



# Texas Path to Power

## Texas Organizing Project Education Fund

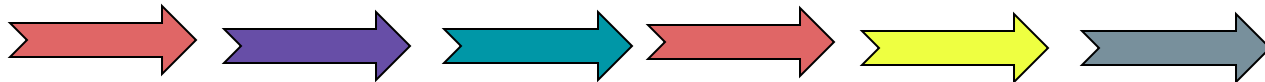
September 2018



By Texas Organizing Project Education Fund.  
Credit to Kimberly Olsen, CWA, Lisa Garcia  
Bedolla, PhD UC Berkeley/American Majority  
Project, Tyler James, and Tory Gavito.

Our Path to *POWER*

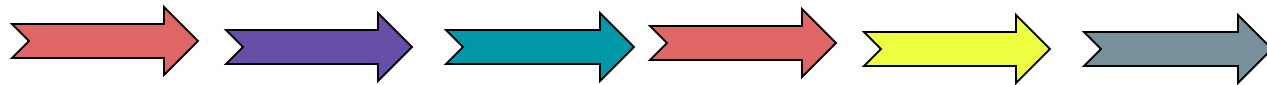
**Achieve a Reflective Democracy  
& Win Governing Power  
within 6 years by 2022.**



We fight with *Z FISTS* - organizing & voting -

To shift **Power** into the hands of  
**THE Texas majority**

and build an *EQUAL AND JUST* Texas.



# Texas

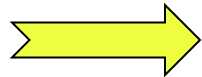
Path to *POWER* Components:



Historical Context



Demographic Boom



Geographic Concentrations



Targeted Intervention

# Path to Power: Historical Context

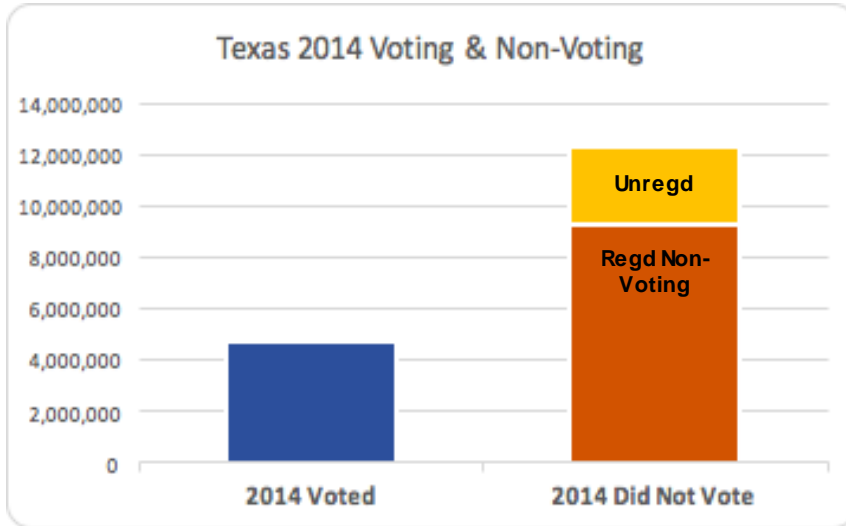
How did we get *HERE*?

- ➔ Strategic maneuvers by Conservatives: redistricting, voter purging, voter ID.
- ➔ Bad choices on the Left: Cyclical giving in hard dollars only. Focus on swing districts and “swing” voters.

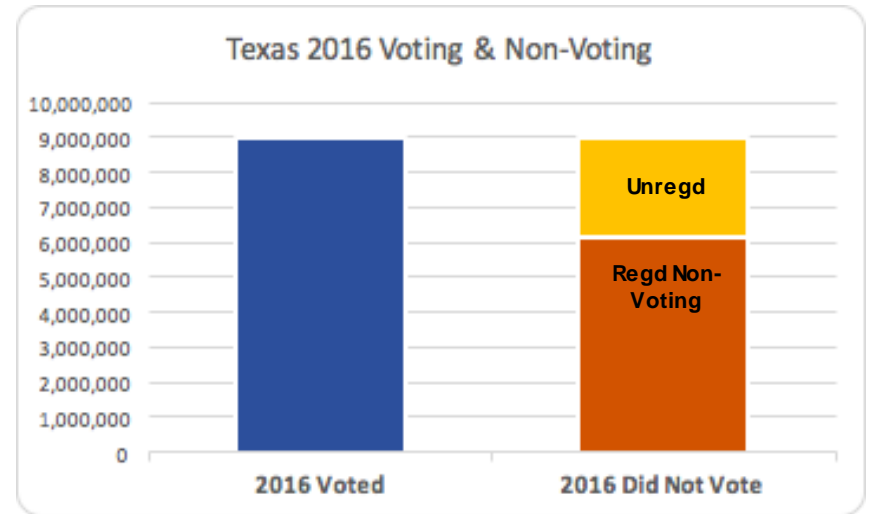
# Path to Power: Historical Context

Everything's Bigger in Texas, Except *DEMOCRACY*...

2014: 28.3% CVAP Turnout

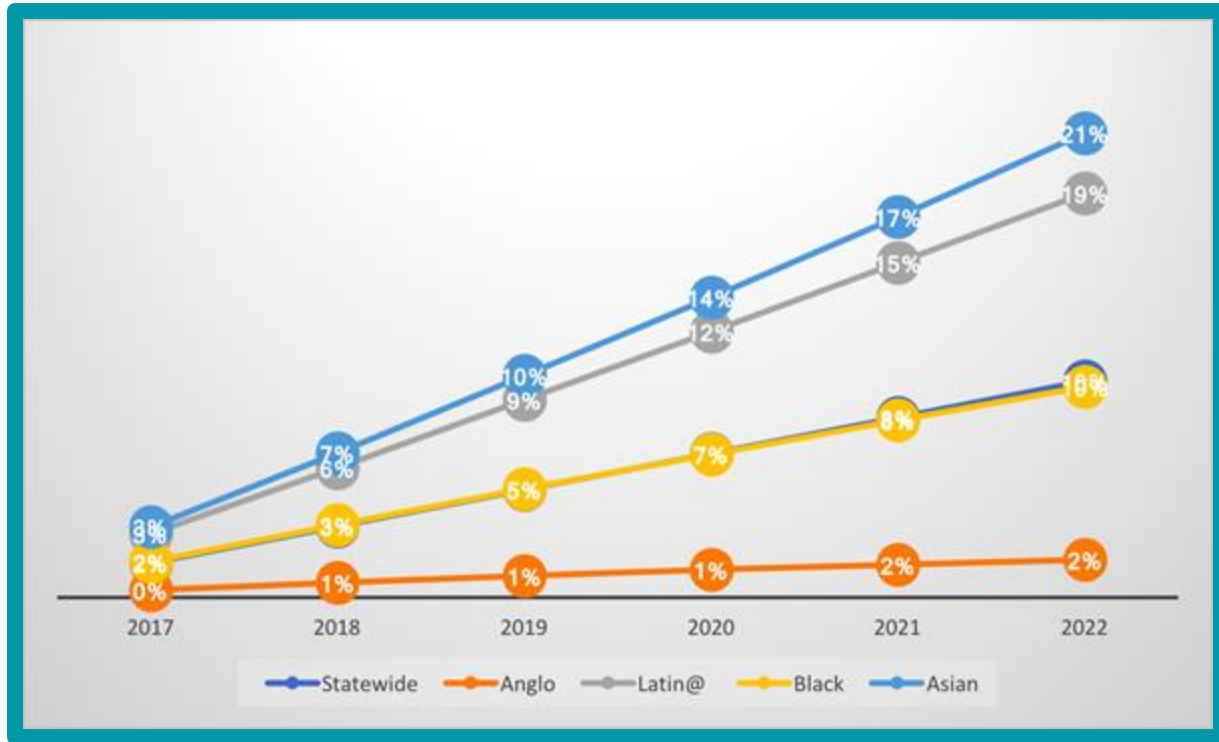


2016: 51.6% CVAP Turnout



# Path to Power: Demographic Boom

Texas is Growing *FAST*

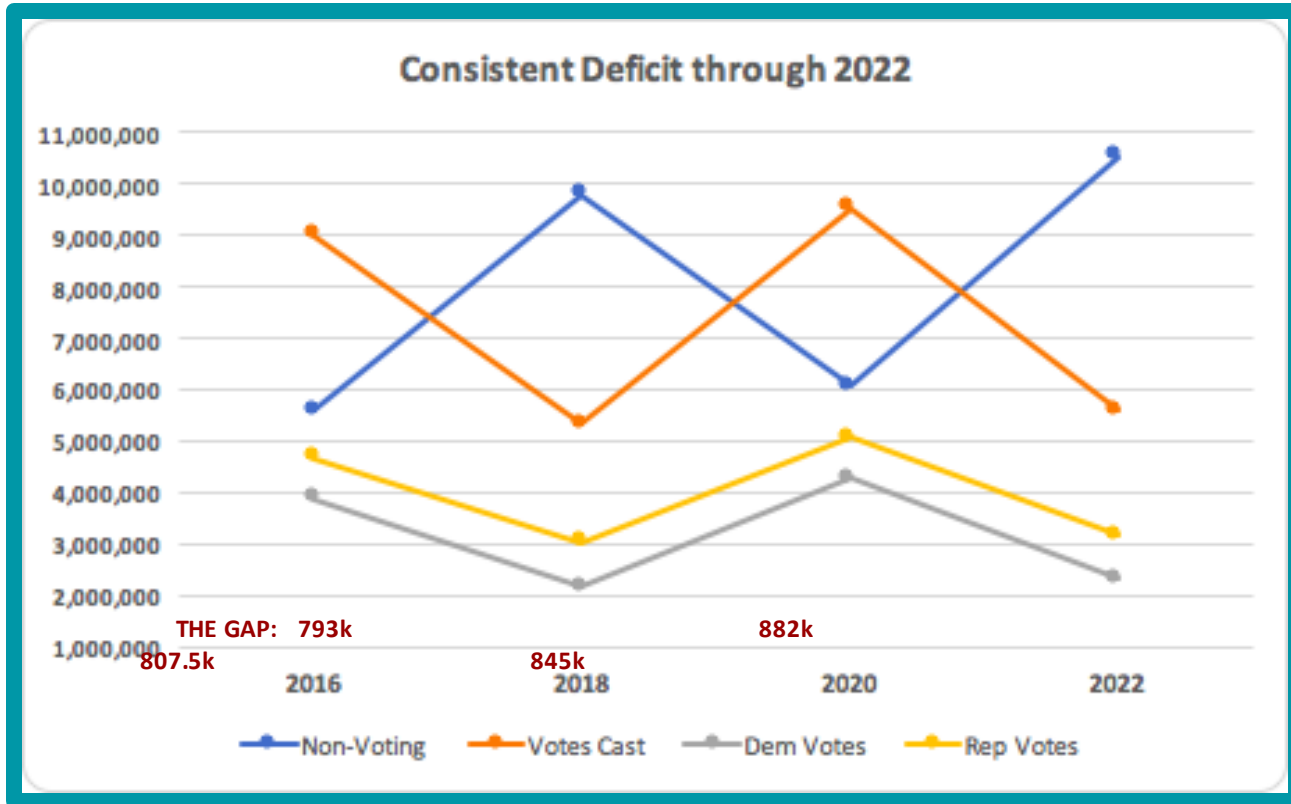


**Latin@ driving Texas**

**CVAP growth:**

Expected to increase 20-25%  
by 2022

# Path to Power: Demographic Boom



...but demographics  
are not  
**DESTINY**



# Path to Power: Demographic Boom

But Demographics are an *OPPORTUNITY*  
Texas Unregistered Population is Large & Growing

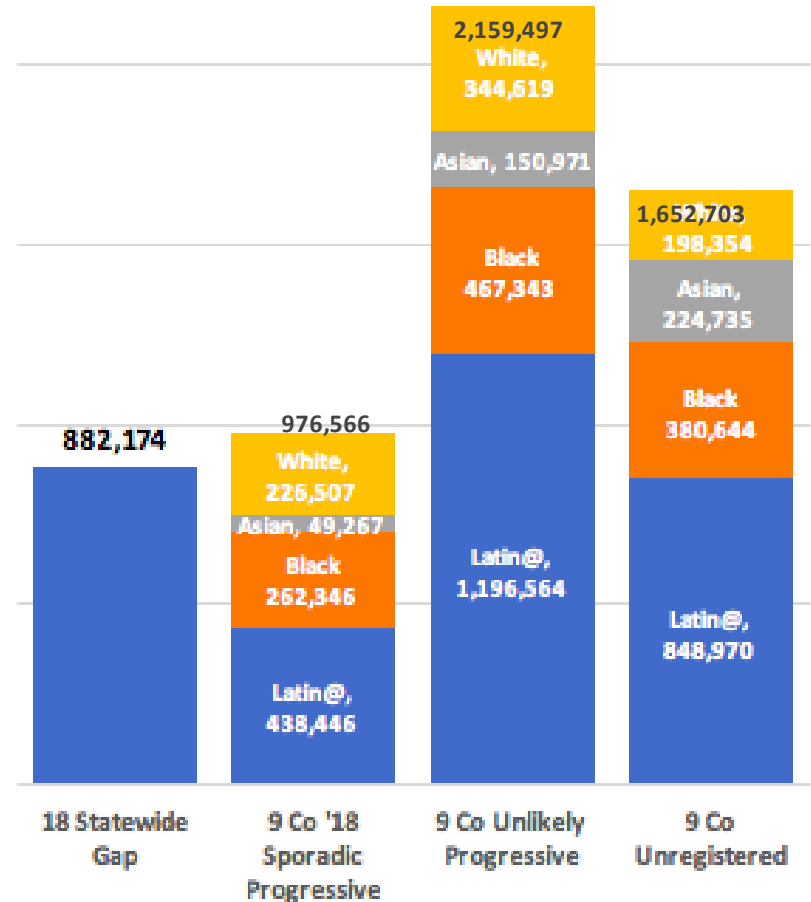


# Path to Power: Targeted Intervention

9 counties can  
**CLOSE THE GAP**  
in 2020 and 2022:

1. *Harris*
2. *Bexar*
3. *Dallas*
4. *Tarrant*
5. *El Paso*
6. *Travis*
7. *Hidalgo*
8. *Cameron*
9. *Fort Bend*

## 9 Key Counties Can Close the Gap



# Path to Power: Targeted Intervention

→ **FOCUSED GEOGRAPHIC STRATEGIES:** 9 COUNTIES

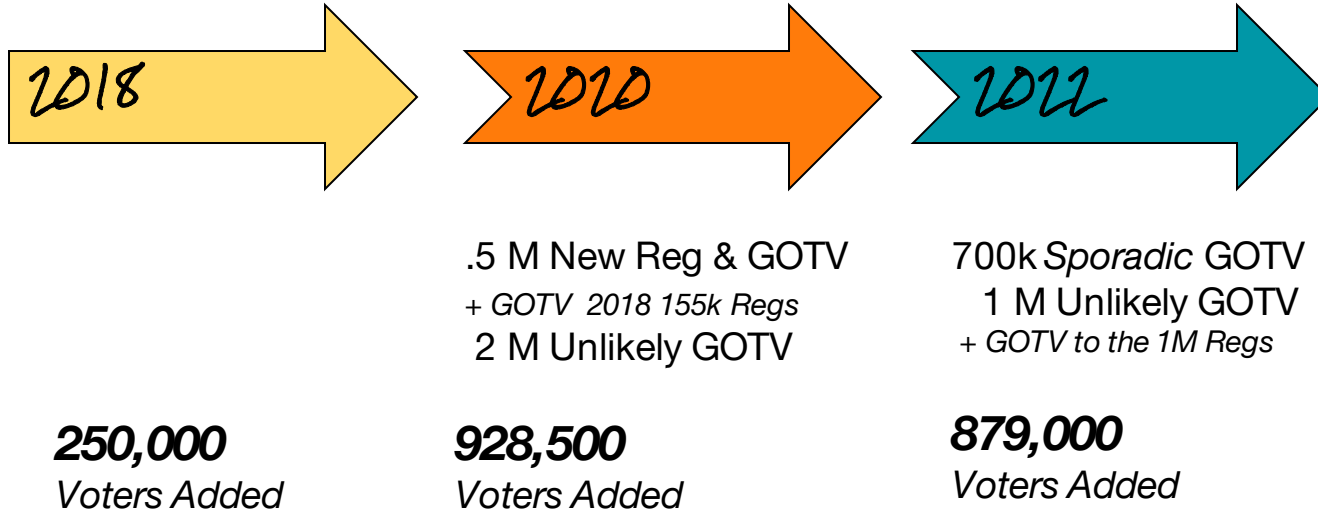
→ **GOTV:** 950,000 Sporadic & 2 MILLION Unlikely

→ **VOTER REGISTRATION:** 1 MILLION

- Systemic Voter Registration to get us exponential growth at lower cost
- Traditional Voter Reg to close the gap faster

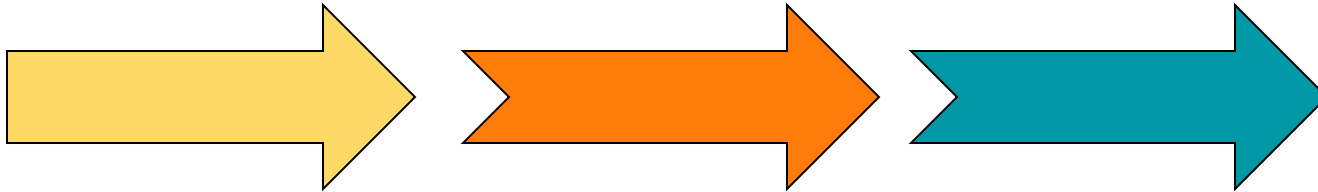
# Path to Power: Targeted Intervention

*How we can get there with an Aggressive Plan.*



# Path to Power: Targeted Intervention: Statewide

*How we can get there with an Aggressive Data-based Plan that reflects our Values and Prioritizes the right fights. More statewide organizations are moving into alignment with this plan. (e.g Texas Future Project, Texas Civil Rights Project, Workers Defense Project.)*



ECONOMIC SECURITY

RACIAL JUSTICE

LOCAL IMPACT

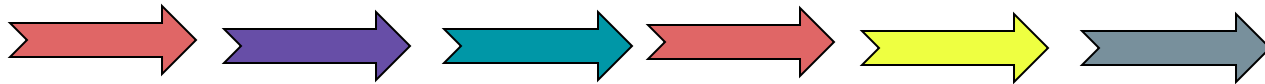
As we advance policy, which we have on Voting Rights, Criminal Justice, and Economic Security, we must stand together to fight back against preemption and other attacks.

# Conclusion:

No other state in the nation provides the same opportunities as *TEXAS*, if we succeed.

It's time to fight back- We've got the makings of the right inside and outside *LEADERSHIP*, smart, *DATA* based game plans, the right policy goals.

It's going to take *EVERYONE* to make it work!



2020  
TEXAS4ALL

Building a **PROACTIVE** vision for TEXAS.  
**BOLD**



DALLAS4ALL  
L  
(coming 2019)