



County Supervisor District 2

*March Election Recap and November Outlook
Government Affairs Committee, June 18, 2020*

Cities of El Cajon, La Mesa, Lemon Grove, Poway, Santee, San Diego and unincorporated East San Diego County

March 2020 Primary Election Recap

- **First Place: Joel Anderson**
Second: Steve Vaus
Third: Kenya Taylor

Key Election Results Data Points:

- **Former East County Senator Joel Anderson decisively won the primary** with nearly 7,500 vote lead over 2nd place Poway Mayor Steve Vaus.
 - Candidate polling memo's in advance of the election claimed Vaus would win by 10% points, Anderson won by about 5%.
- Anderson won the district with **15% above** Republican turnout. That reflects he has the strongest support amongst Independents and Democrats for these two Republican candidates in the runoff.
- **Anderson won 56% or 186 of the voter precincts_** - that is three times better performance than **Vaus who won 17% or 59 precincts.**
- **Anderson defeated Vaus in the district's largest cities** that greatly reflects his ability to continue his win into November. He won the most votes in:
 - El Cajon, La Mesa, Lemon Grove, Santee, and Unincorporated East San Diego County (56% of the voters)
 - Kenya Taylor won the City of San Diego
 - **Vaus only won Poway (his home city) with 47% of the vote.** He failed to secure a majority even with the ballot title - Mayor of Poway. Note: Poway makes up less than 5% of the District 2 Voters.

Money Spent Campaign and Independent Expenditures

- **Anderson won with a significant lead despite being outspent nearly two to one in total dollars, including almost \$400,000 in negative attack ads against him.**
- Vaus Campaign and Independent expenditure spending exceeded \$750,000.
- Anderson Campaign spent about \$300,000 with a Realtor Independent Expenditure of **positive mail** valued at \$86,000.

Why Anderson Won

How did Anderson win after being outspent by almost double and with Vaus supporters spending over \$400,000 in negative ads?

Key endorsement of the Republican Party in a Republican district, much better name identification than was shown in polls, and as is usually the case with Anderson, unmatched grassroots effort led to his victory. Here is a breakdown:

- **Republican Party Endorsement** - the district is majority Republican Voters.
- Anderson served 86% of the district for over 12 years and **had best name identification.**
- PSAR Support & IE effort.
- Raised \$159,833 in small donations and had the most district resident contributions.

- **Best campaign execution**
 - Anderson's reputation as a tough and seasoned campaigner was reflected in his win. He was predicted by the Vaus polls to lose by 10% and won by 5%.
 - While both Anderson and Vaus sent out mail, Anderson ran a massive ground operation.

- **Anderson Grassroots**

Anderson led a team of more than 400 volunteers.

The Anderson campaign claimed to have walked 50,000 homes and made 52,000 phone calls.

- This will be key going into the general election as he has the infrastructure in place and will be tough for Vaus to build in a COVID 19 environment.
- Anderson had the **most community support** with over **40 East County elected officials** and announced over **3,000 voters endorsed** the campaign.
- Note: Vaus has very impressive endorsements, but they were out of the district. Ex. Mayor of San Marcos and Coronado. Both don't move the needle in East County.

Committee Note: Our Independent Expenditure positive mailer (\$86,000) in support of Senator Joel Anderson played a critical role in his success. We mailed to independent voters and many in the City of San Diego where all three candidates were relatively unknown.

November 2020 Election Notes

Anderson's successful March performance and factors listed below lead us to be confident Anderson can win in November with key Realtor® support.

Runoff candidates:

- **Senator Joel Anderson**
- **Mayor Steve Vaus**
 - Both are Republican
 - The independent and Democrat voters are clustered in the City of San Diego.
 - While the Vaus cowboy image is appealing in Poway and remote parts of the district, Anderson's professional attire will be more appealing in the City of San Diego.

Key notes on November:

- Anderson is the only candidate with a political party endorsement. It is the most valuable endorsement when two Republicans are running.
 - Running without a party increases campaign cost significantly. Vaus will have to now campaign again to Republicans to say he is Republican, Independents and Democrats.
 - Anderson will benefit from shared costs and mail paid for by the overlapping Congressional race with self funded millionaire Darrel Issa. His mail will feature Anderson to Republican voters.

Vaus key endorsement may have become a liability

- *Dianne Jacob*

Vaus has been endorsed by Dianne Jacob. Her cross over endorsement as a Republican endorsing Democrats and active work against important new housing projects on the ballot will undermine Vaus with his base of Republican voters and donors from the building industry.

Anderson: The Republican who has a track record of work with Democrats and In the Community

Anderson's legislative record and having the record for the most bi-partisan bills will allow him to communicate with Democrats (remember no party is listed on the ballot) the work he did, such as eliminating the diaper tax with Assembly member Lorena Gonzalez. His record and partnerships that will resonate with the uninformed voters.

Example: Anderson was named an honorary Tuskegee airman and received the Bridge Builder Award from the USS Midway Museum's Diversity & Inclusion Committee. Just examples of how he will connect with the Democrat and Independent voters.

Note: The Democratic Party has not endorsed in the race. Many voters will be choosing a candidate with no party guidance in the November general election.