

# Campaign Proposal

Reedy Independent Study & Mentorship

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## Empower Frisco

### Reformation of Local Voter Culture

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## **STATEMENT OF PURPOSE**

A beneficiary of the growing prosperity and success in the Dallas area, the climate of Frisco, Texas, is one of sustainability, economic development, and rapid residential growth. With the advent of large corporations such as the Texas Scottish Rite Hospital for Children and construction of economic hubs like The Star (a project created from the partnership of the city of Frisco and the Dallas Cowboys), the city, in recent years, has become the focal point for capital investment and development of neighborhoods, shopping districts, and quality of life. The product of such prosperity allows Frisco to continue its rapid growth well into the future with a surge in the younger population; the city's independent school district is currently educating over 50,000 students in its 68 different campuses.<sup>1</sup> In response to this growth, Frisco has opened multiple schools and is expanding the breadth of its residential neighborhoods, accommodating just under 60,000 households. With multiple advantages to family-style living and access to one of the state's top-ranking education systems, it comes as no shock that almost a third of residents are youth (those under the age of 18).<sup>2</sup>

With one of the largest compositions of youth in the Dallas/Fort Worth metroplex, Frisco is the epitome of accelerated development. With such a large concentration of youth, it is evident that the city is one of many centers of the voting population; it has become increasingly important to educate the youth on their ability to vote and voice their opinion. Such large numbers are a critical influence in local elections, and make have profound effects in governmental proceedings and large-scale events as well. With upcoming primary elections in March and general elections the following November, the voting population, a large majority of which have yet to experience the procedures associated with voting, must understand the impact they can have on their surroundings; in the past election for city council positions, less than 5% of eligible citizens voted.<sup>3</sup> It is because of these underlying factors that this campaign, Empower Frisco, is driven to increase voter turnout for future elections (small or large scale) and provide the citizens of the city with the materials to continue to promote this ideal.

Taking note that most non-voting populations are characterized mostly by youth, it is also important to consider those that have yet to register to vote; Empower Frisco is guided by the idea of whole communities actively involved in local, state, and national elections, and will look to encourage all factions of the Frisco population towards integration in civic duty and political awareness. The ideals and principles that inspire the campaign are derived from the opportunities and rights granted to each citizen through the United States and Texas Constitutions, and looks to uphold those rights by ensuring every member of the community feels motivated to partake in political procedures.

## **STRUCTURE & MEDIUMS FOR COMMUNICATION**

### **STRUCTURE**

In working to promote voter registration for the masses within the Frisco population, the campaign will look to focus the majority of its efforts through online communication and media outlets, providing a way for any Frisco resident to learn more about their civic responsibilities. The most attention will be put into a website to easily relay information, materials, and outside sources for elections to its viewers. The choice to develop a website was made for two overarching reasons: universal accessibility for an online presence, and the facility of information conveyal through a main hub for the campaign.

Keeping in mind the openness of American voter participation where any citizen can partake in political procedures, Empower Frisco looks to represent this same ideal in its information accessibility and outreach to others. With a majority (over 95% of residents)<sup>4</sup> living above the poverty line, a great amount of Frisco's population can be reached via online means, either through a cellular device or home system. With this in mind, a strong online presence allows for rapid dissemination of information about the campaign found on its website; indeed, such a format will allow for citizens to easily find key information about Empower Frisco, and can learn more about its goals and actions. Likewise, the rapid conveyal via word of mouth that the campaign can benefit from is further extrapolated by its online capabilities. The ability to share a hyperlink or find information on the campaign via search allows for Empower Frisco to display much more versatility in its reach; in connecting with other individuals (further explained in the *Mediums for Communication* section), their job is made easier and more attractive by allotting less time to spread the actions of the campaign.

With an established base online, Empower Frisco can allow for constituents motivation to further their political activism and understanding. Crucial to the outreach and impact of the project, a pledging system will be put in place on the website to help encourage voter registration. The pledge system caters specifically to those who do not meet requirements for voting, such as voting age or ineligibility in the case of non-American citizens. The intent of this system looks to provide Frisco residents with a personal promise to themselves to register to vote, incentivizing doing so by motivating them to uphold their sense of character. In doing so, the system will garner more attention through other forms of online presence (including social media, further explored below), and work to create a collective community of Frisco residents who aim to become a registered voter in the near future.

Cognizant of the role social media takes in influencing a majority of citizens' lives each day and diffusing information quickly, Empower Frisco hopes to incorporate various platforms, including larger mediums such as Twitter and Instagram, to appeal to the majority of residents present on these platforms. Working closely with the established pledge system, social media accounts would aim to further the ideals of educated votes and civic responsibility through occasional messages and promotional information for its audience. And, following a similar path, media will be taken and displayed online for Frisco residents to enjoy; these media projects can include photo shoots of prominent Frisco sites, how voting procedures work, and even messages from local officials. Through these additional means of online communication, the campaign can work to provide its ideals thoroughly to the Frisco population.

## MEDIUMS FOR COMMUNICATION

With the intent to inform in mind, a significant component of this aspiration is the dissemination of information. Processed by social media platforms and an online hub of information, Empower Frisco looks to establish a culture of increased voter turnout through collaboration with multiple organizations that operate locally to provide governmental or advocacy services to the Frisco population. Aiming to contact before primary elections in the beginning of March, significant organizations like Denton & Collin Democrat and Republican Parties can allow for the campaign's intent to reach a greater amount of the collective population in its events and influence during election season. By providing an outlet of communication for established voters through these mediums, Empower Frisco hopes to provide these citizens with the motivation to inspire others within their circle to pursue activism in local political proceedings as well.

Aside from partisan affiliations, the campaign hopes to also work closely with the established government within the city of Frisco and its school district to expand its message to non-registered citizens. Through promotional messages and advocacy, the partnership could allow for Empower Frisco to reach various families and individuals who, for example, participate in their local school board and further advocate its message for community political involvement.

## **FINANCES**

With lofty goals in mind, Empower Frisco does hope to provide city residents with access to materials for and knowledge to all meaningful elections; the ability to do so is governed by the utility of available resources and other outlets. Because the campaign looks to advertise voting for each upcoming election, as well as the importance of voting as a whole, connections will be made with local groups that help to represent the city's constituency to further these messages and promote voter registration. Due to this, the costs for carrying out this campaign will be minimal, only being noteworthy in the case of a sponsored event requiring additional resources (though no plans have been made to create such an event). Because of Empower Frisco's strong envisioned online presence, little financial regulation will be needed to uphold the aspirations of the campaign.



## **RESEARCH: INVOLVING THE CONSTITUENCY**

Complemented by prior research done on the procedures of and influences on public policy, this advocacy campaign will incorporate the lessons learned from various sources (refer to Research Assessment page for more information) and direct experience from legislative interaction with constituents (refer to Mentor Visits page for more information). Each of these sources have proven to expand understanding of how campaigns are run and how constituents respond to civic advocacy; the hope is, through close work with TX H.D. 106 Director of Constituent Outreach Mrs. Dody Brigadier, the campaign will produce a significant amount of Frisco citizens pledging to or will register to vote.

The primary focus of public policy research was to understand the influences created from various private interest groups, representing a plethora of individual motives in Texas' constituency. Sharing key characteristics, local public policy has shown to demonstrate similar patterns and relationships with private corporations, movements, and nonprofits; the motives for these groups' interaction with public policy is inherently important to even the smallest unit of government in Frisco. For example, most Frisco citizens work under either a private business or nonprofit, sharing similar values with their company. Knowing how businesses like their own have and can influence public policy allows them the possibility to enhance their own ideals through voting, and can even promote business development through efficient interaction with local government. Understanding that identification of these relationships between private corporations and various levels of policy can help accelerate a motivation to become involved in political procedures and employment of educated, thought-out votes and political actions.

Along with primary research, another key source of information that will contribute to the formation of the campaign is a direct relationship with local government officials. In this mode of incorporating first semester experiences with the project, it will become much easier to contact local groups, offices, and individuals that can further the reach of the campaign, as well as help advocate its message to the Frisco population.

## **IMPORTANT DATES & EVENTS**

Dates below are important times for residents within Frisco to vote in various elections; Empower Frisco will look to spread an understanding of when these elections take place, as well as provide outlets for voters to understand the topics or candidates they will vote on. This information will be found on the campaign's website as well, in order to promote voter turnout this coming election cycle.

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2.20-23	8am - 5pm	Denton & Collin County Early Primary Voting ( <i>Refer to <sup>4, 5</sup> for locations</i> )
2.24	7am - 7pm	Denton & Collin County Early Primary Voting ( <i>Refer to <sup>4, 5</sup> for locations</i> )
2.25	1pm - 6pm	Denton & Collin County Early Primary Voting ( <i>Refer to <sup>4, 5</sup> for locations</i> )
2.26-3.2	7am - 7pm	Denton & Collin County Early Primary Voting ( <i>Refer to <sup>4, 5</sup> for locations</i> )
3.6		Denton & Collin County Primary Elections <sup>5, 6</sup>
5.5		Frisco Local Election: City Council Positions 1 & 3 <sup>7</sup>
11.7		Denton & Collin County General Elections

## **RESOURCES**

- 1: "Frisco ISD District Overview - Facts & Figures." *Friscoisd.org*. N. p., 2018.
- 2: "Demographics | Frisco, TX - Official Website." *Friscotexas.gov*. N. p., 2018.
- 3: "Frisco Mirrors U.S. Trend Of High Older Voter Turnout." *Dallas News*. N. p., 2010.
- 4: "Overview: Frisco Demographics." *Frisco.com*. N. p., 2018.
- 5: "Denton County, TX Elections." *Votedenton.com*. N. p., 2018.
- 6: " Election Information ." *Collincountytx.gov*. N. p., 2018.
- 7: "2018 General Election | Frisco, TX - Official Website." *Friscotexas.gov*. N. p., 2018.