**PCDC SWOT Jan. 16, 2022**

**EXECUTIVE SUMMARY:**

**Top themes/Summary:**

1. PCDC is growing and strengthening but members may still feel outnumbered and hesitate to be vocal or public.
2. Past focus on national issues hasn’t connected PCDC to local needs.
3. Opportunity to tap into moderates or Dem. leaning residents and overcome or lessen the divide with local Republicans by tapping into shared local values (ex. supporting small biz; local institutions; preserving natural beauty, etc.) through our actions. Lead through our actions.
4. Need to bring in youth, more people under 40 and tap growing number of part-timers who are here more and more since the pandemic normalized 100% remote working opportunities.

Strengths

* Leadership locally – organization
* 2020 election organization
* Group diversity --- increasing over time (flip- need to continue to grow)
* Welcoming to new members/prospective members – and provide them with good information
* Local discussion events (Pizza and Politics; Coffee and Conversations)
* Have come up with things that have been welcoming and influential to other dems in neighboring counties (like PAL center event several years ago; the 2022 summit; Roadside clean up)
* Facebook presence is growing – more engaging – more videos which can be helpful for gaining support from people who are younger
* Engaging activities

Weakness

* Group has been people who are “older”; lacks people who were born/raised in area
* Fear of letting people know we are democrats (in person); fear of going public – fear it will hurt our family, business
  + Concerned to have political signs in yard or bumper stickers
* PCDC had focused in past too much on national issues; failed to focus on items of local interest or explain the local connection
  + Historically PCDC have focused on national and partisan issues than local issues
  + Dems nationally have done a poor job of explaining how Republicans have killed small biz in favor of Walmart, Staples, and other BIG stores – Transfer of wealth from local shop owners to mega corporations/Wall Street
* Reputation: Being associated as a Dem. You are unelectable to even NON- political positions such as school board
* No one is responding to misInformation (When they go low; We go high – It isn’t working)
  + Kline Watch
  + Solar issues (causes cancer)
  + Note – this is counter to Anthony’s talk

**EXTERNAL**

Opportunities

* Chambers issues - local issues
* Quiet disengaged Democrats – or democrat leaning people in the county – not involved – untapped
  + Work with VAN database of voters to help find these folks
  + Finding opportunities **– leading by doing** **good in the community** … many people receptive from the election headquarters
  + Tap into the talents, energy and financial support of those who live PT in Page County (DC’ers)
  + Use humor to find connection points (ex: Honk for Trump sign outside Dem election headquarters – PCDCers brought out a Honk for Biden sign)
  + Reach out to disengaged voters

**OPPORTUNITIES to help in the community - doing good – engage in the communities that tap into shared values/issues**

Support small business – get more engaged via Chamber of commerce

Support Veterans -- VFW

Support local farmers and biz: Page Co. Fair – vol. to help it survive

Environment: Roadside clean up

Education: Substitute teachers

Crime: New Page Co. Drug Court to get nonviolent offender home – and save jail space and money

Perhaps we join org and volunteer at orgs first – then let people know we are Dems. SHOW THAT DEMS ARE GOOD NEIGHBORS AND THAT WE HAVE MORE IN COMMON WITH LOCAL COMMUNITY THAN THEY THINK!

* **Support small business – Buy local/Shop Small – make this one of our defining factors** 
  + Show our values on the web site and via social media (Facebook)
  + Page Co. Dems welcome for new businesses
    - Send local dems to the business to support
    - Leave them a welcome basket of some type
    - Shout out to new business on Facebook
    - Engage on FB as PCDC on community pages like “Positively Page County”
* Support educational opportunities for Page youth
  + Serve as school volunteers, substitutes, vol. readers, perhaps create a scholarship or essay contest (base essay topic on a local issue of universal issue)
* How do we reach out to “part time “residents who are here more or now full timers as the work dynamic in the US has changed to be more virtual for many
* Broadband: stronger broadband helps education, job growth, and more
  + Need to get Dems engaged in helping bring this to life
* County Public Defender has pulled together a new Drug Court to keep non-violent drug offenders from going to jail
* Education
  + Need to watch and support teachers and school board – support that teachers must need to teach all children regardless of race/ethnicity, etc.
  + School board – nonpolitical; Megan Gordon new chairperson
    - 6 people 4-year terms, 3 in 2021 and 3 in 2024

**Threats**

* Concerns over vitriol / ire– feel threatened when have political yard signs up; Conversations are shut down/stifled before they can start
* Will my home or career be negatively impacted if people know I am a Democrat?
* Will people tune out when/if they see Dems in t-shirts/hats?
* Broadband will come to Page during the Republican administration and Younkin will get/take credit for it when the Dems brought the CARES Act funds that paid for it
* Younkin has pulled out of regional greenhouse gas agreement
* Younkin signed a “no teaching CRT” in K -12 bill
  + Right wing is twisting CRT to say it is teaching about inequities; racism
* Lack of younger people and a means to bring them into PCDC; we have no “youth arm” – lack of teens and 20-somethings involved