

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 scale of the task.
- 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 every single person.



Canvassing Tech

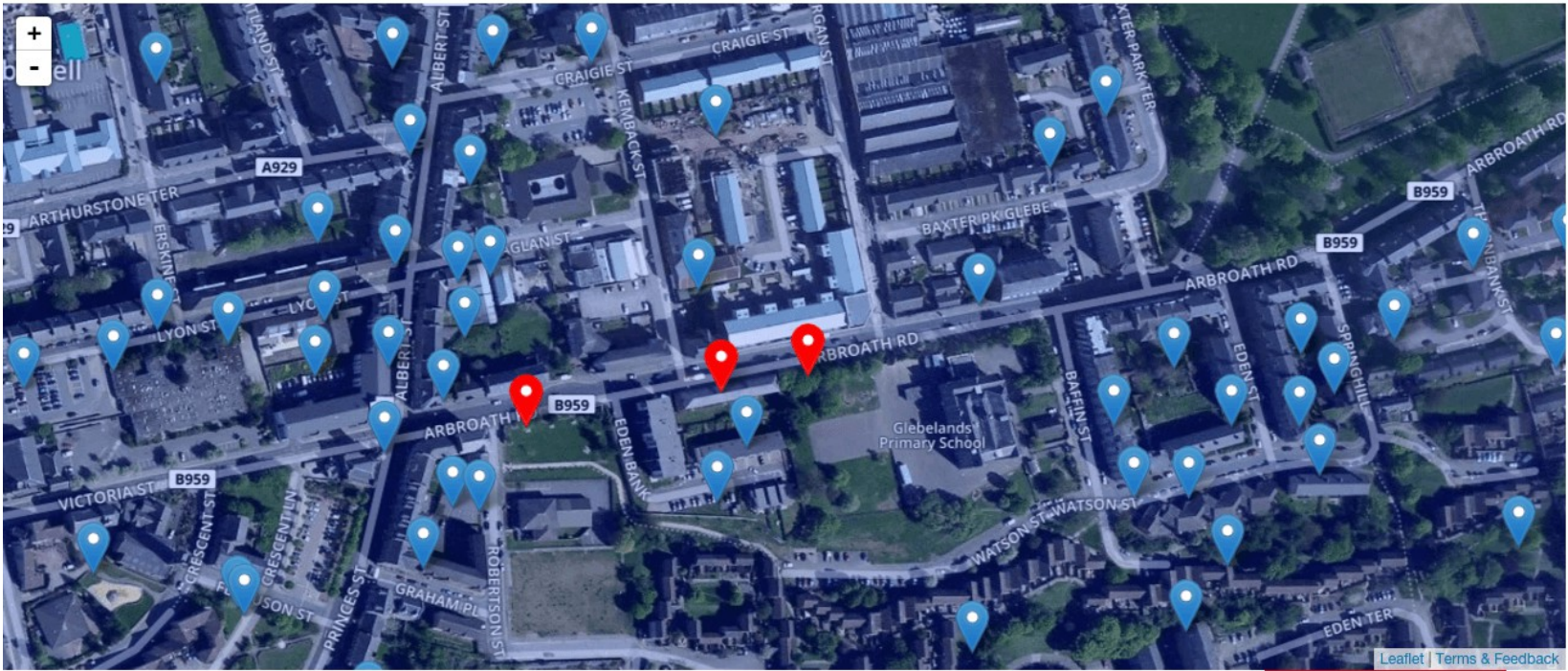
- SNP use a bespoke system called Activate.
- Records every interaction with voters.
- We can do the same with free and open source software – electoral registers, and open geographical data.
- I've written a system for use by the Scottish Socialist Party, open-sourced it, and am working to get it up and running before we hit our campaign stride.
- Cannot re-use SSP canvass data. (sorry.)

COMRADE

- **Canvassing and Organisation: Making Regular Activism Downright Easier**
- Short version: A 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/fast hardware/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

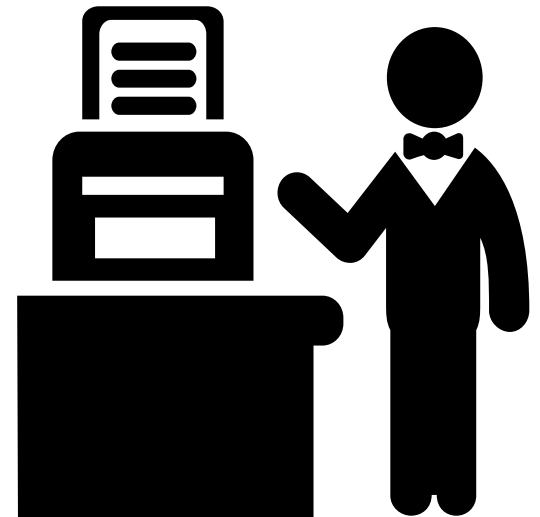
View Entire Ward

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 – Scotland divvied up into local areas.
- 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.

Data Entry for Hawthornden Place & Dryden Street

Questions

Question 1: Should Scotland be an independent country?

Question 2: Which party will you vote for in 2016's Holyrood election? (SNP, Green, RISE, Conservative, Labour, Liberal Democrat, Solidarity)

Contacts

4/10, Hawthornden Place, Edinburgh EH7 4RG

NAME

Status:

Independence:

Holyrood vote 2016:

Notes:

4/11, Hawthornden Place, Edinburgh EH7 4RG

NAME

Status:

Independence:

Holyrood vote 2016:

Notes:

NAME

Status:

Independence:

Holyrood vote 2016:

Notes:

Demo

Not the finished version.

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

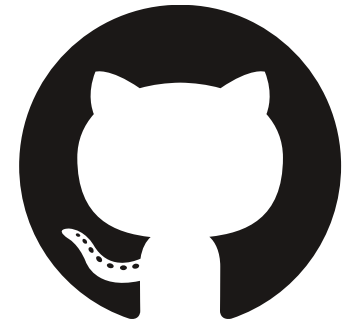
And additional capabilities – knock-up lists,
postal ballot lists.

Questions?

- Thanks for listening
- Request for help: Anyone with experience of Activate/another system? Contact me, please!

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Source code:

<https://github.com/scotm/canvassing>

Thanks: Connor Beaton, Richie Venton, Sandra Webster, Calum Martin, Wullie Cunningham, Seán Baillie (vote SSP for Blantyre!)