

Latinx voters can make a difference in the 2020 election

By Elena Jacob and Brandon Estrada

SPRINGFIELD - The presidential elections in November are quickly approaching, and community organizers believe it is more important than ever for Latinx voters to exercise their right to vote.

According to Pew Research Center, Latinos are well on their way to becoming the largest faction of minority voters in Massachusetts as well as in the entire United States in the 2020 presidential election. This is a huge jump from past presidential elections when Latinx voters showed up to the ballot boxes the least out of all minorities, even though they are the largest group of eligible voters in the state.

Zumalee Rivera, Springfield organizer for Neighbor 2 Neighbor, has been leading the charge in getting these eligible voters to their voting precincts.

Neighbor 2 Neighbor is an organization with 15,000 community members from Springfield, Worcester, Lynn and Holyoke who are working together to combat inequality, environmental degradation and racism through political action.

Regarding Neighbor 2 Neighbor, Rivera states, “We organize people of color, immigrants, women, people with issues and barriers, and we try to see how systemically they are being affected. We try to change the laws and policies and create a world that they want to live in.”

Making up a little under 12% of Massachusetts population Latinx voters can have a major impact on who the states’ 11 electoral votes will be awarded to. Many Latinx leaders across Massachusetts see the importance of the upcoming election and have been doing everything in their power to ensure people in their community have the chance to voice their opinion on who they want to lead this country.

Members of N2N across the state go door to door, assisting in municipal campaigns, with the goal of creating change in the community.

“It can shift the narrative. It has the capacity to create the change that they want by getting the people that represent them best into office,” Rivera said. “When you realize how much power you have in your vote because of the person that you are and you are aligned with a group of people like Latinos, you can see that you can have the best representation for yourself just by voting.”

The Presidential election is on November 3 and eligible voters can register in Massachusetts online at www.sec.state.ma.us/ovr/.