL, one can draw a line around target voters that will be a reasonable area to canvass. Occasionally, a spouse will also volunteer as an NL, and the turf should be cut with the nearby neighbors divided so both NLs have a share. A north-south or east-west division sometimes works.

Also, an NL may be located right on or near a precinct line. It is perfectly reasonable to create a second turf for the adjacent precinct to pick up neighbors of the new NL.

Often the new NL will specify the streets and blocks they would prefer to canvass. This is very easy to accommodate when you draw the turf line.

My Voters My Campaign

Home / My List / Cut Turf

Cut Turf

Click on the map to start drawing Turf. Edit by dragging Turf boundaries

Check that you have the correct number of households for this NL

Save Save & Finish

Draw the turf.

Then click "Save & Finish."

Legend

- Unassigned (372/298)
- Selected (0/0)
- Turf 1 (44/35)

© Mapbox © OpenStreetMap Improve this map

When satisfied with the turf, click Save & Finish. The "Save My Map Region" dialog box gives you the opportunity to select the folder and create a Region Name. Use the naming convention* for saving the Map Region. This map region will be used later for a subsequent NL in the same precinct. Click "Save".

Save My Map Region

☒ Folder*

Levy NLP HD10

☐ New Folder

Region Name*

HD10 Pct14

Description

Up to 250 characters

Save

Select the appropriate Folder.

Use the naming convention to remember this Map Region.

(* See File and Folder Naming convention at the end of the document)
Go to step 5.

4. Load an existing map region and cut additional turf

Open the folder for your house district. Here you will find the map regions that have already been created. Click on “View Map” and you will resume cutting turf with the region. Using this map, you can create a new turf which will not overlap voters already assigned to another NL.

The screenshot shows the 'My Voters' interface with the 'Levy NLP HD10' folder selected. A table lists map regions and turfs. A red arrow points to the 'View Map' link for the 'HD10 Pct14' region.

Follow	ID	Type	Name	Description	People	Owner	Date Created	View Map	Refresh	Print Region	Edit
	508075	Map Region	HD10 Pct14			Packer, S.	2/26/22	View Map	Refresh	Print Region	Edit
	572923	Map Turf	HD10 Pct14 Turf 01		44	Packer, S.	2/26/22				Edit
+ Follow	572926	List	HD10 Pct14 Turf 01 Diana Habel	NL:101871824:	44	Packer, S.	2/26/22				Edit

Cut a second turf and save it as turf2. Then click Save & Finish.

The screenshot shows the 'Cut Turf' interface for 'HD10 Pct14'. A map displays the district with a red outline indicating the second turf being cut. A red arrow points to the 'Save & Finish' button in the top right corner.

Cut the second turf.

Then click "Save & Finish."

5. Load the new turf to prepare for printing

Now Click on Main Menu, then “View My Folders” and select the folder where you saved this list. Here you will see the Map Region and the Turf you created, both with the name you created when you saved the region. Now click the name of the turf to use it as a list.

Home / My Folders / Levy NLP HD10

FOLDER
Levy NLP HD10

File Name Type Owner Date From Date To

☐ My Followed Lists & Searches Only

Remember Filters Refresh Results

Follow	ID	Type	Name	Description	People	Owner	Date Created	View Map	Refresh	Print Region	Edit
	508075	Map Region	HD10 Pct14			Packer, S.	2/26/22	View Map	Refresh	Print Region	Edit
	572923	Map Turf	HD10 Pct14 Turf 01		44	Packer, S.	2/26/22				Edit

6. Save the turf as a list

The VAN permits you to change the name of a turf by clicking Edit. However, when you cut a new turf, the VAN will override the edits and return to the original name making it impossible to use a naming convention for the Map Turf to include the name of the NL. With many turfs, remembering the NLs associated with each turf will be difficult. Also, the turfs will be updated with new voters whenever the party updates the VoterFile with new registered voters. We can save a turf as a list and fix the names for a specific election cycle. And we can name the list with a convention to easily remember the assigned NL. The list and the list name will not be altered by any activity to create or update Map Regions or Map Turfs.

Click save and save this turf as a list.

Home / My List

CONTACTS
My List

44 People 39 Home Phones 39 Preferred Phones 35 Doors 37 Mailboxes

Print Calls Export MiniVAN Counts Reports Cut Turf Split Form Map Messages

Edit Search Load List **Save List As** New Search

> Description

Last Name First Name

Remember Filters Refresh Results

Name ^	Address	City	Phone	Age	Precinct	Work Phone
Bogart, Judy C	9151 NE 102nd Ct	Bronson	(555) 836-7722	76	Precinct 14	
Bowman, Marc G	8930 NE 107th Ct	Bronson	(555) 407-4321	57	Precinct 14	
Brecht, Patrick J	9141 NE 99th Ave	Bronson	(555) 415-3877	68	Precinct 14	
Cosma, Jane K	10351 NE 92nd Pl	Bronson	(555) 728-2919	83	Precinct 14	

Select “Saved List” and then select “New List”. Select the appropriate folder for this election and name the file. The file name will contain the election cycle id, the precinct, the name of the NL and the turf number. *(See the naming convention at the end of the document.)*

The screenshot shows the 'Save My List' form with the following elements and annotations:

- LIST** header.
- Save My List** title.
- Radio buttons:**
 - ☒ **Saved List** (Annotated: **Select “Saved List” option.**)
 - ☒ **New List** (Annotated: **Select “New List”.**)
 - ☐ **Replace an old List**
- Folder*** section:
 - Dropdown menu showing **Levy NLP HD10** (Annotated: **Select the appropriate Folder**)
 - ☐ **New Folder**
- Name*** text input field containing **HD10 Pct14 Turf 01 Diana Habel** (Annotated: **Name the list using the naming convention (to help you remember the list in the future).**)
- Description** text area containing **NL:101871824; Diana Habel Turf 01** (Annotated: **IMPORTANT**
Add the NL tag to the Description. This tag is used by NLP Services to identify the NL when the turf is sync’d. The text after the semi colon is optional.)
- Up to 250 characters
- Radio buttons:**
 - ☐ **Saved Search** (Annotated: **Lastly, click “Save”.**)
- Save** button (Annotated: **Lastly, click “Save”.**)
- Footer: © 2022 NGP VAN - Privacy Policy

The purpose of saving this list is to create a record of the turfs given to the NL, to help remember the name of the NL assigned to a specific turf, and to identify a list as a turf that can be sync’d with the NLP Services database. The process of syncing a turf makes that turf available to the NL for data entry. *(See the file naming convention at the end of the document.)*

The tag in the description is key. It is of the form NL:nnn; optional comment, where nnn is the VANID from MyCampaign for the NL. You should have saved this number from step 1.

7. Print the list

Now click on “Print” to create the printed walk sheets.

The screenshot shows the 'My List' interface. At the top, there's a blue header with 'My Voters' and 'My Campaign' tabs. Below the header, there's a navigation bar with 'Home / My List' and a settings icon. The main content area has a 'CONTACTS' section with 'My List' as the selected tab. It shows counts for '44 People', '39 Home Phones', '39 Preferred Phones', '35 Doors', and '37 Mailboxes'. Below these counts is a row of icons: 'Print', 'Calls', 'Export', 'MiniVAN', 'Counts', 'Reports', 'Cut Turf', 'Split', 'Form', 'Map', and 'Messages'. A red arrow points from the 'Print' icon to a red text annotation that says 'Click “Print” to create a walk sheet.' Below the icons is a 'Description' section with 'Last Name' and 'First Name' input fields. At the bottom right of the description section are 'Remember Filters' and 'Refresh Results' buttons. Below the description is a table with the following data:

Name ^	Address	City	Phone	Age	Precinct	Work Phone
Bogart, Judy C	9151 NE 102nd Ct	Bronson	(555) 836-7722	76	Precinct 14	
Bowman, Marc G	8930 NE 107th Ct	Bronson	(555) 407-4321	57	Precinct 14	
Brecht, Patrick J	9141 NE 99th Ave	Bronson	(555) 415-3877	68	Precinct 14	
Cosma, Jane K	10351 NE 92nd Pl	Bronson	(555) 728-2919	83	Precinct 14	

8. Set up the print options

On the Print screen, select the Report Format and Script. These will be different for each election so be sure to select the current format and script. They should be marked with either a revision number or a date to help you select the right ones. Use the naming convention in the title so the printed sheets can be matched with the NL at the end of the campaign. It can be confusing to have a pile of unmarked sheets when doing data entry.

The sort order should always be Street Name, Street Number, and Apartment. This will make all the walk lists ordered for walking but also ordered for subsequent data entry. The list order will be maintained when we get an online data entry option for the NLs. Clear all the Page Breaks to save paper.

Press Next to get the PDF file. Save this file for either printing yourself or for sending in an email to your NL.

Select the report format for this election cycle.

Report Format* 2022 NLP Turf Maps Printout [Preview](#)

The script and other options should be automatically selected.

Script NLP 2020 Gen GOTV

Contacted How* Walk

Enter a name you can remember. Using something similar to the naming convention is advisable, i.e., "HD10 Pct14 Turf 01 Diana Habel."

Title My List

MiniVAN Campaign

Clear Sort Order

Sort Order1 County ☒ Asc ☐ Desc ☒ Show Group Header ☒ Page Breaks

Sort Order2 Precinct ☒ Asc ☐ Desc ☒ Show Group Header ☒ Page Breaks

Sort Order3 Street Name ☒ Asc ☐ Desc ☒ Show Group Header ☐ Page Breaks

Sort Order4 Street Number ☒ Asc ☐ Desc ☐ Show Group Header ☐ Page Breaks

Sort Order5 Apartment ☒ Asc ☐ Desc ☐ Show Group Header ☐ Page Breaks

Sort Order6 ☐ Asc ☐ Desc ☐ Show Group Header ☐ Page Breaks

Sort Order7 ☐ Asc ☐ Desc ☐ Show Group Header ☐ Page Breaks

Verify this box is not checked.

Header Style ☒ Single Row ☐ Multi Row ☐ Include Field Labels

☐ Print People

☐ Print Last Name Range ☐ Print Address Range ☒ Do Not Print Range

☒ Print Map

☒ With markers ☐ Without Markers

Driving Directions ☒ None ☐ To Turf

☒ Print Footer (List Number, Page Number, and Date Generated)

☐ Print Early Vote Location Cover Sheet

☐ Print Two Copies of Cover Sheet

☐ Exclude Anyone Who Has Early or Absentee Voted

☐ Exclude Anyone Who Has Voted on Election Day

☐ Format for Clipboard

Then click "Next".

[Cancel](#) [Next](#)

It is very important to review the PDF before printing it. Check the list of voters for error and if the list is not ok, delete the PDF and the list and start over.

9. Save the PDF of the turf to your local system

Go to the home screen and look for the “My PDF Files” and click this link.

The screenshot shows the 'My Voters' dashboard. A red arrow points to the 'My PDF Files' link in the 'MAIN MENU' on the left. A red text box with an arrow pointing to the same link says: 'Click here to find your PDF to print or email to your NL.' The dashboard also features a 'Quick Look Up' section and a 'Load Data' section on the right.

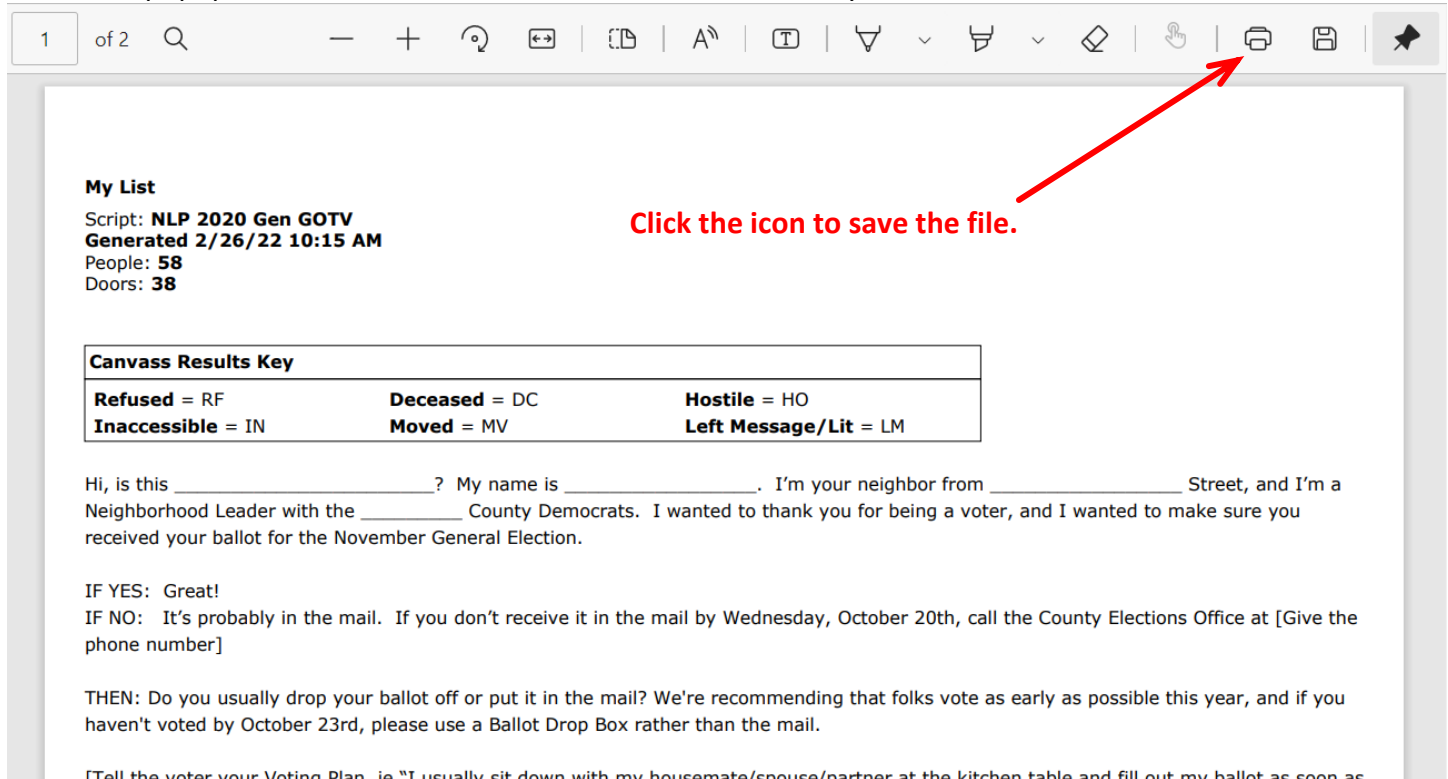
Then, click on the “Download File” link. The actions taken by the browser will be browser specific. In the case of Internet Explorer, you will see the image of the PDF.

The screenshot shows the 'PDF Print Jobs' page. A red arrow points to the 'Download File' link in the table. A red text box with an arrow pointing to the same link says: 'Click here to download the PDF file.' The page includes filters for 'Created From', 'Created To', and 'Created By', and a 'Download Selected Files' button. The table below shows a single entry for 'My List'.

	Title	Type	Created	Created By	File Size	Download Link	Delete
<input type="checkbox"/>	My List	Map	2/26/22 10:15 AM	Packer, Steve	190 KB	Download File	Delete

1 PDF Print Job - 1 Page

With IE, the PDF will be displayed in a window. Move the cursor to the bottom of the page to reveal the command popup. Click on the file icon and save the PDF where you can find it later.



1 of 2

My List
Script: NLP 2020 Gen GOTV
Generated 2/26/22 10:15 AM
People: 58
Doors: 38

Click the icon to save the file.

Canvass Results Key		
Refused = RF	Deceased = DC	Hostile = HO
Inaccessible = IN	Moved = MV	Left Message/Lit = LM

Hi, is this _____? My name is _____. I'm your neighbor from _____ Street, and I'm a Neighborhood Leader with the _____ County Democrats. I wanted to thank you for being a voter, and I wanted to make sure you received your ballot for the November General Election.

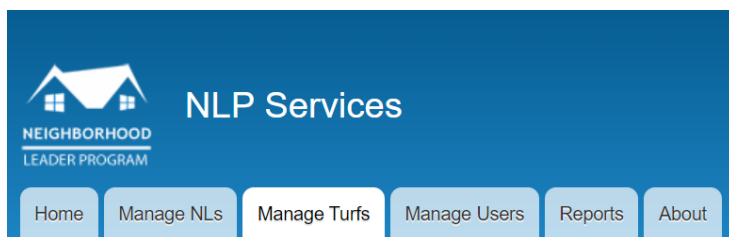
IF YES: Great!
IF NO: It's probably in the mail. If you don't receive it in the mail by Wednesday, October 20th, call the County Elections Office at [Give the phone number]

THEN: Do you usually drop your ballot off or put it in the mail? We're recommending that folks vote as early as possible this year, and if you haven't voted by October 23rd, please use a Ballot Drop Box rather than the mail.

[Tell the voter your Voting Plan - ie "I usually sit down with my housemate/spouse/partner at the kitchen table and fill out my ballot as soon as

10. Sync this new turf with NLP Services

The last step in for creating a turf for an NL is to sync in the turf with the NLP services database. This will make the turf available to the NL and provide a method for the NL to enter the results of the canvass. Click the Manage Turfs tab and then click the link to Sync a turf.



[Home](#)

Manage turfs

- [Sync a turf.](#)
- [Delete a turf.](#)
- [Send an email with login credentials for a turf.](#)

Click the tab for "Manage Turf" and then click the link for "Sync a turf".

The Sync a turf page will show a list of turfs. This list includes all those turfs saved as a list and containing a description with the NL tag. The tag identifies the NL that will own this turf. Click the radio button and check in the turf. And choose the PDF file you also saved if you want to include a walk sheet for the NL. Clicking "Checkin an NL Turf" will enter the turf in the database. If you try to check in a turf twice, you will get an error message.

[Home](#)

Sync a turf.

Select a list with the turf you want.

Select the folder where the turf resides.

Levy NLP HD10 ▾

Select file with list of NLS.

☒

Name: HD10 Pct14 Turf 01 Diana Habel Description: NL:101871824; NL Count: 44

☐

Name: Pet 14 Turf 01 Diana Habel Description: NL:101871824; NL Count: 22

☐

Name: Pet 14 Turf 02 Kathleen Looney Description: NL:101871829; NL Count: 13

☐

Name: Pet 14 Turf 03 Kathleen Looney Description: NL:101871829; NL Count: 12

NL turf worksheet (Optional)

Choose File

No file chosen

The turf file must be a pdf, xlsx or xls file format.

Checkin the selected turf >>>

Select the folder where you saved the turf.

Click the radio button for the turf you wish to sync.

You can associate a PDF of a walk sheet with the turf here. Identifying a worksheet is option and need not be specified if the NL is not canvassing.

Click the button to check in (Sync) the turf with NLP Services.

A turf can be checked in only for an NL that is registered. If this is a new NL, contact the NLP coordinator and a registration record will be created for this new NL.

Naming Conventions

A key feature of the NLP is a continued relationship between the NL and the voters living in the neighborhood. This relationship will endure for subsequent elections and should make subsequent contact by an NL easier. Thus, we must keep track of the voter assignments for each NL so we can recover them for subsequent elections. The VoterFile provides a feature where we can save any list of voters we create. We use the list to associate the turf with an NL using some sort of naming convention. Such a convention will help subsequent administrators with managing existing NLs. And, when you save a Map Region, the names of the turfs have a pattern that is helpful to use as the name for the list.

Recommended Map Region name:

HDxx Pctppp, where xx is the HD number and ppp is the precinct number used by VoteBuilder.

Recommended turf name:

HDxx Pctppp Turf nn
(this is the default)

Recommended list name:

HDxx Pctppp Turf nn NLname

VoteBuilder has a few restrictions on the naming of map regions and lists. Occasionally, there may be a conflict with another county if the HD and the Precinct are the same. In that rare case, add a letter after the precinct number.

As the NLP grows, we will have large numbers of NLs to manage. Finding a list in a folder with large numbers of map regions and turfs can be very difficult. The VoterFile provides for creation of folders for organizing lists but these folders cannot be nested. Some convention is needed to create folders where the content is of a manageable size. As the NLP matures, the naming convention for folders will evolve to keep the contents

manageable but for now an Oregon House District seems like a reasonable size. Folder holding NLP lists should be named with the county and the house district.

Recommend folder naming convention:

County NLP HDxx where xx is the house district number, County is replaced by the actual county name or abbreviation.

Size of the list for Voter assignments

The default agreement with a new NL is to contact a list of approximately 35 Democratic households. In practice, this is about 50 voters. Most NLs don't seem to mind that the list is for a few more or less than 35 doors depending on the distribution of available target voters.

Many new NLs request considerably more than 35 households and some request additional names after they experience their first election. Lists are printed out before the election and the NL carries this list to find the voter and record the result of the contact. After the canvass, the results have to be entered into the database, either by the NL or some other volunteer.

Lists of more than 100 names are difficult to manage, both from the amount of the paper to print and the eventual automation of the data entry. List sizes should be kept to less than 100 voters. If an NL wants more than 100 voters, then create a second list for them.

Rural (or any unwalkable area) Option

Many areas are too difficult to walk. In these cases, a NLP list can be created for a new NL but the contact will be done with a mailing. Ideally, this mailing will be the county party slate card printed in a postcard format. This card will have space for a return address sticker and a short note from the NL. Sometime near the end of the voting period, typically when the last reports of ballots received are published, a follow-up phone call can be made to encourage the non-voters to get their ballot in. These two tasks are proving to be just as effective as a personal face-to-face contact. The turf cutting activity is identical to that for a canvas as one will be assigning nearby neighbors to the new NL.