

## ODC Survey Summary and Recommendations

We want to thank our members who participated with the recent LWV-ODC member survey that we conducted in January 2019.

The purpose of the survey was to help the board determine priorities and also assess members' interest in county-specific activities. The total respondents were 61, which represents approximately 25 percent of all members.

### Summary of Survey Results on Priority Issues

When we look at the question of focus for ODC, the survey answers were consistent. Members overwhelmingly identified the primary focus areas as Voter Education, followed by Gerrymandering/Reasonable Redistricting. Public Education and Civil Discourse were distant third and fourth, respectively.

When asked about additional areas of focus for action teams, the top three answers were nearly identical in value: Gerrymandering, Public Education and Voter Education followed (at a distance) by Environment and Civil Discourse

Members who expressed a desire to be more active identified their interest areas as Voter Education, Gerrymandering and Public Education.

### Recommendations for Priorities

Based on the survey responses, the LWVODC board recommends that our 2019-2020 priorities should be the areas of Voter Services, Gerrymandering/Reasonable Redistricting and Voter Education. This decision is based on both member feedback from the survey and the strength of the teams involved in these important areas.

Establishing priority issues does not limit our members' capacity to address other pressing concerns. To the contrary, the League is fully capable of taking on more issues when our members believe our priorities should expand. New teams or ad hoc committees can be formed to address issues when members are willing to commit their time and talents to addressing them, i.e. local environmental concerns, transportation, immigration, etc. Further, existing teams focusing on environment and civil discourse, for example, should continue to function as long as there are leaders and members interested in participating.

The coming year will be a challenging one. Changing voter identification laws and addressing gerrymandered districts are overriding concerns and support of public education continues to be of importance to our members. Establishing priorities will help our members target their time and talents to issues they have identified as important, while we remain nimble enough to address additional matters of concern as they arise.

### **Summary of Survey Results: Orange Unit**

- Similar to ODC-wide results, 25% (25 out of 101 members) of the Orange unit's members responded to the survey.
- In responding to the question regarding what should be ODC's primary focus area, most indicated either gerrymandering/fair elections or voter services as the number 1 choice. Looking beyond the primary focus, people wrote that public education should be an additional area of focus.
- Over a third of Orange Unit's respondents (8 of 25) want to become more actively involved with ODC's events.
- Respondents showed high interest in participating in voter registration/education activities and similar low level interest in observing local governmental meetings, conducting candidate events or working on VOTE411.
- At the Unit level, 40% respondents were likely to attend educational meetings with a speaker than organizational/planning meetings (20%).
- Majority of the survey respondents answered that they would prefer that ODC/Unit meetings/activities take place either weekday evenings or Sunday afternoons.

*Recommendations for Orange Unit:*

The unit should hold regular meetings to better connect with the members and help integrate them into existing teams/projects. The team should make personal connections with members who desire greater participation. For maximum attendance, unit should aim to schedule meetings during evenings or weekend afternoons. Events should focus on public education issues as well as voter services and fair elections topics.

**Summary of Survey Results: Durham Unit**

- Of the 82 Durham Unit members, 21 responded to the survey.
- Majority (13 out of 21) indicated that ODC's primary area of focus should be voter services/education followed by gerrymandering/fair elections (6 of the 21). Additional areas beyond the primary focus, included working on public education and the environment.
- Durham respondents expressed high interest in participating in voter registration/education activities as well as conducting candidate forums. But only limited interest in observing local governmental meetings or working on VOTE411.

- At the Unit level, respondents were equally likely to attend educational meetings with a speaker as an organizational/planning meeting.
- Majority of the survey takers responded that they would prefer ODC/Unit meetings/activities take place during weekday afternoons.

*Recommendations for Durham Unit:*

Similar to the Orange Unit, Durham Unit team should start hosting regular meetings to foster improved communications with the unit members. Due to the high interest in voter services, a core Durham County voter service team should be created to focus on Durham's elections, issues and candidates. As with all unit teams, one-on-one contact with members is encouraged to determine members' interest in becoming involved with local issues.

**Summary of Survey Results: Chatham Unit**

- Eighteen of 66 Chatham members responded.
- There is a core group of approximately 9 Chatham members who are either active or interested in becoming more active, and at least 4 others who might attend events or work on specific issues or tasks. We are planning activities in Chatham that are both in line with the League's "Making Democracy Work" initiative and likely to engage the most members. We will also make a concerted effort to connect everyone who wants to be engaged in 2019-20 Orange-Durham-Chatham activities.
- In response to the question about what the Orange-Durham-Chatham League's primary focus should be, redistricting reform and voter services were selected equally (8 votes each) by Chatham's members. The next most popular area among Chatham members for League's focus was advocacy for public education.
- There was interest in attending events in Chatham with educational speakers (60% of respondents said definitely or probably) and occasional social gatherings (equal interest in quarterly meetings in a member's home or in a restaurant). The leadership team is currently working to arrange speakers on both the current status of redistricting reform and the new voter ID rules; social events will also be planned.
- Most people indicated that weekday afternoons/late afternoons were the best times for them.
- Specific talents were identified among Chatham respondents in event planning, membership relations, survey design, public policy, and education.

*Recommendations for Chatham Unit:*

Given members' expressed preferences, the Unit should schedule periodic educational speakers for weekday afternoons, as well as occasional social events. In addition, the Unit should work on developing specific activities for members who want to work on voter services and redistricting reform. These activities might include collaborating with other groups to help

voters to register and obtain voter IDs, and participating in whatever public hearings might be held about new district lines.