

Kasim Reed - Atlanta Mayoral Runoff Election, Dec 2009

FIELD STRATEGY

Challenge:

Kasim Reed emerged from the General Election with only 36% of the vote, 10 points behind the top finisher, Mary Norwood. Norwood enjoyed a large base of motivated activists as she hoped to be Atlanta's first white mayor since 1976. Over 78,000 voters participated in the General Election. Most observers expected turnout to drop 10% as it did for the 2005 mayoral Runoff. Reed's path to victory lay in expanding his overall vote while capping Norwood's votes in his base precincts.

Model:

Working on behalf of AFSCME, Field Strategies led an Early Vote canvass targeting 39 precincts in proximity to Early Voting centers. This canvass was followed up by a four-day GOTV canvass in 58 precincts.

These programs converged with live phones to deliver 11 waves of pro-Reed and anti-Norwood messaging and generate much-needed "buzz" for Reed in his base.

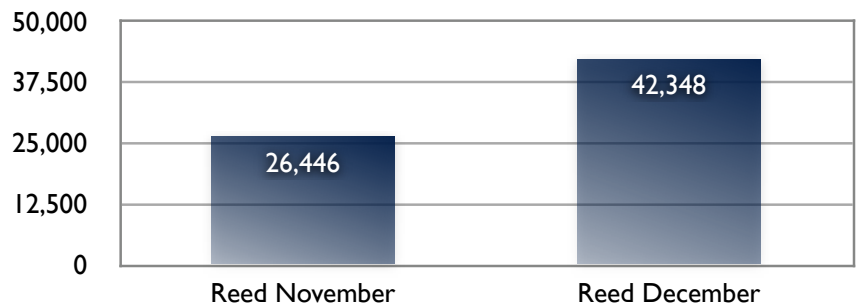
Persuasion:

Field Strategies successfully drove down Norwood's overall vote totals despite a citywide increase in turnout. Among precincts targeted for the Early Vote program, Norwood support dropped over 31%. In targeted GOTV precincts, Norwood support dropped 6.8% compared to 19.1% growth in non-targeted similar precincts.

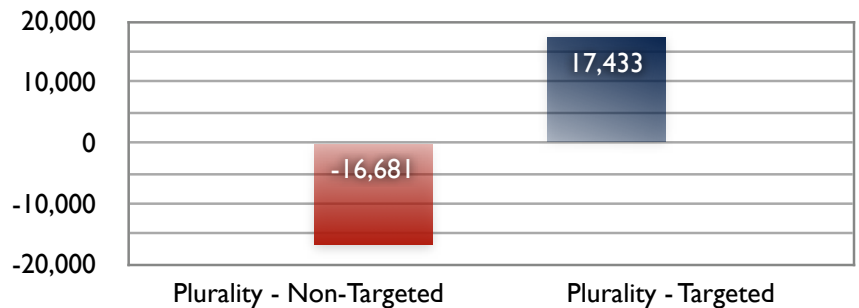
Result:

Reed generated 15,902 more votes than in the general election four weeks earlier. Precincts targeted by Field Strategies programs accounted for a 17,433 vote plurality for Reed, while Norwood accrued a 16,681 vote plurality in non-targeted precincts. In the end, Reed won by 752 votes.

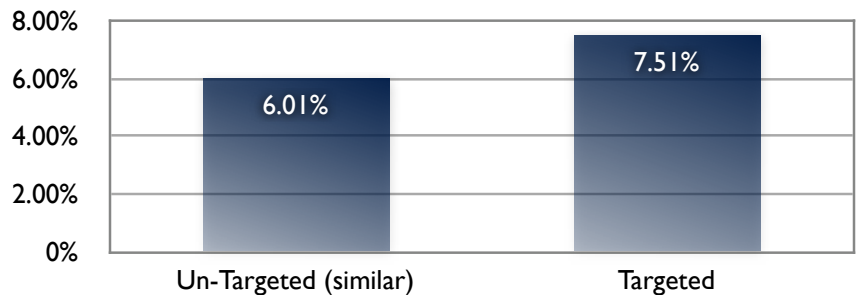
Reed Vote Increase - Nov. General to Dec. Runoff



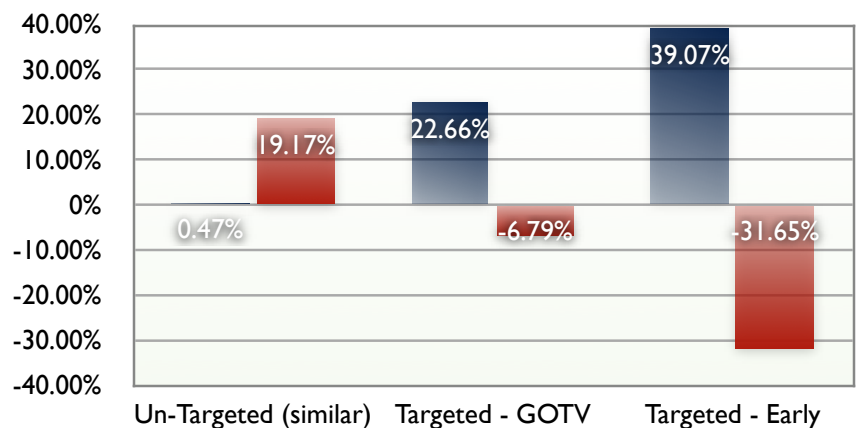
Reed Vote Plurality - Dec. Runoff



Turnout Increase - Nov. General to Dec. Runoff



Election Results - Dec. Runoff



■ Reed ■ Norwood