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CITY OF OAKLAND



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Office of the City Administrator
Dan Lindheim
City Administrator

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January 27, 2011

Rules Committee
Oakland City Council
Oakland, California

President Reid and Members of the Rules Committee:

RE: Informational Report From the Office of the City Administrator, the City Clerk, and the Alameda County Registrar of Voters Detailing the Instant Run Off Voting Outreach and Education Campaign Conducted by the Four Non-Profit Organizations that were Funded with the \$100,000 from the Election Campaign Fund and the Outreach and Education Conducted by the Alameda County Registrar of Voters on Behalf of the City of Oakland for the November 2010 Municipal Election

SUMMARY

In November 2010, the new Rank Choice Voting (RCV) system was implemented in Oakland, pursuant to Council action. The City and the Alameda County Registrar of Voters engaged in voter outreach and education efforts to ensure that Oakland voters understood the new changes.

In April 2010, Council authorized a one-time transfer of \$100,000 from the Public Campaign Financing Program for the 2010 municipal election in order to fund the City's Ranked Choice Voting education and outreach plan, and to ensure that Oakland's historically disenfranchised and underrepresented populations in neighborhoods of the City that have had historically lower voter participation were informed of the changes and understood how the new voting process would work.

The following provides information on the RCV outreach efforts funded by the City. The County has not yet provided the information requested on their RCV outreach and education

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efforts. A supplemental report by the Clerk's office will be produced to provide information on the County's efforts.

Through a City RFP process, four nonprofit organizations were funded to conduct the education and outreach services: Causa Justa :: Just Cause, Family Bridges, Martin Luther King Jr. Freedom Center, and Spanish Speaking Citizens Foundation.

The organizations were funded to directly contact 28,046 voters in low-voter precincts in Districts 1, 2, 3, 4, 5, 6 and 7, for a cost of \$3.52 per voter contact. The organizations ended up reaching 29,913 Oakland voters, exceeding the targeted contacts by 1,867, for an actual cost of \$3.30 per voter contact.

FISCAL IMPACT

As this is an informational report, there are no known fiscal impacts at this time.

KEY ISSUES AND IMPACTS

Selection Process for the City Funded Outreach Efforts

The City/County's voter education campaign targeted Oakland facilities such as recreation centers, senior facilities, and district community centers for Ranked Choice Voting presentations.

The City had set aside an additional \$100,000 to fund community non-profit organizations to augment and work in conjunction with the County's proposed outreach and education plan which is largely mass media and public presentation based. Grantees were tasked with conducting targeted outreach and education focusing on "low-voting-propensity communities." Contact with voters was required to be made in person, one-on-one or by phone, rather than through group meetings or forums.

A Request for Proposals (RFP) was developed by the City Administrator's office in partnership with the offices of Councilmember De La Fuente, Councilmember Kaplan, and the City Clerk. The RFP was issued by the City on May 28th, with a deadline of June 18th, to call for proposals from community nonprofit organizations that have experience working with registered voter rolls to provide RCV voter education for the November 2010 election. The City was seeking proposals for outreach and education specifically targeting Oakland's historically disenfranchised and underrepresented populations, which include low-income racial/ethnic minorities, immigrants, voters with limited English proficiency, monolingual or linguistically isolated voters, and Public Housing residents, in neighborhoods of the City that have had historically lower voter participation.

Outreach and education activities were required to include the use of Easy-to-Read instructions for RCV, provided by the County, to be incorporated in voting materials distributed to voters.

The City sought proposals that reflected the best practices in voter education and outreach including targeted face-to-face contacts, and phone calls from volunteer phone banks. Successful applicants were to present a strategy to identify and target voters by population/precinct; use only the education materials developed by the County; recruit and train workers that reflect the local community in which the targeted outreach and education is to take place; and demonstrate current working relationships with networks of grassroots, community based organizations, schools, labor organizations, service providers and/or faith based institutions that have direct contact with the targeted communities.

Eligible organizations were to demonstrate a commitment to civic engagement among residents of differing viewpoints and political party affiliation, and provide proof of working directly with the targeted communities. Organizations were to demonstrate a track record of outreach and education in the target communities they are proposing to serve. The City sought proposals from organizations with sufficient capacity to carry out the voter education activities and experience in conducting voter education and mobilization amongst historically disenfranchised and underrepresented communities.

Prior outreach for the RFP had been conducted by the offices of Councilmembers De La Fuente and Kaplan. The RFP was sent to over thirty community nonprofit organizations, including groups submitted by the Council offices. A bidders conference was held on June 2nd, with attendance from twelve organizations.

Four nonprofit organizations submitted bids: Causa Justa :: Just Cause, Family Bridges, Martin Luther King Jr. Freedom Center, and Spanish Speaking Citizens Foundation.

A selection committee was formed to evaluate the proposals and provide award recommendations to the City Administrator. The selection committee was comprised of: 1) a representative from the League of Women Voters, Allene Warren; 2) a representative from the community coalition that advocated for Ranked Choice Voting, Judy Cox; 3) the City Clerk, LaTonda Simmons; 4) staff from Councilmember De La Fuente's office, Claudia Burgos; and 5) staff from Councilmember Kaplan's office, Ada Chan.

The selection committee used the following criteria to evaluate the proposals:

1. **Relevant experience:** prior and current experience working on voter outreach and education to historically disenfranchised and underrepresented communities in Oakland; and experience working on City of Oakland contracts.
2. **Qualifications:** background and qualifications of organization and staff

3. **Organization:** demonstrated capacity to perform the activities under time deadlines and other constraints.
4. **Approach:** strategies and activities that reflect an understanding of the barriers to conducting outreach activities and solutions for successful implementation.
5. **Other factors:** presentation, completeness, responsiveness of proposal.

The selection committee recommended awards to all four bidding organizations based upon the evaluation factors, as well as to ensure that outreach efforts would be conducted in the different targeted areas of the City. Awards were provided utilizing a standard formula of \$3.52/per voter contact.

RCV Outreach and Education Awards

The below is a summary of the awards.

Applicant	Target outreach population	Award Amount
Causa Justa::Just Cause	15,516 voters in Districts 1, 3, 6, and 7	\$54,659.52
Family Bridges	5,000 voters in Districts 2, 4, and 5 with a focus on Chinese speaking residents	\$17,613.92
Martin Luther King Jr. Freedom Center	4,180 voters in Districts 6 and 7	\$14,725.24
Spanish Speaking Citizens Foundation	3,350 voters in District 5 with a focus on Spanish speaking residents	\$11,801.33
Total	28,046 voter contacts	\$98,800 awarded

Advertising and printing costs for the RFP process amounted to \$1,200.

RCV Outreach and Education Efforts

Organizations submitted proposed work plans with a detailed outreach strategy that included coordination with the Alameda County Registrar of Voters and utilization of the County voter file.

The County Registrar of Voters conducted a training for the organizations and provided training materials and RCV voter education materials.

In addition, grantees were required to ensure that only RCV information was distributed by the outreach workers funded through the City grants. No other election or campaign materials were to be distributed or communicated by the outreach workers.

The outreach groups utilized voter rolls from the Alameda County Office of Registrar of Voters to reach targeted Oakland voters. Family Bridges and Spanish Speaking Citizens Foundation also utilized their client database to conduct outreach. Targeted precincts were based on low voter turn-out history. The organizations conducted one-on-one voter outreach in their targeted precincts through phone calls and/or door to door visits. Family Bridges and Spanish Speaking Citizens Foundation also conducted one-on-one outreach at community events.

The organizations had multi-lingual outreach workers with capacity in Cantonese, Mandarian, and Spanish. Several organizations utilized volunteers to conduct their efforts, in addition to paid staff.

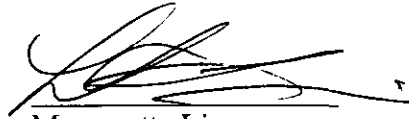
The following is a summary of the efforts conducted by the City funded nonprofit organizations.

Organization	Outreach Method	Actual Voters Contacted	Targeted Areas	Timeframe for Voter Contact
Causa Justa::Just Cause	Phone and door to door	16,318	Low-voter precincts in Districts 1, 3, 6, and 7	8/9 to 9/13
Family Bridges	Phone and in person at community events	5,552	Low-voter precincts in Districts 2, 4, and 5.	8/1 to 11/1
Martin Luther King Jr. Freedom Center	Door to door	4,180	Low-voter precincts in Districts 6 and 7	8/1 to 11/2
Spanish Speaking Citizens Foundation	Phone, door to door, and in person at community events	3,863	Low-voter precincts in Districts 5 and 6	8/1 to 11/2
TOTAL		29,913 Oakland Voters Contacted		

RECOMMENDATION

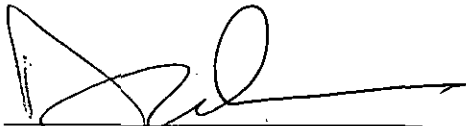
It is recommended that the Council accept this informational report.

Respectfully submitted,



Margareta Lin
Deputy City Administrator

APPROVED AND FORWARDED
TO THE RULES COMMITTEE



Office of the City Administrator