CAMPAIGN – CANVASS TECH

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Introduction

- Joined the SSP in 2013

- Bedroom tax activism and Trident

- Sell shower spares – retail, phone orders, internet, Amazon/eBay (spit)

- Use various databases and the internet. Learned semi-modern programming tools.

- Watched the SNP hard at work in Yes Scotland

- Applying all this to our work in RISE.

Scale of the challenge

- 4.1 million registered voters in 2014. (3.9m - 2011)

- Transfer to Individual Elector Registration.

- To win a seat, we need 5-8% on a regional list.

- Turnout **matters**.

Electors

Beware, here be dragons (and a bit of guesswork)

Electors

- Expecting around 3.9million on the electoral roll

- Turnout – expected to be high. Around 70%.

- Depending on whether the SNP win a list seat, we need between 5-8% to win a seat.

- "Do The Math!"

Electors – the math

- Approximately 500,000 per region
- 70% turnout → 350,000 votes cast
- 5-8% of these votes – 17,500-28,000 votes in a region to win an MSP.
- This is the <u>scale of the task</u>.
- Some of it will happen elsewhere – media team, debates and other public engagements.
- We don't have an MSP – die cast against us in MSM.
- Most of it will be face to face campaigning.

We need to be ORGANISED

- From TODAY, we have 22 weeks to win these votes.

- Very regular canvassing, leafleting and street stall work.

- Nothing really organised happens in December.

- From the first week of January, we have 17 weeks.

- This is no time at all!

What's needed

- Canvassing – remember your efforts during the referendum campaign!

- Survey comfort levels?

- Train people – we need <u>every single person</u>.
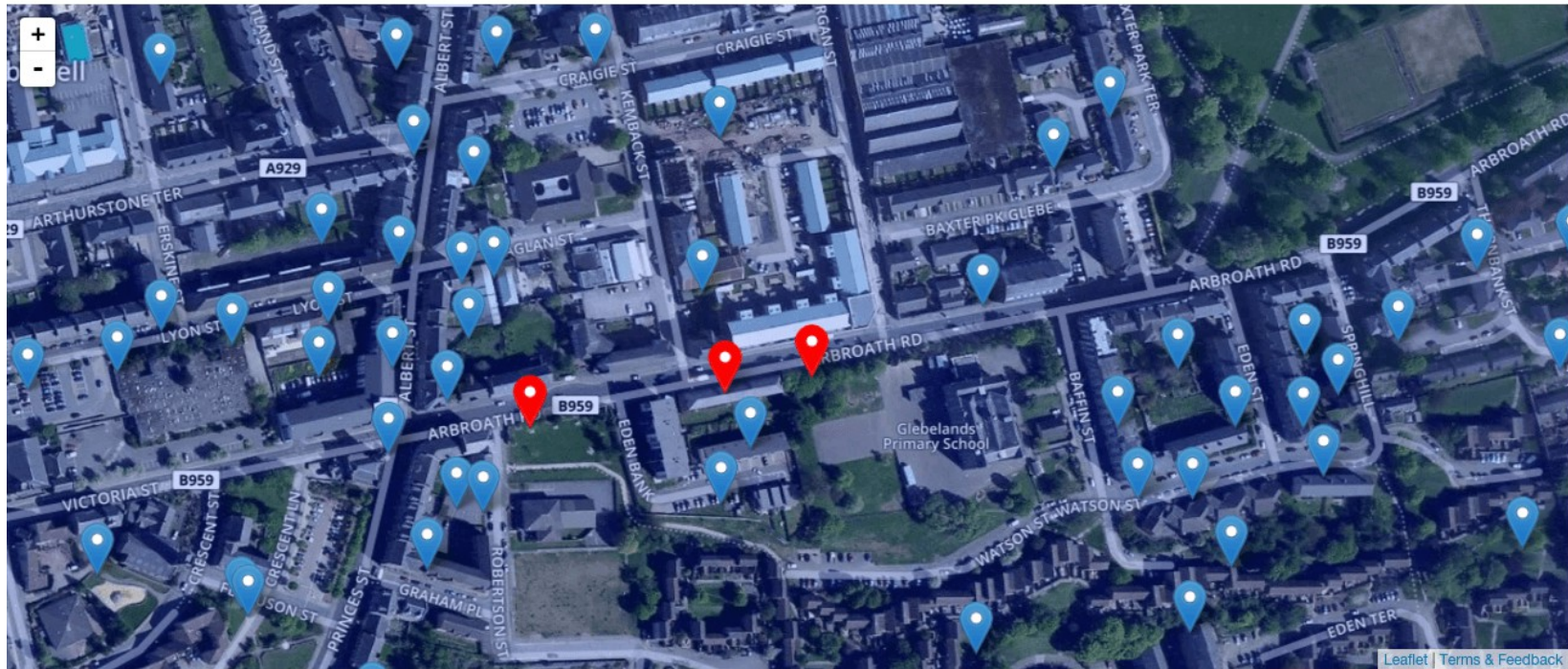
Canvassing Tech

- SNP use a bespoke system called Activate.

- Records every interaction with voters.

- We can do the same with free and open source software – electoral registers, and open geographical data.

- I've written a system for the Scottish Socialist Party, open-sourced it, and am working to get it up and running before we hit our campaign stride.

- Cannot re-use SSP canvass data. (sorry.)

COMRADE

- **Canvassing and Organisation: Making Regular Activism Downright Easier**

- Web tool for making the organisation of a canvass much easier.

- Jargon: Python/Django, a PostGIS database, and Ordnance Survey Open Data – free for anyone to download.

- Help/patches/development welcome

COMRADE

Zoom the map, and pick off the postcodes you'd like to add to this run.

Postcode

Put a postcode in here - and the map will go there

View Entire Ward

There are 103 addresses on this run so far.

Postcode	Addresses	Summary	Buildings	Contacts
DD4 6EQ		1-55 Lilybank Mews, Dundee, DD4 6EQ	52	96
DD4 6ER		56-72 (Evens) Arbroath Road, Dundee, DD4 6ER	12	19
DD4 6EP		2-38 (Evens) Arbroath Road, Dundee, DD4 6EP	39	66

COMRADE – Prepare a canvass

- Pick an area.

- Choose the questions – suggestions welcome

- Select the postcode points – around 100 addresses.

- Save the run.

- Repeat until you've made the canvass runs needed.

- Print them all off. Get an old bombproof laser printer.

- Go organise a canvass!

Graphic by khaleel from the Noun Project

COMRADE – Data Entry

- Once you've got the data back in paper form – enter it.

Demo

Will RISE(ify) this:
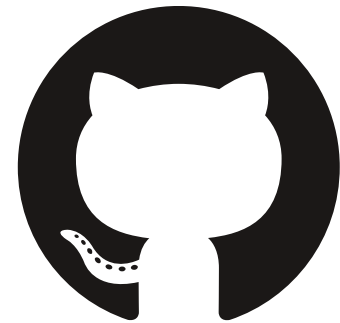colours, the house-style fonts.

Questions?

- Thanks for listening

- Request for help: Anyone with experience of Activate/another system? See me later.

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Source code:
https://github.com/scotm/canvassing