

# Clean The Darn Air October 2023 Survey Responses

By Sierra Denner

## Summary of responses

### Things that worked well

1. Working with like-minded and enthusiastic peers.
2. There were sufficient resources (packets, stickers, etc.) to keep the process running smoothly.
3. The listings of signature-gathering events mostly identified events that were fun and exciting (although some were duds).
4. Most respondents thought that campaign leadership was good (although additional leadership would be great, especially in key districts).

### Things that were hard or could have been better

1. Grabbing the public's attention, especially at busy events.
2. Facing rejection when approaching people for signatures.
3. Recruiting friends and family to volunteer.
4. It's hard to think about joining another campaign due to disappointing results.
5. It would help to have more in-person meetings to discuss plans and strategies.

### Other insights

1. The best way to get signatures was to use short pitches and quick connections.
2. Many volunteers would have been fine with more communication through text messages instead of email, but a significant minority preferred email.
3. Suggestions for improving signature counts included trying different locations and adjusting the time frame for signature collection.

**The following pages contain the actual survey questions and detailed responses.**

## Question 1. What did you find easy about gathering signatures?

- It's fun and easy once you head out!
- Not too much information to fill in
- Knowing what to say and keeping it quick.
- At some of the venues, a lot of people want to sign the initiative.
- Talking to people (x2)
- Getting folks to sign once I was in conversation with them wasn't very hard
- Asking friends
- Having good information from CTDA team leaders to share with public
- Nothing very easy (x2)
- Group support
- Find opportunities to do so.
- Gathering signatures at "fun" events such as the NBA playoffs, Gay Pride Parade. (x2)
- The training and tips helped considerably
- Pretty good job w/ sandwich boards & 'clipboards' for signatures. Definitely need a point person in each community to coordinate effort. Lisa did that for us.
- Stopping people and talking to them!
- Work mates with the same values.
- I enjoyed getting signatures from young people. They weren't concerned about how the tax structure was going to be revised.
- Most people were ok signing; those who weren't were not nasty, at least not to me.
- The issue is widely supported
- 75% were really excited and happy to sign. Another 5% asked a few questions and wanted more info. Of those 75% then signed. Getting signatures in lines was most productive
- I found it easy to spend a few hours at the library to gather signatures.
- Most of it once I worked through my apprehensions (which were frankly debilitating most of the time).
- It was easy in crowded areas with people who were amiable to the idea
- Location was very close to my home
- Having many packets to pass around so they would not have to wait to sign.

## **Question 2. What did you find hard about signature gathering?**

- The weather was challenging, and sometimes the locations were duds.
- Depending on the location, it's hard to get people to listen or be interested.
- Sometimes, only a very small percentage of people are interested in signing. This means you are being rejected hundreds of times per hour. That is hard.
- Finding events with enough people.
- Dealing with those who were not willing to listen to the reasons for the initiative.
- I only did it once. People were very nice. I just didn't fully support the petition so I found it hard to gather signatures.
- "Street contacting" is a bit stressful.
- Gathering signatures at "serious" venues (except at the Better Boundaries event at Black Diamond).
- I have voice problems so shouting and speaking loudly are difficult for me.
- Finding the time to get out and do it.
- We didn't have many inquiries at our shop.
- Explaining the changes with taxes. Once the conversation went there, often people were turned off or concerned that how the taxes were going to be revised would become a problem for them. Many people who wanted to talk about this decided they wanted to think and read about it more before signing.
- Approaching people. They generally do not want to be bothered.
- Not being in a crowded area or where they were not standing in a line.
- Social anxiety and working in conservative counties.
- Explaining the purpose of the petition.
- Working through my apprehensions and getting warmed up.
- Predicting which events would be successful, coordinating about who was going to be at which event, finding time, wearing the big sign, fumbling around with all the paperwork and pens and stickers, going downtown to turn in the signatures.

### **Question 3. Did you find anything surprising about collecting signatures?**

- Not particularly
- It was a lot more difficult than I thought it would be.
- My expectations about who would sign were often wrong.
- I was very surprised by how many signatures are required to get on the ballot.
- Those who said no!
- You could not tell how a person would feel just by looking at them. They could fool you!
- I was surprised at how easy it was when the NBA came to town!
- Peoples' reactions - everything from polite refusal to avid signership to crazy talk about vapor trails. Some people read the initiative & looked for specifics of their profession in what was targeted.
- It was quite enjoyable and difficult to guess how specific people would react. I was also surprised by how ridiculous it is that we need to collect physical signatures in the age of the internet.
- I expected a stronger response from e-mail invitations that went out.
- People's mistrust of the democratic process
- That most people I asked (i.e., that didn't totally pass me by or avoid me) were willing to sign
- 75% of the people were very friendly. Different venues were either easy or hard to get signatures.
- Some people were eager to sign.
- How anxious I was when it came to actually going and gathering signatures. I underestimated that.
- The amount of people who care but can't vote in Utah.

**Question 4. What “pitch” did you find to be most effective in gathering signatures? Did you have any common follow-ups (explanations, facts, etc)?**

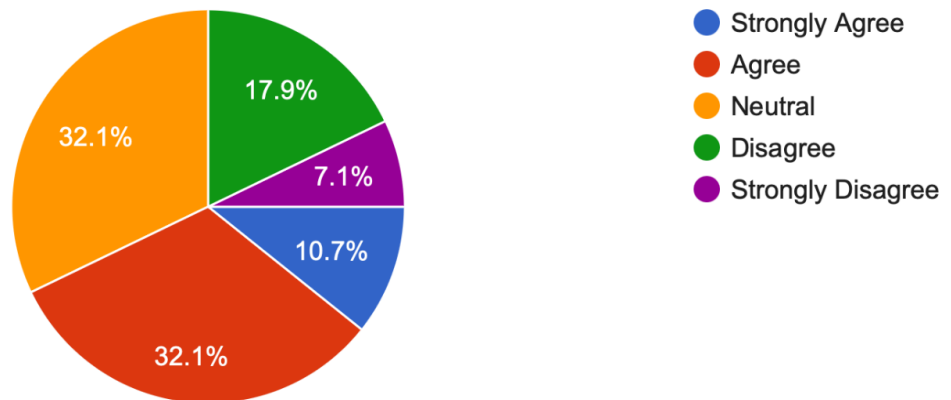
- "Do you have some time to help get a clean air measure on the ballot?"
- The most important thing is to make eye contact and try to initiate a very brief conversation.
- "Hi, I am gathering ballot signatures to clean the air, would you be interested in learning more?" Followed by a quick overview of what the ballot measure is and what it would do.
- Saying it was for voters to decide.
- Smiling. Being pleasant and willing to ignore spiteful people.
- "Cut the food tax."
- "I explained that I wasn't doing this for myself but for the generations that will have to live with dirty air long after I'm gone."
- I simply asked if they were registered Utah voters, then explained the initiative.
- "Let's get it to a vote; less tax on food. (Money is a motivator for people)"
- "I talked about the relatively clean air in Washington County but that the area was growing and I-15 was becoming more busy which means that the air in our region is at risk to become more like the air quality along the Wasatch Front. I emphasized it wasn't going to get better, only worse. We talked about keeping the St. George area 'livable.'"
- "The fact sheet helped to explain & answer questions."
- "Have 30 seconds to help clean the air?"
- "This would help create a ballot initiative in 2024 that would remove the state sales tax on grocery food and move that tax to fossil fuels. There's other provisions to it but that's the gist of it."
- "'We're collecting signatures for a clean air initiative, would you be interested in signing?' After that, if they wanted an explanation, giving the basics of the proposal usually convinced people it was a good idea."

**Question 5. Did you invite friends to join you on the campaign? Why or why not, and if so what was their response?**

- Yes, I tried, but it was hard.
- Kind of, I mentioned it for volunteer hours. My friends all need a certain amount of hours and some said potentially depending on when it happens.
- Yes, but not that many because I did not want to pressure them. Most that I asked ended up helping a bit.
- I did it for a friend, she got me, I didn't ask others. We tapped a common group.
- Yes...they said "No".
- Yes. Most signed.
- No. I might have invited my daughter, but she's a college student and is in and out of town. The other thing is that your name as the "Signature Gatherer" is on a whole booklet, so it's kind of a big commitment.
- No. I did have one friend join the campaign. Most of my friends are old and in not as good of health as I am.
- Yes, and they were happy to be asked to help.
- I did not. I was not able to spend enough time collecting signatures myself that I did not feel like I could really help others get involved.
- Some people would offer family signatures but my own family didn't really support the idea. They were embarrassed to ask their friends.
- I did invite some people, they signed up but then didn't follow through because they were busy.
- Yes, my friend and I worked together to gather signatures. It was more comfortable working together.
- In hindsight, a way I could've found that wouldn't put pressure on anyone individually is to put out generic calls on social media. I might have actually done that a couple of times, but I probably could have done it more.
- Yes but most are busy graduate students who didn't want to join me.
- No, I didn't - I myself didn't have that much time to dedicate to signature gathering, so it was hard to ask others to "join me."
- I had them sign but many were too busy to help out.

## Question 6. "I would have been fine with more communications coming via text message rather than email."

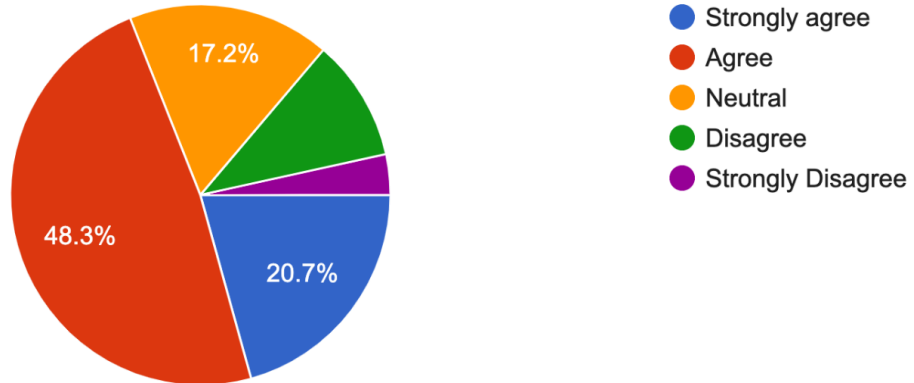
28 responses



- I mostly prefer email.
- Emails for upcoming information and maybe text messages could be reminders for volunteer events?
- Text is immediate.
- I feel the amount of communication was reasonable.
- I'm comfortable with using both email and text messages.
- I forget to check for texts, but do check for emails.
- I limit texts to family and close friends.
- A text is a bigger interrupter and doesn't lend itself to concise details.
- I do not read the involved docs on my phone. I don't mind getting reminders or light announcements.
- I see text sooner than email. But long messages are easier to type in an email. Maybe add a text to "see an email sent: if time was important.
- I never check my email.
- There can be a lot of junk mail to sort through in email, and it seems like it's just more habitual/easier for people to check their texts.
- I think some text messages - or a slack group or something - would help when people are coordinating about going to a specific event. Email is fine for me for most comms.

## Question 7. "I would be excited about helping again with a similar campaign in a few years."

29 responses

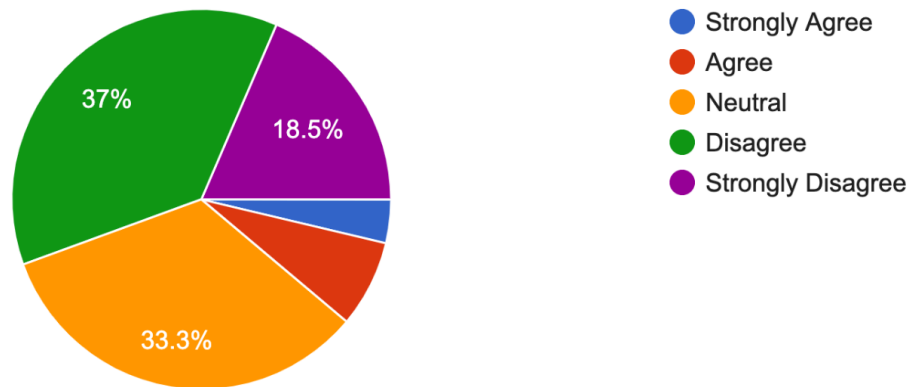


- Standing up for the Earth is important, and I would want to help in any way I can.
- If I am in SLC and not too busy at whatever job I have, I would love to help out again.
- I just don't know if helping in the future will be something I can do with all my other commitments.
- I'd be excited if I thought it had a chance for success. Basically, what will be different. If there's a good answer to that, then I'm on board.
- As long as my health is good, I would like to participate in this effort again.
- Please, please don't try again.
- I volunteer in various capacities so I would weigh it at that time.
- I would support, but I seriously hope to make ground before a few years.
- I would be happy to help. I need to partner up with someone. That would help me be more accountable and commit at a higher level.
- I believe in this mission! Thank you for organizing the petition and movement. The Utah Legislature has made it difficult to get an issue on the ballot, and I refuse to let them think they have shut down the public's right to bring a public concern to a referendum.
- If I felt like there was a good plan for actually winning, I'd be very excited.



## Question 8. "The campaign needs new or additional leadership."

27 responses



- The more, the merrier!
- Dave and Yoram have knowledge and experience that's hard to beat.
- I don't think we need new leadership, but perhaps co-leadership or a few people with specific roles other than Yoram, like someone to be in charge of only fundraising, or someone to be in charge of only volunteer recruitment might be helpful.
- You can always find some way to improve, but I think you gave it your best effort.
- What happened to all the momentum that I was told existed in progressive areas up north? I was majorly disappointed in that. It was evident to me fairly early on that it couldn't succeed like that.
- I thought the leadership was great. I think each region or county probably needs a lead group organizing that area. I wasn't fully aware of the entire leadership makeup.
- I can't answer this as I didn't work directly through leadership. I enjoyed working with Lisa Rutherford who recruited me.
- I think it would benefit from having a few young people on the leadership team. I would support adding younger folks to the leadership team, but would want those who started this effort to also be on the team.
- Great leadership and dedicated volunteers!!
- Additional leadership. More leadership/muscle in general, but more diversity (racial, political) would help.
- Maybe some more leadership to split up different aspects of the campaign - a leader for finding volunteers, a leader for coordinating events, an overall leader. But I think leadership was great, given our resources.

### **Question 9. Do you have ideas for improving signature-gathering in the future?**

- Maybe change the window? More of a tabling style event would be nice? Consider making a set list of events with an easier-to-follow schedule.
- Yes. Require that volunteers recruit and train other volunteers.
- We need a much larger team to get enough signatures, perhaps we could fundraise and pay folks for their time.
- Get some wealthy donors to contribute some significant amounts of money, and then pay professionals.
- I find "street contacting" to be stressful; I prefer a door-to-door approach (since you don't have a crowd of people around watching you talk to other people, it makes everyone nervous). I think a better approach might be to use something like the DNC's Votebuilder to identify people who are more likely to be sympathetic (e.g. registered Democrats) and go directly to their homes. That way, you would be a lot less likely to get rejections, and it would make the door-to-door method more effective than it would be otherwise.
- Maybe having "events" planned for some of the more difficult areas for gathering signatures. We have to find a way to change minds. I don't know if it can be done in the present political environment.
- No
- ELECTRONIC SIGNATURE GATHERING!!!!
- Need leaders in different areas of the state. University students would be perfect. It requires leadership, organizational, and personable skills. We could develop a "political science" experience that they could receive credit for their time. The credit experience would need to have specific action items to be met to receive the credit. It would mean each school we have a student would need to have an approved description.
- I think we should get more social-media savvy, focus heavily on getting a base of volunteers early, and make it so people feel more connected as they're going to events.

## **Question 10. Any other feedback or suggestions?**

- All good!
- Thanks for letting me participate and sorry we were not successful! The initiative was written in a way where I could not in good conscience get ANY signatures because nobody ever read it all.
- I appreciate the effort everyone put into the campaign. Thanks!
- I was all-in and then the school started and it was difficult to commit with everything else I had taken on for the new school year.
- Survey signature gatherers throughout the process rather than at the end. Thank you for all your dedication to cleaning the darn air!!!!
- We need clean and air clean water to live healthfully
- Amazing effort by all of you!!!!!!
- I wish I had done better.
- Maybe some more in-person meetings? I think it would all feel a bit more real/exciting if there was like an in-person kickoff party.