



Tom Steyer 2020
PO Box 626
San Francisco, CA 94104, USA

Washington Democratic Party Chair Tina Podlodowski
PO Box 4027
Seattle, WA 98194

Dear Chair Podlodowski and Members of the Washington Democratic Party,

Tom Steyer 2020 intends to fully participate in the Washington primary held on March 10th, 2020. The following letter outlines how Tom Steyer 2020 plans to meet the inclusion goals set out in the Washington Delegate Selection Plan, including specific steps we will take to make sure our delegates represent the diverse constituency of Washington and the country as a whole.

To encourage full participation in the delegate selection process, the Steyer campaign will endeavor to make the delegate recruitment procedure easy and frictionless for all delegate candidates, no matter their needs, by providing forms online, as well as in paper to interested individuals. If necessary, we will translate into any language or format any relevant documents to make them fully accessible to supporters. We will prepare a “how-to-run” guide for those interested in becoming a delegate to be circulated either in-person by on-the-ground organizers, or distributed digitally. This guide will be specific to Washington’s delegate selection process.

The campaign plans to thoroughly research Washington’s demographics in order to effectively understand the language needs of the state’s populations. We will utilize state and federal-level resources to inform the campaign, as well as the input of people on the ground. Furthermore, the campaign will connect with local parties to better understand the local demographics and guide our community outreach.

All Tom Steyer 2020 events will be fully accessible—to achieve this we will research accessibility issues in Washington and develop a strategy to effectively reach out to members of communities facing accessibility issues, utilizing ADA guidance and working with Washington’s ADA Coordinator where necessary to assist in this effort.

The Steyer campaign will engage in constituency outreach, recruiting interested supporters from diverse communities and empowering them to act as advocates within their communities to find other supporters interested in serving as delegates. Whenever possible, we will engage in affinity recruiting, for example sending members of the Asian American and Pacific Islander community to recruit Asian American and Pacific Islander delegates and members of the Latinx community to recruit Latinx delegates. Specifically, this campaign plans to build a diverse coalition of delegates from climate change activists and communities disproportionately



impacted by climate change, as Tom Steyer has done to defeat oil companies at the ballot box in the past.

The Tom Steyer campaign will reach out to local African American, Latinx, Native American, AAPI, LGBTQi, Disability groups and young people in Washington to inform and encourage participation in the delegate selection process. Our campaign will attend events to aid out outreach to diverse communities. At such events we will identify supporters interested in becoming delegates and distribute materials on the delegate selection process.

We will train our organizers to view the delegate selection process inclusively—all state organizers will receive training in the delegate selection process from staff that emphasize the composition of Washington's electorate and Washington's affirmative action goals. We will also hold trainings for supporters who are interested in becoming delegates, doing our best to have staff members conduct these trainings who reflect the communities we are trying to bring into our campaign. As we ramp up our trainings, we will survey our network of supporters to further determine their accessibility needs. We plan to have the trainings conducted in-person and remotely to increase accessibility, as well as making available multi-lingual and multi-modal materials as necessary.

In addition to these efforts, the Steyer campaign will engage in a digital outreach program that seeks to encourage supporters to sign their support as delegates and allows them to sign up for inclusive and accessible trainings on how to be a delegate. The program will employ multilingual and multi-modal materials as needed to help us elevate the participation of individuals that represent the Washington electorate. Where possible, digital media will utilize metadata that makes outreach accessible to people of different abilities. We will target our outreach among our online supporters in Washington to include people from areas like college campuses and ethnic population centers, as well as affinity groups.

The Steyer campaign plans to foster diverse participation in the delegate selection process through inclusive messaging via television, radio, podcasts, digital, print publications, including paid media, and other advertising. Our messaging will be attuned to the needs of the African American, Latinx, Asian and Pacific Islander, Native American and LGBTQi communities in Washington. Reaching out to ethnic media outlets is a high priority for this campaign.

We will make sure that our digital outreach and messaging includes appeals to all gender identities, sexual orientations, ethnicities, ages, and those who are living with disabilities. With detailed data on our supporters, we can use every online platform within reach to make sure we meet and exceed these goals.

In conducting this outreach, we will always cater our method of communication to the one best suited to reach a particular community, operating in the awareness that not all communities can be reached digitally. For such communities, we will reach out via phone, mail, television, or radio.



In addition to the efforts detailed above, we will be sure to take full advantage of the resources provided by the Washington State Party and the workshops and trainings the Washington State Party will be conducting in accordance with its delegate selection plan. In an area we are unable to hold an in-person training, for example, we will direct supporters to state party workshops and trainings on the delegate selection process.

Finally, the Steyer campaign is fully aware that the costs of being a delegate, from fees to airfare to lodging expenses can be prohibitive for some candidates and could cause diverse candidates to drop out of the process. Therefore, this campaign commits to fundraise for or fund our delegates to make participation affordable for all. To keep the delegate selection process transparent and accessible we will communicate the potential costs to delegates upfront as part of our trainings, simultaneously informing them of the assistance the Steyer campaign can provide.

Through the steps outlined above, Tom Steyer 2020 is committed to achieving an inclusive delegate selection process that meets and hopefully exceeds the affirmative action goals set by the Washington Delegate Selection Plan. We are excited to begin this process.

Sincerely,

Cameron Koob
Delegate Operations and Ballot Access
Tom Steyer 2020