



youngurbanleaders | voterguide



# EXPERIMENTS IN SOCIAL VALUES ORGANIZING

If values shape politics  
and political identity,  
how do we shape  
values?

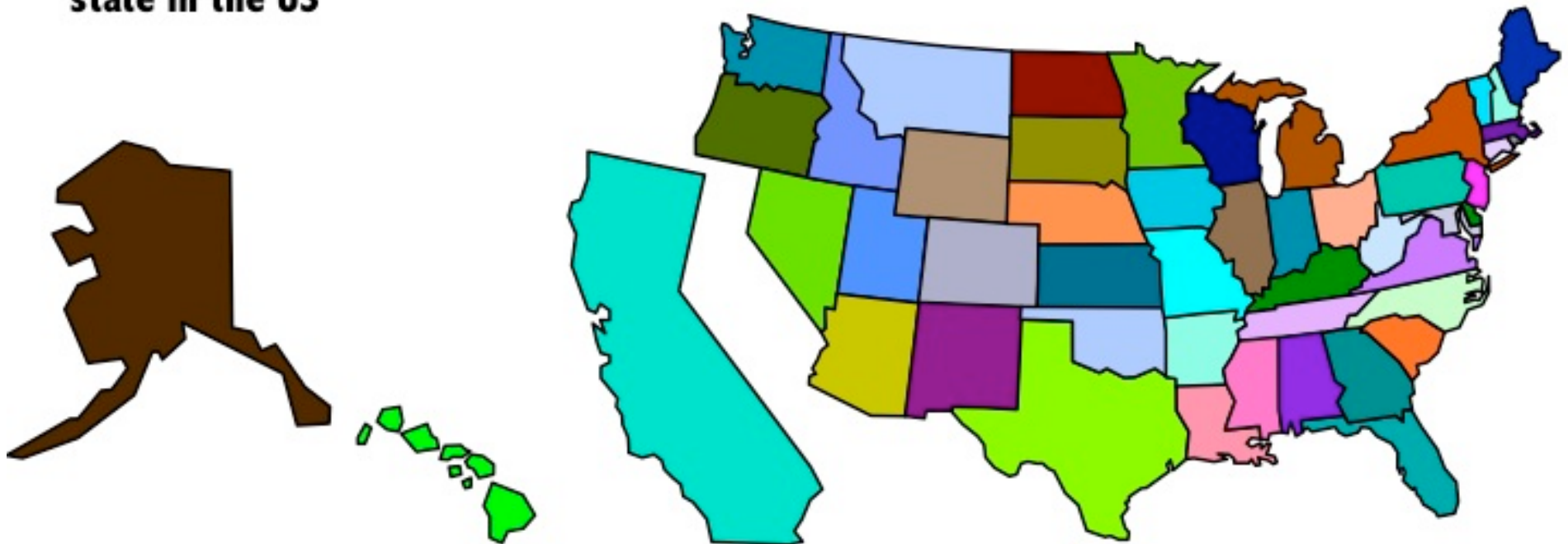
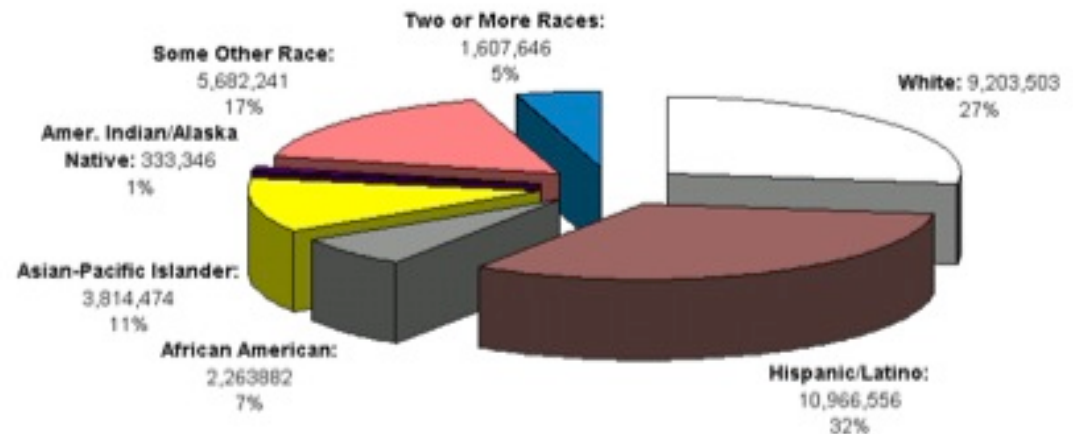
A presentation for PTP's  
Power Up Network  
SCOPE February 2009

# SIGNIFICANCE OF CALIFORNIA TO THE COUNTRY

## TOTAL POPULATION:

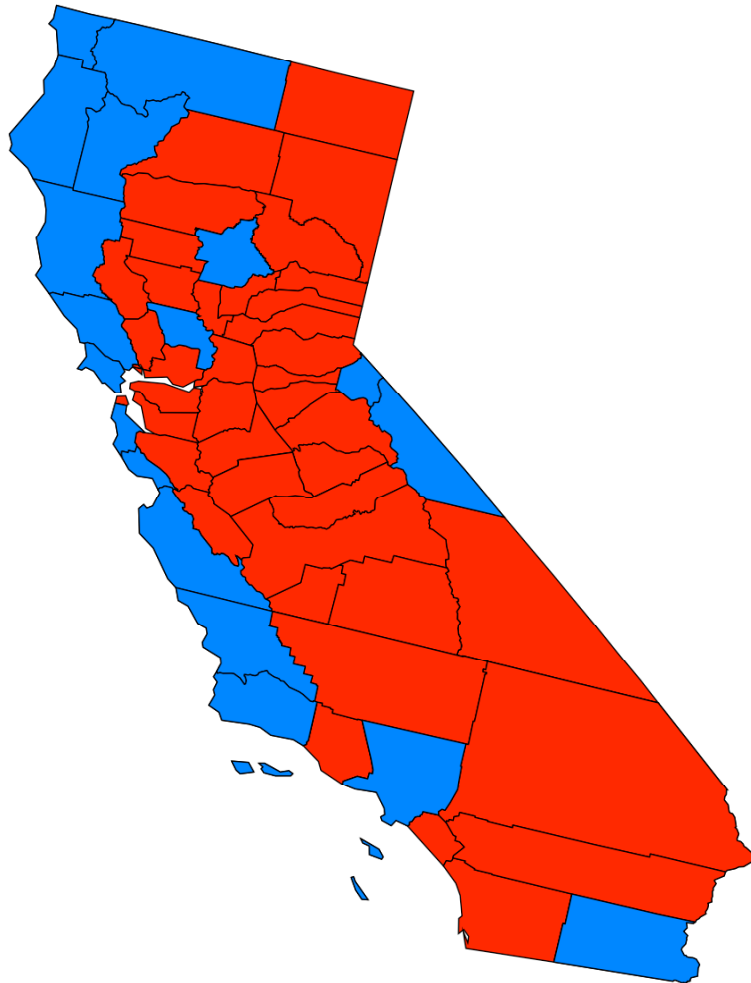
33,871,648 (in 58 Counties)

- Largest and Fastest Growing Population
- 5<sup>th</sup> Largest Economy in the World
- Most racially & ethnically diverse state in the US



# HOW CALIFORNIA GOT INTO THIS MESS

California is a Battleground over the role of government



## Conservative Assault:

1. 1979 anti-tax Proposition 13.
2. Constitution Amendment requiring two-thirds vote for any tax increase.
3. Over-reliance on borrowing and over-emphasis on capital (vs. operating) budgets
4. Perpetual ballot propositions reframing debate, shifting public policy.
5. Development of political gridlock

# THE IMPACT OF TAX AND FISCAL POLICIES

CRUMBLING INFRASTRUCTURE

HEALTH CARE  
CRISIS

EDUCATION  
CRISIS

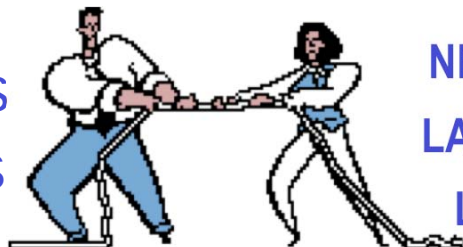
ENVIRONMENTAL  
DETERIORATION

GROWING LOW-  
WAGES & POVERTY

SAFETY NET CRISIS  
SOCIAL SERVICES, HOUSING, ETC.

DEFENSIVE BATTLES  
INFIGHTING OVER RESOURCES

NEW POLICIES need new funding  
LANDUSE DECISIONS based on SALES TAX  
LOCAL LEGISLATIVE BODIES weaker role





# CRITIQUE OF THE TRADITIONAL SOCIAL JUSTICE APPROACH

1. Social Justice movements are currently fragmented, tactical, and are often at **odds** in fighting for their particular issue (environment vs. jobs, funding for education vs. health care vs. housing, etc.).
2. The current **structure of tax and fiscal policies fuels this fragmentation**, reinforces the increasing polarization of jobs and income, and causes perpetual crises in resources to address our core issues.
3. To win long-term systemic change we **must find ways to build powerful alliances** that include non-traditional institutions & constituencies, along with a more unified & strategic approach across social justice movement sectors.
4. Unless we find ways to fundamentally **shift public consciousness on the role of government and taxes**, we cannot win the systemic change needed to address the fragmentation, polarization, and perpetual crises.

# KEY TRAPS OF THE TRADITIONAL APPROACH

➤ Logic, argument and facts and will compel people to get involved.

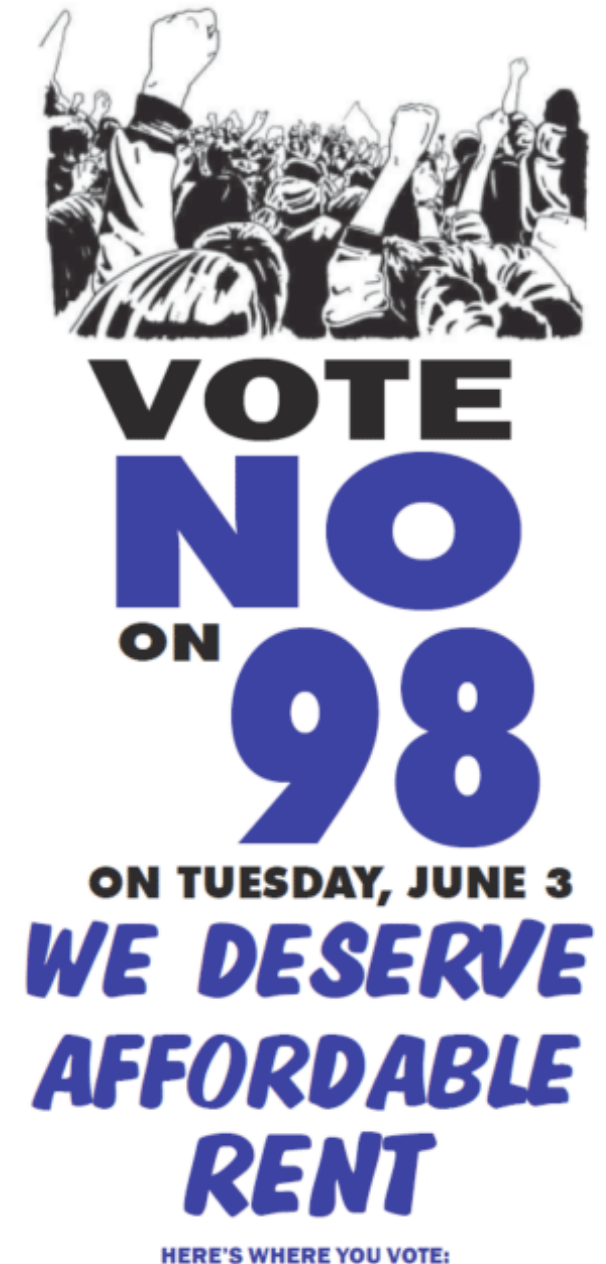
- Most people rarely think about the “issues.”
- People tend to think about the world through stories, metaphors and images.
- The things that matter to folks are their relationships, jobs, and families.

➤ Most people share our values.

- People tend to think about the world in contradictory ways.

➤ We need to pretzel our framing to meet people where they are at.

- How can understanding values allow us to move people in a progressive direction?



# Social Values Research Overview

# The Environics Values Research

- Started in 1970 doing public opinion polling. In the early 80's moved to comprehensive coverage of issues and developed the **3SC Social Values Monitor**.
- Last major in-home survey in the U.S. was 2007 (1800 Americans).
- Used by Fortune 500 companies from GM to Proctor and Gamble to L'Oreal to take advantage of changing values trends.



## What are Social Values?

- A person's mental posture or fundamental *world view*. Shapes how people experience the world.
- Formed early in life, mostly fixed by one's mid-teens, evolve slowly over time through education and life experiences.
- Major events – wars, depressions, etc – can trigger society-wide values shift.
- NOT fads. NOT limited to "moral values."



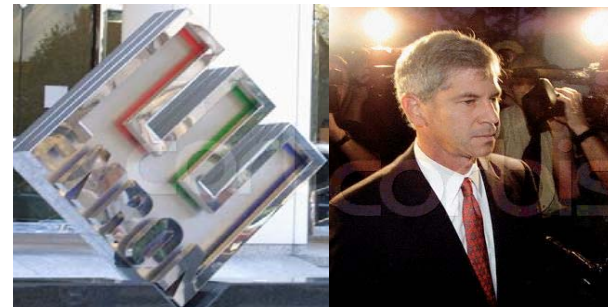


## Examples of Social Values

# Just Desserts

*Confidence that, in the end, people get what they deserve as a result of the decisions they make, both positively and negatively.*

1. I feel that people get what they are entitled to have
2. I feel that people get what they deserve
3. I feel that rewards and punishments are fairly given
4. I feel that people who meet with misfortune have brought it on themselves



## Examples of Social Values

# Acceptance of Violence

*Believing that violence is an inevitable part of life. People strongest on this trend even accept violence as an outlet for letting off steam or as a way of getting what they want. For some, violence is becoming the only way they can make themselves heard in today's world.*



1. Violence is a part of life. It's no big deal.
2. Violence can sometimes be exciting
3. It's acceptable to use physical force to get something you really want. The important thing is to get what you want.
4. When a person can't take it anymore and feels like he/she is going to explode, to be a little violent can relieve the tension. It's no big deal.

# 150+ Social Values Trends

---

- ☐ Acceptance of Violence
- ☐ Acknowledgement of Racism
- ☐ Active Government
- ☐ Adaptability to Complexity
- ☐ Adaptive Navigation
- ☐ Advertising as Stimulus
- ☐ American Dream
- ☐ American Entitlement
- ☐ Anomie and Aimlessness
- ☐ Attraction to Crowds
- ☐ Aversion to Complexity
- ☐ Brand Apathy
- ☐ Buying on Impulse
- ☐ Celebrating Passages
- ☐ Civic Apathy
- ☐ Civic Engagement
- ☐ Community Involvement
- ☐ Concern for Appearance
- ☐ Confidence in Advertising
- ☐ Confidence in Big Business
- ☐ Confidence in Small Business
- ☐ Conformity to Norms
- ☐ Consistent Self
- ☐ Crude Materialism
- ☐ Cultural Assimilation
- ☐ Culture Sampling
- ☐ Deconsumption
- ☐ Ecological Concern
- ☐ Discerning Hedonism
- ☐ Discriminating Consumerism
- ☐ Duty
- ☐ Discount Consumerism
- ☐ Ecological Fatalism
- ☐ Effort Toward Health
- ☐ Emotional Control
- ☐ Enthusiasm for New Tech.
- ☐ Enthusiasm for Consumption
- ☐ Entrepreneurialism
- ☐ Equal Relationship with Youth
- ☐ Ethical Consumerism
- ☐ Everyday Ethics
- ☐ Everyday Rage
- ☐ Faith in Science
- ☐ Fatalism
- ☐ Fear of Violence
- ☐ Financial Security
- ☐ Flexible Families
- ☐ Flexible Gender Identity
- ☐ Gender Parity
- ☐ Global Consciousness
- ☐ Heterarchy
- ☐ Holistic Health
- ☐ Importance of Aesthetics
- ☐ Importance of Brand
- ☐ Importance of Spontaneity
- ☐ Interest in the Unexplained
- ☐ Introspection and Empathy
- ☐ Intuition and Impulse
- ☐ Joy of Consumption
- ☐ Just Desserts
- ☐ Largesse Oblige
- ☐ Living Virtually
- ☐ Look Good Feel Good
- ☐ Malleable Self
- ☐ Meaningful Moments
- ☐ More Power for Business
- ☐ More Power for Media
- ☐ More Power for Politics
- ☐ Modern Racism
- ☐ Multiculturalism
- ☐ Mysterious Forces
- ☐ National Pride
- ☐ Need for Status Recognition
- ☐ Need for Uniqueness
- ☐ Networking
- ☐ Obedience to Authority
- ☐ Ostentatious Consumption
- ☐ Parochialism
- ☐ Patriarchy
- ☐ Penchant for Risk
- ☐ Personal Challenge
- ☐ Personal Control
- ☐ Personal Creativity
- ☐ Personal Escape
- ☐ Personal Expression
- ☐ Primacy of the Family
- ☐ Propriety
- ☐ Protection of Privacy
- ☐ Pursuit of Intensity
- ☐ Racial Fusion
- ☐ Reverse Sexism
- ☐ Question Authority
- ☐ Rejection of Order
- ☐ Religion a la Carte
- ☐ Religiosity
- ☐ Saving on Principle
- ☐ Search for Roots
- ☐ Selective Use of Personal Services
- ☐ Sensualism
- ☐ Sexism
- ☐ Sexual Permissiveness
- ☐ Skepticism of Advertising
- ☐ Social Intimacy
- ☐ Social Mobility
- ☐ Social Responsibility
- ☐ Spiritual Quest
- ☐ Status via Home
- ☐ Strategic Consumption
- ☐ Technology Anxiety
- ☐ Time Stress
- ☐ Traditional Family
- ☐ Traditional Gender Identity
- ☐ Upscale Consumerism
- ☐ Vitality
- ☐ Voluntary Simplicity
- ☐ Work Ethic
- ☐ Xenophobia



# The Socio-Cultural Map

**AUTHORITY**

## Status & Security:

Obedience to Traditional Structures and Norms



## Authenticity & Responsibility:

Well-being, Harmony and Responsibility



## Exclusion & Intensity:

Seeking Stimulus and Attention



## Idealism & Autonomy:

Exploration and Flexibility



**SURVIVAL**

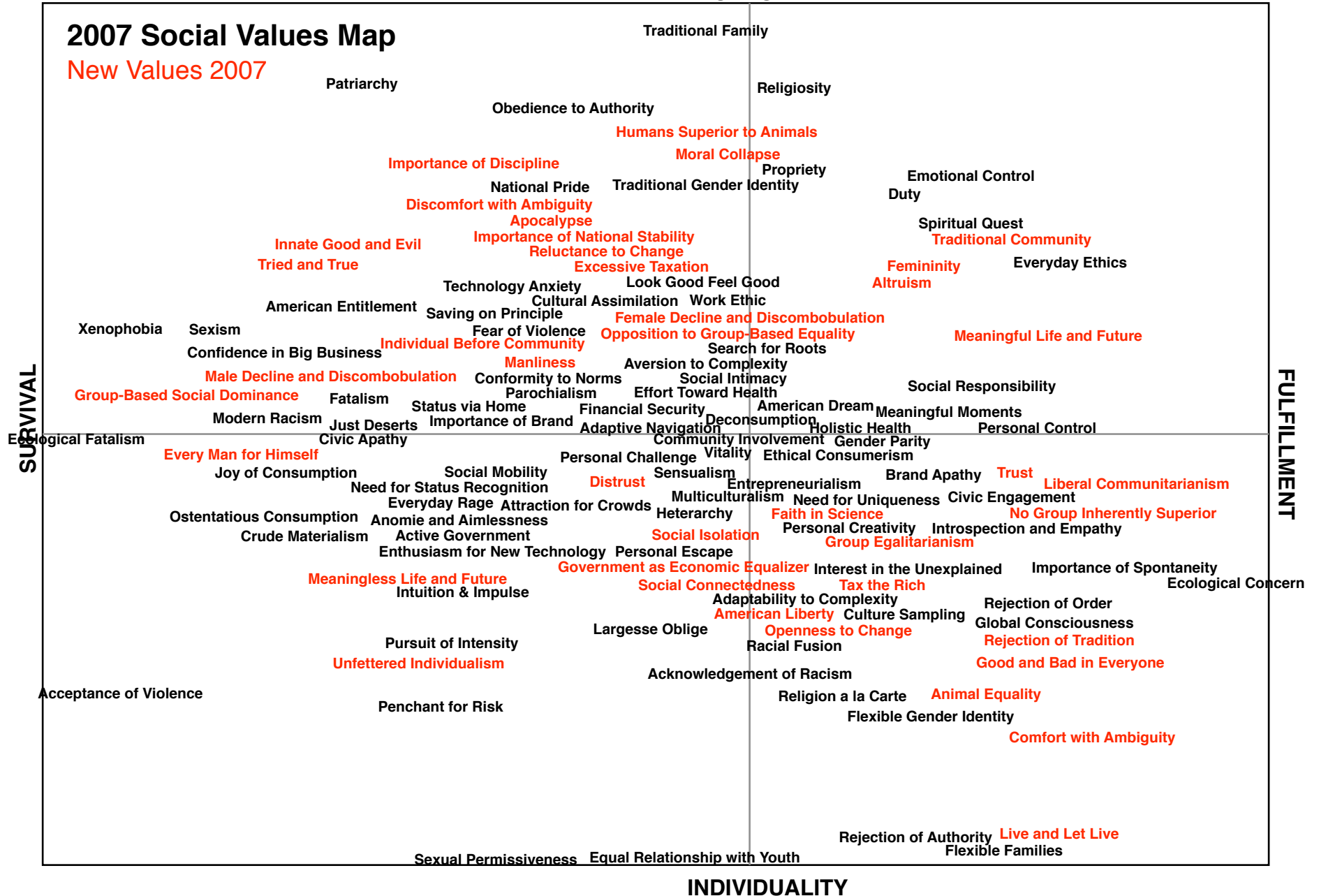
**FULFILMENT**

**INDIVIDUALITY**

## AUTHORITY

### 2007 Social Values Map

New Values 2007





# 2007 STATEWIDE POLL

AUTHORITY

2007

FULFILLMENT

The Anti-Base (13%)

Aspiring People of Color (15%)

Balanced Suburbans (27%)

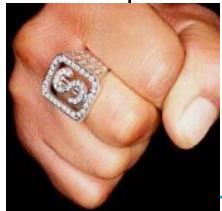
Self-centered Affluent (8%)

Base (15% of pop.)

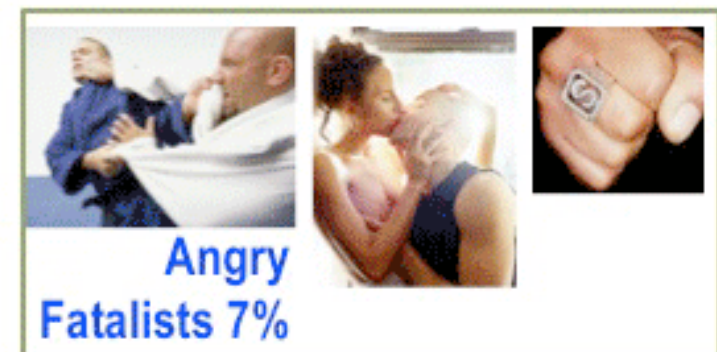
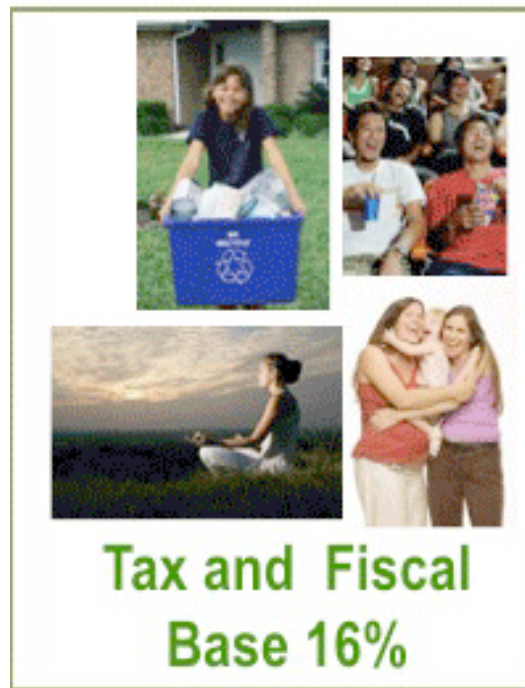
INDIVIDUALITY

Blaming Fearful (15%)

Angry Fatalists (7%)



# VALUES CONSTITUENCIES OF OPPORTUNITY IN CALIFORNIA



# TYPICAL SOCIAL JUSTICE MESSAGE CONSTRUCTION

## PROBLEM

- Poor and working class communities are suffering
- Policy makers aren't accountable
- Corporations have an explicit agenda that fuels these conditions

## SOLUTION

- These problems will only grow worse unless we organize to change them
- Policy campaigns will address these conditions and hold decision-makers accountable
- What's needed is building the power of poor and working communities

## ACTION

- Participate in grassroots lobbying, actions and meetings
- Join our organization

**Progressive Values these messages tap into**

*Active Government*

*Civic Engagement*

*Government as Economic Equalizer*

*Community Involvement*

# WHY THOSE MESSAGES MAY HAVE LIMITED IMPACT

Intuition and Impulse

Confidence in Big  
Business/Importance of  
Brand

Civic Apathy

Group Based Social  
Dominance/Just Desserts

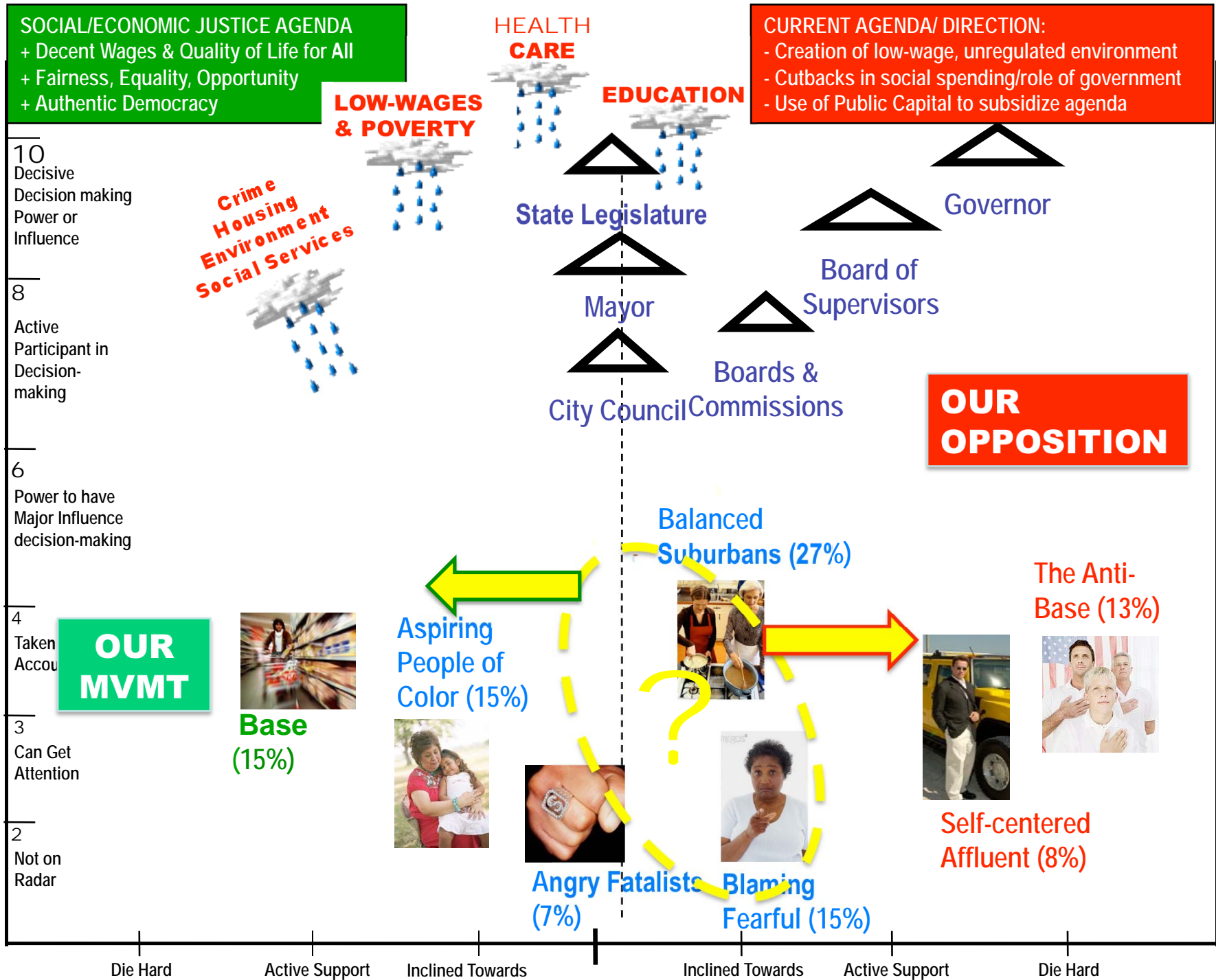
Fatalism

Xenophobia/Modern  
Racism

Traditionalism/Sexism/  
Traditional Gender Identity









# Los Angeles Regional Experiment

# LOS ANGELES REGIONAL EXPERIMENT

August – November 2008

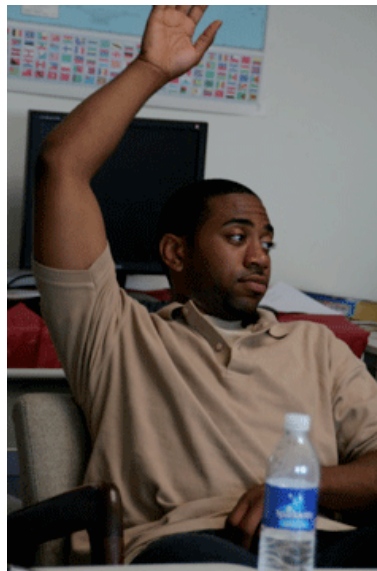
1. How can we find values-based constituencies?
2. How do we use social values analysis to develop framing and messaging?
3. Can we impact attitudes and behavior?

# THE PROCESS

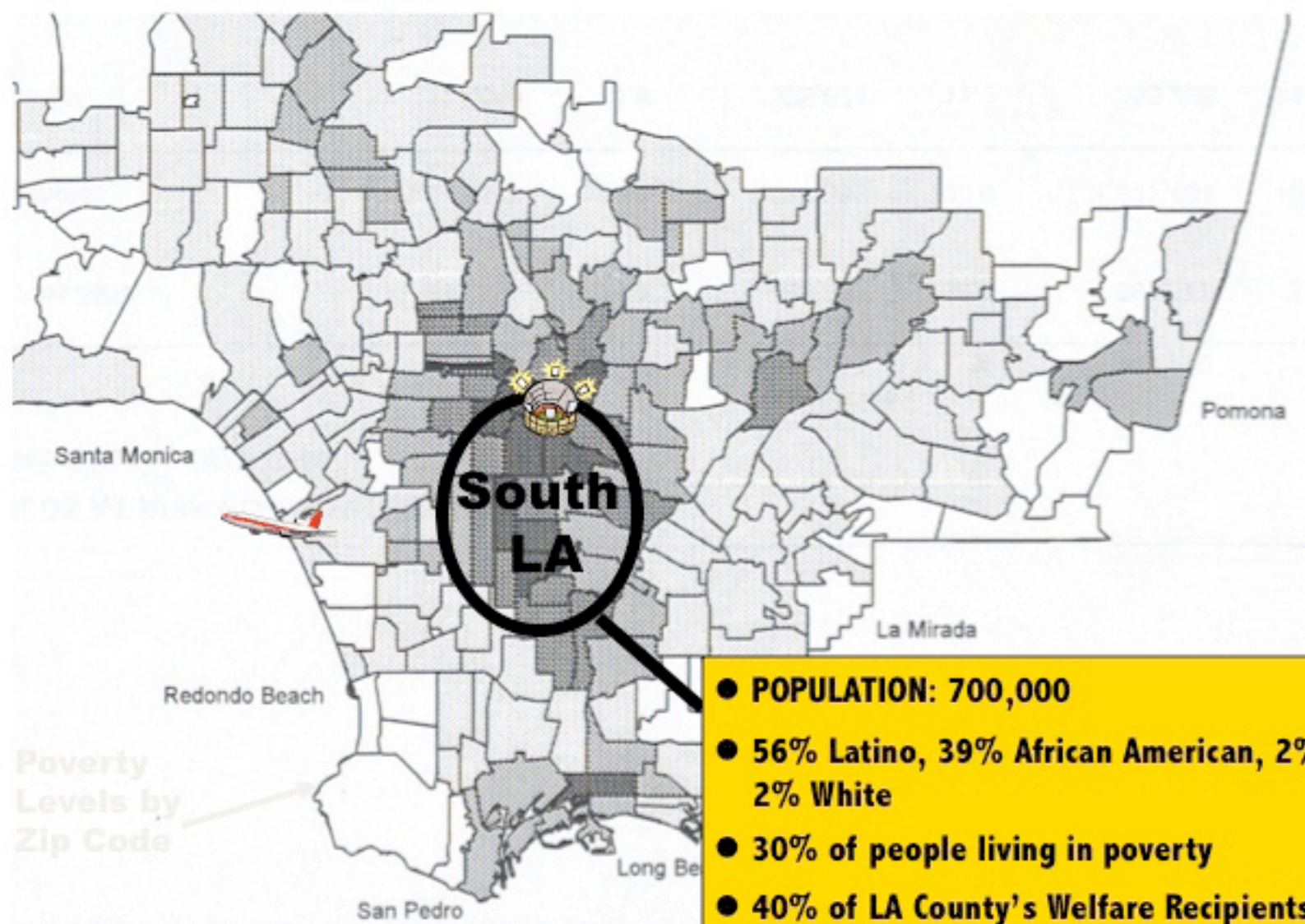
## DESIGNING THE EXPERIMENT



1. **State Values Analysis to identify the values-based constituencies**
2. **Select target constituency**
3. **Regional values survey to identify geographic concentration**
4. **Geo-demographic matching onto voter or membership list**
5. **Selection of Target Values**
6. **Development of strategic themes and messages**
7. **Development of communication materials and organizing strategy**
8. **Apply**
9. **Evaluate**



# SOUTH L.A. SNAPSHOT



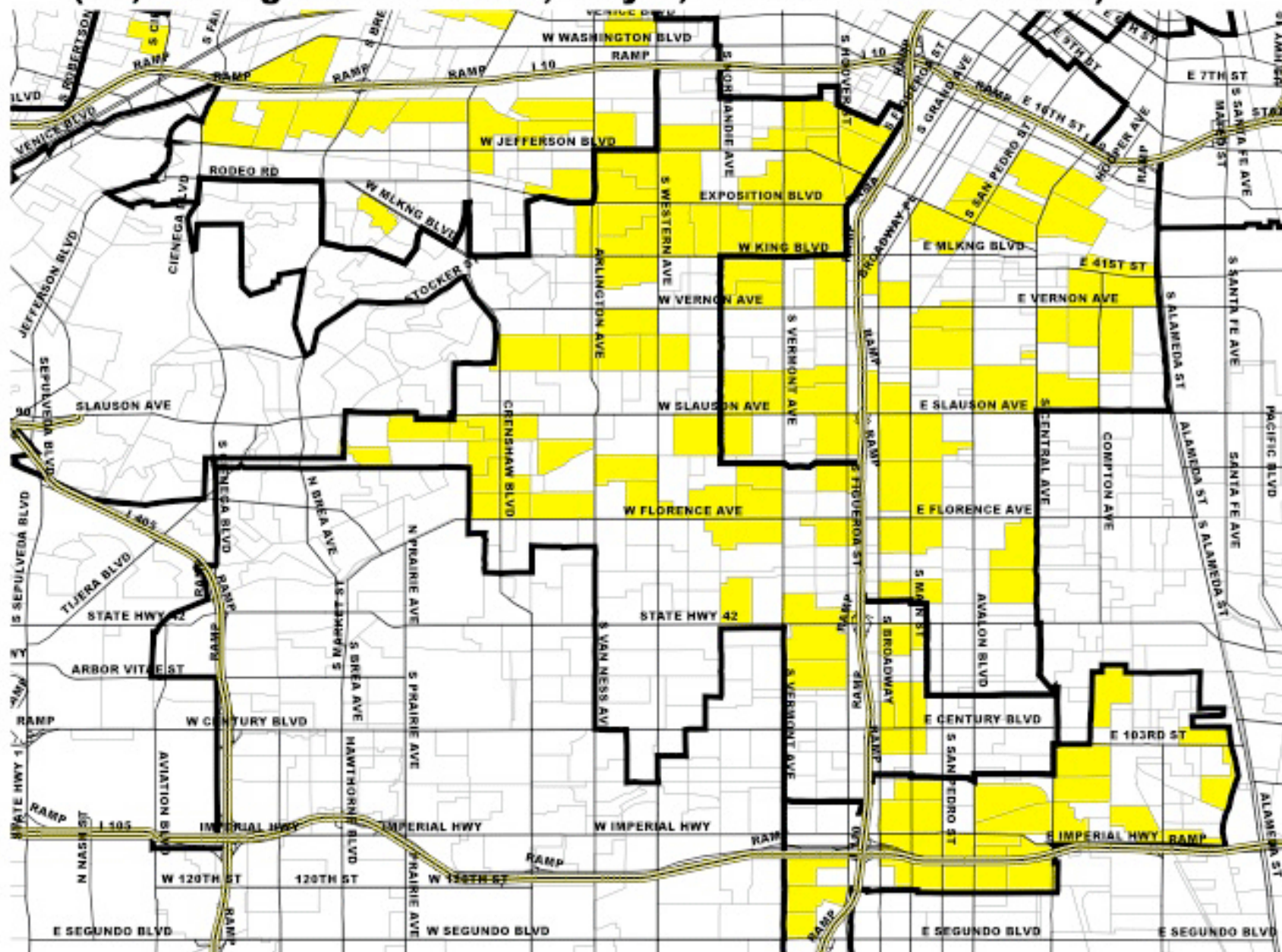
- **POPULATION: 700,000**
- **56% Latino, 39% African American, 2% Asian/PI, 2% White**
- **30% of people living in poverty**
- **40% of LA County's Welfare Recipients**
- **Highest rates of breast cancer, heart disease, diabetes of any area within L.A. County**

Sources: United Way of Greater LA State of the County Report (1998), County of Los Angeles Department of Public Social Services, US Census 2000, Los Angeles Times (March 28, 2002)

**Produced by CIPHER**

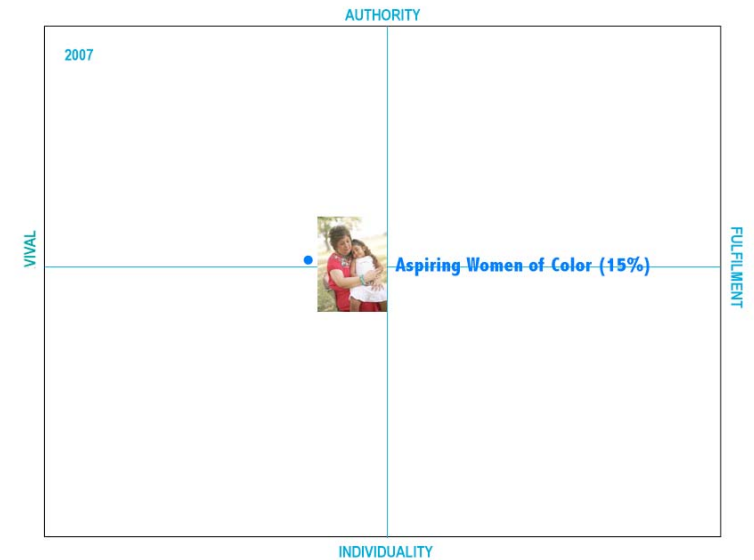


# TARGETING GEOGRAPHIC PRECINCTS WITH HIGH CONCENTRATION OF LOW-INCOME AFRICAN AMERICAN & LATINO 18 TO 35 YEAR OLD VOTERS (68,578 registered voters, only 6,287 consistent voters)





# Aspiring People of Color



30% of SLA 18-39 yr olds

57% Latino

30% African American

51% Have Children

60% are Renters

58% make less than  
\$35,000

61% are Democrat

50% not registered to vote

30% NEVER vote

DEMOGRAPHICS

# Aspiring People of Color (30% of SLA 18-39 yr olds)

## Top Values

**Multiculturalism**

**Technology Anxiety**

**Intuition and Impulse**

**Propriety**

**Active Government**

**Modern Racism**

**Outer-Directed Self Esteem**

**Fear of Violence**

**Need for Status Recognition**

VALUES

# Aspiring People of Color (30% of SLA 18-39 yr olds)



**Rules, discipline and propriety are important characteristics for getting ahead.**

**Government should take care of society like families take care of their own.**

**Civic Engagement is an individual act. Setting a good example, raising your kids right and being a role model is how you contribute to society.**

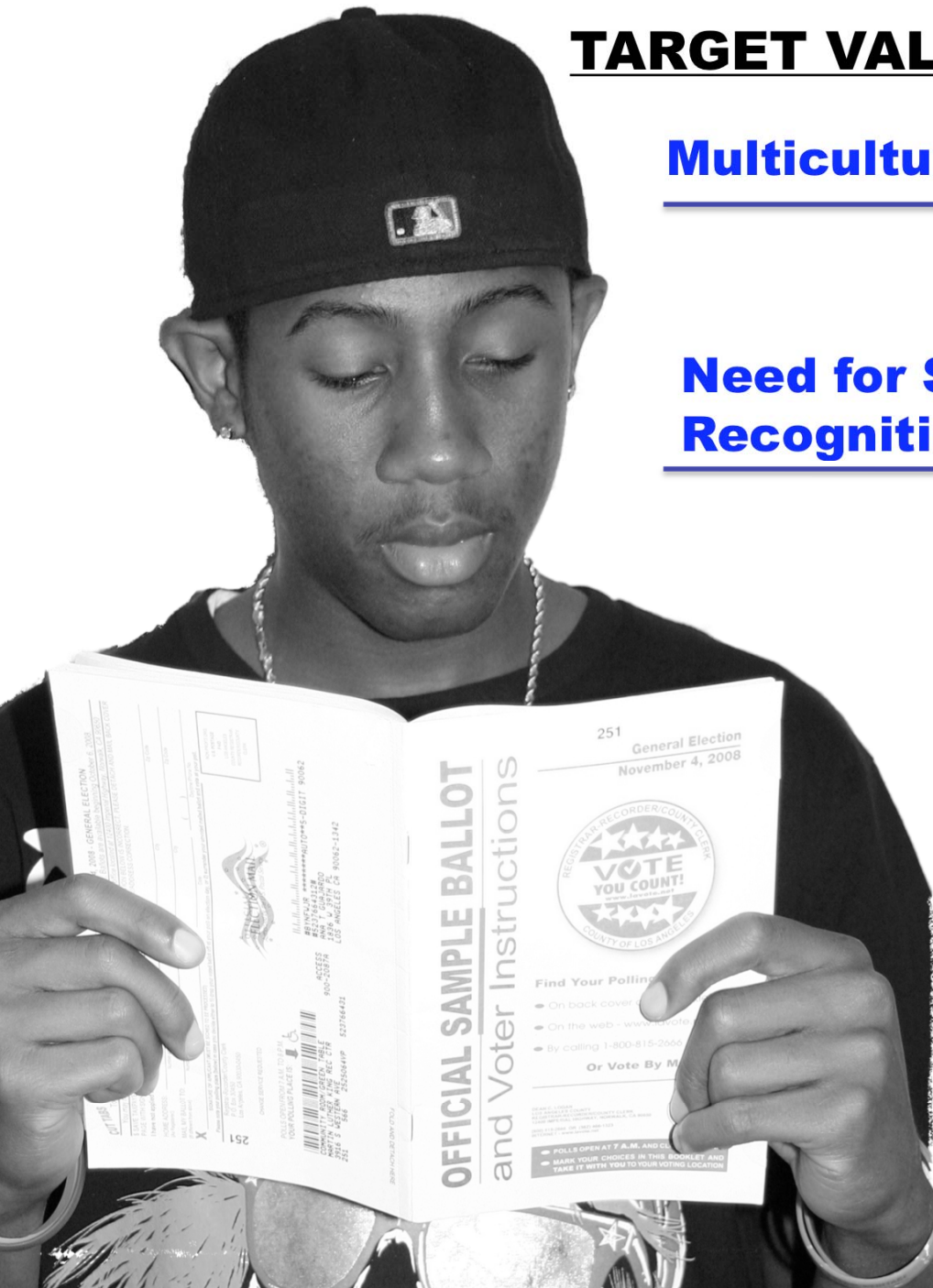
**You need to work hard to earn respect.**

**They have strong ethnic pride and pride in their nationality, but don't identify as strongly with community or as poor/working class.**

**A better life means leaving the community.**

WORDLVIEW





# **TARGET VALUES and STRATEGIC THEMES**

## **Multiculturalism**

---

Black and Brown  
Unity and Pride

## **Need for Status Recognition**

---

Being Part of an Elite Group  
Being Seen and Heard  
Getting set up for success  
Being an Educated Voter

## **Propriety**

## **Importance of Discipline**

---

Doing what's right  
Being a role model

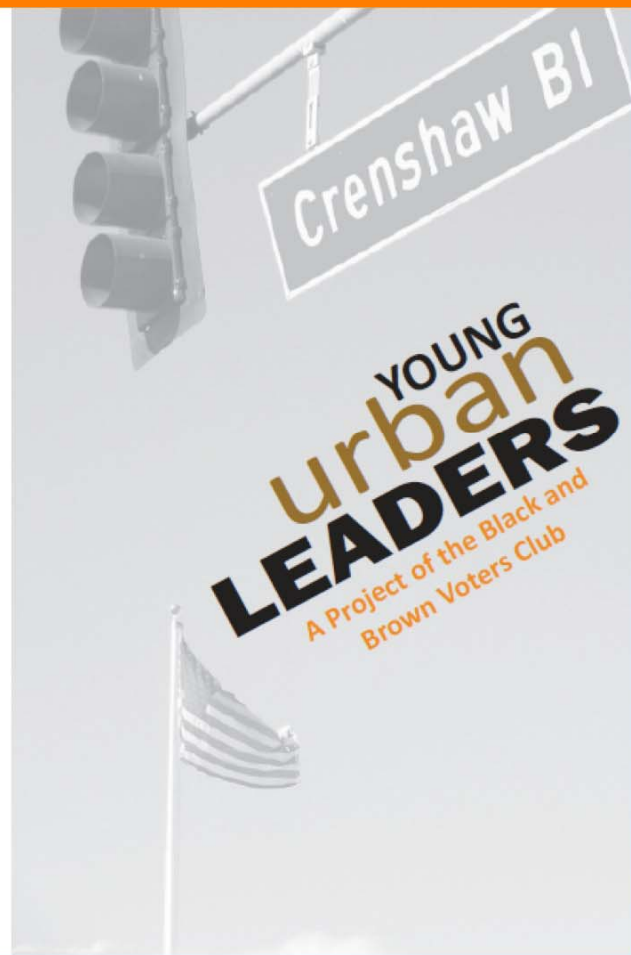
# MATERIALS

## join us

- ❑ **Get Involved with Young Urban Leaders**  
You choose -- all we ask is \$5, 5 hours of time, or recruiting 5 friends and family to get involved.  
  
We'll keep you informed and updated about the Elections, Issues and about how we can get ahead.
- ❑ **Get 5 minutes of fame.**  
We'll feature you - your story, your ideas and perspectives about key issues on our website, [bbvcla.org](http://bbvcla.org).
- ❑ **Participate in the Young Urban Leaders Training Institute** to learn leadership and professional skills.

### Check us out at:

Young Urban Leaders  
a Project of the  
Black and Brown Voters Club  
4801 Exposition Blvd.  
Los Angeles, CA 90016  
(323) 735-9515  
[www.bbvcla.org](http://www.bbvcla.org)



We initially called the group Black and Brown Voters Club, but later changed the name to **Young Urban Leaders**, emphasizing status over multiculturalism.





# MATERIALS

## YOUNG URBAN LEADERS



### Status

### Importance of Discipline

### Importance of Discipline

### we are informed

In order to be seen and respected, we need to be educated. The BBVC keeps our community in the know through information and updates about the elections and key issues that impact our families' lives.


### we work hard

We know our neighbors work hard for a better life for themselves and their families. The BBVC provides opportunities for personal growth and skills development. Since 2001, we have trained over 500 people in leadership skills, including public speaking, networking and fundraising.


### we are recognized

Hard work is the path to success. Over the years we've contacted, educated and motivated over 350,000 people to vote, and increased the voter participation of our neighborhoods by as much as 16%.

# MATERIALS



southlosangeles | youngurbanleaders | voterguide



## YOUNG URBAN LEADERS

**E**lection Day, November 4th, is quickly approaching. This day will be one that asks us to cast our opinions for President, County Supervisor, and 17 state and local initiatives that will all have a major impact on our lives. The history unfolding during this election is unmatched, and young Californians stepping up and demonstrating leadership by voting has never been more important.

This election will break the race and gender barriers of White House leadership. This isn't important simply because of cracked glass ceilings and new precedents. It's the realization of the promise of a future in which anyone can achieve their highest goals and dreams. Young Urban Leaders are the new, emerging leadership in our Country. We work hard to improve our lives, we deserve to be recognized and we will leave a mark on the future.


The fact that 3 of the 4 candidates on the presidential ticket are from low to moderate backgrounds is a statement to the fact that people can work hard and change their lives for the better. Finally, it seems as though government may be becoming reflective of our communities and the people from them.

Our generation's vote has never been set up to more decisive. Young people are becoming more and more invested in civic affairs, and we are expected to have the deciding word on November 4th. In South Los Angeles, there are 70,000 18-35 year old registered voters, but slightly less than 7,000 of them vote regularly. Local leaders just like you are taking up this challenge of low voter turnout door by door. We are working to make sure that young voters in our neighborhoods demonstrate their real influence by educating themselves on the ballot and voting.


One obstacle to getting more young adults to vote consistently is the lack of clear information about what we are asked to vote for. We have put together a plain language and easy to read explanation of the November ballot to help voters understand the initiatives. "Ballot Watch" is for those who want to be informed, improve their lives, and exercise their leadership through their vote.

Young Urban Leaders wants to see all of us perform up to our potential. The future is ours to shape, and with participation at the polls, we can assure that the future looks like something we want it to be.

**BE IN THE KNOW**



**BE AN EDUCATED VOTER**



**OUR GENERATION'S VOTE WILL HAVE THE FINAL WORD**

## NON-PARTISAN VOTER GUIDE

**This is our story**



manuel, 25

Lives: South LA  
Born: Mexico City, Mexico  
Father of 2 sons

"One vote is powerful, but imagine the power of thousands voting together. I can't vote, so I go door to door asking my neighbors to vote."



trenton, 18

"I don't like sitting around and watching things happen."

Lives: South LA  
Dad from: San Diego  
Mom from: Guatemala  
Student at 32nd Street School



tania, 21

Lives: South LA  
Parents from: Guanajuato, Mexico  
Mother of 5 year old twin sons

"This is my first time voting. Voting is important. It's our voices being heard."

"If everyone that doesn't vote today went out and voted... we could do anything we wanted."

Lives: South LA  
Parents from: Seoul, Korea  
Works at: 98 Cents Store on Adams and Bronson



young, 36

"If everyone that doesn't vote today went out and voted... we could do anything we wanted."

**this is why we vote**



**70,000** young voters live in south la.  
**Only 6,000** vote.



**YOU WILL MAKE HISTORY**  
vote tuesday november 4 here:

**YOUNG URBAN LEADERS**  
4801 Exposition Blvd., L.A., CA 90016 [www.bbvcla.org](http://www.bbvcla.org)



# THE ORGANIZING



- 1. Four Week Organizing Test**
- 2. Four Week Non-Partisan Get out the Vote Program**
- 3. Door to Door Organizing and Phoning to Contact APOCs**
- 4. Follow-Up One-on-One Visits**

# VALUES

## TACTICS



1. Informal “kick-backs” at local restaurant (Social Intimacy)
2. 5 Minutes of Fame – Videotaped Interviews on Website (Status)
3. VIP Election Night Tour (Status)
4. Organizing Team wore Polo Shirts (Propriety)
5. IPOD Touch GiveAway
6. Social Networking Sites



# RESULTS

## AND FINDINGS

4155 total contacts  
85% Commit to Vote  
13% Leads (558)  
277 got involved



- **Status was an effective strategy** – introducing COO to people and opportunities where they can see themselves moving forward.
- **Recruitment was most effective when leads saw individual self benefit.** Aspiring People of Color are challenging to recruit – they aren't joiners, and their connection to community is tenuous. Need new language around organizing and social justice.
- **Propriety and discipline** were important to project in the culture of the organization (images on materials, walk team polos)
- **Addressing contradictions and conflicts between our values and target COOs** (Aspiring vs. Fatalism, Propriety vs. Need for Uniqueness/Live and Let Live, individual vs. collective attention/success)

# TRADITIONAL EDUCATIONAL MATERIAL

## **Yes on Measure B – The Solar Energy and Job Creation Program**

### **Thousands of Good, Family-Supporting Jobs**

Measure B will create thousands of new, family-supporting jobs with good benefits— jobs that might otherwise go elsewhere. It also establishes a job training and outreach academy and targets jobs to underserved communities.

### **Boost our local economy with Measure B**

Measure B will boost our economy at a time when we need it most. Measure B will attract new businesses to L.A. to tap into our huge solar market and it will support local businesses by establishing a preference for purchasing equipment from L.A. manufacturers.



### **Measure B protects ratepayers**

Measure B harnesses solar energy, a cheaper and cost-effective alternative to coal and gas. With an abundance of sunlight here in L.A., Measure B will save consumers money on their utility bills.

### **Solar power is a cleaner, healthier energy source**

Air pollution and smog are responsible for thousands of cases of lung disease, asthma and deaths each year in Los Angeles. Measure B will keep us healthier and save lives by making our air cleaner and reducing our dependence on foreign oil.

**Vote for green jobs and cleaner air.  
VOTE YES ON MEASURE B.**





# ALTERNATIVE WITH NATIONAL PRIDE AS TARGET VALUE



## VOTE YES ON MEASURE B

While most of the city is just starting to feel the effects of the economic crisis, those of us who live in South LA have been living through a jobs crisis for years. **We need good, family-supporting jobs now more than ever.**

### Measure B is a step towards rebuilding South LA:

- Measure B will **harness the energy of the sun** to power up our homes, buildings and city.
- Measure B will **create thousands of "green jobs."** Green Jobs are good-paying American jobs that are healthy and safe for the environment. Measure B will create solar installation, assembly and manufacturing jobs here in Los Angeles.
- Measure B is **an investment in our families and future.** Solar energy, unlike coal and other forms of energy, is clean and healthy. In the long-run, it will save our families money.



**Our vote counted**  
last november.  
**It's up to us**  
to make sure  
it counts  
again.

Brought to you by AGENDA, Young Urban Leaders and the LA Apollo Alliance.

For more information or to get involved, find us on the internet at [www.vote09.org](http://www.vote09.org) or call (323)735-9515.

**VOTE Tuesday, March 3**