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# REGISTRAR OF VOTERS

ALAMEDA COUNTY • CALIFORNIA

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DAVE MACDONALD  
REGISTRAR OF VOTERS


March 16, 2011

LaTonda Simmons  
City Clerk, City of Oakland  
Oakland City Hall  
1 Frank H. Ogawa Plaza, 2<sup>nd</sup> Floor  
Oakland, CA 94612

Dear Ms. Simmons:

Attached please find a copy of the addendum to the report "Raising Public Awareness of Ranked-Choice Voting" prepared by the Registrar of Voters Office. As reflected in the Voter Outreach and Education Plan which was presented prior to the implementation of Ranked-Choice Voting, the report was presented to the cities of Berkeley, Oakland and San Leandro.

If you have any questions and/or comments concerning the interpretation of this addendum, please feel free to contact the Registrar of Voters Office at (510) 272-6933.

  
Dave Macdonald  
Registrar of Voters  
Alameda County

12  
COUNCIL

APR 05 2011

# Ranked-Choice Voting

Voting made easy.

## Addendum To

### Raising Public Awareness of Ranked-Choice Voting:

A Summary of Voter Outreach for November 2, 2010 General  
Election in Berkeley, Oakland and San Leandro



Outreach Efforts Conducted by Registrar of Voters to Familiarize Voters with Ranked-  
Choice Voting for November 2010 General Election

This is an addendum to the report, "Raising Public Awareness of Ranked-Choice Voting: A summary of Voter Outreach for November 2, 2010 General Election in Berkeley, Oakland and San Leandro" which was submitted to the City of Oakland late January 2011. This addendum contains more specific information than the report originally submitted and has been compiled to serve several functions:

- I. Show statistics for Ranked-Choice Voting presentations given in the cities of Berkeley, Oakland and San Leandro.
- II. Describe the amount of informational brochures produced and distributed as well as other educational materials available to voters.
- III. Provide more detailed information regarding media outlets and public service announcements.
- IV. Describe the Ranked-Choice Voting budget for setup costs according to the Memorandum of Understanding and to proclaim the actual cost.
- V. Provide Ranked-Choice Voting terminology and statistics.

#### I. Presentations on Ranked-Choice Voting

A total of 213 presentations were conducted by the Alameda County Registrar of Voters in the months prior to the November 2010 General Election to educate the public on Ranked-Choice Voting within the cities of Berkeley, Oakland and San Leandro. Presentations were conducted by Dave Macdonald, the Registrar of Voters, and key staff members in English, Chinese and Spanish languages. Please refer to Attachment A for a complete list of the presentations conducted by the Registrar of Voters.

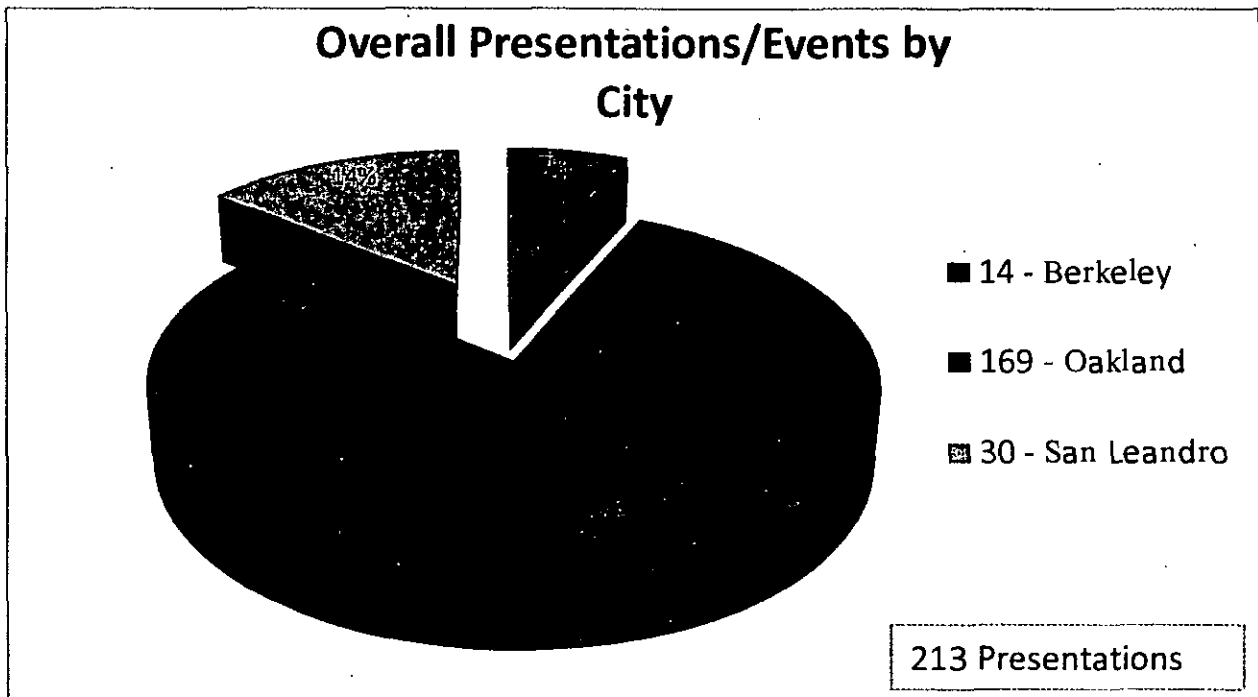
The information below demonstrates the numbers of presentations made in the three cities and the number of presentations by group type and language.

Cities	# of Presentations
Berkeley	14
Oakland	169
San Leandro	30
Total	213

Group Type	# of Presentations
Church	23
Community	91
Employees/Staff	8
HOA	10
NCPC	15
Political	8
Senior Center/Home	58
Total	213

Languages	# of Presentations
English	150
Chinese	47
Spanish	16
Total	213

Below is a pie chart that illustrates the number of presentations made in the three cities.



**n. Informational Brochures and Additional Educational Materials**

Approximately 750,000 copies of the tri-fold informational Ranked-Choice Voting brochures, which featured a graphic depiction of the Ranked-Choice Voting ballot and set-by-step instructions on how to properly mark the ballot, were printed. The brochures were produced in English, Spanish and Chinese languages. The cities of Berkeley, Oakland and San Leandro each received 15,000 copies (5,000 in each language) and many copies were given to the League of Women Voters. In addition, brochures were given to the campaigns of those running for office in the races appearing on the Ranked-Choice Voting ballot. The brochure also was made available in printable PDF form on the Alameda County Registrar of Voters website. Furthermore, brochures were handed out at every presentation given in each city. Approximately 690,000 brochures were distributed within the three cities.

Additionally, the Registrar of Voters, in partnership with AC Transit provided educational materials to voters regarding Ranked-Choice Voting by displaying educational placards (11" x 28" in size) in three different languages explaining Ranked-Choice Voting in the interior of approximately 150 buses. These buses serviced lines that ran through the cities of Berkeley, Oakland and San Leandro.

### **III Media Outlets and Public Service Announcements**

Ranked-Choice Voting in Alameda County received an abundance of media attention before the November 2, 2010 Election.

More than 69 news articles regarding Ranked-Choice Voting appeared in numerous publications throughout Alameda County with many of them explaining Ranked-Choice Voting and quoting the Registrar of Voters, Dave Macdonald.

Clear Channel – San Francisco ran the 30-second audio version of the Ranked-Choice Voting Public Service Announcement written by staff from the Registrar of Voters office on several radio stations such as: Wild 94.9 FM (a leading hip-hop station), KMEL 106.1 FM (a leading hip-hop station), Star 101.3 FM, KISS FM 98.1, Green 960 AM and Fox News 910 AM.

The 30-second video version of the Public Service Announcement ran along with previews before movies in three local multi-plex theatres (on 32 screens in total) from September 24, 2010 until October 28, 2010. The UA Berkeley 7 theatre ran the PSA 30 times a day during that period. The Jack London Stadium 9 theatre in Oakland ran the PSA 40 times a day during that period. The BayFair 16 theatre in San Leandro ran the PSA 70 times a day during that period.

Furthermore, an electronic billboard at the Oracle Arena & Oakland-Alameda County Coliseum, which sits along the 1-880 freeway, ran Ranked-Choice Voting advertisement from September 27, 2010 through November 2, 2010.

### **IV. Ranked-Choice Voting Budget for Setup Costs**

A Memorandum of Understanding, dated February 1, 2010 was set forth between the County of Alameda and the cities of Berkeley, Oakland and San Leandro. The County, through the Registrar of Voters and the cities, entered into an agreement for the purpose of having the cities reimburse the Registrar of Voters for conducting the local Ranked-Choice Voting elections. Among other things, the Memorandum of Understanding set forth the general responsibilities of the cities. Each city agreed to reimburse the Registrar of Voters for setup costs that included necessary hardware, firmware, software upgrades, voter outreach, voter education, training for poll workers and special mailings regarding Ranked-Choice Voting to voters in each of the cities. The setup costs were not to exceed \$1,500,000.00 (one million five hundred thousand dollars) for the Ranked-Choice Voting elections held on November 2, 2010.

The table below reflects the estimated cost of the proportionate share for each city according to the MOU (not to exceed a combined total of 1.5 million) and the actual setup costs for each city along with the total actual cost for the cities combined – coming under the projected 1.5 million.

	<b>Estimate</b>	<b>Actual</b>
City of Oakland	\$946,950	\$656,909
City of Berkeley	\$371,850	\$257,956
City of San Leandro	\$181,200	\$125,700
<b>Total</b>	<b>\$1,500,000</b>	<b>\$1,040,565</b>

V. **Ranked-Choice Voting Terminology and Statistics**

Invalid Ballots

An “Invalid Ballot” is one where the first choice is an overvote.

Valid Ballots

A “Valid Ballot” is any ballot which is not invalid.

The table below shows the percentages of valid ballots cast in San Francisco County’s Ranked-Choice Voting elections in 2008 and 2010 versus the percentage of valid ballots cast in the Oakland Mayor’s race in Alameda County’s first Ranked-Choice Voting election during the November 2010 General Election.

	<b>2008 SF OVERALL</b>	<b>2010 SF OVERALL</b>	<b>2010 OAKLAND MAYOR</b>
<b>% VALID BALLOTS</b>	99.113%	99.096%	99.710%

\*As there were no city wide races in either the 2008 or 2010 San Francisco elections, the total number of ballots cast in the supervisor races (where the RCV algorithm was used) were totaled to give turnout figures equivalent to the 2010 Oakland Mayor Race.

Exhausted Ballots

An “Exhausted Ballot” is a ballot where all choices have been eliminated or where there are no more choices on the ballot in the RCV contest.

The tables below displays the percentage of ballots that were exhausted in each round of the Oakland Mayor’s race in Alameda County’s first Ranked-Choice Voting election during the November 2010 General Election.

Oakland Mayor 2010 Exhausted Ballots By Round - Accumulated Totals

<b>ROUND</b>	<b>R1</b>	<b>R2</b>	<b>R3</b>	<b>R4</b>	<b>R5</b>	<b>R6</b>	<b>R7</b>	<b>R8</b>	<b>R9</b>	<b>R10</b>
<b># EXHAUSTED BALLOTS</b>	355	505	624	806	1027	1273	2056	3182	6745	14193
<b>% OVERALL TURNOUT</b>	0.29%	0.41%	0.51%	0.66%	0.84%	1.04%	1.68%	2.60%	5.52%	11.61%

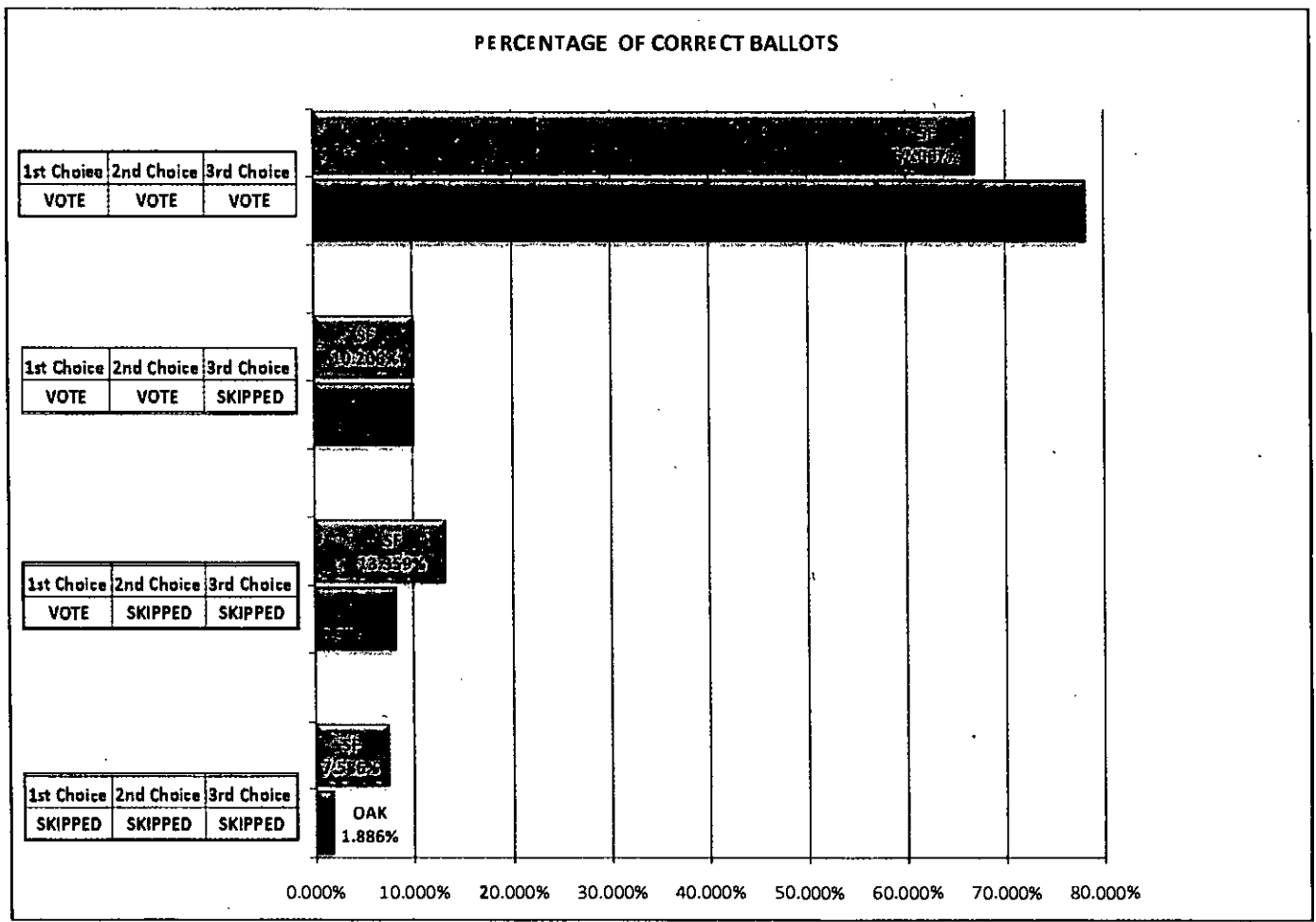
Correctly Marked Ballots

A "Correctly Marked Ballot" is a ballot with any of the following ballot marking combinations:

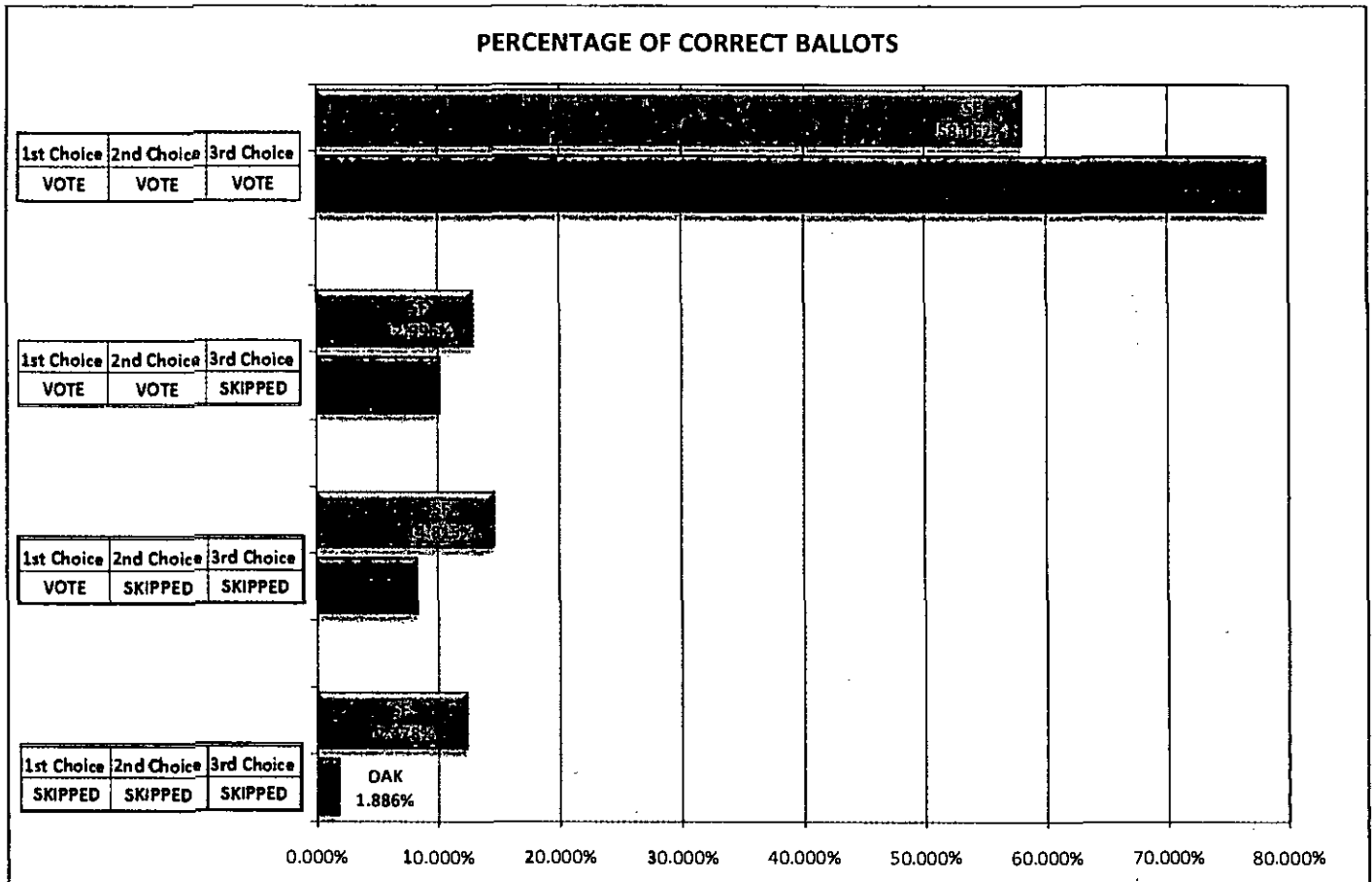
- 1) A single vote in each column (Vote, Vote, Vote)
- 2) A single vote in each of the first 2 columns and no vote in the 3<sup>rd</sup> (Vote, Vote, Skipped)
- 3) A single vote in the first column and no vote in the 2<sup>nd</sup> and 3<sup>rd</sup> columns (Vote, Skipped, Skipped)
- 4) No vote in any of the 3 columns (Skipped, Skipped, Skipped)

The following charts show a comparison of the overall percentage of ballots cast in the district supervisor contests (where the RCV algorithm was used) in the 2008 and 2010 San Francisco elections with the 2010 Oakland Mayor contest.

2010 OAKLAND MAYOR v. 2008 SAN FRANCISCO ELECTION



## 2010 OAKLAND MAYOR v. 2010 SAN FRANCISCO ELECTION



### The Comprehensive Report

We have included as Attachment "B" a copy of the comprehensive report required by the Oakland City Charter. The Charter states in Section 1105 (i) (3) "The "comprehensive report" for a race shall mean a report that breaks the numbers in the summary report down by precinct. The report shall list for each round the number of ballots cast in each precinct (a) that count as votes for each candidate in that round, (b) that have been declared undervotes, (c) that have been declared overvotes up to that point, and (d) that have been declared exhausted up to that point."



## Conclusion

This addendum was prepared in response to the questions raised by the City of Oakland following the submission of the "Raising Public Awareness of Ranked-Choice Voting" summary. This supplemental report provides a more detailed account of the outreach strategy. The Registrar of Voters Office, in association with the cities of Berkeley, Oakland and San Leandro, as outlined in the "Ranked-Choice Voting Outreach and Education Plan", provided an extensive and comprehensive voter outreach and educational effort to the communities within the three cities.

The outreach effort consisted of 213 Ranked-Choice Voting (RCV) public presentations throughout the three cities. In addition, outreach efforts, provided in three languages, consisted of Public Service Announcements, Editorial Outreach broadcasted all through local media (radio, television, newspaper), AC Transit Bus advertising explaining Ranked-Choice Voting, informational brochures, postcard mailer and a RCV Newsletter. Furthermore, movie theater advertising (theater in each city), RCV Webinars, RCV Short video and a RCV Facilitator in each polling place on election day were also included as part of the broad educational plan. This strategy was proven to be successful by a 99.86% total number of overall "Valid Ballots" cast by voters in the 1<sup>st</sup> Ranked-Choice Voting election within Alameda County.

Moreover, the Registrar of Voters Office surpassed the outreach and educational target and the RCV election was conducted for \$1.04 million, substantially less than the \$1.5 million originally agreed upon in the Memorandum of Understanding and approved by the three cities. The Registrar of Voters is confident, and this addendum as well as the original summary confirms, that our efforts were not only exhaustive but the original goal was accomplished.

# Ranked-Choice Voting

Voting made easy.

## Attachment A

### Complete List of Presentations



**ALAMEDA COUNTY REGISTRAR OF VOTERS  
RANKED-CHOICE VOTING COMMUNITY PRESENTATIONS (CITY BREAKDOWN)**

DATE	AUDIENCE/LOCATION	CITY	GROUP TYPE	LANGUAGE	DISTRICT
5/21/10	City of Berkeley, City Clerk Department - Berkeley City Hall	Berkeley	Employees/Staff	English	4
8/1/10	Bay to Barkers Dog Walk	Berkeley	Community	English	1
8/16/10	Stuart Pratt Manor	Berkeley	Senior Center/Home	Chinese	4
8/27/10	Lawrence Moore Manor	Berkeley	Senior Center/Home	Chinese	4
9/2/10	Berkeley Democratic Club - Northbrae Community Church	Berkeley	Political	English	5
9/12/10	Solano Stroll Festival	Berkeley	Community	English	5
9/27/10	Claremont/Elmwood Neighborhood Association - Saint John's Church	Berkeley	NCPC	English	8
9/30/10	City of Berkeley Community Meeting	Berkeley	Community	English	3
10/6/10	Berkeley Community Meeting - Ala Costa Center	Berkeley	Community	English	1
10/9/10	CAL vs UCLA Game	Berkeley	Community	English	8
10/13/10	City of Berkeley Community Meeting - Northbrae Community Church	Berkeley	Community	English	5
10/14/10	Berkeley City College	Berkeley	Community	English	4
10/14/10	North Berkeley Senior Center	Berkeley	Senior Center/Home	English	4
10/19/10	North Berkeley Senior Center	Berkeley	Senior Center/Home	English	4

Total Presentations in Berkeley      14

Group Type  
 7 Community  
 1 Employees/Staff  
 1 NCPC  
 1 Political  
 4 Senior Center/Home  
 14 Total

Languages  
 12 English  
 2 Chinese  
 14 Total

Council District  
 2 District 1  
 1 District 3  
 6 District 4  
 3 District 5  
 2 District 8  
 14 Total

**ALAMEDA COUNTY REGISTRAR OF VOTERS  
RANKED-CHOICE VOTING COMMUNITY PRESENTATIONS (CITY BREAKDOWN)**

DATE	AUDIENCE/LOCATION	CITY	GROUP TYPE	LANGUAGE	DISTRICT
2/3/10	Oakland's Next Leaders Forum - Lakeshore Baptist Church	Oakland	Community	English	2
3/6/10	East Bay Democratic Club - Foothill Square Shopping Center	Oakland	Political	English	7
3/10/10	Central East Oakland Community Dev. District Board	Oakland	Community	English	6
3/16/10	City Council Meeting - Oakland City Hall	Oakland	Community	English	3
4/17/10	Sobrante Park Time Bank Health Fair	Oakland	Community	English	7
5/1/10	16th Assembly District Members of Alameda County Meeting	Oakland	Political	English	3
6/22/10	30th Anniversary Festival & Resource Fair - Lao Family	Oakland	Community	English	5
6/26/10	Ladies in Red Jewels - Allen Temple Gardens	Oakland	Church	English	7
7/6/10	DMV Employees - Oakland Resident's Home	Oakland	Employees/Staff	English	7
7/19/10	East Oakland Senior Center - CDBG Board Meeting	Oakland	Senior Center/Home	English	7
7/21/10	Oakland Public Schools Election Season Kickoff - Jack London Aquatic	Oakland	Community	English	2
7/21/10	Golden Gate Recreation Center	Oakland	Community	English	1
7/23/10	Weekly Friday Breakfast - West Oakland Senior Center	Oakland	Senior Center/Home	English	3
7/24/10	West Oakland Promise - Town Hall Meeting	Oakland	NCPC	English	3
7/25/10	Tree of Life Empowerment Ministries	Oakland	Church	English	7
7/29/10	USCIS Ceremony - Oakland Paramount Theatre	Oakland	Community	Chinese	3
7/29/10	Allen Temple Arms Apartments	Oakland	Senior Center/Home	English	7
8/3/10	National Night Out - Oakland City Hall - 5PM	Oakland	Community	Chinese	3
8/3/10	National Night Out - Oakland City Hall - 6PM-	Oakland	Community	English	3
8/3/10	City Clerk Department - Oakland City Hall	Oakland	Employees/Staff	English	3
8/4/10	Downtown Oakland Senior Center	Oakland	Senior Center/Home	English	3
8/5/10	Noel Gallo, Oakland School Board Member - ROV Office	Oakland	Community	Spanish	2
8/5/10	Beth Asher Senior Homes	Oakland	Senior Center/Home	Chinese	4
8/6/10	Chinese American Citizens Alliance	Oakland	Community	English	2
8/9/10	Causa Justa: Just Cause	Oakland	Community	Spanish	7
8/9/10	Las Bougainvilleas	Oakland	Senior Center/Home	Spanish	5
8/10/10	Oakland African American Chamber of Commerce at Sou'l's Restaurant	Oakland	Community	English	6
8/10/10	Oak Street Terrace Apartments	Oakland	Senior Center/Home	Chinese	2
8/11/10	Piedmont Gardens	Oakland	Senior Center/Home	English	1
8/11/10	Hong Lok Senior Center	Oakland	Senior Center/Home	Chinese	2
8/11/10	Allen Temple Family Life Center	Oakland	Church	English	7
8/11/10	Fruitvale/San Antonio Senior Center	Oakland	Senior Center/Home	English	5
8/12/10	City of Oakland Neighborhood Services	Oakland	Community	English	4
8/12/10	Prescott NCPC Meeting	Oakland	NCPC	English	3
8/12/10	Hotel Oakland	Oakland	Senior Center/Home	Chinese	2
8/13/10	Westlake Christian Terrace	Oakland	Senior Center/Home	Chinese	3
8/14/10	Laurel Street Festival	Oakland	Community	English	4
8/15/10	Beebe Memorial Baptist Church	Oakland	Church	English	1
8/15/10	Rising Dragon Culture Center/Lincoln Recreation Center	Oakland	Community	Chinese	2
8/17/10	Asian Pacific Environmental Network	Oakland	Community	Chinese	3
8/17/10	Causa Justa: Just Cause	Oakland	Community	English	3
8/17/10	AFSCME 3916 - AC Transit Board Room	Oakland	Employees/Staff	English	3
8/18/10	DMV Employee Lounge	Oakland	Employees/Staff	English	7
8/18/10	Alameda County Democratic Party-16th Assembly District	Oakland	Political	English	2
8/18/10	Noble Tower	Oakland	Senior Center/Home	Chinese	3

**ALAMEDA COUNTY REGISTRAR OF VOTERS  
RANKED-CHOICE VOTING COMMUNITY PRESENTATIONS (CITY BREAKDOWN)**

8/18/10	Southlake Tower	Oakland	Senior Center/Home	Chinese	3
8/19/10	Oakland A's Game	Oakland	Community	English	7
8/19/10	West Oakland Core Team - Saint Mary's Center	Oakland	Community	English	3
8/19/10	USCIS Ceremony, Oakland Paramount Theatre	Oakland	Community	Chinese	3
8/19/10	Satellite Senior Homes	Oakland	Senior Center/Home	Chinese	3
8/21/10	Art & Soul Festival	Oakland	Community	English	3
8/22/10	Beebe Memorial Baptist Church	Oakland	Church	English	1
8/22/10	Art & Soul Festival	Oakland	Community	English	3
8/23/10	Frank G. Mar Apartments	Oakland	Community	Chinese	2
8/23/10	Hong Lok Senior Learning Center	Oakland	Senior Center/Home	Chinese	2
8/25/10	City Center Plaza (Apartments)	Oakland	Community	Chinese	3
8/25/10	Black Elected Officials & Leaders of the East Bay	Oakland	Community	English	3
8/25/10	Beat 3Y NCPC - Old Town Square	Oakland	NCPC	English	3
8/25/10	Valdez Plaza	Oakland	Senior Center/Home	Chinese	2
8/25/10	Oak Center Towers	Oakland	Senior Center/Home	Chinese	3
8/25/10	Posada de Colores Senior Center	Oakland	Senior Center/Home	Spanish	5
8/26/10	Hong Fook Senior Day Center AM Session	Oakland	Senior Center/Home	Chinese	2
8/26/10	Hong Fook Senior Day Center PM Session	Oakland	Senior Center/Home	Chinese	2
8/28/10	Oakland Chinatown Festival	Oakland	Community	Chinese	2
8/29/10	Oakland Chinatown Festival	Oakland	Community	Chinese	2
8/31/10	Spanish Speaking Citizens' Foundation	Oakland	Community	Spanish	5
8/31/10	AgeSong at Lake Merritt	Oakland	Senior Center/Home	English	3
9/2/10	Golden Gate Recreation Center	Oakland	Community	English	1
9/2/10	NCPC Beat 21X & Y - Patten University	Oakland	NCPC	English	5
9/4/10	Rockridge Bart Station	Oakland	Community	English	1
9/5/10	1st Christian Church	Oakland	Church	English	3
9/7/10	J.L. Richard Terrace	Oakland	Senior Center/Home	Chinese	2
9/7/10	Glenbrook Apartments (Satellite Housing)	Oakland	Senior Center/Home	English	1
9/8/10	Chinese Speaking Citizens Academy Alumni - Lincoln Square Center	Oakland	Community	Chinese	2
9/8/10	Linda Glen Apartments (Satellite Housing)	Oakland	Senior Center/Home	English	1
9/9/10	Spanish Speaking Citizens' Foundation	Oakland	Community	Spanish	5
9/9/10	Saint Mary's Garden	Oakland	Senior Center/Home	Chinese	3
9/10/10	Lincoln Court Senior Center	Oakland	Senior Center/Home	English	4
9/12/10	Beebe Memorial Baptist Church	Oakland	Church	English	1
9/13/10	Alameda Labor Council	Oakland	Community	English	7
9/13/10	National Women's Political Caucus-Alameda North	Oakland	Political	English	2
9/14/10	Park Boulevard Presbyterian Church	Oakland	Church	English	5
9/14/10	Park Boulevard Manor	Oakland	Senior Center/Home	Chinese	5
9/14/10	Allen Temple Arms	Oakland	Senior Center/Home	English	7
9/15/10	Mexican Independence Day Festival - Jack London Square	Oakland	Community	Spanish	3
9/15/10	Chinatown-Beat 3X-NCPC	Oakland	NCPC	Chinese	2
9/15/10	NCPC Beat 35Y, 35X, 32Y - Saint Paschal Church	Oakland	NCPC	English	7
9/15/10	Doh On Yuen Satellite Home	Oakland	Senior Center/Home	Chinese	2
9/15/10	Friendship Circle - Veteran's Building	Oakland	Senior Center/Home	English	3
9/16/10	Fiesta Patrias - Oakland City Hall	Oakland	Community	Spanish	3
9/16/10	East Bay Asian Local Development Corp - Lyons Creek Crossing	Oakland	Community	English	6

**ALAMEDA COUNTY REGISTRAR OF VOTERS  
RANKED-CHOICE VOTING COMMUNITY PRESENTATIONS (CITY BREAKDOWN)**

9/16/10	Saint Mary's Center	Oakland	NCPC	English	3
9/17/10	Bay Area Legal Aid	Oakland	Community	English	3
9/17/10	North Gate Terrace	Oakland	Senior Center/Home	Chinese	3
9/18/10	Fall Boat Show	Oakland	Community	English	5
9/19/10	Shiioh Church	Oakland	Community	English	5
9/21/10	HRS Employees	Oakland	Employees/Staff	English	2
9/21/10	NCPC 2X, 5X - West Oakland Senior Center	Oakland	NCPC	English	3
9/22/10	Greater Mosswood Neighborhood Association - Mosswood Park	Oakland	Community	English	3
9/22/10	Combined Charities Kick Off	Oakland	Community	English	7
9/22/10	Eastmont Crime Prevention Council - Praise Fellowship Church	Oakland	NCPC	English	6
9/22/10	Madison Park Apartments	Oakland	Senior Center/Home	Chinese	2
9/22/10	Otterbein Manor	Oakland	Senior Center/Home	Chinese	1
9/23/10	Wellstone Democratic Club	Oakland	Political	English	3
9/23/10	Jack London Gateway Senior Housing	Oakland	Senior Center/Home	Chinese	3
9/23/10	North Oakland Senior Center	Oakland	Senior Center/Home	English	1
9/24/10	Health Care for the Homeless Program	Oakland	Community	English	5
9/26/10	Out and About Rockridge Festival	Oakland	Community	English	1
9/26/10	Rising Dragon Cultural Center/Lincoln Recreation Center	Oakland	Community	Chinese	2
9/25/10	Word Assembly Church	Oakland	Community	English	3
9/27/10	Temple Sinai Social Action Committee and Women of Temple Sinai	Oakland	Church	English	3
9/28/10	Word Assembly Church	Oakland	Church	English	7
9/29/10	Word Assembly Church	Oakland	Church	English	3
9/29/10	Acts Full Gospel Church	Oakland	Church	English	6
9/29/10	Beat 29X NCPC - Saint Andrew Kim School	Oakland	NCPC	English	6
9/29/10	Otterbein Manor	Oakland	Senior Center/Home	Chinese	1
9/29/10	Westlake Christian Terrace	Oakland	Senior Center/Home	Chinese	3
9/30/10	J.L. Richard Terrace	Oakland	Senior Center/Home	Chinese	2
10/2/10	Fruitvale Shopping Center	Oakland	Community	English	5
10/3/10	Lakeshore Church	Oakland	Church	English	2
10/4/10	Community Development Meeting - Maxwell Park Int'l Academy	Oakland	Community	English	4
10/4/10	United Democratic Campaign	Oakland	Political	English	3
10/4/10	Salem Lutheran Home	Oakland	Senior Center/Home	English	5
10/5/10	Spanish Speaking Citizens' Foundation	Oakland	Community	Spanish	5
10/5/10	League of Women Voters - Oakland City Hall	Oakland	Community	English	3
10/6/10	Allen Temple Baptist Church	Oakland	Church	English	7
10/6/10	Neighborhood Services Division	Oakland	Community	English	2
10/7/10	Diabetes Group - Spanish Speaking	Oakland	Community	Spanish	6
10/8/10	Old Oaktown Farmer's Market	Oakland	Community	English	3
10/9/10	EBALDC Community Resource Fair	Oakland	Community	English	5
10/9/10	Peralta Elementary School	Oakland	Community	English	1
10/9/10	Civic Pride, Youth Leadership Forum & College Career Options Faire	Oakland	Community	English	3
10/11/10	Mayoral Forum - Asian Cultural Center	Oakland	Community	Chinese	2
10/12/10	Word Assembly CDC and KFAX AM 1100 Radio	Oakland	Church	English	3
10/12/10	Spanish Speaking Citizens' Foundation	Oakland	Community	Spanish	5
10/13/10	The Altenheim Senior Center	Oakland	Senior Center/Home	Chinese	5
10/14/10	Imani Community Church	Oakland	Church	English	4

**ALAMEDA COUNTY REGISTRAR OF VOTERS  
RANKED-CHOICE VOTING COMMUNITY PRESENTATIONS (CITY BREAKDOWN)**

10/14/10	Fruitvale Station	Oakland	Community	Spanish	5
10/14/10	Laney College	Oakland	Community	English	2
10/14/10	Chinese Radio - Live Program via phone	Oakland	Community	Chinese	2
10/14/10	Eastmont Crime Prevention Council - Eastmont Police Department	Oakland	NCPC	English	6
10/14/10	Health & Resource Fair - Hotel Oakland	Oakland	Senior Center/Home	Chinese	2
10/14/10	Saint Mark's Apartments	Oakland	Senior Center/Home	Chinese	2
10/15/10	Oakland Chamber of Commerce - Ballot Forum	Oakland	Community	English	3
10/15/10	KPFA Radio Show	Oakland	Community	English	3
10/15/10	East Oakland Senior Center	Oakland	Senior Center/Home	English	7
10/16/10	Candidate Forum - Faith Presbyterian Church	Oakland	Church	English	1
10/19/10	Spanish Speaking Citizens' Foundation	Oakland	Community	Spanish	5
10/19/10	American Federation of Service Employees - AC Transit	Oakland	Employees/Staff	English	3
10/19/10	NCPC Beat 22X - Dimond Branch Library	Oakland	NCPC	English	4
10/20/10	Acts Full Gospel Church	Oakland	Church	English	6
10/20/10	NCPC Beat 25Y - East Hills Community	Oakland	NCPC	English	6
10/21/10	Oakland Mayoral Forum - Holy Names University	Oakland	Community	English	4
10/21/10	East Oakland Senior Center	Oakland	Senior Center/Home	English	7
10/23/10	Holy Names University	Oakland	Community	English	4
10/24/10	Dia de los Muertos Festival - Fruitvale District	Oakland	Community	Spanish	5
10/25/10	First African Methodist Episcopal Church	Oakland	Church	English	3
10/25/10	North Oakland Senior Center	Oakland	Senior Center/Home	English	1
10/26/10	Word Assembly Church	Oakland	Church	English	7
10/26/10	Spanish Speaking Citizens' Foundation	Oakland	Community	Spanish	5
10/27/10	Word Assembly Church	Oakland	Church	English	3
10/27/10	Allen Temple Baptist Church	Oakland	Church	English	7
10/27/10	KTSF-26 News Interview - Saint Mary's Center	Oakland	Community	Chinese	3
10/27/10	AC Transit	Oakland	Employees/Staff	English	3
10/27/10	Saint Mary's Center	Oakland	Senior Center/Home	English	3
10/27/10	Fruitvale/San Antonio Senior Center	Oakland	Senior Center/Home	Spanish	5
10/28/10	Eastmont Crime Prevention Council - Eastmont Police Department	Oakland	NCPC	English	6
10/29/10	West Oakland Senior Center	Oakland	Senior Center/Home	English	3
10/30/10	Xi Gamma Omega Chapter of Alpha Kappa Alpha Sorority - Workshop	Oakland	Community	English	1

Total Presentations in Oakland 169

Group Type  
22 Church  
71 Community  
7 Employees/Staff  
14 NCPC  
6 Political  
49 Senior Center/Home

Languages  
111 English  
42 Chinese  
16 Spanish  
  
169 Total

Council District  
17 District 1  
32 District 2  
56 District 3  
9 District 4  
22 District 5  
12 District 6  
21 District 7

169 Total

169 Total

**ALAMEDA COUNTY REGISTRAR OF VOTERS  
RANKED-CHOICE VOTING COMMUNITY PRESENTATIONS (CITY BREAKDOWN)**

DATE	AUDIENCE/LOCATION	CITY	GROUP TYPE	LANGUAGE	DISTRICT
8/11/10	Washington Homeowners Association - Marina Community Center	San Leandro	HOA	English	4
8/31/10	Mulford Gardens Improvement Association	San Leandro	HOA	English	5
9/8/10	Washington Homeowners Association - Marina Community Center	San Leandro	HOA	English	4
9/9/10	Saint Peter's Community Adult Day Center	San Leandro	Community	English	5
9/10/10	Back to School Night - Jefferson Elementary School	San Leandro	Community	English	2
9/10/10	13th Annual Senior Resource Fair - Marina Community Center	San Leandro	Senior Center/Home	English	4
9/12/10	San Leandro Spaghetti Feed - Ryan O'Connell Hall	San Leandro	Community	English	5
9/15/10	Farreley Pond Neighborhood Association	San Leandro	HOA	English	5
9/15/10	Halycon Foothill Homeowners Association	San Leandro	HOA	English	2
9/18/10	Floresta Homeowners Association - Ivianor Branch Library	San Leandro	HOA	English	3
9/18/10	Nugent Square Homeowners Association	San Leandro	HOA	English	1
9/22/10	San Leandro Main Library	San Leandro	Community	English	5
9/22/10	Bay-O-Vista Improvement Association	San Leandro	HOA	English	1
9/24/10	San Leandro Chamber of Commerce - Marina Community Center	San Leandro	Community	English	4
9/29/10	San Leandro Farmer's Market	San Leandro	Community	English	2
10/5/10	Eden Area United Democratic Campaign	San Leandro	Political	English	2
10/7/10	United Parents Leadership (PTA) - San Leandro High School	San Leandro	Community	English	2
10/7/10	African American Business Council	San Leandro	Community	English	5
10/9/10	San Leandro Main Library	San Leandro	Community	Chinese	5
10/12/10	Recreation & Human Services - Marina Community Center - AM	San Leandro	Senior Center/Home	English	4
10/12/10	Recreation & Human Services - Marina Community Center - PM	San Leandro	Senior Center/Home	English	4
10/12/10	Broadmoor Plaza	San Leandro	Senior Center/Home	Chinese	5
10/13/10	PTA Bancroft	San Leandro	Community	English	1
10/13/10	San Leandro Adult School	San Leandro	Community	English	2
10/15/10	Eden Lodge	San Leandro	Community	English	3
10/15/10	Estabrook Place	San Leandro	Community	English	1
10/20/10	Mission Bay Mobil Homes	San Leandro	HOA	English	4
10/20/10	Recreation & Human Services - Marina Community Center	San Leandro	Senior Center/Home	English	4
10/22/10	Bay Area Chinese Bible Church	San Leandro	Church	Chinese	4
10/26/10	Halycon Foothill Homeowners Association	San Leandro	HOA	English	2

Total Presentations in San Leandro 30

Group Type  
 1 Church  
 13 Community  
 10 HOA  
 1 Political  
 5 Senior Center/Home  
 30 Total

Languages  
 27 English  
 3 Chinese  
 30 Total

Council District  
 4 District 1  
 7 District 2  
 2 District 3  
 9 District 4  
 8 District 5  
 30 Total



ALAMEDA COUNTY REGISTRAR OF VOTERS  
RANKED-CHOICE VOTING COMMUNITY PRESENTATIONS (CITY BREAKDOWN)

Totals For All Cities

Cities  
14 Berkeley  
169 Oakland  
30 San Leandro  
  
213 Total

Group Type  
23 Church  
91 Community  
8 Employees/Staff  
10 HOA  
15 NCPC  
8 Political  
58 Senior Center/Home  
  
213 Total

Languages  
150 English  
47 Chinese  
16 Spanish  
  
213 Total



City Hall ~ 1 Frank H. Ogawa Plaza ~ Oakland California 94612

Office of the City Clerk

(510) 238-3611

Fax: (510) 238-6699

TDD: (510) 839-6451

\_\_\_\_\_ This report was previously distributed. A copy is available in the Office of the City Clerk (1<sup>st</sup> floor) for review and posted on the City's website. <http://oakland.legistar.com/calendar.aspx>

X

\_\_\_\_\_ Attachments for this item are too voluminous to be included in the packet. The attachments are available in the Office of the City Clerk on the (1<sup>st</sup> floor) for review.

\_\_\_\_\_ The attachments/referenced document can viewed from the web. <http://oakland.legistar.com/calendar.aspx>

\_\_\_\_\_ No written material was submitted.

\_\_\_\_\_ Agenda item number(s) not used.

\_\_\_\_\_ This item was printed separately and is included elsewhere in the agenda packet bearing item number \_\_\_\_\_

\_\_\_\_\_ Other: **This item will be delivered under separate cover from the Office of the City Attorney.**

LATONDA SIMMONS  
City Clerk and  
Clerk of the City Council

Item: 12  
COUNCIL

Date: APR 05 2011

**45%**

**14,194**

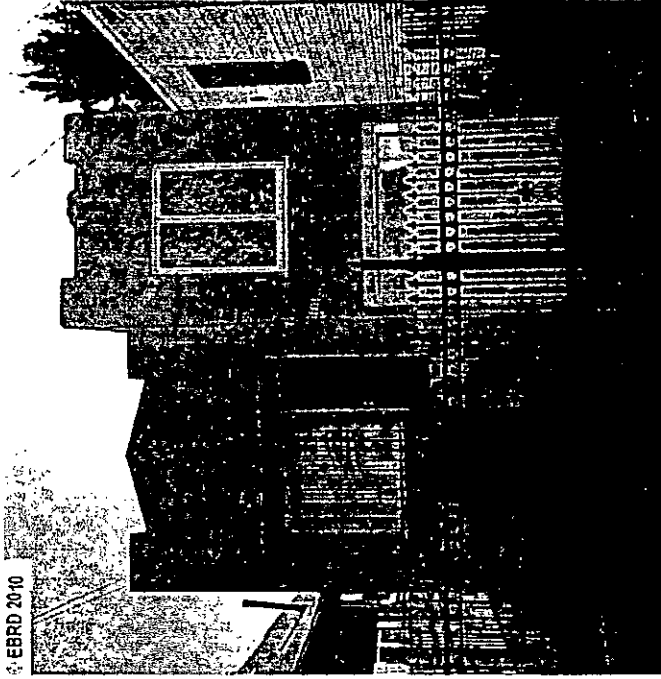
**11.8%**

- **Malibu** – 13,712
- **Sonoma** – 9,970
- **Emeryville** – 10,087
- **Half Moon Bay** – 13,208
- **Piedmont** – 11,165

# Declaration of Independence

*We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty, and the pursuit of Happiness. That to secure these rights, Governments are instituted among Men, ... That whenever any Form of Government becomes destructive of these ends, it is the Right of the People to alter or to abolish it.*

# ONE MAN, ONE VOTE?





# East Oakland Vote in IRV is worth 79% of a Crocker Highlands vote

## District 7: Deep East Oakland

Original First Place Vote total 2523 Votes

Total votes counted in election( includes vote transfer) = **3256 votes**

## District 2: Crocker Highlands

Original First Place Vote total: 2550 Votes

Total votes counted in election( includes vote transfer) **4099 votes**

$$3256/4099 = 79\%$$

Slightly better than the 3/5 compromise of 1787

# Three Fifths Compromise of 1787

- The Three-Fifths compromise was a compromise between Southern and Northern states reached during the Philadelphia Convention of 1787 in which three-fifths of the population of slaves would be counted for enumeration purposes regarding both the distribution of taxes and the apportionment of the members of the United States House of Representatives.
- *“Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers, which shall be determined by adding to the whole Number of free Persons, including those bound to Service for a Term of Years, and excluding Indians not taxed, three **fifths** of all other Persons.”*
- The three-fifths ratio, or "Federal ratio" had a major effect on pre-Civil War political affairs due to the disproportionate representation of slaveholding states relative to voters.

**Thank you**

# Supporting Data

# District 2: Crocker Highlands

Precinct	Ballots cast	Perata	P%	Quan	Q%	Itman	I%	Kaplan	K%
226400	533	155	29.1%	81	15%	218	40%	68	12.8%
226100	564	189	33.5%	68	12%	205	36%	106	18.8%
226200	738	178	24.1%	156	21%	205	32%	131	17.8%
224000	715	189	26.4%	145	20%	203	28%	138	19.3%

2550 first place ballots cast

# District 7: Deep East Oakland

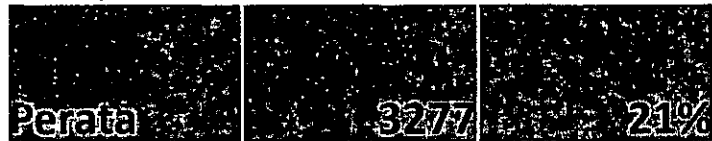
Precinct	Ballots Cast	Harrell	%	Quan	%	Roman	%	Kaplan	%
410110	284	101	35.7%	43	15.1%	20	7.0%	22	8%
415300	474	238	50.4%	93	19.6%	7	1.5%	55	12%
415600	348	188	54.1%	62	17.8%	4	1.1%	27	8%
415200	272	131	48.2%	48	17.6%	4	1.5%	34	13%
373400	504	261	51.8%	89	17.7%	17	3.4%	53	11%
373100	324	157	48.5%	53	16.4%	6	1.9%	37	11%
415800	317	162	51.1%	49	15.5%	5	1.6%	41	13%

2523 First Place Ballots Cast

# IRV Rounds 8 & 9

## Round 8:

Tuman Drops out with 15,462 votes  
Distribution of Votes below



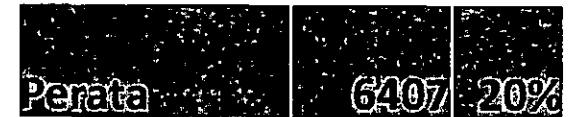
Quan 3378 22%

Kaplan 5244 34%

Exhausted 3518 23%

## Round 9:

Kaplan drops out with 32,719 votes



Quan 18864 58%

Exhausted 7383 23%

# Vote Transfer in rounds 8 & 9 in selected precincts in District 7

Joe Tuman vote first place vote total for 7 precincts:63

Perata	13	21%
Quan	14	22%
Kaplan	21	34%

Kaplan first combined with Kaplan 's Joe Tuman Second Place votes total is 284 Votes

Perata	60	20%
Quan	168	58%

Original First Place Vote total: 2523 Votes

Total votes counted in election( includes vote transfer) = **3256 Votes**



# Vote Transfer in rounds 8 & 9 in selected precincts in District 2

Joe Tuman vote first place vote total for 4 precincts: 854



Quan 188 22%

Kaplan 290 34%

Kaplan first combined with Kaplan 's Joe Tuman Second Place votes total :1144



Quan 372 58%

Original First Place Vote total: 2550 Votes

Total votes counted in election( includes vote transfer) **4099 votes**

# East Oakland Vote in IRV Is worth 79% of a Crocker Highlands vote

District 7: Deep East Oakland

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Total votes counted in election( includes vote transfer) = **3256 votes**

District 2: Crocker Highlands

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Total votes counted in election( includes vote transfer) **4099 votes**

OPACOUNCIL  
APR 05 2011

12

$$3256/4099 = 79\%$$

Slightly better than the 3/5 compromise of 1787