

Understanding and Improving Communication with Voters when Canvassing for Scrap Shop: A Recommendation Report

Prepared for: Zach Reider
Casey Tschikof

Prepared by: Matthew Spall

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Executive Summary

On August 16, 2024, I began working as a canvasser in the 2024 Ada County Highway District (ACHD) elections for the political campaign management organization Scrap Shop. On October 6, 2024, I asked Scrap Shop to take notes on the conversations when canvassing and was approved to conduct research. I began recording the conversations on October 3 and continued through October 27. The purpose of the study was to determine how information is delivered to voters through canvassing and voters' attitudes in municipal elections. I have described elections such as the ACHD elections as low-information municipal elections. While canvassing, I was given a script and recorded the responses of individuals I canvassed. The responses were then categorized and characterized to show how people understood the ACHD elections and how to deliver information about candidates to people in low-information elections.

Low information elections are typical in many down-ballot and municipal elections. In these types of elections, voters are less informed and are less likely to turn out. The small scale of the election can characterize a low-information election. It is not uncommon for most people to know either candidate, whether they are registered or likely voters. The typical information delivery in these elections is through a candidate's website, social media, phone/text banking, canvassing, literature drops, mailers, yard signs, or relationships: family, friends, neighbors, and party. Each method will have little traction because of how specific the election is. There is a limited scale, but the limited scale can provide more opportunity for a campaign to communicate to voters.

From interactions with voters when canvassing, I found it apparent that there was a need to explore how the campaign interacts with voters through canvassing and how there may be more effective ways of communicating with voters. With the goal of improving turnout in low-information elections, I have asked to study constituent knowledge and attitudes to candidates in the 2024 ACHD election, analyze and categorize the responses when canvassing, and present recommendations for how to deliver information to voters in low-information elections.

I completed the three tasks described in this report to carry out this research. I studied the literature on political campaigns and canvassing effectiveness, described the primary campaign material, and recorded responses from voters when I was canvassing. Then, I collected and analyzed the voter data, provided three recommendations, and wrote this report.

The main finding is that there are many diverse ways that voters will want to be communicated with. However, due to its usability when voter contact does not occur and its preference by voters when contacted, palm cards are the primary way that canvassers deliver information to voters. Thus, the palm card design and content should be a priority when seeking to improve campaign material. Voters also seek communication by conversing with the canvasser and giving feedback about ACHD. Because the script and feedback are essential for the campaign, they are identified as priorities when improving campaign material, such as the campaign script, and improving the communication between the campaign and voters to facilitate feedback.

Introduction

To determine how constituent outreach is taking place during campaigning and propose changes to campaign material, I have recorded responses from voters during canvassing using the canvassing script and voter contact lists on the MiniVan app.

Currently,

I wanted to further our understanding of voter outreach, and outlined three tasks to complete:

1. I used secondary research to understand how campaigns can help increase voter share in races similar to the 2024 ACHD races.
2. To understand the current campaign material and messaging, I analyzed key points in the campaign script, palm cards, and website.
3. I will take notes on voter responses to my canvassing script and use these responses to identify key points of voter knowledge or lack of knowledge and to determine how information can be optimally delivered to voters.

The research indicates that further research needs to be done to improve the efficacy of canvassing. The search should follow my proposal to explore how to enhance palm card design and content. I found that most voters preferred palm cards as the method of delivery of campaign information. A canvasser often has a contact rate of between 15% and 30%, with the uncontacted voters delivering campaign information through palm cards. A campaign priority should be assessing the design and content of palm cards. Design decisions should be informed by design principles and testing, if possible.

Other notable methods of information delivery from voter responses are directly from the canvasser. The canvassing script should be a priority for further optimization and usability because it sets the base for creating conversations with voters. When conversing with the canvasser, voters wanted to be told key points of campaign information, what the campaign stands for and the candidate's goals, the political party with which the candidate is affiliated, and/or give feedback about specific road or infrastructure projects. The conversations with voters are the only sure way the campaign has delivered the information to a voter. The canvassing script must be usable by the canvasser, including paid and volunteer canvassers. Information on the script needs to be thorough and adequate to deliver to the voter. The script design and content should be assessed for usability for both the canvasser, primary user, voter, and secondary user to orient the canvasser to have quality conversations with voters properly.

A voter's ability to give feedback is an essential part of canvassing. The script and palm cards both prompt the voter to provide feedback and as a result, many of the responses have the voter giving feedback. The goal of asking for feedback is to have a connection between the voter and the candidate to build trust and to provide information to the candidate about what the voting base cares about. When assessing and improving campaign material, having content that includes access for the voter to give feedback is vital for the campaign.

I have provided information about the research methods, the results, the conclusions, and the recommendations in the following sections.

Research Methods

I began my research by recording my canvassing interactions with voters. While recording the interactions, I wanted to identify key themes in the voter responses that could provide insights.

The key areas of focus are:

To perform this research, the project has been broken into three tasks:

1. Determine campaign efficacy in low-information races
2. Describe campaign material and messaging
3. Record responses of voters by canvassing and analyze qualitative data to prepare this report and use findings to make recommendations and highlight priorities for further research

The following section will provide information on how each task was completed and the rationale for performing each task.

Task 1: Determine campaign efficacy in low-information races

I found it necessary to provide resources on how successful campaigns using canvassers are, especially in campaigns comparable in information and turnout to the ACHD races. I studied research on literature providing a common understanding of canvassing and campaigning best practices. The research provided falls into three categories:

- Describing campaign effectiveness on voter turnout and persuasion
- Describing canvassing direct contact effectiveness on voter turnout
- Demographic influence in campaigning

The information gathered includes field experiments, meta-analysis, and polling. The field experiments were most important to the studies as they described the most direct findings specific to canvassing.

Task 2: Describe campaign material and messaging

The research revealed that most voters will receive campaign information through palm cards and that other essential points of providing information to voters are through canvassers' scripts and the website. Informational material on campaigns allows voters to familiarize themselves with a candidate and understand what the candidate supports or doesn't. The informational material can include the palm cards that canvassers give to voters, canvassing talking points, and a candidate's website. I have identified proposed areas for further research and changes within the campaign material. The first step to engaging with my recommendations is to have an informed description of the main areas of campaign material.

Task 3: Record responses of voters by canvassing and analyze qualitative data to prepare this report and use findings to make recommendations and highlight priorities for further research

To determine voter knowledge and attitudes through their responses and how information is transferred to voters, I recorded the responses of voters to the canvasser script from October 3 to October 27 and gathered 77 responses in total over that time period.

The script was presented to voters while canvassing. I took the usual canvassing lists and recorded the responses using notes. The notes characterize the brief, not the total response voters will give, as I did not record full conversations. The notes provide qualitative data. They give the first responses that the voters have and provide information on how canvassers deliver information. I record the voter's first response and whether the voter continued or ended the conversation.

To analyze the qualitative data, I have provided characterizations to categorize the data and accurately describe how voters interacted with me when canvassing. I characterize the data by how people first responded and if they wanted to have a conversation or ended it quickly. People will first respond by asking for a palm card, asking for information about the candidate, asking for a political party, providing feedback or giving experiences with ACHD, and refusing to talk. The categories for the data can best separate each style of response, show what each voter wanted out of the interaction, and provide insights on the most optimal ways to deliver information to voters when canvassing.

Results

This section contains the results of the research.

Task 1: Determine campaign efficacy in low-information races

The desired benefits provided by a political campaign are turnout and persuasion. The outcomes of a political campaign can vary depending on the election and the voter environment. A person's reasons for voting or not voting are complicated and have depth, including factors such as geography and personal identifiers. A growing number of people, specifically younger people, are less likely to be attached to a political party, which can limit how campaigns use party affiliation to motivate turnout (Pew Research, 2020). Persuasion is also complicated for a political campaign as people will already have formed opinions, and those opinions can be expressed and influenced through framing that may be outside of campaign control as political discourse follows from elite viewpoints (Druckman, 2001). The effect of framing, while still felt, may be less pronounced in a local or smaller election because information may not be proliferating as directly from broader political voices. Many complex factors impact how a political campaign fits into both turnout and persuasion.

A recent meta-analysis of political outreach and campaigning data has questioned whether partisan political campaigns will produce any result (Kalla, 2017). Outside of partisan identifiers, campaigns persuade voters more effectively. Persuasion of voters does not happen through campaigns but through a media ecosystem that can produce the ideology and rationalizations that voters will use to attach themselves to a campaign. The difference between the top-of-the-ballot issues and races and lower turnout or more local races is apparent as voters are less likely to have established opinions or are less likely to think that an election is worth their time; canvassing is most productive in environments like this.

As a practice done by a political campaign, canvassing provides moderate improvements in turnout when canvassing to get out the vote (Gerber, 1999). Findings from this study include:

- Personal contact by canvassers improved turnout by 6% to 7%.
- Specific rhetoric by the canvasser will impact the likelihood that canvassed voters will turn out. Turnout increased by 5% when rhetoric appealed to neighborhood solidarity or civic duty, compared to a 10% increase when voters were told that the election was close. To motivate someone to vote, it might be important to communicate that voting is worth doing.
- Personal contact by canvassers was most productive among unaffiliated voters, although by a small amount. Canvassing strategies should have different goals depending on party affiliation. Contacting someone affiliated with a political party will have the most to gain from the candidate being affiliated or endorsed by that party, as this gives the campaign access to the trust the party has built up. When canvassing unaffiliated voters, the purpose should be to get out their vote and communicate why the election matters to them. The findings do support this difference.

The results produced by most campaigns are minimal as many outside factors inform people's political motivations. There is evidence that political campaigns have minimal impact. However, there is more ability for campaigns to improve outcomes for smaller or local elections compared to larger elections and elections that are less tied to partisan politics. Personal contact by canvassers does help improve turnout, especially when using rhetoric that tells voters the election is close; presumably, voters do not turn out because they believe their vote will not matter in an election.

Task 2: Describe campaign material and messaging

I have found it necessary to gauge and describe the key points of campaign material. To identify key areas of each material, I will describe the palm cards, canvasser script, and website.

Palm Cards:

- The front of the palm card provides the candidate's name and picture, as well as the election that the candidate is running in (Figure 1). This information helps the reader familiarize themselves with the candidate. The front also includes brief informational points about the candidate to help create trust in the candidate. There is an unknown QR code.
- The back of the palm card has three talking points, a QR code, and links to the website and social media. The goal is to inform the reader about campaign goals and prompt them to go to the website or social media and give feedback.
- The strengths of the palm cards include:
 - Brevity in campaign talking points and campaign goals to help the reader
 - Direct statements about candidate experience and competency
- The weaknesses of the palm cards include:
 - The QR code on the front does not indicate where the link goes. This lack of indication can confuse the user and lead them to assume where the link takes them.
 - The statements do not provide any concrete plans or actions for ACHD. Most people do not completely understand ACHD's actions, so having absent direct actions does not help the reader understand why voting for ACHD matters.

Canvasser Script:

- The canvasser script contains a dialogue tree that the canvasser can use when contacting voters. The tree includes questions and responses to the voter's questions. The script also contains talking points and information about the urgency of voting in the ACHD race that can prompt the voter to vote for the candidate.

- The strengths of the script include:
 - Clear and direct talking points
 - A stable script that minimizes variance in the conversion prevents volunteers from misinterpreting campaign talking points.
 - Contains information about how the election is close, which can help encourage voters to turnout
- The weaknesses of the script include:
 - Limited ability for the canvasser to use their voice
 - The design has the canvasser engage with the voter by reading the script, which makes the interaction less personable

Website:

- The first point on the website is several brief campaign messages or talking points (Figure 3). The goal is to provide a brief slogan-like talking point to help voters remember campaign goals and priorities. There is also a photo of the candidate to help make the candidate seem more personable, which can help the voters know who they are voting for.
- The ribbon at the top of the website contains links to voter information, volunteer opportunities, and donations (Figure 4). The ribbon can help guide the user to participate in meaningful ways with the campaign at varying levels of commitment. The goal is to prompt people to take these actions and make easy availability to take action.
- Underneath the first image is a brief biography of the candidate (Figure 5). The biography uses bullet points and describes Patricia Nilsson's career in transportation planning and community service. It also gives the candidate's qualifications for the position.
- Within the website, endorsements of the candidate are provided (Figure 6). Showing endorsements of the candidate can provide trust in the candidate, especially if the endorsements are by someone the voters trust. The four endorsements are by Ilana Rubel, Jim Hansen, Jordan Morales, and the Ada County Democratic Party. Ilana Rubel and Jordan Morales are candidates who have won elections by significant margins in similar district areas to the ACHD district. Jim Hansen is the incumbent ACHD candidate but is not seeking reelection. These endorsements aim to provide trust and support from other popular candidates in the area. The other endorsement is by the Ada County Democratic Party. This endorsement aims to provide trust with voters affiliated with the Democratic Party since the ACHD races are nonpartisan, and candidates are not directly connected to parties.
- The candidate website provides a space to directly contact the candidate through the

website (Figure 7). The palm cards and canvasser script prompt voters to provide direct feedback and engagement with the candidate. The campaign's goal is to encourage voters, specifically voters who want to be heard, to communicate with the campaign.

- The strengths of the website include:
 - Simple statements that familiarize the reader with the candidate
 - Prompts for user action
 - Providing trust with the candidate, including detailing experience and having endorsements
- The weaknesses of the website include:
 - Lack of prompting the user to communicate with the candidate
 - Lack of interactivity
 - Clarity of goals and objectives

Task 3: Record responses of voters by canvassing and use findings to highlight priorities for further research and provide support for recommendations

I recorded the responses from October 3 to October 27 and gathered a total of 77 responses over that period. After recording notes of the conversations and reading over the responses, I decided to provide ways to categorize the conversations. To describe the notes of each conversation, I have provided four categories of responses that I recorded. I have marked each category as type A, B, C, or D, and the categories are:

- Request for a palm card(A)
- Request for candidate information(B)
- Ask about candidate's political party(C)
- Provide feedback(D)
- Refused to answer(E)
- Other(F)

To further categorize the responses, I have indicated whether the conversation continued(1) or ended(2).

Categorizing the responses in this way has produced results that show how the voters responded to canvassers. The categorized results are:

- 19 voters(25%) requested for a palm card, indicated by (A)
- 15 voters(20%) requested for candidate information, indicated by (B)
- 9 voters(11%) asked about candidate's political party, indicated by (C)
- 11 voters(14%) provided feedback, indicated by (D)
- 17 voters(22%) refused to answer any questions, indicated by (E)
- 6 voters(8%) were categorized outside of my set categories, indicated by (F)
- 36 voters(47%) continued the conversation beyond the initial script, indicated by (1)
- 41 voters(53%) ended the conversation beyond the initial script, indicated by (2)

From the responses, it is not known whether the contacted voter voted in the ACHD election this year or voted for the candidate being supported when canvassing. It is also unknown if, when given a palm card, they read it, how much of the palm card was read, or if the user used the palm card to further explore the candidate's website and social media. The unknowns stemming from this research provide opportunities for further exploration of campaign material and how voters interact with campaign material.

The notable findings from the responses of voters are that:

- 25% of respondents requested that information be delivered by palm card. When canvassed, the primary way that voters will receive information seems to be with palm cards. Voters may be busy, have obligations, or want to review information independently.
- 20% of respondents requested candidate information, and 11% wanted to know the candidate's political party. Many voters do not seem to know the candidate and want information delivered verbally. Information about the candidate's political party was especially important to a significant number of voters.
- 14% of respondents provided feedback. Many voters want to be heard by the candidate, especially about particular issues that affect them directly. Establishing a line of communication between the candidate and the voters seems to be important.
- Nearly half of respondents did want the conversation to continue beyond the initial contact.

From the responses, the way voters want information delivered to them is diverse, but the most common way is with palm cards. Many respondents want conversations to be brief, so effectively communicating information quickly is essential. From the research recording responses, it is important to note that this data mainly indicates and highlights areas for further research and does not provide a large enough sample size nor as deep a statistically rigorous data analysis as would be needed to fully understand voter behavior. Instead, I want to provide a preliminary understanding of voter behavior and common themes that were found when

canvassing.

Conclusion

This section contains the conclusions based on the three tasks that were completed.

The effect of campaigns based on secondary research

The secondary research indicates minimal effects on campaigning because individuals' opinions come from factors outside the campaign, but lack of effectiveness occurs mainly in larger, deeply partisan elections. In smaller or more local elections where voters are less aware of the election, especially in elections without direct partisanship, campaigns can be much more helpful in providing information to persuade voters and improve turnout. Specifically, research has shown that there can be a moderate boost that comes directly from canvassing.

Description of campaign material

The description of the campaign material laid out many of the aspects of different parts of campaign material design and content that are important to understand for making future improvements to the campaign material. Along with the descriptions of the material, I also included some of the strengths and weaknesses of the content to further understand where improvements should be made with the material.

Findings from voter responses when canvassing

The voter responses revealed that the contacted voters wanted to receive campaign information in various ways, with the most common method being the palm cards. The responses improve our understanding of voter behavior when canvassing and highlight areas for further understanding. From the responses, it can also be identified where the priorities in improving campaign material are.

Recommendations

This section provides three recommendations to further understand voter behavior and improve website design.

1. Assess palm card design and content to convince people best to take action for the candidate

Palm cards are where the majority of voters receive their information when canvassing. Most houses, when canvassed, do not directly contact voters. Hence, the palm card delivers information, and even when contacted, voters tend to ask to have information delivered by the palm card. Because of this, assessing the palm card should be a priority. The campaign should review the palm card and do testing to find what parts of the palm card design and content are the most effective. I have identified the strengths and weaknesses of the palm cards in task 2.

2. Assess canvasser script

The canvasser script is also essential to delivering information to voters. The canvasser uses the script to deliver information to the voter. The script must be usable by the canvasser, paid or volunteer, and provide quality and usable information to the voter. An assessment of the canvasser script should be a priority. The campaign should review the script and do testing to find what parts are the most effective. I have identified the strengths and weaknesses of the script in task 2.

3. Add an interactive portion to the website to facilitate interaction and feedback for ACHD

The candidate's website is essential for delivering information to voters as it is where voters are directed to find more information and give feedback to the candidate. To enhance the website and make it more effective at having voters directly contact the candidate, I propose adding a button to the front of the website that prompts the user to learn more about ACHD and give feedback. The button should:

- Be toward the front of the website to be easily accessed
- Have wording that relates to the user, such as, "Explore how current ACHD projects are affecting you"
- Contain space for a user to provide feedback after learning about the ACHD project

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Appendix

Script

Hi, I'm Matthew and I'm with Patricia Nisson's campaign for ACHD commissioner. Is _____ home?

I'm out in your neighborhood to hear about what you want ACHD to prioritize in the coming year and answer any questions about the upcoming election. Is there anything you would like Patricia to know?

[If Yes] - Great! I appreciate your feedback and I will let her know. I would also like to let you know that you can contact her directly through social media and her website.

[If No] - Patricia has a long career of traffic and city planning and is the most qualified candidate for this election. She wants to prioritize safety for bikers, pedestrians and cars, as well as smartly help build Boise infrastructure where it needs it most to save your tax dollars. Do you think Patricia can count on your vote this November?

[If Yes] - That's great to hear!

[If No or Maybe] - I'm sorry to hear that. There was an ACHD race in 2020 that was decided by just 4 votes. I know politics can be frustrating, and even if you don't vote in every race there are still important local elections this year. I hope you will reconsider.

Voter Responses Notes

Key:

Request for a palm card=(A)

Request for candidate information=(B)

Ask about candidate's political party=(C)

Provide feedback=(D)

Refused to answer=(E)

Other=(F)

Continued Conversation=(1)

Ended Conversation=(2)

Notes:

- *I don't know but I'll take a flyer (A)(2)
- *How do I request an absentee ballot? (F)(1)
- *I don't understand why there are bumps Kootenai (D)(1)
- *I plan on voting idk her but I'll take a flyer (A)(2)
- *We are busy but I will take a pamphlet (A)(2)
- *I'm only voting in the presidential election (F)(2)
- *I want to know but I don't have time, can you give me a flyer (A)(2)
- *I don't like the curb bits on the road on Kootenai (D)(1)
- *Idk but I want the flier (A)(2)
- *Idk about achd candidate(allowed me to tell more) (B)(1)
- *Idk about achd candidate, listened to me about Patricia (B)(1)
- *I don't know anything about her and yeah I want to know more (B)(1)
- *Idk about local elections but I vote Republican(complains about mayor) (C)(1)
- *Idk and I don't want more info (E)(2)
- *They look like armadillos on Kootenai and they make it hard to drive people swerve really bad (D)(1)
- *I am frustrated with achd not communicating when projects happen or planning projects correctly (D)(1)
- *I want to vote for achd candidate I have a flyer (F)(2)
- *I don't know anything about her (B)(1)
- *Achd has to do with roads right?, yeah I'll check her out (B)(1)
- *I don't want to know about her but I'll take a flyer (A)(2)
- *I idk how I plan on voting for achd (B)(1)
- *I think the bumpy things on the road on Kootenai are dangerous and uncomfortable to drive on, why are they there? (D)(1)

*Is she for Kamala? Is she for bikers? Don't you think bikers should follow the same laws? (C)(1)

*Are they liberal or conservative (C)(1)

*Idk anything at this time, but I don't have any questions at this time(accept palm card) (A)(2)

*Is she Republican or Democrat (C)(1)

*I'll take a flyer, I appreciate you stopping by (A)(2)

*Republican or Democrat (C)(1)

*We are bikers and we like bike lanes (D)(1)

*No thanks (E)(2)

*Nah we're good (E)(2)

*No, no thank you (E)(2)

*Just give me a flyer (A)(2)

*No but I'll take a flier (A)(2)

*Give me some information. I know Jim Hansen, he's great (B)(1)

*I would like a flier (A)(2)

*We don't do door to door stuff around here (E)(2)

*Is she a Democrat or a Republican (C)(1)

*I'm good thanks (took palm card) (A)(2)

*No not concerned (E)(2)

*We are not interested (E)(2)

*No I don't think so (E)(2)

*No but I'll take a flyer, and tell me about her (A)(2)

*I will take a flyer (A)(2)

*Is she the incumbent(no but endorsed by incumbent) then we will probably vote for her (B)(1)

*Is she Republican or Democrat (C)(1)

*I'll take a flyer (A)(2)

*Is she Republican or Democrat? (C)(1)

- *I don't know anything (B)(1)
- *No thanks (E)(2)
- *Nope, no thanks (E)(2)
- *I don't really pay attention to this stuff (B)(1)
- *No, I do not (E)(2)
- *We are kinda busy so if you got something to leave for us (A)(2)
- *I plan on voting for her (F)(2)
- *I don't know anything (B)(1)
- *No I do not (B)(1)
- *No I don't know (B)(1)
- *I am concerned about the weeds along the highway (D)(1)
- *We vote blue (C)(1)
- *Nope I'm good to go thanks (E)(2)
- *I've got all my decisions made (E)(2)
- *I'm good (E)(2)
- *I don't know what is happening in the roads sometimes, the spikes can be hard to see (D)(1)
- *I'm going to vote for her (F)(2)
- *No that's ok (E)(2)
- *No that's ok (E)(2)
- *Yeah for sure (B)(1)
- *I don't know (B)(1)
- *I'll take one of those flyers (A)(2)
- *I have already turned in my ballot (F)(2)
- *I am concerned about the spikes in the road on Columbus, and the mini islands on Kootenai, I don't understand why they are there (D)(1)
- *I just moved here so I don't know (E)(2)
- *I just got my kids to sleep sorry I can't talk (A)(2)

*I don't know anything right now but if you have a flyer for me (A)(2)

*Intersection between Broadway and London is clusterfuck (D)(1)

*I've already contacted her, they want to put an apartment complex on pico and federal which is stupid (D)(1)

Palm Cards

Figure 1

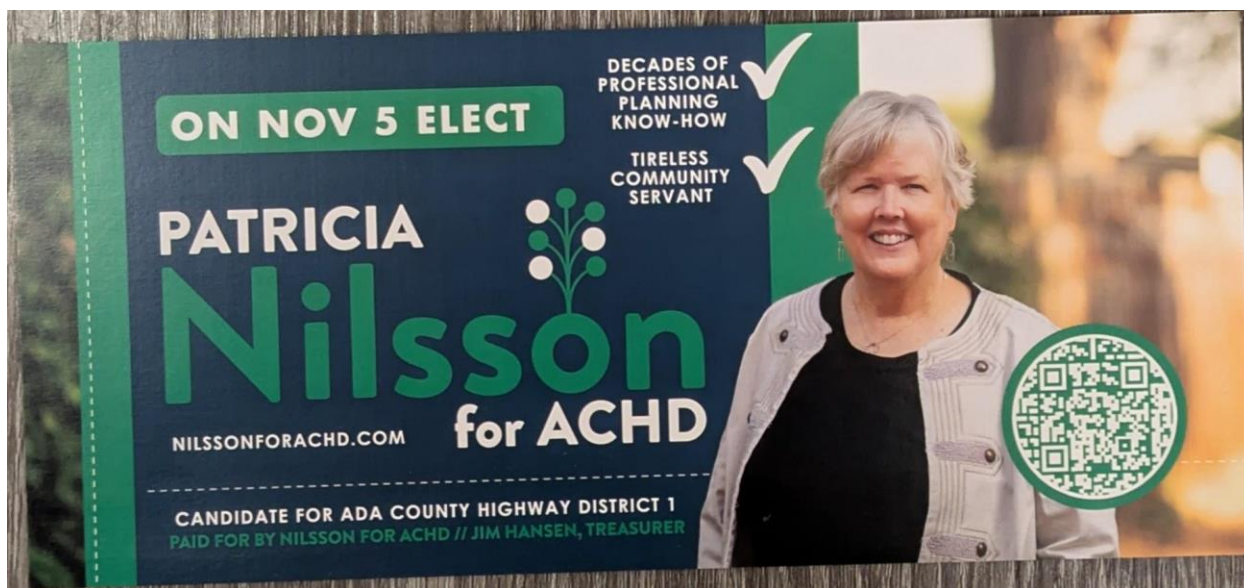
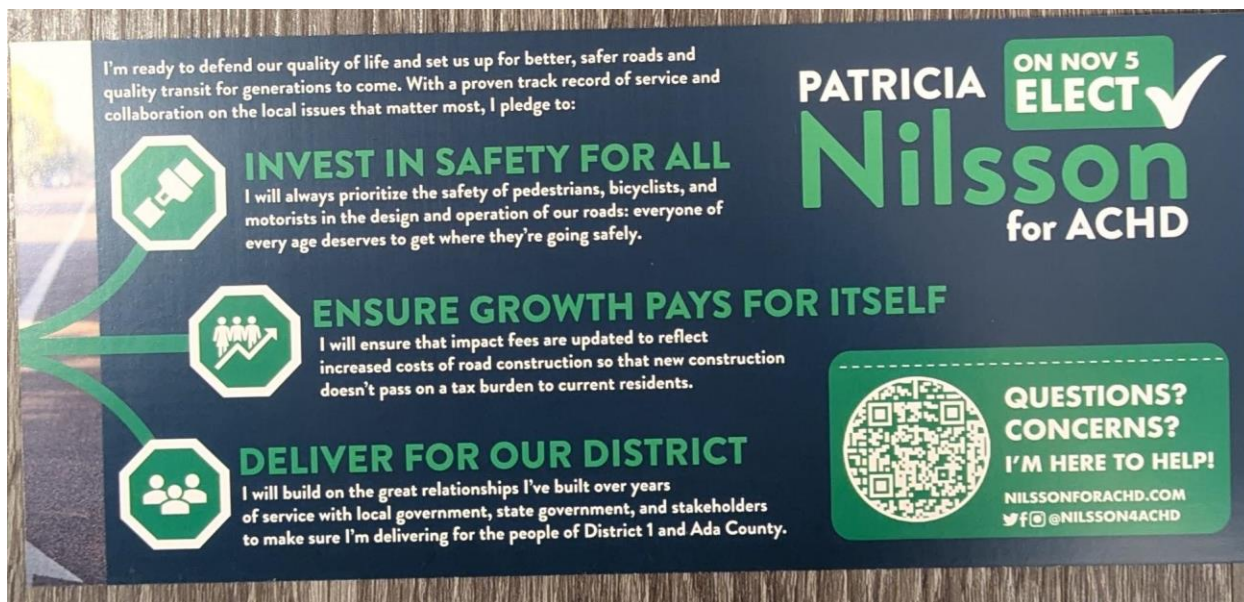


Figure 2



Website

Figure 3



Figure 4

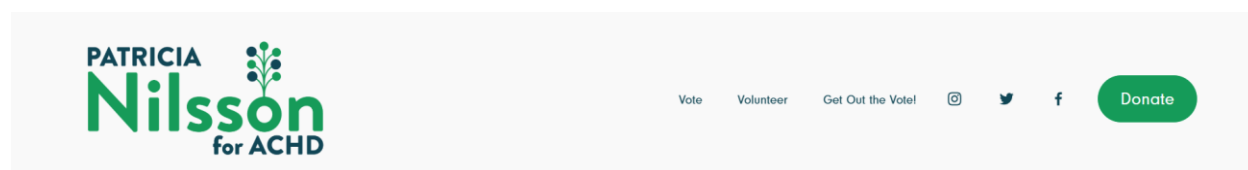


Figure 5



Figure 6





 <p><small>PROUDLY ENDORSED BY</small></p> <p>ILANA RUBEL HOUSE MINORITY LEADER</p>	 <p><small>PROUDLY ENDORSED BY</small></p> <p>JIM HANSEN ACHD COMMISSIONER</p>	 <p><small>PROUDLY ENDORSED BY</small></p> <p>JORDAN MORALES BOISE CITY COUNCIL MEMBER</p>	 <p><small>PROUDLY ENDORSED BY</small></p> <p>ADA COUNTY DEMOCRATIC PARTY</p>
<p>"I can't think of a more qualified and involved public servant than Patricia Nilsson. She brings serious planning know-how to the table, and will be a tireless advocate for our part of town. She has my vote!"</p> <p>- Ilana Rubel, House Minority Leader and State Representative.</p>	<p>"Folks in our district are incredibly lucky to have Patricia running to represent us on ACHD's board. She will pursue the kind of visionary transportation policy that improves our quality of life in Ada County for generations to come. I am proud to offer her my full support."</p> <p>- Jim Hansen, ACHD Commissioner</p>	<p>"As a dad of three who depends on safe routes, one of my top priorities has been advocating for a Southeast Boise connected with busable, walkable and bikeable streets. Patricia is my choice for ACHD Commissioner because I know she shares my values and priorities!"</p> <p>- Jordan Morales, Boise City Council Member</p>	<p>"Patricia Nilsson is experienced, knowledgeable, and has the foresight to think about Ada County's transportation needs for decades to come."</p> <p>- Ada County Democratic Central Committee</p>

Figure 7

Get in Touch!

I want to hear from you! Send me a message with your questions or concerns, or how you'd like to get involved with the campaign!

Name (required)

First Name

Last Name

Email (required)

Phone

Message

How would you like to get involved?

Put up a yard sign

