Hi Colleague,

Overall, the project proposal is well-designed and the research question is clearly stated. The experimental design, randomization, and treatment methods appear to be appropriate. However, there are a few areas for improvement. It may be helpful to clarify some of the language used, such as what is meant by "likely voters" and "demographic characteristics." Additionally, providing more information on the expected effect size and statistical power of the study would be useful. It would also be beneficial to consider alternative data sources and to provide more detail on the timeline for delivering the letters. Overall, the deliverables and timeline are clear and the statistical methods are reasonable.

The proposal seems well-thought-out and comprehensive. Below are some of my specific feedback points for each section:

1.  Overview:
    -   The overview effectively summarizes the purpose and methodology of the project in a concise manner.
    -   It provides a good understanding of the purpose of the analysis.
2.  Research Question:
    -   The research question is clear and specific, which will help guide the rest of the project.
    -   The outcome of interest is clear, and the research question is well-articulated.
3.  Data:
    -   The use of voter registration data from the California Secretary of State is a good choice, as it allows for targeted outreach to likely voters.
    -   The criteria for defining likely voters seems reasonable, but it might be helpful to include specific turnout thresholds (e.g. those who voted in at least 2 of the last 3 elections) to better define the group.
    -   The data is relevant to answering the research question.
4.  Experimental Design:
    -   The use of random assignment is a strength of the design, as it allows for a causal inference to be made.
    -   The experimental design seems appropriate.
5.  Sample Size:
    -   It's good to see that the sample size will be determined based on budget and statistical power considerations.
    -   It might be helpful to specify a range of potential sample sizes, so that stakeholders can have a better idea of what the project will entail.
6.  Experimental Treatment:
    -   The personalized letter approach is a promising intervention.
    -   It might be worth considering the potential benefits and drawbacks of including a return address.
    -   The design seems appropriate to answer the research question.
7.  Statistical Methods:

- Accounting for demographic factors in the analysis is a good idea, as it will help control for potential confounding variables.
- It would be helpful to specify the specific statistical tests that will be used to compare participation rates between groups.
- The proposed statistical methods provide sufficient information for the average reader to understand.

8. Deliverables Post-Election:
   - The plan to provide a report outlining the findings is a good way to communicate the results of the project to stakeholders.
   - It might also be worth considering additional ways to disseminate the results, such as presenting them at conferences or publishing in academic journals.
   - The deliverable and timeline are clear, and there are no issues with the proposed timeline.

Let's discuss these points in more detail during our next catch-up call. Please let me know if any of my feedback is unclear or requires further clarification.

Thanks,

Moonsoo Kim