

Mitch Landrieu - New Orleans Mayoral Election, Feb 2010

FIELD STRATEGY

Challenge:

•In seven weeks, overcome a historically polarized electorate in New Orleans and the late entry of our candidate, Mitch Landrieu, into a crowded mayoral races to win on the first ballot and avoid a costly and divisive run-off.

Plan:

•Field Strategies worked closely with the Landrieu campaign to design and implement a comprehensive voter contact program. We immediately established an on-the-ground presence to:

•Persuade the 63% of the New Orleans electorate that is African American to elect their first white mayor in 32 years.

•Run up margins for Landrieu with the Early Vote Program.

•Engage a distracted electorate & maintain day-to-day operations despite massive road closures and crowds due to the excitement of the Super Bowl and Mardi Gras.

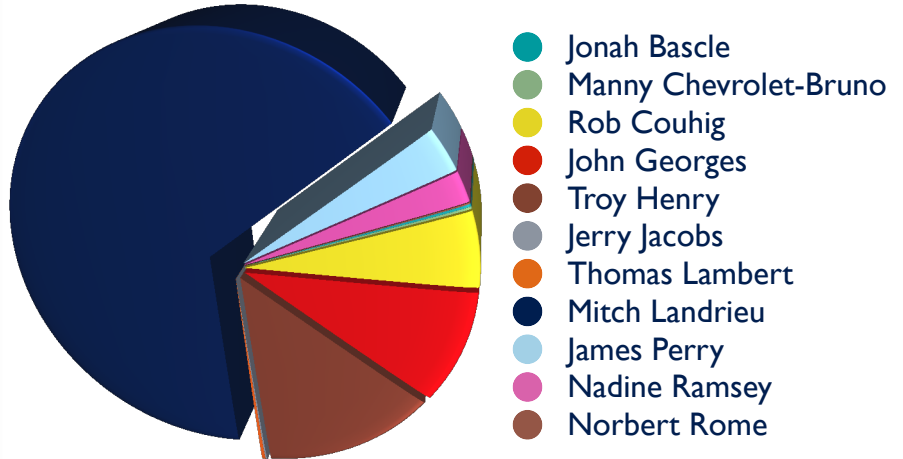
Model:

Field Strategies led an Early Vote canvass program targeting 73 high performing precincts, and also conducted a persuasion canvass in 112 predominantly African American precincts. These programs were able to reach 72% of targeted voters.

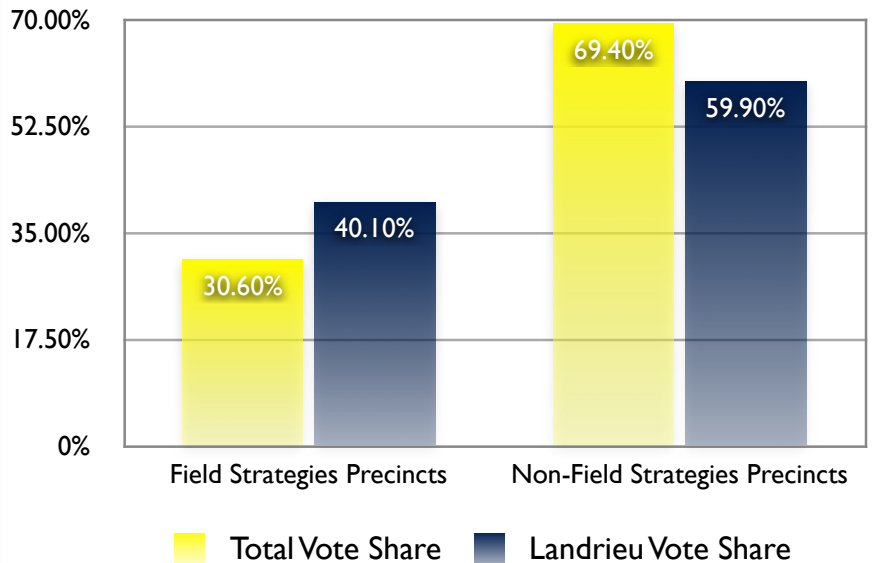
Result:

Landrieu amassed over 65% of the total vote in the first ballot demonstrating a broad base of support for the incoming mayor and avoiding a costly run-off election. Field Strategies targeted precincts saw a 32% growth in turnout over similar, non-Field Strategies precincts.

Vote Share



Vote Share Increase in Field Strategies Precincts



Turnout Increase in Field Strategies Precincts

