

2010 FEB 26 AM 2:27

TO: Council President Brunner and Honorable Members of the City Council
FROM: Office of the City Clerk
DATE: March 2, 2010
RE: Supplemental Report Requesting Discussion And Action on the Implementation of Ranked Choice Voting (RCV) For The City Of Oakland's November 2, 2010 Election

SUMMARY

At the City Council meeting of February 2, 2010, the City Clerk was directed to return to the March 2, 2010 City Council meeting with a comprehensive update on Alameda County's Implementation of Ranked Choice Voting (RCV) for the City of Oakland.

The Office of the City Clerk submitted a report in the 10 day March 2, 2010 agenda packet that provided an update on RCV elections program activities and the following concerns raised by the City Council during the February 2, 2010 City Council meeting:

- *Voter Outreach and Education Program mandated upon the County of Alameda*
- *Status of Alameda County's work on the Voter Outreach and Education Program*
- *Alameda County's preliminary estimates of Oakland's RCV Elections & Voter Education Costs*
- *The City of Oakland's requirement to perform Voter Outreach and Education*

This Supplemental report provides an update on information obtained during meetings of February 19, 2010 and February 24, 2010 with the ROV and the cities of Berkeley and San Leandro. The report also addresses the following additional concerns raised by the City Council:

- *The roll out of "Early" Voter Outreach and Education in the City of Oakland*
- *Internal coordinated strategies to provide supplemental Outreach and Education*

FISCAL IMPACT

The preliminary estimated fiscal impact for RCV Elections and Education costs is approximately \$728,000 as provided by the County of Alameda Registrar of Voters. Currently, this figure remains unchanged, but costs will increase based on request for services in addition to the Secretary of States specific requirements for the Voter Outreach and Education program, RCV set-up and general elections costs.

PROGRAM DESCRIPTION

The Roll-out of "Early" Voter Outreach and Education in the City of Oakland

At the February 2, 2010 Council meeting, the City Council directed staff to work with the County of Alameda ROV to establish clear timelines for 'Earlier' commencement of Ranked Choice Voter Education in the City of Oakland.

The ROV previously provided a timeline proposing the commencement of voter education in May of 2010. The May 2010 date was established in accordance with the requirements of the Secretary of State's one-time conditional approval of Ranked Choice Voting for use in Alameda County and in consideration of the interests of the RCV partner cities, Berkeley and San Leandro.

To accommodate the City of Oakland's request, the ROV has agreed to begin "Phase I" of RCV Outreach and Education in the City of Oakland beginning April 2010.

To commence the early education process the ROV is required to complete the following four objectives:

- 1) Complete the development of all education and informational materials
- 2) Prepare the Training module and scripts for trainers and community organizations
- 3) Establish a list of venues, events and special forums within Council districts for prioritized early education.
- 4) Identification of the list of City staff trainers and District member organizations to be trained to present RCV in other venues as the City may so decide.

Approximately 90% of the Voter Outreach and Education materials are completed. The materials include brochures, post card mailers, posters, sample ballots and RCV instruction videos. All materials are expected to be finalized by the middle of March 2010.

The ROV began the training of County staff in February 2010. The County has stated that by late-March of 2010, County staff will be prepared to move forward with District based RCV presentations and trainings for Oakland trainers who will present RCV.

To meet the City's request to start earlier education, the County of Alameda ROV has requested:

- 1) A list of venues, events, and special forums specifically within Council Districts prioritized for early education
- 2) District groups, representatives and city staff who will conduct RCV trainings
- 3) The venues where Councilmember specifically would want the ROV staff to conduct trainings.

The aforementioned information will allow the County to develop a schedule of presentations for specified council district groups and a schedule of trainings for staff and council district representatives who will also provide RCV trainings and presentations. The Clerk's Office will coordinate the delivery of this information to the ROV.

Suggested Internal Activities to Supplemental Outreach and Education

The Office of the City Clerk is continuing efforts to coordinate additional services and a broad distribution of education materials to City and District facilities to expand voter education in the City of Oakland beyond the requirements imposed by the Secretary of State. The Office of the City Clerk is currently working on the following tasks identified during the February 2, 2010 City Council meeting:

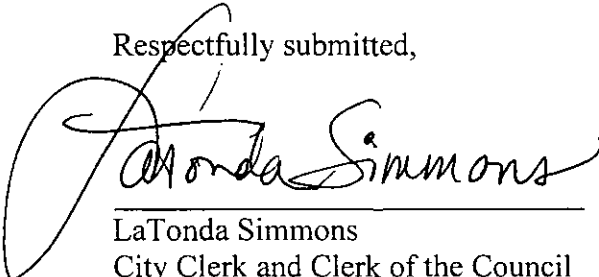
- 1) Assembly of the list of City recreation and senior groups/centers, disabilities rights groups, independent living low literacy groups/advocacy organizations, homeowner associations, colleges, and high schools by the week of March 15, 2010.
- 2) Coordination of finalized flash media presentations and streaming content with KTOP and the City's website development staff by the week of March 15, 2010.
- 3) Coordination of the Training of City Staff and Council representatives by the week of March 23, 2010.
- 4) Coordination of the RCV Presentation for City Council scheduled through Rules.

The above tasks proposed by the City Council are duties that can be performed at minimum cost by staff to mitigate costs increases associated with supplemental outreach and education activities.

ACTION REQUESTED OF THE CITY COUNCIL

The Office of the City Clerk requests Council's consideration of the information contained in this supplemental status report to strategically broker the services and resources provided by the Alameda County ROV. Staff further requests the direction of the Council in the continuing work of implementing Ranked Choice Voting in accordance with the requirements of the Secretary of State and Memorandum of Understanding approved by the Cities of San Leandro, Berkeley and Oakland.

Respectfully submitted,



LaTonda Simmons
City Clerk and Clerk of the Council

