



OEA
CAMPAIGN 2018

Political Landscape

- ▶ Obama won by 166,000 votes in 2012
- ▶ Trump won by over 430,000 votes in 2016 – 11% swing from 2012
- ▶ Republicans control every statewide office & supermajorities in the legislature
- ▶ Sherrod Brown is running for the first time in a midterm since 2006
- ▶ Both parties have competitive gubernatorial primaries



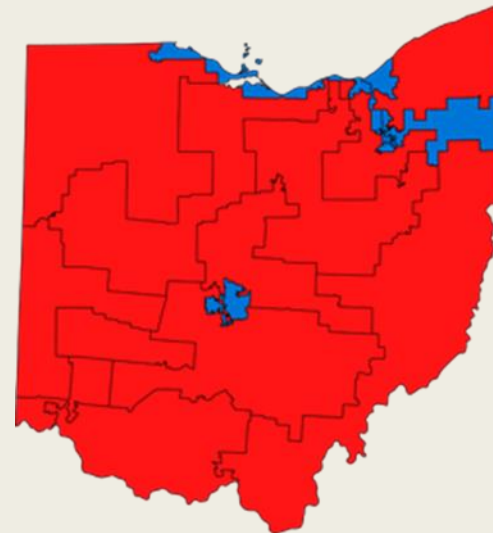
Redistricting in Ohio

State Legislative

- Statewide Redistricting Commission
 - *Governor*
 - *Auditor*
 - *Secretary of State*
 - *2 legislative Republicans & 2 legislative Democrats*
- Needs four votes to pass; 2 from minority party
 - *If not, then map only lasts four years*

Congressional

- Passed as a bill in the General Assembly only requiring simple majority
- Governor has veto power
- 2018 May Ballot to change process



Historical Trends Favor Democrats

Short of nominating Daffy Duck, a Democrat is more likely than not to succeed term-limited Republican Gov. John Kasich. Reason: Ohioans don't usually elect consecutive governors from the same party.

*It's only happened twice in 100 years
- Cleveland Plain Dealer, 8/17/17*



With only two exceptions in the past 40 years, Ohioans have elected a governor that is of the opposing political party that they sent to the White House. This includes 2006, 2010 & 2014.

The Top of the Ticket will have a Huge Impact on the Entire Ticket

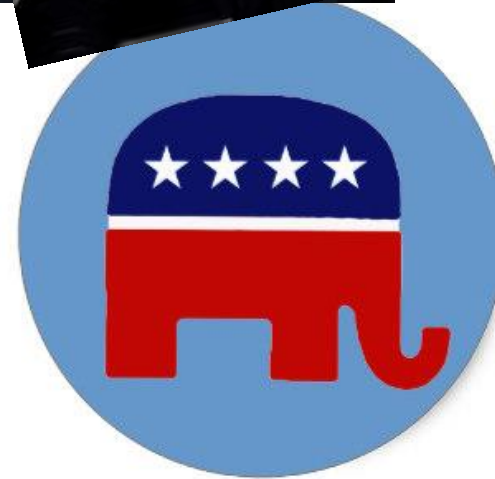
Year	Governor	AG	Auditor	SOS	Treasurer	State House Net	State Senate Net
2014	R (-34%)	R (-23%)	R (-19%)	R (-24%)	R (-13%)	-6	-
2010	R (-2%)	R (-1%)	R (5%)	R (-12%)	R (-14%)	-13	-2
2006	D (24%)	D (5%)	R (-1%)	D (15%)	D (17%)	+6	+1
2002	R (-19%)	R (-28%)	R (-29%)	R (19%)	R (-7%)	-2	-
1998	R (-5%)	R (-28%)	R (-25%)	R (-12%)	R (-8%)	+1	-
1994	R (-47%)	R (-3%)	R (-17%)	R (-30%)	R (-11%)	-5	-1
1990	R (-11%)	D (.4%)	D (6%)	R (6%)	D (19%)	-2	-1

The Ballot Order

1. Governor
2. AG
3. Auditor
4. SOS
5. Treasurer
6. US Senate
7. US House
8. Ohio Legislature
9. Local races
10. Initiatives



Gubernatorial Election



Statewide Executive Races

Office	Republican Candidate(s)	Democratic Candidate(s)
Attorney General	David Yost	Steve Dettelbach
Auditor*	Keith Faber	Zach Space
Secretary of State*	Frank LaRose	Kathleen Clyde
Treasurer	Robert Sprague Sandy O'Brien	Rob Richardson

* Seats on the Ohio Redistricting Commission

US Senate Election

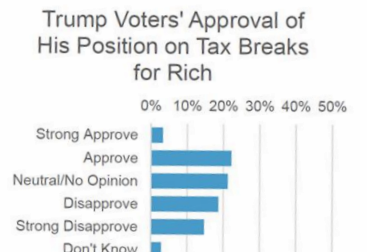
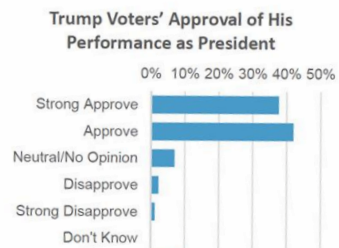


Sherrod Brown is a top target & independent messengers will be necessary

In 2012, Independent Expenditure groups spent \$40 million against Brown.

candidate in 2016, but who may not be satisfied with what they've found. Their differences with Trump offer an opening to progressives. Our findings suggest that reaching out to these swing voters with new information about Trump's agenda through a trusted messenger can break through to a sizable share of them.

1.B. Information on Trump's Tax Breaks and Budget Cuts Swayed His Voters



WORKING AMERICA
Front Porch Focus Group Report

Trump's team gunning for potential 2020 reelection rivals

Elizabeth Warren and Sherrod Brown are among the Democrats that Trump allies are looking to undermine or defeat.

By GABRIEL DEBENEDETTI | 09/18/2017 05:04 AM EDT



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Americans Less Interested in Two Major Political Parties

by Frank Newport

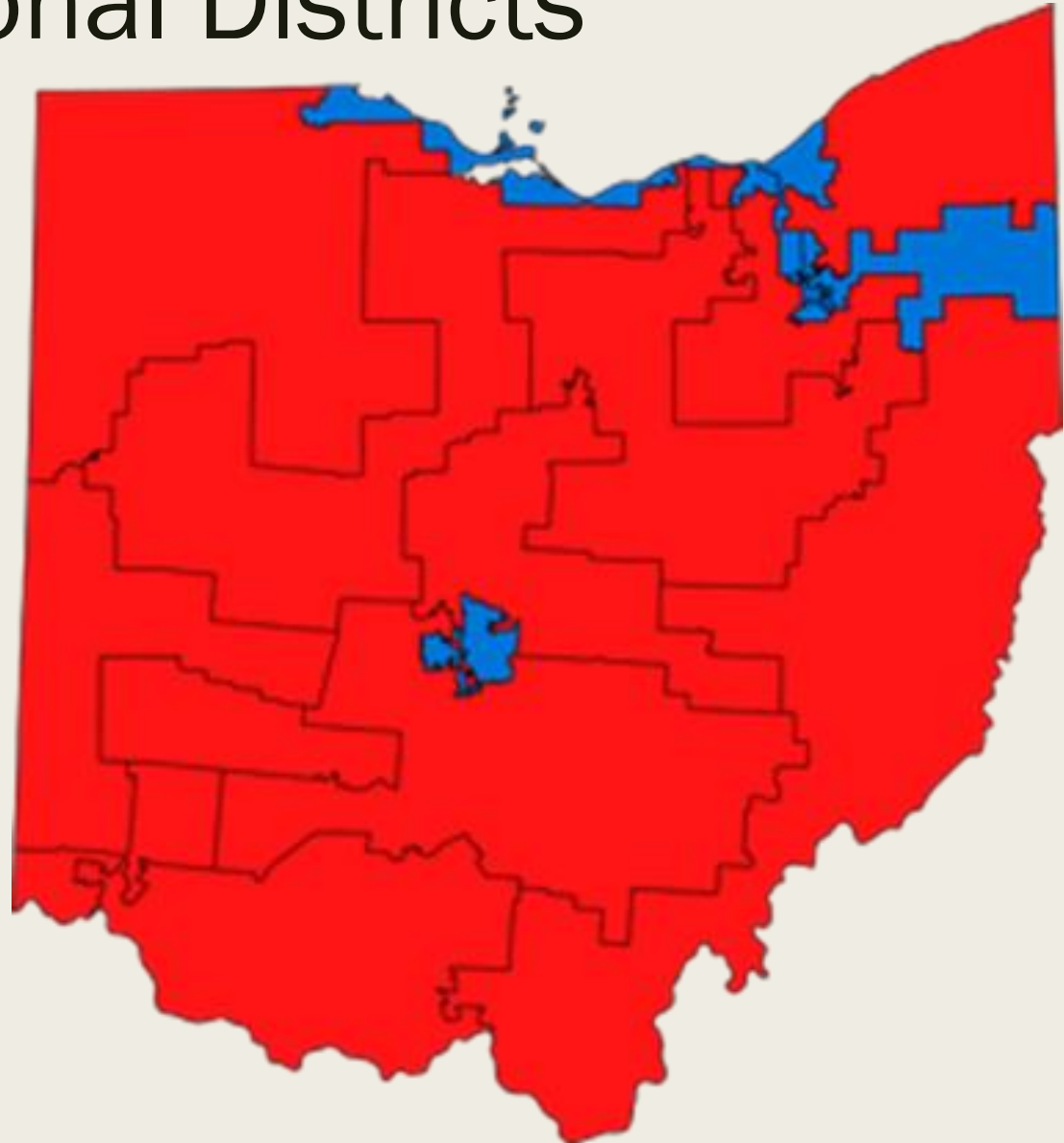
Americans' two major political parties are falling into disfavor. Americans are more likely now than at any other time in recent history to avoid choosing either the Republican or the Democrat label when asked to identify their political identification, with 43% instead now choosing the label

Ohio Legislature Current Status

Chamber	Current Composition	Minimum seats to remove 2/3 majority	Minimum seats to remove 3/5 majority
Senate	9 (D)/ 24 (R)	12 (+3)	14 (+5)
House	33 (D)/ 66 (R)	34 (+1)	40 (+7)

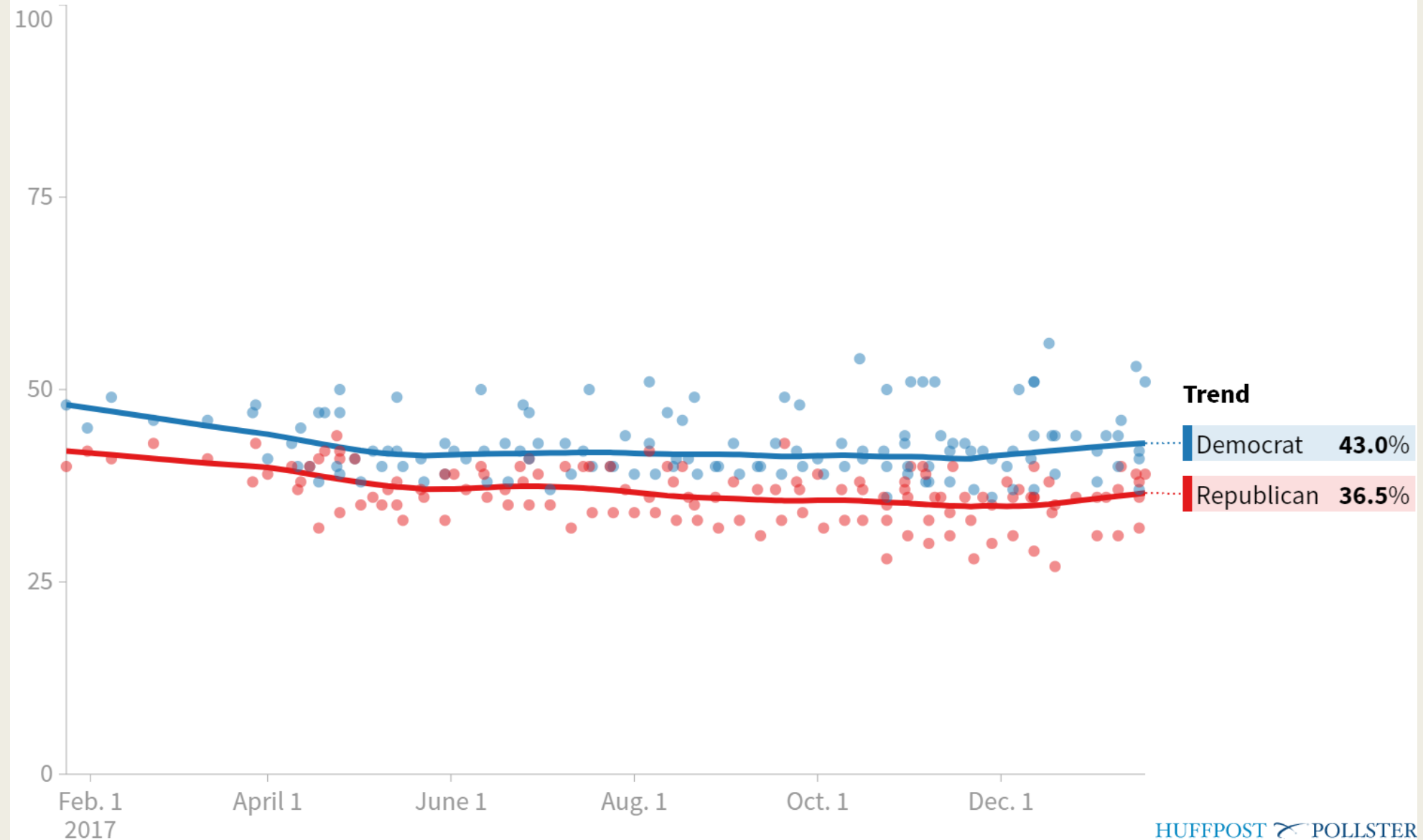
Ohio's Congressional Districts

- Monitoring with NEA for any districts that possibly could be in play in 2018
- Majority of districts will be screened post-primary
- Three Democrats eligible for Friendly Incumbent Status



Generic National Polling

2018 National House Race



Ohio Climate Recap

- ▶ 2018 is CRUCIAL for the Buckeye state
- ▶ Control of the state for the next decade at stake
- ▶ Sherrod Brown up for re-election
- ▶ Early member engagement is critical for base organizing & persuasion work

