



Texas Election Landscape

“The dilemma facing party leaders is this...”

	State A	State B
2016 Election	43% Democratic	43% Democratic
Population	80% White	44% White
Age	“Stagnant & graying”	Majority is 34 or younger
Trajectory	“Successively worse in last two presidential elections”	Best showing in 20 years

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“Maybe you still think Ohio is more winnable than Texas but would you bet your party’s future on it?” ([Mother Jones](#))

This is our moment.

Who we are.

- **Manny Garcia,
Executive Director
@MannyGarciaTX**

What is the Texas Democratic Party?

What we are.

**The foundation for all
electoral work in Texas.**

What we do.

- **Protect and expand** the vote.
- **Ignite campaigns** from the ground up.
- **Elect more Texas Democrats.**

Agenda

- 2016 & 2018 Overview
- 2020 Landscape
- Plan of Attack
- Favorable Trends
- How to Help

**In 2016:
A Texas Two-Step Forward.**

**2016: Texas
two-stepped
forward with
virtually no
national
investment**

- **Only 1 DCCC Red to Blue race**
- **Clinton Campaign**
 - No events after the primary
 - 4 staffers statewide -- focused on exporting volunteer capacity to traditional battleground states
- **Texas donor dollars fueled efforts across the country**

Nevertheless, Texas differed from the pack in 2016...

- **Cut the Presidential Margin in half to Single-Digits** for the first time in two decades
- **Best jump in margin** after California & Utah
- **Nearly 600,000 more voters** turned out for Clinton in 2016 than Obama in 2012.
- **Dominated boost in margins from 2012 to 2016:**
 - In the 13 swing states: **-5.4% (more Republican)**
 - Across the country as a whole: **-1.8% (more Republican)**
 - In Texas: **+6.8% (more Democratic)**

In 2018:

We shattered disbelief.

The Blue wave.

- **Cut the D/R margin to just 2.5%**
- **Turned out 160,000 more voters for Beto O'Rourke in 2018 than Hillary Clinton in 2016**
- **Increased turnout 180% vs. 2014 midterm**
- **Increased %D in 200+ counties, with 24 counties increasing 5+% vs 2016**

It wasn't just
the "Beto
effect" ...

Massive
statewide
shifts were
seen
up-and-down
the ballot.



-4.81%



-3.56%



-4.85%



Statewide Judicials: ~-7%

2020 is our time.

Trump by the numbers

41% Approval

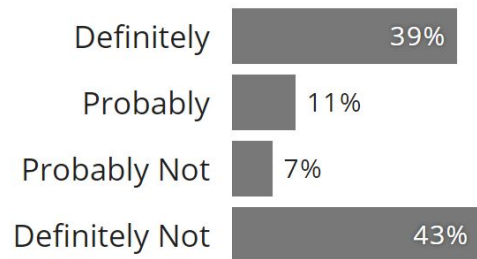
Gallup. Feb. 2019

So where is the rest of the country?

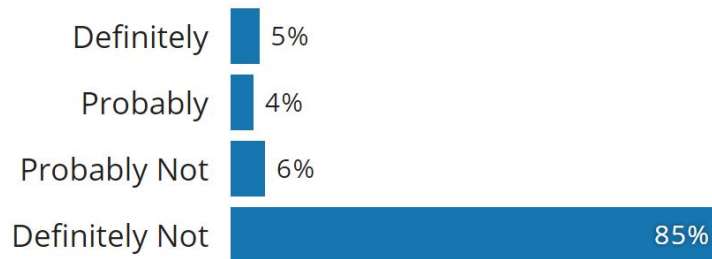
UT/TT POLL

Would you vote to reelect Donald Trump?

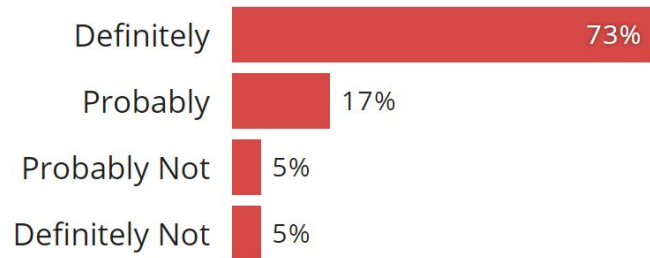
All Voters



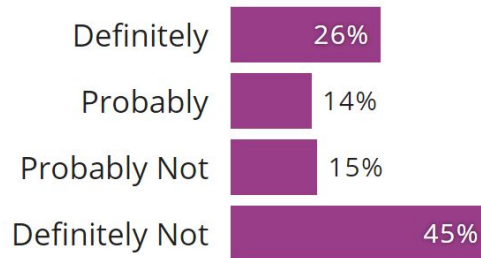
Democrats



Republicans



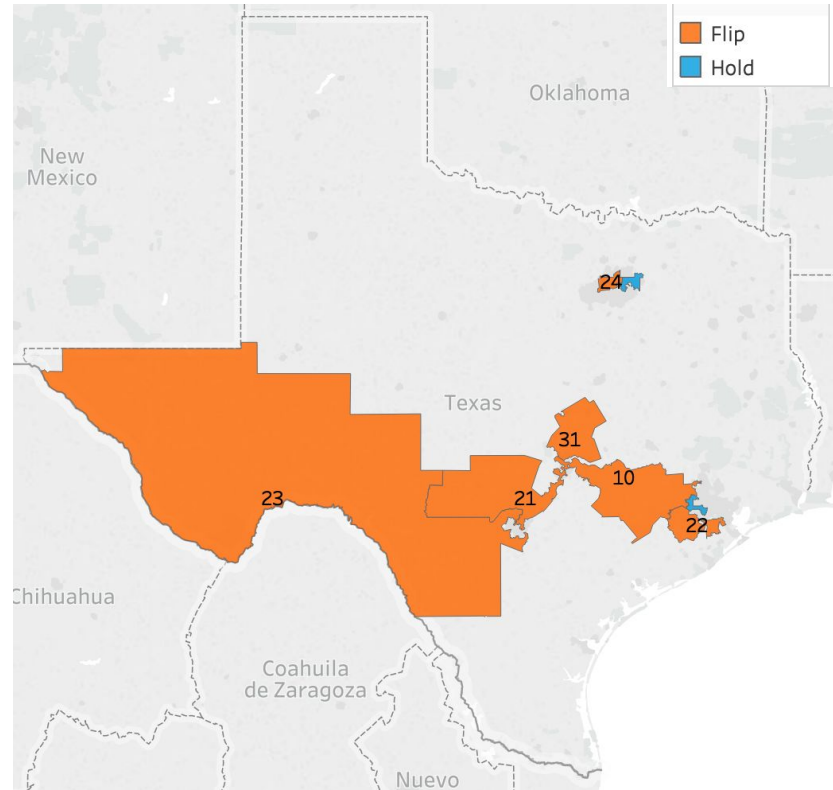
Independents



**Texas is the biggest
battleground state.**

The Landscape

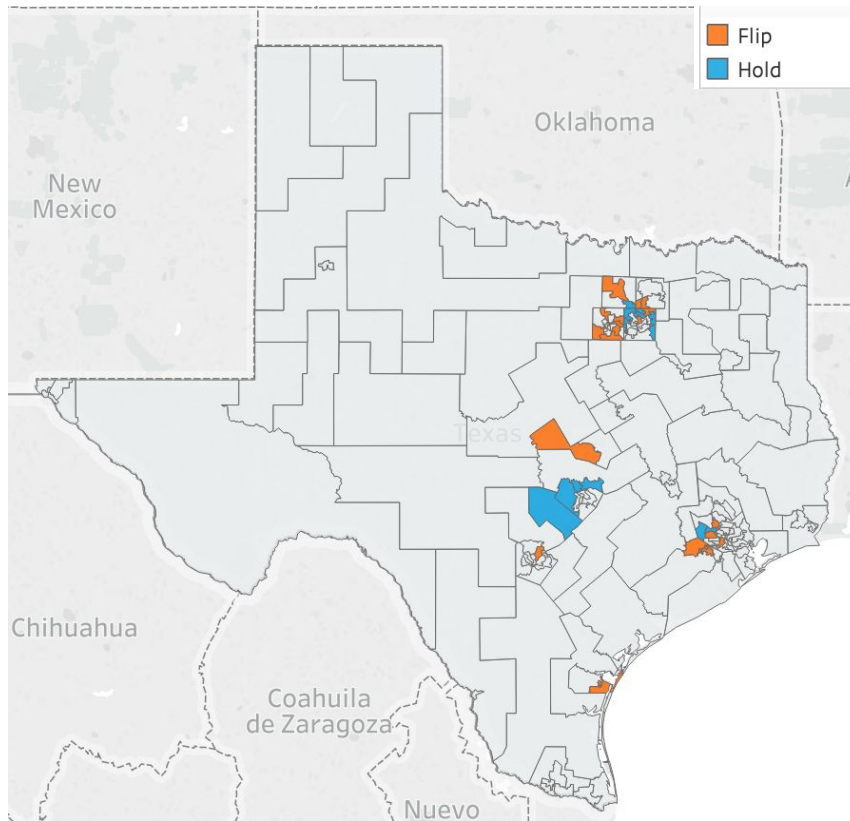
2020
Congressional
Landscape:
Texas - a focal
point of the
House
Democrats'
offensive
strategy.



**DCCC already targeting 6 races,
with 2 holds**

2020 State House Landscape:

9 seats away from flipping control of chamber



25 Republican-held districts were within 10 points, 8 within 5%

Senator John Cornyn is vulnerable...

- Polling shows Cornyn is **unpopular & base of support is weak**
- A race against John Cornyn our Democratic candidate is **within margin of error** [[PPP](#), February 15, 2019]
- **Cornyn is vulnerable** with a lower approval rating than Trump and Ted Cruz [[Texas Tribune](#), March 2019]

...even according to a GOP pollster.

“You have these meteors who don’t go the traditional route, who are known by everybody and hated by many” **[Republican pollster Darron] Shaw** said, referring to Cruz's and O'Rourke's style of politics. “But I’d still rather be in that position than in the traditional route, where fewer people know you and half of them don’t like you.

It’s clear that Cornyn has more opposition than support. None of the flash but all of the negatives.”

(Texas Tribune, [June 17, 2019](#))

Cornyn War Room

A recent Quinnipiac Poll showed Texas “essentially tied,” and 64% of Texas voters dislike or don’t know John Cornyn. Even though he’s been in statewide office for decades, he’s less popular than Ted Cruz and Donald Trump.

We can’t wait for the primary dust to settle before we launch our attacks on Cornyn. Working with national partners like the DSCC, we’ll invest early in:

- Tracking & Opposition Organizing
- Research/Polling
- Digital
- Traditional Press

We must catch Cornyn in compromising positions. We will track all of Cornyn’s movements, build up an archived database of him, capture video and audio, and begin communicating over traditional and digital channels.

**Opportunity
creates
opportunity.**

**Now, we are
better poised
to win.**

In 2020, we will:

- **Flip the Texas House**
- **Expand the US House majority**
- **Take out John Cornyn**
- **Stop Donald Trump**

How? Here's a snapshot.

**We will
protect and
expand the
vote.**

In 2020, we will:

- **Vote by Mail**
- **Voter Registration**
- **MyTexasVotes.com**
- **Legislative Advocacy**

**We ignite
campaigns
from the
ground up.**

In 2020, we will:

- **Data & Analytics**
- **Candidate Services**
- **Message Guidance**
- **Training**

**We elect
more Texas
Democrats.**

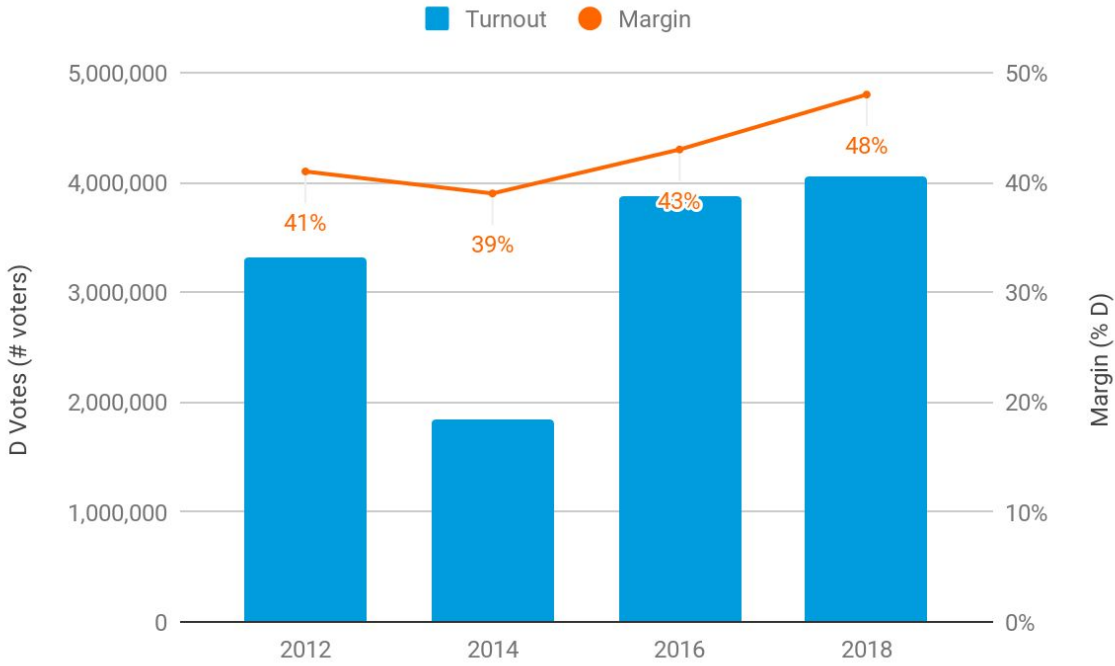
In 2020, we will:

- **Cornyn War Room**
- **Statewide Organizing**
- **Constituency
Organizing**

Are the numbers really
there?

Our Winning Coalition

2018 continued trend of massive shifts in statewide performance



Rising Texas Electorate

The Future of Democratic Party

- **Fastest growing state** in raw number & 7th fastest in percent
- Majority is **34 or younger**
- Between 2014 and 2018, **1.8 million new voters joined the rolls**; majority were women and people of color

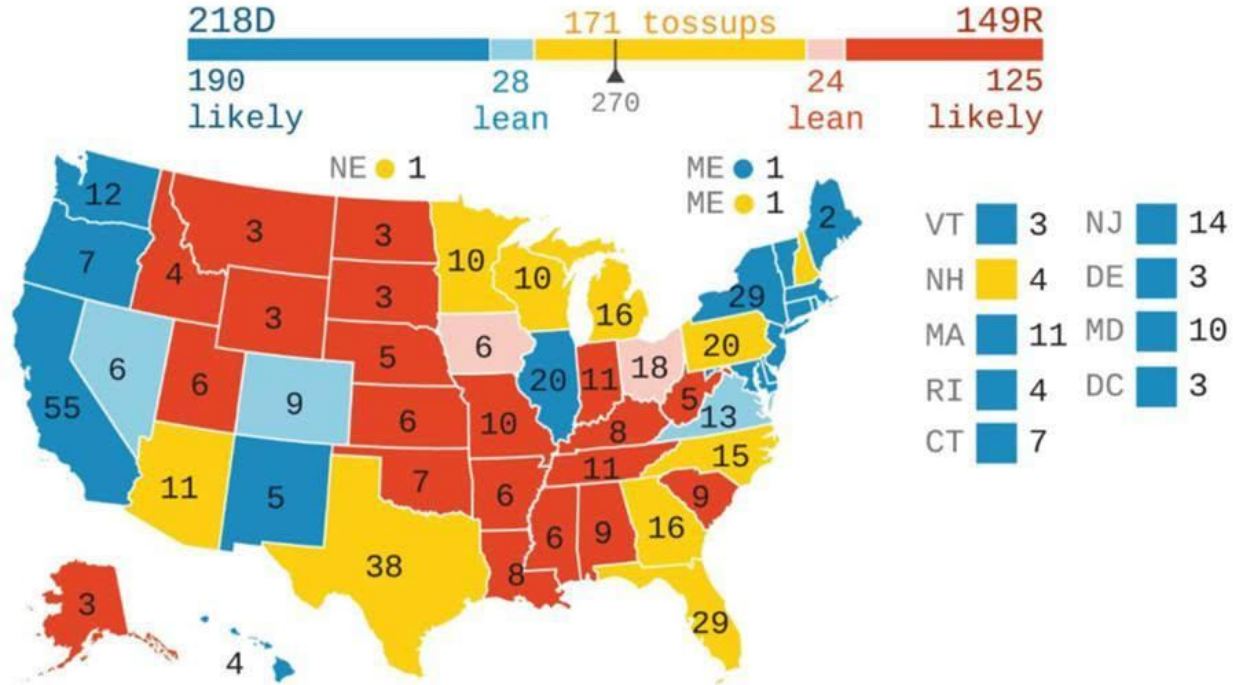
There are more of us, than them - it's a turnout game

2.4M Registered minorities didn't vote in 2018:

- **1.6M Hispanic Voters**
- **550k African Americans**
- **250k AAPI**

AXIOS rates Texas a “tossup”

2020 electoral college playing field



How we win...



The graphic features a dark blue silhouette of the state of Texas as a central background. The words "Texas is the future of the Democratic Party" are overlaid in white. "Texas" is in a large, bold, sans-serif font. "is the future of the" is in a smaller, medium-weight sans-serif font. "Democratic Party" is in a large, bold, sans-serif font, with "Party" positioned slightly lower than "Democratic". The background is filled with various white icons: a cowboy hat, the Texas State Capitol building, a rocket ship, a microphone, musical notes, a woman's face, a baseball, stars, a cactus, a smartphone, a bottle of beer, a horse, a star, a building, a rocket, an astronaut, a guitar, a star with an 'H', a woman, a cowboy boot, a lightning bolt, a starburst, a star, a horseshoe, a cactus, a guitar, a sprig of flowers, a sombrero, a taco, a house, a burger, a sombrero, a star, and the Texas State Capitol building.

Texas is the future of the Democratic Party