

Clean The Darn Air campaign status and plan Sept 3, 2019

Finances

- We have raised approximately \$20,000 and spent approximately \$13,000 on website, materials, and Emissionaries (signature-gatherers paid \$0.50 each for 1000 signatures).
- We have raised the Emissionaries rate to \$1 per signature outside of Salt Lake County, but take-up is uncertain. (So far only two Emissionaries have reached 1000 signatures.)
- “Money in” (fundraising) has been slow, but “money out” (expenditures) has also been slow, so we haven’t put much effort into this and instead have focused on signatures.

Endorsements

- As with the I-732 campaign in Washington State, we have failed to get support from groups on the left and in the environmental community. *We’re pretty much on our own.*
- Also similar to Washington State, we have some receptive responses on the right: Governor Herbert has said he’s “willing to consider a carbon tax” and “have the discussion” about our measure. Senator Mitt Romney recently made the case for a federal policy that is similar to ours. Jon Huntsman Jr and others might endorse too. Getting a big-name Republican endorsement will be key to winning at the ballot... but first we need to get the signatures to qualify for the ballot!

Signatures

- By Feb 18 we need 116,000 valid signatures statewide—8% of “active” voters, or about 10% of Presidential voters—and that same 8% in 26 of the 29 state Senate districts.
- Signature packets must be turned in within 30 days of the first signature, county clerks are supposed to validate the signatures within 30 days of turn-in, and signers have 90 days after validation to remove their names. (After Dec 1 the last two numbers change to 21 and 45 days, respectively.) That whole process will be complete before February 18—i.e., signatures will be “locked in” before our signature-gathering window ends—for packets turned in *by Wed Oct 16 or during M Dec 2 – T Dec 10*. Inside that window, we “control our destiny” in that we have an opportunity to go gather last-minute signatures in February; outside of that window, we are susceptible to the kind of signature-removal campaign that knocked Count My Vote off the ballot in 2018.
- The state is providing us with weekly reports—based on county clerk data—on the number of valid signatures from each state Senate district from each packet (!). The state report from Sept 3 shows that they’ve examined 9,998 signatures and validated 8,034 (80.3%). Based on that validation rate and our own tally that we’ve submitted 12,738 signatures, *we estimate that we’ve turned in 10,200 valid signatures.*
- We started turning in signatures in mid-July, seven weeks ago, so we are turning in about 1,500 valid signatures per week. *That rate has been pretty stable over time.*
- If we maintain that rate over the remaining 14 weeks until M Dec 9 we will have 30,000 valid signatures by then. If we maintain that rate over the remaining 25 weeks of the campaign (until T Feb 18) then we will end up with 47,000 valid signatures. ***So we need to do between 3x and 5x better, plus we need to hit the Senate district targets too.***

State data from Sept 3

- The data below summarizes the reports we've gotten from the state.
- The **top six districts are in orange** and the **bottom six districts are in blue**. These top six and bottom six districts are based on the % of the target we need in each district (which varies between 2,400 and 5,300 based on how many active voters are in each district).
- As noted above, we also have weekly reports—based on county clerk data—on the number of valid signatures from each state Senate district from each packet. This is helpful because it allows us to see, *for each packet*, whether the signatures have been validated, which districts the signers live in, how many signatures are valid, etc.
- In the table below, there are ** marks next to the five Utah County districts (#7 and #13-16) because Utah County has been very slow to validate signatures: there are 1000 signatures that we turned in there (going back to July 17) that haven't been validated yet. The good news is that they've confirmed that they have all the packets we've turned in and are going to validate them soon.
- There are also 1500 signatures that we've turned in to Salt Lake County that haven't been validated yet. Most of those packets were turned in very recently: Salt Lake County has been very good about validating signatures quickly, which is great because we turn in most of our packets there.

		Signatures		As % of target					
Senate District		Target	9/3	7/22	8/7	8/12	8/20	8/26	9/3
1 (SLC W)	West Valley City	2,397	133	0.9%	2.6%	2.9%	3.4%	3.5%	5.5%
2 (SLC)	Central SLC	4,410	1,538	6.5%	18.6%	20.2%	23.9%	24.1%	34.9%
3 (SLC S)	Millcreek	3,442	581	3.4%	9.0%	9.9%	11.3%	11.4%	16.9%
4 (SLC SE)	Holladay	5,012	1,040	4.2%	10.9%	11.5%	13.6%	13.7%	20.8%
5 (SLC SW)	Kearns	2,872	83	0.4%	1.3%	1.5%	1.8%	1.9%	2.9%
6 (SLC SW)	Taylorsville	3,652	148	0.8%	1.9%	1.9%	2.5%	2.5%	4.1%
7 (Utah County)	Provo and south	3,933	64 **	0.5%	1.1%	1.1%	1.2%	1.2%	1.6%
8 (SLC SE)	Midvale, Cottonwood H	4,280	490	2.1%	5.8%	6.8%	7.5%	7.6%	11.4%
9 (SLC SE)	Sandy	4,575	398	1.6%	4.6%	4.8%	5.5%	5.6%	8.7%
10 (SLC SW)	South Jordan	5,259	223	0.6%	2.1%	2.2%	2.7%	2.7%	4.2%
11 (SLC S)	Draper, Bluffdale	4,626	186	0.4%	2.0%	2.1%	2.5%	2.6%	4.0%
12 (SLC SW)	Magna, Tooele	3,272	78	0.2%	1.3%	1.5%	1.7%	1.7%	2.4%
13 (Utah Cnty NW)	Lehi, Fairfield	5,019	115 **	0.4%	1.2%	1.2%	1.4%	1.5%	2.3%
14 (Utah Cnty NE)	American Fork, Alpine	4,407	117 **	0.5%	2.0%	2.0%	2.2%	2.2%	2.7%
15 (Utah County)	Orem	3,645	76 **	0.6%	1.3%	1.4%	1.5%	1.5%	2.1%
16 (Utah County)	Provo and east	3,080	111 **	1.6%	2.3%	2.5%	2.8%	2.8%	3.6%
17 (Logan area)	Brigham City	4,208	81	0.1%	0.5%	0.6%	1.2%	1.5%	1.9%
18 (Ogden S)	Ogden, Morgan	3,368	199	0.4%	1.5%	2.9%	4.6%	4.9%	5.9%
19 (Ogden E)	Ogden, Coalville	3,846	235	0.8%	2.1%	3.2%	4.3%	4.4%	6.1%
20 (Ogden W)	Ogden, Roy	3,614	129	0.2%	0.9%	1.8%	2.7%	3.0%	3.6%
21 (SLC N)	Clearfield	3,895	294	0.2%	1.1%	2.6%	5.5%	6.9%	7.5%
22 (SLC N)	Farmington	4,548	542	0.3%	1.6%	4.1%	8.6%	10.3%	11.9%
23 (SLC N)	Bountiful	4,352	278	0.6%	2.6%	2.9%	3.9%	4.3%	6.4%
24 (Central Utah)	Nephi, Fillmore, Kanab	3,739	12	0.1%	0.1%	0.1%	0.2%	0.2%	0.3%
25 (Logan area)	Logan	3,801	525	1.5%	5.9%	6.0%	9.8%	11.1%	13.8%
26 (SLC E)	Park City, Vernal	4,305	250	1.2%	3.2%	3.3%	3.9%	4.0%	5.8%
27 (SW Utah)	Beaver, Cedar City, Sp	3,950	51	0.3%	0.7%	0.8%	0.9%	0.9%	1.3%
28 (SE Utah)	Moab, Price, Helper	3,927	18	0.1%	0.2%	0.2%	0.3%	0.3%	0.5%
29 (SW Utah)	St George	4,416	24	0.1%	0.1%	0.2%	0.2%	0.3%	0.5%
Statewide Total		115,869	8,019	1.1%	3.2%	3.7%	4.7%	4.9%	6.9%
We must hit target statewide and in 26 of 29 districts				** County tally is low	Six top		Six bottom		

Plan to qualify for the ballot: Overview

- Of the 29 state Senate districts, 22 are within about an hour's drive north or south from SLC. The seven that remain include two northern districts (#17 and #25), one eastern district (#26), one central district (#24), one district (#28) in SE Utah, including Moab, and two districts (#27 and #29) in SW Utah that stretch from Cedar City to St George.
- *We have to hit our targets in 26 of these 29 districts, so we can "drop" 3 districts.*
- We also have a statewide target, but we're not going to worry about it because we will get extra signatures in SLC districts. In other words, *we are confident that if we hit our targets in 26 of the 29 districts then we'll hit the statewide target too.*
- We have activists or chapters in every district, and we encourage everyone to work as hard as they can as soon as they can, but *here is how we see the campaign proceeding:*

The two northern districts (#17 and #25): We need #25 and will try for #17 too

- District #25 includes Logan and is one of the top six districts (!), but we still need 3,000 more valid signatures there. There are six football games before Dec 9 (Sept 7, Sept 28, Oct 19, Nov 2 v. BYU, Nov 16 or 23) and we also have chapters in Logan and at USU: 215 valid district #25 signatures per week for 14 weeks means we'll be done there by Dec 9.
- District #17 is one of the bottom six districts. We should be prepared to not hit our target here, but let's see what kinds of numbers we get from the USU football games and other events, and from the state liquor stores in Harrisville and Brigham City.

The eastern district (#26): We need this district

- This district stretches from Park City east. Joey is focusing here, and if necessary we will go door to door there in the winter to get it done.

The central district (#24): We are unlikely to hit our target here and that's okay

- None of the 2018 campaigns hit their target in this district, and we are unlikely to either, but we will do the best we can and perhaps pull off an upset.

The three districts in SW and SE Utah (#27, #28, #29): Yes Yes Yes!

- All three of these districts are "gettable" and we are going to try to get them all.
- We have activists in all of these districts (and at Southern Utah University in Cedar City and Dixie State University in St George).
- We are going to put in extra effort between Sept 21 (St George Pride) and Sept 28 (Moab Pride). We've got a booth at both events, and we may also be able to have petitions at other booths. During this week we can also try to set up petition packets at stores in town, work with local volunteers, gather at liquor stores, etc.
- Having said all that, we also know that these districts will be warmer in the winter than the northern districts and that these districts are attractive destinations for students and other volunteers (who, for example, could hike in the morning and gather signatures in the afternoon and evening). *So other than Sept 21-28, the activists in these districts will mostly be on their own until later in the fall and winter.*

The 22 districts within an hour's drive north or south of SLC

- We have activists at all the schools (Weber State, U of U, SLCC, Westminster, UVU, and BYU) and chapters in Ogden, SLC, and Provo.
- We need a total of **80,000 more** valid signatures from these districts to get the 87,500 total valid signatures in these districts.

Who is going to gather 80,000 more valid signatures in the 22 districts around SLC?

- Have 40 people each get 1,000 valid signatures, for 40,000. To get 1,000 valid signatures means getting 100 valid signatures every week for 10 out of 14 weeks.
- Have 80 people each get 250 valid signatures, for 20,000. To get 250 valid signatures means getting 50 valid signatures every week for 5 out of 14 weeks.
- People who gather less than 250 signatures will total 4,000 valid signatures.
- Yoram, Dave, Colleen, and Bob are going to get 4,000 more valid signatures *each*, for a total of 16,000. To get 4,000 valid signatures means getting 285 valid signatures a week for 14 weeks (until Dec 9), or about 10 signature-gathering hours per week until Dec 9.

Where will we get 80,000 more valid signatures in the 22 districts around SLC?

- Concerts at Red Butte/Ogden/Provo: There are 10 concerts left through September.
- Farmers markets: Maybe 10 farmers markets in the area, mostly ending in October.
- Football games: Until Dec 9 there are 18 games at Weber State, U of U, or BYU.
- Soccer games: Until Dec 9 there are 6 RSL or Royals games at Rio Tinto stadium.
- College campuses: We have activists at the U of U, SLCC, UVU, BYU, and Westminster, and we're working on Weber State. (We also have chapters at USU, SUU, and DSU, and some of those students are registered to vote in the SLC area.)
- Public transit stops: In SLC, focus on stops that serve riders leaving SLC.
- Utah Jazz: Until Dec 9 there are 12 games at Vivint Arena.
- Other events at Vivint Arena, plus Abravanel Hall, Eccles Theater, etc.
- Dog parks and popular hiking trails (e.g., Stewart's Falls Trail, Red Pine Trail).
- Liquor stores: We can probably get 1,000 signatures from any given liquor store. Note that the liquor stores (1) are going to be busy throughout the fall and winter, especially on Friday and Saturday afternoons, and (2) are probably quite location-specific, i.e., the liquor store in location X is likely to serve mostly people who live near location X. Put these two statements together and it makes sense to use liquor stores as a way to "top up" signatures in districts that are lagging behind after we cast a wide net at other signature-gathering locations.

Bottom line: Our limiting factor is not places or money but people.

- There are lots of great opportunities for gathering signatures, so we are not short of places to gather signatures. And we have the materials we need to get on the ballot, so money is not a limiting factor (although we could certainly use a bit more!).
- Our limiting factor is people: **we need more people out there gathering signatures.** And we need to **aim for 30+ signatures per hour**: we are happy to provide tips or training to folks who are falling short of that rate!