

CITY OF LAFAYETTE · PARCEL TAX MEASURE

How VoterForce powered a local parcel tax to a *75% win*

One of California's highest parcel-tax margins — with every door, call, lawn sign, and house party driven by a single precinct-level data layer. No wasted effort, no guesswork, no siloed operations.

20K

VOTERS MAPPED

75%

YES VOTE

63%

TURNOUT VS 45% COUNTY

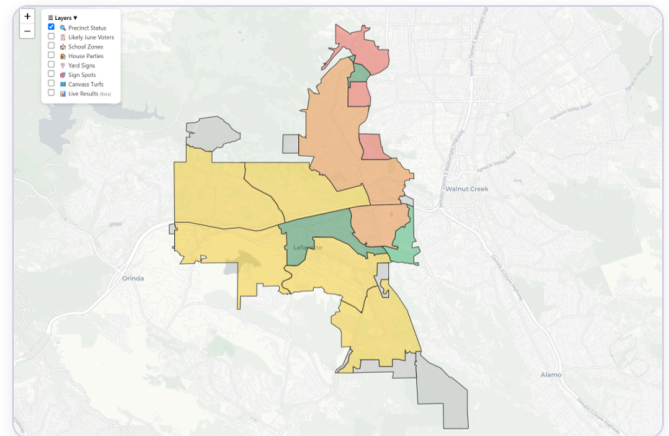
One tool to rule them all.

VoterForce mapped 20,000 voters across 22 precincts and five school boundaries into one precision targeting layer — so canvassers, phone bankers, the digital team, and the sign crew all worked the same universe.

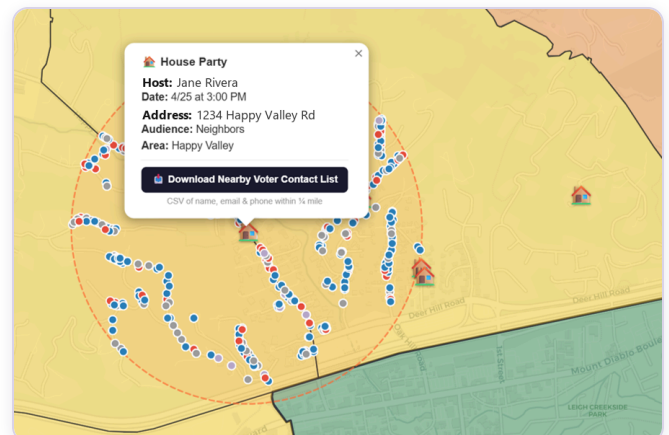
- **Voter identification.** We integrated **PDI voter-file data** with additional sources to segment the universe by **age, family type, and homeowners vs. apartment residents** — isolating the highest-propensity supporters in every precinct.
- **Self-serve canvassing.** Volunteers claimed their own turf and walked it from any phone — live walk lists off the precinct layer, no printed packets. **10k doors.**
- **Social media targeting.** Precinct boundaries converted into Facebook & Instagram geofences, with separate creative for families and seniors. **32K reached.**
- **Lawn signs & house parties.** Placement and hosts chosen from density maps, not volunteer requests. **1,000 signs, 50 house parties.**

Won every precinct

The measure won **every precinct with 100+ voters**, reaching up to **80% Yes** in target precincts. Voter turnout in Lafayette hit **63%** — beating the **45%** countywide and **40%** statewide.



Layer 1 — precinct targeting base map across 22 precincts and five schools.



Density mapping placed house parties and signs where they moved the most votes.