

## Gathering signatures at Red Butte Concerts

There are U of U buses that go near the Amphitheatre, but if you're driving then see the map below for parking; note that other parking areas are for VIPs or otherwise off-limits.

There is only one entrance to the Amphitheatre. Once the doors open the line moves *very fast*, so it's best to show up about 2 hours before doors open (i.e., 3 hours before the show) to work the large crowds that are waiting to stake out good seats at the show. The **Main Line** goes up Red Butte Canyon Road; there are metal gates that go about halfway up this road, so have one person start at the beginning of the line and work NE and one person start where the metal gates end and work SW until you meet, and after that work NE from where the metal gates end. It's best to step through the crowd inside the metal gates so you can make eye contact with everyone. (It's awkward but it's worth it!) We have never had the concert organizers express any concerns or bother us at all. You can also work the **ADA/VIP lines** just S of the entrance; this is also a good place to train new volunteers because there's space to observe each other's pitches.

*Work fast and carry at least 4 signature packets per person so that you can get groups to sign all at once.* If one person is signing then go pitch other people and come back in a minute to collect your packets. The crowd is usually very friendly. Once the doors open and the main line starts to move, there's often a **Second line** that forms; you will need to work *fast* because this second line moves as soon as the main line finishes.

After the gates open and the lines are moving too fast to collect signatures, you can gather at the entrance itself, at will-call, and/or from the folks waiting in the Overflow area across the street. (Don't block the street itself or the staff will tell you to move.) See below for some testimonials. Have fun!

Red  
Butte



Anil: It was a hot, hot afternoon, but the folks lined up more than hour ahead of the doors opening at Red Butte were prepared with umbrellas and beverages. It was my first time volunteering for Clean the Darn Air, and to start I met Yoram, who gave me four clipboards to get signatures on and helped me work on my pitch. At first I was way too wordy. I'm all about carbon taxes and climate change, and so I really didn't want people to sign without doing some advertising and explaining all the details. But with some helpful nudges from Yoram, I polished and shortened my pitch to just the basics: "I'm a volunteer looking for signatures from Utah registered voters to get a clean air ballot measure on the 2020 ballot" was normally enough to get people to sign. There were a lot of eager folks, folks who wanted to know more, and one person who wanted to know how much I was being paid (and turned extra friendly when I repeated that I was a volunteer). After 10-15 minutes of fumbling, I was handing out all four clipboards at once and keeping things flowing. The bands were doing sound checks, and by the time the line started moving, I had gotten 180 signatures. It was really rewarding (and hot) work!

Amanda: My experience of gathering signatures to Clean the Darn Air has been extremely rewarding. While I expected enthusiasm from my fellow Utahns, I was blown away by just how passionate people are about getting clean air: some folks at the Red Butte Concert series even *thanked* me for volunteering my time to gather signatures and spread the word. Wow!

My technique for signature gathering is pretty simple: be the kind of person *you* would prefer to be approached by. I like to smile and try to make eye contact while asking, "Sign to get clean air on the Utah 2020 ballot?". As Bob Cieri says, once you catch one person's attention, the rest of their party is usually eager to sign. All that's left to do in these cases is to make sure everyone who signs is a registered Utah voter and that their name, address, and the date are printed clearly in the packet.

A few folks may be annoyed or try to argue – instead of engaging, I politely thank them for their time and move along. The overwhelmingly positive responses far outnumber the occasional crabapples. (Ornery oranges? Cantankerous cantaloupes?) Usually, people just want to have a quick conversation about what the initiative will do before they sign. After reminding them that we're gathering signatures just to get the initiative on the ballot, I say something to the effect of, "This initiative will raise \$100 million that will be used directly to improve air quality and another \$50 million for rural economic development each year. We plan to do this by implementing a carbon tax on fossil fuels while removing regressive taxes, such as those on grocery store food."