

August, 2017

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DAVIS DEMOCRATIC CLUB

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Everything Old is New Again; Yolo Coordinated Campaign 2018

by Bob Schelen, Chair Yolo County Democratic Party (Chair@yolodems.org)



Off presidential election years always have a lower turnout than presidential years. In California, that means fewer voters will choose our next Governor. Bucking this established trend, **we have set a goal of increasing Democratic turnout by at least two percentage points from the 2014 elections in Yolo County** and are now implementing a new outreach program to accomplish this goal.

You are probably aware of the sophisticated voter information being mined from the various sources of voter data in recent years and, yes, that information has been helpful in targeting voters. However, as shown by research and also from practical experience, we know these approaches are merely

tools to connect to voters. There is still **no stronger motivator** to get a person out to vote than **one-to-one personal contact**. To this end, we will be establishing a **Neighborhood Leader Program**.

The goal of this new program is not to just appoint traditional precinct captains, *per se*, but rather leaders within each defined community in Davis and eventually, by extension, in Yolo County. Once we define a neighborhood and a good democratic leader for that community, we will provide that leader with information on issues, candidates, and the Democratic platform on a weekly basis. These leaders will, in turn, identify and recruit other volunteers to amplify their message by reaching out to their neighbors with this information as an election day approaches.

We will provide each Democratic Club with a number of potential Neighborhood Leaders, whom we have identified through either their previous participation or their eagerness to resist the Trump-Republican agenda. We will also ask each Club and local organization to identify potential Neighborhood Leaders and those who wish to participate in either sister city or state-wide programs. If each Club works with our Executive Director Dillan Horton to identify those who wish to participate in some way, then we can have this system under way by the beginning of next year.

While the short-term goal of this program is to increase Democratic Voter turnout by two percent in the next election, its longer term goal is to establish the Neighborhood Leader Program as a continuing resource for use in all subsequent years. In addition to informing a neighborhood about candidates who adhere to Democratic principles, the Program will also serve as an information conduit for topical issues, such as the recent Affordable Health Care debate, or for upcoming opportunities to participate in political action. This information conduit will also flow in the opposite direction. Sub-neighborhood leaders will report areas of interest, candidate support, and other relevant information to their Neighborhood Leader who will input this information into the data base for future reference, thereby, creating a valuable political resource.

All of this will be done in coordination with the various campaigns participating in Yolo County. Although we have been very successful in recent election cycles in Yolo County, there is always room for improvement particularly in coordination with statewide campaigns, initiative campaigns and other participating campaigns. Our goal is to provide a seamless effort to reach voters on behalf of all our candidates and issues.

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Democratic News

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Calendar of Events & Campaign Activities

Tues., Sept. 5, 8:00-9:00 pm., DDC Board Meeting, Location TBA. Regularly scheduled Board Meetings to organize Club activities. All members invited to attend.

Sat., Aug. 19, 12:00-8:00 pm, Public Outreach: Yolo County Fair. The Club will staff the Yolo County Democratic Party's voter information booth at the County Fair. Volunteer an hour or two for political outreach and to greet the public. Contact Rick Gonzales at <gonzales_rick@sbcglobal.net> to join this fun activity.

Sun. Sept. 17 6:00 pm, Fall BBQ (Save the date, details TBA)

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Betsy Marchand's Commitment to Public Service

by Tom Dowling



In January of 1973, shortly after Betsy Marchand became the first woman elected to the Yolo County Board of Supervisors, she was sworn in during a blinding snowstorm! While such inclement weather may have discouraged some, Betsy embarked with vigor into her four-year term, one actively followed through 1996 by five more consecutive elected terms wherein she served as Chair of the Board five times. Her service was characterized by continued interest and involvement in assessing and meeting the needs of the community. Issues that drew special emphasis under her leadership dealt with water, transportation, criminal justice, public and mental health care, children, and the environment.

Indeed, starting in 1974, Betsy began 24 years service on the Departmental Transportation Advisory Committee to Cal Trans, to which she was appointed and re-appointed by four Speakers of the Assembly. She helped develop the Yolo County Transportation District, with Yolobus providing bus service to all of Yolo County and parts of Sacramento.

Developed back in the early 1930s to help deter urban flooding, the Yolo Bypass is a major flood bypass lying just in between Yolo and Sacramento Counties, carrying seven times the water of the Sacramento River alone. Betsy says "People think flood management is simple, but it's not." In 1990, she became associated with the Yolo Bypass as a founding board member of the Yolo Basin Foundation, a community-based organization meant to assist in the establishment of the Yolo Bypass Wildlife Area—better known as the Vic Fazio Wetlands. Located in the heart of the Pacific Flyway, it is one of the largest wildlife restoration projects, with approximately 16,600 acres as a haven for fish, waterfowl, shorebirds wading birds, and bats. The remarkable area was dedicated by President Bill Clinton in November 1997, hailing it as a national model for meeting the challenge of "trying to improve our economy and lift our standard of living while improving, not diminishing, our environment."

Betsy was most enthusiastic in describing programs for children and the colonies of migratory bats that live under the Yolo Causeway during the summer. At the Yolo Bypass Wildlife Area, people gather to watch the "flout" of the largest colony of Mexican free-tailed bats in California. The bats emerge in long ribbons as they head out to hunt for insects for the night. Bat programs are immensely popular in our area. A partnership between the Yolo Basin Foundation and the California Department of Fish and Wildlife offers a meaningful outdoor education program for K-12 students. *Discover the Flyway* offers children an experience that gives them an appreciation for the wetlands, agriculture, and wildlife of the Central Valley. Betsy's experience with flood control in the Yolo Basin led to her appointment by Governor Gray Davis to be President 2001-2005 of the Board of Reclamation, where the greatest challenges arise from flooding problems.

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Con'td. P.3

All Eyes are on California Democrats to be the “Most Valuable Player” in the 2018 Mid-Term Congressional Elections by Giles Giovinazzi



The Davis Democratic Club has made a concerted effort to strengthen its Internet and social media presence this year. Here are some highlights:

- The DDC **FACEBOOK** Page (at <https://www.facebook.com/DavisDemocrats/>), which started the year with 150 followers *now has over 600 followers*. Derek Pell, Jan Lowen Agee and I have been posting content on California 2018 U.S. Congressional Races, information about local Democratic Congressional candidates, local and national grassroots “#Resistance” groups and events, Democratic national and state interest stories and DDC and affiliated events.
- Linda Deos recently started managing the DDC **TWITTER** page at <https://twitter.com/DavisDemocrats> and will be posting content and engaging the public on Democratic issues and interests.
- We have added an **ACT BLUE** link on the DDC webpage for those who wish to contribute to the DDC online.

The election of President Donald Trump has generated tremendous progressive grassroots concern, energy and activism all over the country. The 2018 mid-term elections present the first major opportunity for Democrats and Independents to check harmful Republican policies and provide meaningful, and much needed, Congressional oversight of the Trump Administration. A Democratic House majority would also provide Democrats with a platform to advance a positive national agenda for working Americans on the economy, income equality, infrastructure, the environment, national security and other areas.

No other subject has generated more interest on social media for DDC followers than the 2018 California U.S. House of Representatives races. DDC has shared approximately 30 articles on the 2018 California U.S. House races that have reached over 3,700 **FACEBOOK** users and that received over 120 total combined reactions (e.g., “likes”), comments and re-shares. Democrats need to capture 24 Republican House seats to take the majority in 2018. Many national political analysts believe that Democrats’ path to the House majority almost certainly runs through Democratic-leaning California. California Democrats need to step up now and become the “most valuable player” in this critical national contest for the direction of the country.

Particular interest has been focused on the “California Seven” – California Republicans representing Congressional Districts that voted for Hillary Clinton in 2016, and who also voted for the unpopular American Healthcare Act (AHCA, the House Republican Affordable Care Act repeal and replace bill that slashes Medicaid by more than \$800 billion).

Five of the “California Seven” hold seats in Southern California: Ed Royce, Mimi Walters, and Dana Rohrabacher in Orange County; Darrell Issa in a district that includes Orange and San Diego counties; and Steve Knight in the northern Los Angeles exurbs (The Cook Political Report moved Knight’s district from “lean Republican” to “tossup” after his vote supporting AHCA). To capitalize on emerging opportunities in Southern California, the Democratic Congressional Campaign Committee moved its entire Western regional political office – including at least eight full-time staffers – from Washington, D.C., to Irvine, California (*Politico*: “California takes center stage in battle for House majority”). Former East Bay Congresswomen Ellen Tauscher also recently formed a super PAC called “Fight Back California” aimed at putting the “California Seven” Republican seats back into the Democratic column (*SF Chronicle*: “PAC Targets 7 GOP-held House seats in California”).

Jeff Denham and David Valadao represent seats in the Central Valley, which is heavily dependent on Medi-Cal (California’s version of Medicaid).

(continued p. 4)

(CA Congressional races, *continued from p.3*)

In June, the DDC shared a scathing *Modesto Bee* OpEd entitled “Denham’s vote on healthcare betrayed thousands of his constituents” that noted AHCA’s Medicaid rollback would deprive 77,000 of Denham’s constituents of Medicaid/Medi-Cal coverage.

Likewise, the DDC shared a June *Politico* article entitled “Vulnerable California Republicans struggle to sell Obamacare repeal vote” that noted more than half of the constituents in Valadao’s district, which Hillary Clinton carried by 15 percent, are on Medicaid.

The DDC has also shared the **FACEBOOK** pages and information about local Democratic Congressional candidates running against Congressman Tom McClintock in Northern California’s 4th Congressional District, including Jessica Morse, Regina Bateson and Roza Calderon.

But while there is intense Democratic energy and interest locally and nationally in the 2018 California U.S. House Races, Republicans are also strategizing and mobilizing to defend their vulnerable California House seats. California Republicans do not want the 2018 election to be a referendum on Trump and harmful national Republican policies. Instead, California Republicans are seeking to localize the issues and hoping that crowded Democratic fields and progressive energy will produce candidates who they believe cannot carry moderate Republican-held districts. Republican House Majority Leader Kevin McCarthy from Bakersfield recently stated in *Politico* that most of his California Republican colleagues’ challengers are “are progressive Bernie Sanders-types who might not play well in more moderate-minded GOP-held California districts”. He also predicted large Republican 2018 mid-term turnout in key areas because of the recent California gas tax hike.

The DDC will continue to keep its membership informed about the 2018 California House elections through social media. Please invite your friends to follow us on Facebook and Twitter.

(Neighborhood Leader Program, *continued from p.1*)

Another aspect of the Coordinated Campaign in recent years has been working outside of Yolo County to increase Democratic representation both in California and the nation. It is so important we move House of Representatives and U.S. Senate into Democratic hands.

We know though the formation of resistance groups and new district clubs that such efforts are taking place in Yolo County. California is clearly the epicenter of moving Republican House seats to Democratic House seats (see *All Eyes on Calif.* p.3). We can help with this effort by coordinating with other groups, which for various reasons would not be likely participants in the Neighborhood Leader Program, to channel their volunteers toward Democratic activism.

In fact, this year, Our Executive Director Dillan Hortan has been coordinating with a number of individuals and groups in various special elections. We will be continuing this effort. But it all starts with Neighborhood Leaders. **We need you** or someone you can recruit to be a Neighborhood leader. After all, everything old is new again. They might have the money, but we have the people. Please let us know how you can help.

State & Local Leaders tell Washington DC

Patron

Continued from p2

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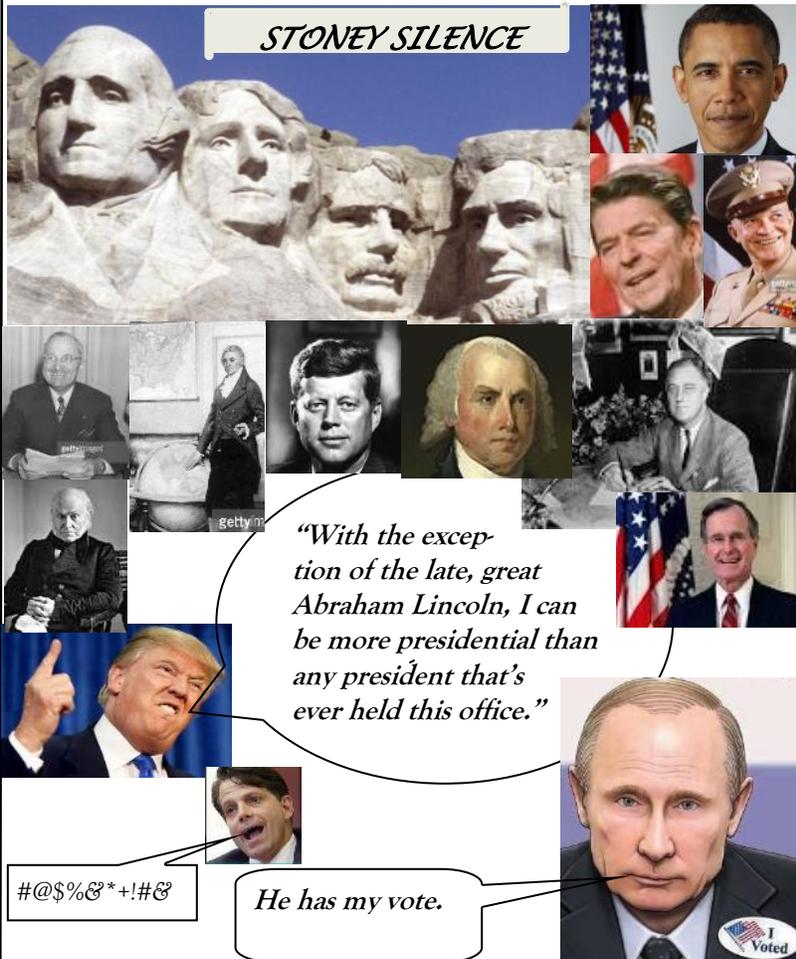
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(Betsy Marchand continued from p. 2)

Betsy currently is serving on the Agricultural Issues Board of the University of California, Chairperson for the Community Board for Dignity Woodland Healthcare, the advisory committee for the Adult Day Healthcare program, and the Board of Directors for Unleashing the Possibilities for a new animal shelter in Yolo County ---among other activities.

Betsy comes from a pioneer California family in the San Gabriel Valley to the east of Los Angeles. She holds the degrees of B.A., Pomona College (Phi Beta Kappa) and M.A., Vanderbilt University (Ford Foundation Fellow). From 1959 until his death in 1997, she was married to Dr. Charles Roland Marchand, a distinguished author, teacher and Chair of the History Department at UC Davis. They have two daughters. Jeannette is a Professor of Classics at Wright State University, and the mother of twins. Suzanne Marchand is Professor of Modern Intellectual History and a Boyd Scholar at Louisiana State University, married and the mother of two sons.



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Democratic Newsletter

DDC Community Outreach
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