

Regress to Progress

Our Journey of Building a cost-effective model

addison evans and Farhad Choksy

About Us!



addison evans (they/them)

addison a. evans is a data practitioner with eight years of experience working in progressive technology. They got their start in organizing working on a campaign for gender non-specific housing on the campus of the University of North Carolina at Chapel Hill while they were a student. From there they went on to work on the campaign against Amendment 1 in NC and the fight against HB2. They eventually landed a job working at the North Carolina state table where they got introduced to progressive tech and fell in love with the idea of being able to use their technological skills for social change. More personally they are a Black, queer, agender, and disabled Unitarian Universalist socialist who believes in the inherent worth and dignity of every person. All people deserve bodily autonomy and it is their life's work to help realize a world in which this is possible.



Farhad M. Choksy (he/him)

Farhad M. Choksy is a data practitioner with nearly a decade of experience working with local, state, and nationwide campaigns and progressive causes. Farhad currently works as a Partner Success Manager at Community Tech Alliance, where he supports clients and partners with their data infrastructure needs. Prior to that, Farhad was the Senior Data Manager at Leaders Igniting Transformation, a statewide organization building political power for Black and Brown youth in Wisconsin. As a practicing Zoroastrian, Farhad strongly believes in building a world where each and every human being can live a life of joy and kindness. Outside of work, you can find Farhad experimenting with a new recipe or cooking technique, exploring the DC metro area, or glued in front of a new (or retro) video game.

Project Overview

DATA, DATA EVERYWHERE



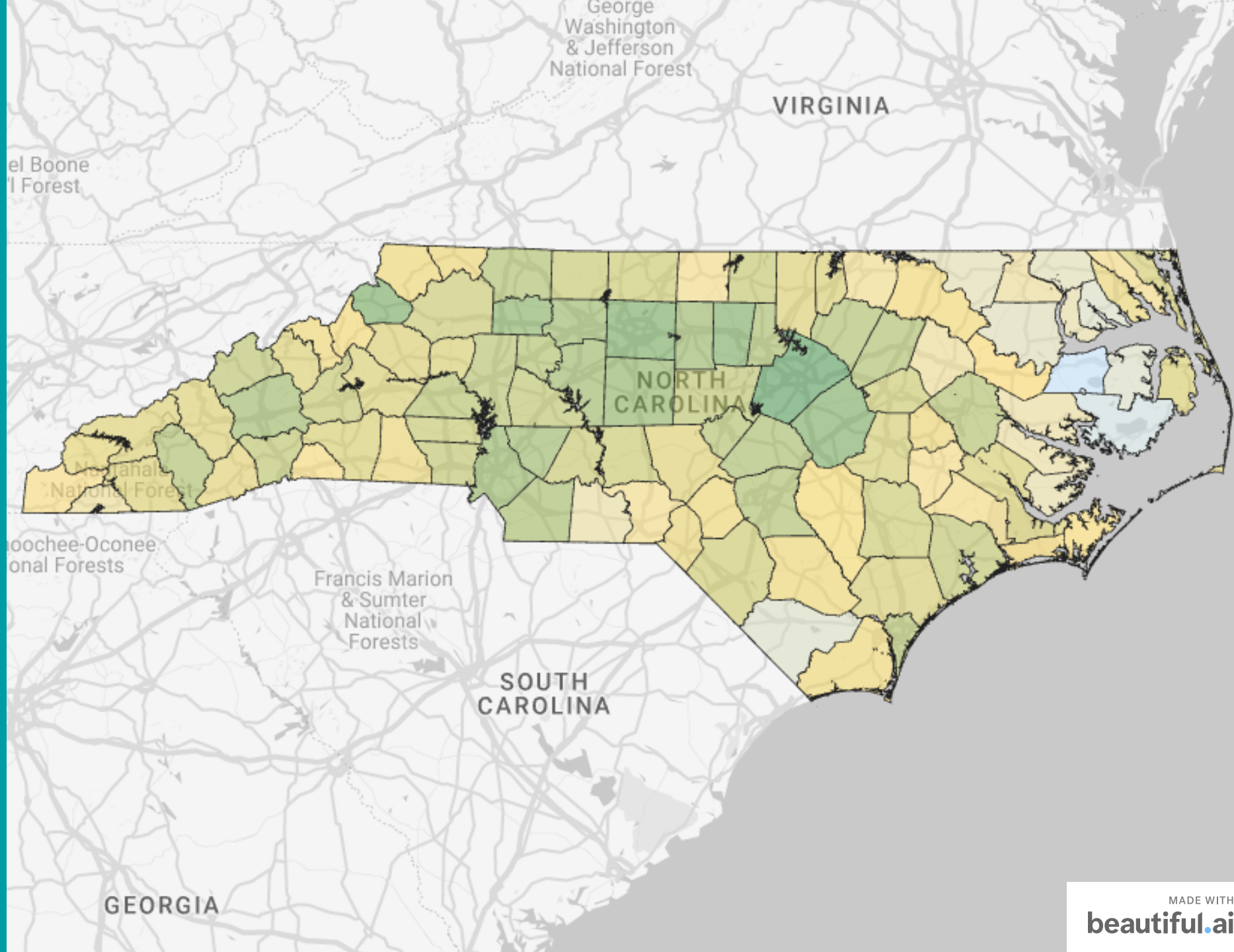
Our project was born out of a desire to help more progressive organizations analyze and make their own assessments of the effectiveness of the data they collect. Over the past decade the way that we approach our work has changed drastically- from the way data is acquired to the tools we use to contact and collect that data. Yet, for many small grassroots organizations the problem remains the same. They are unable to afford what's available to them and many times the data available to them is built on a national scale. What someone believes or how someone behaves in New York can (and often will) be different than what someone believes or how they behave in North Carolina.

By analyzing partner data at the state-level we are able to glean more targeted insights about trends in a specific state. Through the use of the open source programming language, R, and its coding environment, R Studio we were able to ingest contact data and create a model predicting the likelihood of whether someone contacted by partner organizations in North Carolina would turnout in 2020 but not 2022. With some know-how and time groups can be empowered to do their own assessments and use those to conduct more targeted outreach.

Project Process



Visualizing Our Results



Thank You and Shout Outs!





We want to **hear from you!**

@ addison.e09@gmail.com

@ choksyfarhad@gmail.com