

VOTER SERVICES REPORT

October 16–November 19, 2024

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This report details the Voter Services activities for the period October 16–November 19, 2024, and compares the general elections in 2020 and 2024. It evaluates voter turnout, outreach strategies, and community engagement activities undertaken by the League of Women Voters in Santa Fe, NM.

Voter Turnout

The voter turnout statistics for the general elections in 2020 and 2024 are summarized below.

Year	State Turnout (%)	Santa Fe County Turnout (%)	Breakdown (Top Candidates)
2020	68.67%	76.57%	Biden: 76% Trump: 22%
2024	67.12%	74.04%	Harris: 73% Trump: 24%

Between 2020 and 2024, state-level voter turnout in New Mexico declined slightly from 68.67% to 67.12%, while Santa Fe County experienced a similar decrease from 76.57% to 74.04%, reflecting a modest drop in engagement despite the high stakes of the 2024 election. The percentage of votes for the leading Democratic candidate fell from Biden’s 76% in 2020 to Harris’s 73% in 2024 in Santa Fe County, while support for Trump increased from 22% to 24%, indicating a shift in voter preferences within this region.

This data suggests a marginal erosion of Democratic dominance in Santa Fe County, with Trump gaining incremental support; combined with the overall turnout decline, it highlights potential voter disengagement or a shifting political landscape requiring targeted outreach efforts for future elections.

Get Out the Vote (GOTV) Services Comparison: 2020 vs. 2024

This table highlights the most significant changes in voter services between the pandemic year 2020 and post-pandemic 2024. The final column provides key insights into the shifts in strategy and outcomes.

Activity	2020 Snapshot	2024 Snapshot	Key Insights
Tabling	5 locations, 439 individuals served.	Expanded sites, 1,025 individuals served.	Increased geographic reach and over 2x engagement.
Materials Distributed	7,802 voting pieces distributed via food bags.	5,373 pieces via diverse organizations.	Fewer materials but expanded partnerships broadened distribution reach.
Candidate Forums	Not held due to COVID-19 restrictions.	510 participants in-person/online.	Forums reintroduced with strong attendance, leveraging multimedia accessibility.
Election Inserts	40,000 newspaper inserts.	48,000 inserts, 400 overruns, 800 guides.	Expanded visibility through additional guides and increased circulation.
Canvassing	Not conducted.	566 individuals reached in precincts.	First-time canvassing effort with NAACP partnership utilizing advanced data tools.
High School Engagement	300 students registered by 5 VRAs.	500 students registered by 9 VRAs.	67% increase in registrations supported by expanded VRA participation.
Educational Outreach	None provided.	150 students educated on misinformation.	New focus on combating disinformation through targeted educational programs.

Public Relations and Communications

1. Website Improvements: A redesigned, user-friendly website with expanded election information and downloadable pamphlets and flyers.

2. Social Media Expansion: Increased presence on platforms like Facebook, Instagram, TikTok, X, and YouTube, reaching a broader audience.

Analysis

The expanded tabling sites and collaboration with the NAACP significantly enhanced voter outreach, particularly in precinct canvassing and engagement with underrepresented communities. High School Civic Engagement Projects (HSCEP) demonstrated substantial growth in voter registration and educational initiatives, reaching a broader audience with Vote411 and misinformation awareness programs.

Conclusions

Despite a slight decline in voter turnout, the League of Women Voters' efforts in 2024 showcased significant improvements in voter engagement and education. The focus on high school outreach, partnerships, and improved communication strategies laid a strong foundation for future electoral cycles. Key areas for further development include addressing voter apathy, combating misinformation, and increasing distribution reach through community partnerships.

As we look ahead, it is important to recognize that the incoming administration does not align with the League's priorities. This is not a partisan position but a reaffirmation of our commitment to the values and principles that guide our work: promoting voter education, protecting democratic processes, and ensuring equitable representation. While the challenges ahead are significant, we remain steadfast and hopeful, knowing that our collective efforts will continue to make a positive impact in our community. As Mark Elias aptly stated, 'We need to be clear-eyed but not deterred. Realistic but not pessimists. Most importantly, we need to be committed to fighting hard and not giving up hope.'