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CITY OF OAKLAND



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**Councilmember Ignacio De La Fuente**  
**Councilmember Rebecca Kaplan**

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Re: AN ORDINANCE SUSPENDING FOR THE 2010 MUNICIPAL ELECTION THE CITY OF OAKLAND'S LIMITED PUBLIC FINANCING PROGRAM (CHAPTER 3.13 OF THE OAKLAND MUNICIPAL CODE) AND AUTHORIZING THE TRANSFER OF \$225,000 FROM THE ELECTION CAMPAIGN FUND TO THE INSTANT RUN-OFF VOTING (IRV) OUTREACH AND EDUCATION CAMPAIGN FUND FOR THE NOVEMBER 2010 MUNICIPAL ELECTION. AND AUTHORIZING THE CITY ADMINISTRATOR TO ISSUE AN EXPEDITED RFP WITHIN 30 DAYS, TO COMMUNITY NON PROFIT ORGANIZATIONS WITH DEMONSTRATED ABILITY, EXPERTISE AND SUCCESSFUL HISTORY OF REACHING AND WORKING EFFECTIVELY IN AND WITH LOW VOTER PROPENSITY COMMUNITIES, IN A CULTURALLY COMPETENT MANNER. FOR THE PURPOSES OF TARGETED RANKED CHOICE VOTING (RCV)/ INSTANT RUN OFF VOTING (IRV) OUTREACH AND EDUCATION

**Dear Members of the City Council:**

In 1999, the City Council enacted the Limited Public Financing Act and created the Election Campaign Fund (Chapter 3.13 of the Oakland Municipal Code).

In July 2003 the City Council suspended Oakland's Limited Public Financing Program For the 2004 Elections due to the severe budget crisis during the 2003-2005 fiscal years.

In October 2008, the City Council authorized a one-time transfer of \$226,000 from the Public Campaign Financing Program to help cover a \$42 million budget deficit in fiscal year 08-09. The \$226,000 was in excess of the total disbursements and costs needed to implement the Limited Public Financing Act for the 2008 primary and runoff municipal elections.

The requested transfer of \$225,000 would suspend the Limited Public Financing Program for the 2010 municipal election in order to fund the City's RCV education and outreach

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plan, and will help ensure that Oakland's historically disenfranchised and underrepresented populations: low-income racial/ethnic minorities, immigrants, Limited English Proficient, monolingual or linguistically isolated individuals, Public Housing Residents, in neighborhoods of the city that have had historically lower voter participation are informed of the changes and understand how the new voting process will work, and have confidence that their vote will be counted.

## **BACKGROUND**

In 2006, Oakland voters approved Measure O which amended the City charter to require the use of Ranked Choice Voting. Article XI of the charter was amended to include the following section:

### **Section 1105: Rank Choice Voting**

(B) General Provision. Ranked choice voting elections for single winner city offices shall be conducted according to the procedures in this section. *The city shall conduct a voter education campaign to familiarize voters with ranked choice voting.* The use of ranked choice voting shall commence with the 2008 General Municipal Election. *(Emphasis Added.)*

On December 4, 2009, the Alameda County Registrar of Voters received a one-time administrative approval from California Secretary of State for use of the County's RCV voting system. This approval thus authorized the use of RCV in Oakland's 2010 municipal election. The State's administrative approval was subject to a number of conditions of approval, including the following, "Alameda County must meet or exceed the conditions described in the "Voter Education and Outreach Program for implementation of Ranked Choice Voting in Alameda County." See attachment A from Secretary of State's 12/4/09 conditional approval letter.

On January 5, 2010, the Oakland City Council authorized the execution of a Memorandum of Understanding (MOU) between the County of Alameda and the Cities of Oakland, Berkeley, and San Leandro regarding Ranked Choice Voting (RCV) / Instant Run-Off Voting (IRV) for implementation of RCV in the 2010 municipal elections.

The March 2, 2010 report presented by the City Clerk provides a detailed "Preliminary Cost Estimate for Ranked Choice Voting Outreach and Education." As indicated in the report, "Of the estimated \$728,000 of Oakland's proportionate total election costs, approximately 20% or \$146,000 is exclusively identified for Voter Outreach and Education." The \$146,000 covers the following components: Materials and Media Development, Public Distribution Plan, Communication with Targeted Groups (although please note that the dollar amount associated with this component is zero), and Elections Day Procedures.

Additionally, the City Clerk's March 2<sup>nd</sup> report indicates that she is working with key city departments and staff to coordinate the delivery of education materials and further develop a voter education campaign to expand voter education in the City of Oakland

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beyond the requirements imposed by the Secretary of State. General elements will target Oakland facilities such as recreation centers, senior facilities, and district community centers for RCV presentations, development work from the Department of Cultural Arts and Marketing, KTOP, the Web Team and additional coordination with media outlets for dissemination of RCV education materials and presentations.

The current draft of Alameda County's proposed education and outreach plan is included as Attachment B. Generally speaking, the current education and outreach plan contains four main components: Materials and Media Development, Public Distribution Plan, Communication with Targeted Groups, and Election Day Procedures. Proposed outreach and education activities include:

1. Easy-to-Read instructions for RCV to be incorporated in voting materials distributed to voters.
2. Tri-Fold Brochure
3. Special Postcard Mailer
4. Public Presentations
5. Public Service Announcements
6. Flash Media Presentation
7. Short Video on Ranked Choice Voting
8. Advertising and Editorial Outreach

The \$225,000 is being requested to fund 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. The proposal is to fund community based organizations to do targeted outreach and education targeting low propensity voters with one on one contact, rather than through generic community meetings or forums.

### **San Francisco's Public Education Plan**

<http://politicalreform.newamerica.net/files/San%20Francisco%20Dept%20of%20Elections%20RCV%20Education%20Outreach%20Plan.pdf>

In preparation for the roll-out of Ranked Choice Voting in San Francisco's November, 2, 2004 general election, the Department of Elections developed a multi-prong approach for delivering their message and educating the public about the new voting system. The outreach and education mechanisms used by the SF Department of Elections included: **Working with a Public Relations Firm, Ethnic Media Message Development and Advertising, Citywide Mailing, Flyers / Posters, Voter Information Pamphlets, Website Development, Presentations, and Poll worker Training.**

The San Francisco Department of Elections specifically set aside funding for Community Based Organizations (CBO.) Two kinds of CBOs received grant funding: District Organizations and Target Organizations.

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**Community Based Organizations were charged with:**

*CBOs selected for grants will take the developed message, materials, trainings and demonstrations into community forums, which could include community meetings and presentations, ESL classes, adult literacy programs, citizenship classes, libraries, churches and other religious organizations. In addition to distributing ranked-choice voting information, these organizations will develop a message generally promoting voter participation and registration.*

**District Organizations were charged with:**

*It will be the responsibility of selected district organizations to take a broad approach and disseminate information about ranked-choice voting to all voters and the public at large within the assigned district. Organizations will be allowed to propose a plan and budget for more than one district. The total approved budget for all eleven supervisorial districts was \$110,000.*

**Target Organizations were charged with:**

*The Department recognizes the need to target certain communities with additional information about ranked-choice voting beyond that given to the public at large. To accomplish this, the Department will recruit target organizations to conduct ranked-choice voting outreach. It will be the responsibility of the target organization to provide citywide support to the district organizations in disseminating information about ranked-choice voting to targeted communities. The targeted communities include: Populations protected under the Voting Rights Act: Seniors, Disabled persons, Areas with historically low voter turnout, Younger voters  
The approved budget allowed \$100,000 for the funding of these target organizations.*

The San Francisco grants that were issued to CBOs were not contingent on performance benchmarks, deliverables or outcomes.

In an assessment of San Francisco's implementation of Ranked Choice Voting, New America Foundation found that the most significant influence on voter experience with RCV was prior knowledge. Efforts in SF to conduct RCV education by funding community organizations to do outreach, and education through community forums were found to be largely ineffective. The New America Foundation's studies point to significantly differing experiences of RCV based on one's education, income, race and ethnicity, and first language, with African American voters being the most at risk.

[http://www.newamerica.net/publications/policy/voter\\_education\\_and\\_outreach\\_san\\_francisco\\_irv](http://www.newamerica.net/publications/policy/voter_education_and_outreach_san_francisco_irv)

A report by The James Irvine Foundation titled *New Experiments in Minority Voter Mobilization* found that more targeted efforts including face to face contacts, phone calls from volunteer phone banks layered with indirect mass media or mail efforts are most effective in mobilizing low propensity voters. Recruiting and training workers that are drawn from the local community has proven to be one of the most effective best practices for voter mobilization efforts in low propensity voter communities.

[http://www.irvine.org/assets/pdf/pubs/evaluation/CA\\_Vote\\_FINAL\\_Sep19.pdf](http://www.irvine.org/assets/pdf/pubs/evaluation/CA_Vote_FINAL_Sep19.pdf)

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### **Proposed Distribution of Funds**


The proposed distribution of the \$225,000 shall be via an RFP Process. An expedited RFP shall be issued and administered by the City Administrator's Office within 30 days, in coordination with the office of the City Clerk.

Eligible Organizations should provide proof of 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 targeted communities. Organizations should submit a proposed work plan with outreach strategy that includes coordination with the Alameda County Registrar of Voters, and utilizes voter database such as Political Data, Inc or Voter Connect. Organizations should be responsible for making contact with 3,350 identified registered voters for every \$10,000 dollars received. As part of the RFP process, organizations should provide a work plan that includes details of their proposed outreach strategy, staffing needs, overall budget, and shall identify performance benchmarks. Funded organizations should be required to submit two written reports during the funding period and one final report after the elections. Reports should include number of calls made, person to person contacts made, precinct numbers targeted, and benchmarks achieved. Organizations should be paid in installments and payments should be based on performance benchmarks achieved.

Respectfully submitted,



Councilmember Ignacio De La Fuente



Councilmember Rebecca Kaplan

Prepared by:  
 Claudia Burgos  
 Policy Analyst – Councilmember De La Fuente  
 Ada Chan:  
 Policy Analyst – Councilmember Kaplan

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*S. Fordham*

2010 MAR -4 PM 4:06 CITY OF OAKLAND  
ORDINANCE NO. \_\_\_\_\_ C.M.S.

AN ORDINANCE SUSPENDING FOR THE 2010 MUNICIPAL ELECTION THE CITY OF OAKLAND'S LIMITED PUBLIC FINANCING PROGRAM (CHAPTER 3.13 OF THE OAKLAND MUNICIPAL CODE) AND AUTHORIZING THE TRANSFER OF \$225,000 FROM THE ELECTION CAMPAIGN FUND TO THE INSTANT RUN-OFF VOTING (IRV) OUTREACH AND EDUCATION CAMPAIGN FUND FOR THE NOVEMBER 2010 MUNICIPAL ELECTION. AND AUTHORIZING THE CITY ADMINISTRATOR TO ISSUE AN EXPEDITED RFP WITHIN 30 DAYS, TO COMMUNITY NON PROFIT ORGANIZATIONS WITH DEMONSTRATED ABILITY, EXPERTISE AND SUCCESSFUL HISTORY OF REACHING AND WORKING EFFECTIVELY IN AND WITH LOW VOTER PROPENSITY COMMUNITIES, IN A CULTURALLY COMPETENT MANNER. FOR THE PURPOSES OF TARGETED RANKED CHOICE VOTING (RCV)/ INSTANT RUN OFF VOTING (IRV) OUTREACH AND EDUCATION

WHEREAS, in 1999, the City Council enacted the Limited Public Financing Act and created the Election Campaign Fund (Chapter 3.13 of the Oakland Municipal Code); and

WHEREAS, On December 4, 2009, the Alameda County Registrar of Voters received a one-time administrative approval from California Secretary of State for use of the County's RCV voting system; and

WHEREAS, On January 5, 2010, the Oakland City Council authorized the execution of a Memorandum of Understanding (MOU) between the County of Alameda and the Cities of Oakland, Berkeley, and San Leandro regarding Ranked Choice Voting (RCV) / Instant Run-Off Voting (IRV) for implementation of RCV in the 2010 municipal elections; and

WHEREAS, the Secretary of State's administrative approval was subject to a number of conditions of approval, including the following, "Alameda County must meet or exceed the conditions described in the "Voter Education and Outreach Program for implementation of Ranked Choice Voting in Alameda County"; and

WHEREAS, successful implementation of an Instant Run-Off voting system is contingent upon extensive voter outreach and education; and

WHEREAS, article XI, section 1105 (B) of the Oakland City Charter states, "The City shall conduct a voter education campaign to familiarize voters with ranked choice voting" now, therefore

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**THE COUNCIL OF THE CITY OF OAKLAND DOES ORDAIN AS FOLLOWS:**

SECTION 1. The City Council finds and determines the foregoing recitals to be true and correct and hereby makes them a part of this ordinance.

SECTION 2. The Oakland Municipal Code is hereby amended as set forth below, additions are indicated by underscoring and deletions are indicated by strike through type; portions of ordinances not cited or not shown in underscoring or strike-through type are not changed;

**3.13.050 Election campaign fund.**

There is established an account within a special revenue fund of the city to be known as the "election campaign fund."

**3.13.060 Appropriation of funds.**

A. The City Council shall appropriate to the election campaign fund, under the city's current two-year budget cycle, an amount sufficient to fund all candidates eligible to receive limited matching funds for the following city offices: District City Councilmembers and School Board Director. Notwithstanding this or any other provision of law, this Act shall not apply to the elected office of School Board Director until the first election after the Oakland Unified School District regains all of its rights, duties and powers upon the completion of the conditions set forth in 2003 Cal. Stats., Chapter 14, Section 5(e).

B. The Public Ethics Commission shall provide in the form and at the time directed by the Mayor and City Manager a written estimate of the amount necessary to be appropriated for any two-year budget cycle according to the provisions of this Act for all eligible candidates. The amount of funds to be allocated to the election campaign fund shall be based on a consideration of anticipated campaign activity, anticipated administrative costs, and existing unspent funds within the account. The amount of funds to be allocated to the election campaign fund shall not exceed four hundred sixty thousand dollars (\$460,000.00) for any two-year budget cycle, except that the allocation may exceed four hundred sixty thousand dollars (\$460,000.00) to reflect changes in the consumer price index. The Public Ethics Commission may limit the allocation of funds for any primary election to assure that sufficient funds remain available for the general election.

C. The election campaign fund shall be established as an interest bearing account. Unspent funds in the election campaign fund at the end of a two-year budget cycle shall remain in the fund and accrue for disbursement to candidates eligible for matching funds in future elections and for administrative costs pursuant to subsection D of this section. In no event shall additional allocations to the fund be made to cause the available balance in the fund to exceed five hundred thousand dollars (\$500,000.00), to include allocations made to the Public Ethics Commission pursuant to subsection D of this section.

D. Up to 7.5 percent of the amount allocated to the election campaign fund pursuant to Subsections A and B of this section may be utilized, by the Public Ethics Commission to cover the anticipated cost of administering the provisions of this Act. The Public Ethics Commission shall make a sufficient proportion of such funds available to the City Auditor to conduct compliance reviews as provided in Section 3.13.100.

**3.13.210 Effect on Municipal Elections**

Chapter 3.13 of this Code (Sections 3.13.010—3.13.260 inclusive) shall have no effect for the 2010 municipal elections.

**3.13.211 Transfer of Funds to the Ranked Choice Voting (RCV) Outreach and Education Funds**

Notwithstanding any other ordinance, for the 2010 municipal elections, \$225,000 from the election campaign fund shall be transferred to the ranked choice voting (RCV) / instant run-off voting (IRV) outreach and education campaign fund for the November 2010 municipal election and the City Administrator is authorized to issue an expedited request for proposals within 30 days for community non profit organizations with demonstrated ability, expertise and successful history of reaching and working effectively in and with low voter propensity communities, in a culturally competent manner. for the purposes of targeted ranked choice voting (RCV)/ instant run off voting (IRV) outreach and education.

SECTION 3. Severability. If any article, section, subsection sentence, clause or phrase of this ordinance or exhibit is held to be invalid or unconstitutional, the offending portion shall be severed and shall not affect the validity of remaining portions which shall remain in full force and effect.

SECTION 4. Effective Date. This ordinance shall become effective immediately on final adoption if it receives six or more affirmative votes; otherwise it shall become effective upon the seventh day after final adoption.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_, 2010

**PASSED BY THE FOLLOWING VOTE:**

AYES– BROOKS, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, REID, QUAN, AND PRESIDENT BRUNNER

NOES–

ABSENT–

ABSTENTION–

**ATTEST:** \_\_\_\_\_

LaTonda Simmons  
City Clerk and Clerk of the Council  
of the City of Oakland, California

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**DEBRA BOWEN** | SECRETARY OF STATE | STATE OF CALIFORNIA  
1500 11th Street, 6th Floor | Sacramento, CA 95814 | Tel (916) 653-7244 | Fax (916) 653-4620 | www.sos.ca.gov

## Exhibit A

### Voter Education and Outreach Program for Implementation of Ranked Choice Voting in Alameda County

This document sets forth, as a condition of Secretary of State Debra Bowen's administrative approval of use in Alameda County of Sequoia Voting Systems' WinEDS 4.0.116B ('System 4.0'), a Voter Education and Outreach Program (Program) to educate voters about Ranked Choice Voting (RCV). The Program must be implemented for each city that uses the System 4.0 voting system to conduct an RCV election for municipal office. On the date of this administrative approval, the cities whose voters have approved RCV charter amendments are Berkeley, Oakland and San Leandro. The goal of the Program is to ensure that all voters in the cities of Berkeley, Oakland and San Leandro have a clear understanding of how to cast an RCV ballot and how their choices of first, second and third-preference candidates will be used to determine a winner without a separate runoff election if no candidate wins a majority of votes after first-ranked choices are counted. The Program includes four components: Materials and Media Development, Public Distribution Plan, Communication with Targeted Groups, and Election Day Procedures.

The basic components of the Program were developed after extensive consultation with the Alameda County Registrar of Voters and city clerks from the three cities. The county and city elections officials solicited and received guidance and recommendations from a diverse group of interested members of the public, as well as elections officials for the City and County of San Francisco, which has conducted successful RCV elections with System 4.0.

Before finalizing the materials and plans for the four components of the Program, the Registrar of Voters shall request and consider input from local low-literacy, minority language and disability rights advocacy organizations and other interested community members.

### Materials and Media Development

#### **Educational Materials**

Posters, Brochures, Postcards. Create RCV educational materials including, at a minimum: posters, brochures, and postcard mailers that alert voters to the first-time use of RCV in the next municipal election, inserts to be mailed with sample ballots and vote-by-mail ballots, poll worker training scripts, and information sheets and signs for use in all polling places to explain RCV to voters on Election Day. The materials shall describe the purpose of RCV, how to mark an RCV ballot and how RCV ballots are counted. All materials shall be provided in English, Spanish, Chinese and any additional languages as required under the federal Voting Rights Act.

*Attachment A*

## **Media Development**

Public Service Announcements. Public service announcements (PSAs) shall be produced and broadcast on television and radio stations to raise awareness about RCV, how RCV works, when it will debut, and how to mark a ballot using RCV. PSAs shall be translated into Spanish, Chinese and any additional languages as required under the federal Voting Rights Act and distributed to local television and radio stations that serve these communities.

Media Outreach. Media materials and announcements shall be developed and distributed before early voting and vote-by-mail balloting commence to raise awareness about RCV, how RCV works, when it will debut and how to mark a ballot using RCV. At least one media event shall be hosted at which elections officials shall demonstrate how to cast an RCV ballot, RCV educational materials shall be distributed, and elections officials shall be available to answer questions from reporters. Local representatives from print, radio, television, and electronic media shall be invited to the event and included in any materials distributions. Non-English language media outlets shall also be invited and included on any distribution lists.

## **Public Distribution Plan**

Distribution of Printed Educational Materials. Distribute, and arrange for the distribution of, RCV voter education materials to: local disability rights organizations, independent living centers, senior centers/groups, minority language groups/advocacy organizations, low-literacy groups/advocacy organizations, libraries, chambers of commerce, homeowners associations, colleges, high schools, voting rights organizations, and other entities as designated by the Alameda County Registrar of Voters.

Public Demonstrations. Provide demonstrations of how to cast an RCV ballot and distribute RCV voter education materials, at public events, including but not limited to, local government fairs and events, farmers markets, town hall meetings, including events held in areas with high concentrations of African-American, Spanish-speaking, Chinese-speaking, and other minority language communities.

Voter Mailers. The Alameda County Registrar of Voters shall send at least one educational mailer about RCV to all registered voters in the cities of Berkeley, Oakland and San Leandro, before early voting and vote-by-mail balloting commence for the November 2, 2010, election. RCV information shall also be included with sample ballots and vote-by-mail ballots mailed by the Alameda County Registrar of Voters to voters in those cities.

Website Publication. Post RCV information and downloadable versions of educational materials on official county and city websites. Materials shall be posted in a format accessible to individuals with disabilities and made available in Spanish, Chinese and any additional languages as required under the federal Voting Rights Act.

### Communication with Targeted Groups

The Alameda County Registrar of Voters and City Clerks of Berkeley, Oakland and San Leandro shall work with community-based, disability rights, minority language, low-literacy and senior groups/advocacy organizations, as well as voting-age youth organizations, college-based and high school-based student organizations, chambers of commerce and city government offices to disseminate information about RCV. The Registrar of Voters may designate additional entities to receive RCV communications. The Registrar of Voters shall, by mail and email where available, distribute RCV educational information to representatives of these organizations.

### Election Day Procedures

The Registrar of Voters shall ensure that poll workers in cities conducting RCV elections are adequately trained and prepared to assist voters with questions about RCV. Specifically, the Registrar of Voters shall add one (1) additional poll worker at each polling place in cities conducting RCV elections whose sole responsibility is to provide demonstrations and answer questions and requests for assistance from voters about RCV. The Registrar of Voters shall also display prominent posters/signage at the polling places providing information about RCV, including materials in Spanish, Chinese and any additional languages as required under the federal Voting Rights Act.

# DRAFT

## RANKED CHOICE VOTING VOTER OUTREACH AND EDUCATION PLAN

### Plan Overview:

The Alameda County Registrar of Voters Office along with the Cities of Berkeley, Oakland and San Leandro present a comprehensive Voter Outreach and Education Plan that will inform and educate all voters on the Ranked Choice Voting method in time for the November 2, 2010 General Election. The Outreach Plan outlines an effective education campaign to reach all voters and specific communities (minority language voters, seniors, first time voters and voters with disabilities, low-literacy groups and other interested community members) on how to correctly mark ranked choice voting ballots.

### Objectives Overview:

1. The Registrar of Voters Office has conducted an extensive review of its policies and procedures to ensure a smooth and successful transition to Ranked Choice Voting. Where, by even a voter who had never heard of Ranked Choice Voting would have a seamless voting experience on Election Day.

- Review existing procedures
- Determine best practices
- Commence Firmware upgrades to voting equipment
- Implement revisions

2. To educate voters who reside within the cities of Berkeley, Oakland and San Leandro on Ranked Choice Voting methodology.

- Inform voters on how Ranked Choice Voting allows a voter to rank a first, second and third choice candidate for a single office.
- Securing the highest level of understanding amongst all voters on how to correctly mark a Ranked Choice Voting ballot.

3. To effectively communicate an outreach and voter educational campaign that is successful and cost effective.

- All materials will be translated in accordance with the Voting Rights Act
- Conduct public presentations to targeted communities
- Public Service Announcements
- Advertisements in newspapers, radio and traditional media outlets
- Extensive local and multi-lingual media outreach
- Easy to read explanations of Ranked Choice Voting incorporated in voting materials
- Educational mechanisms which include print and electronic media

4. Additional innovative efforts to aid voters in understanding Ranked Choice Voting.

- The Voter Information Pamphlet will include a dedicated section to focus on voting instructions and samples of the Ranked Choice Voting Ballot
- Clear and concise multi-lingual signage and voter materials at the polls
- Extra Dedicated Ranked Choice Voting Poll Workers at the polls
- A clearly designed ballot with easy to read voter instructions

## **Policies and Procedures**

The Alameda County Registrar of Voters is in the process of reviewing its existing policies and procedures to determine best practices and to establish the most efficient way to convert from a traditional ballot to a Rank Choice Voting Ballot. Since San Francisco County is well versed in Rank Choice Voting (RCV), they have provided Alameda County with their established procedures to serve as a guideline.

A traditional ballot, either a one or two card ballot, consists of races where the voter votes for the candidate or measure of their choice. In contrast A Rank Choice Voting Ballot will be a separate ballot card where the voter will select their first, second and third choice.

When all ballots have been counted; the Registrar of Voters staff conducts the random selection of precincts for the 1% Manual Tally. This process will continue with the transition to Rank Choice Voting.

With a traditional ballot, the 1% Manual Tally process requires staff to sort the ballots by candidates, over votes, blanks and write-ins. In using a Rank Choice Voting ballot, the 1% Manual Tally sorting process will be adjusted and staff will sort the ballots according to the steps outlined in our Rank Choice Voting procedures until each RCV contest is completed and verified.

### **Outreach and Education Activities:**

1. Easy-to-Read instructions for RCV will be incorporated in voting materials distributed to voters

The Alameda County Registrar of Voters is preparing a brief written overview, with visuals and step-by-step instructions on how to vote using Ranked-Choice Voting, which will be included in the pages of all sample ballots that are distributed to voters prior to the November 2010 election.

These easy-to-follow instructions will also be included as an insert in all vote-by-mail ballots distributed to voters for the November 2010 election.

This overview of how to vote using Ranked Choice Voting will also be made available at polling places in November 2010 to help voters who arrive at the polls with little or no knowledge of the shift to this new voting format. The instructions will also be modified to create visual reminders that can be posted inside polling places and in voting booths to remind voters how to vote using Ranked Choice Voting.

Prior to each election, there are several pieces of literature distributed by mail to Alameda County voters, including Sample Ballots and Vote-By-Mail Ballots. Each of these mailings presents an outreach opportunity for the Registrar of Voters to engage voters about the shift to Ranked Choice Voting in Berkeley, Oakland and San Leandro, and to explain to them in simple terms how to vote using this new voting format.

The City of San Francisco and Pierce County, WA., have already conducted elections using Ranked Choice Voting and in doing so have produced instructions for voters on how to vote using this voting format. Staff from the Alameda County Registrar of Voters has been in contact with counterparts in San Francisco and Pierce County to discuss exchange ideas on how to best produce RCV voting instructions that minimize Election Day problems related to the shift to Ranked Choice Voting. Staff from San Francisco and Pierce County, Wash., has already supplied several examples of their RCV voting instructions and other written materials to educate voters about RCV and have given their blessing to Alameda County to use these materials to guide the County in producing RCV voting instructions and other voter education materials targeting voters for the November 2010 elections in Berkeley, Oakland and San Leandro.

The written instructions for voting using RCV will be produced in consultation with staff and elected officials from the cities of Berkeley, Oakland and San Leandro; officers from the League of Women Voters Chapters in Berkeley, Oakland and San Leandro; and community members interested in Ranked Choice Voting who participate in an advisory committee that is helping to plan the rollout of RCV in Alameda County in 2010.

## 2. Tri-Fold Brochure

The Alameda County Registrar of Voters will create a tri-fold brochure featuring instructions on how to vote using Ranked Choice Voting. The brochure will be printed on 8 ½ by 11-inch paper with instructions and visuals on both sides of the page.

A first draft of the tri-fold brochure already has been produced by the Alameda County Registrar of Voters and is currently being circulated among elected officials and staff for the Cities of Berkeley, Oakland and San Leandro. The brochure is also being reviewed by officers of the League of Women Voters chapters in Berkeley, Oakland and San Leandro, and by citizen members of a Ranked Choice Voting planning committee that has been meeting regularly since 2007 to plan the RCV rollout in Alameda County.

The brochure features a graphic depiction of a Ranked Choice Voting ballot and step-by-step instructions on how to properly mark the ballot and to cast your votes using RCV.

The brochure will be distributed to voters at public presentations planned by Alameda County and the County's three RCV cities during the months prior to the November 2010 election, when Alameda County plans to use Ranked Choice Voting for the first time.

Many copies of the brochure will be distributed with the League of Women Voters and with the Cities of Berkeley, Oakland and San Leandro, to help broaden the distribution of these easy to use instructions on how to vote using Ranked Choice Voting.

The City of San Francisco and Pierce County, Wash., have already conducted elections using Ranked Choice Voting and in doing so have produced similar brochures aimed at educating voters on how to vote using Ranked Choice Voting.

Staff from the Alameda County Registrar of Voters has been in contact with counterparts in San Francisco and Pierce County to discuss exchange ideas on how to best produce a voter-education brochure that minimize Election Day problems related to the shift to Ranked Choice Voting.

Staff from San Francisco and Pierce County, Wash., has already supplied examples of their RCV brochures and other written materials to educate voters about RCV and have given their blessing to Alameda County to use these materials to guide the County in producing its brochure and other materials targeting voters for the November 2010 elections in Berkeley, Oakland and San Leandro.

### 3. Special Postcard Mailer

The Alameda County Registrar of Voters will create a 5-inch-by-7-inch postcard-sized mailer containing a brief overview and step-by-step instructions on how to vote using Ranked-Choice Voting. These easy-to-follow instructions will be mailed during the two months prior to the November 2010 election and will target each of the approximately 300,000 voters within the three RCV cities (Berkeley, Oakland and San Leandro).

The postcard mailer will be similar in many ways to the tri-fold brochure Alameda County is producing to educate voters about Ranked Choice Voting and how to vote using this voting format. But it will be in a more condensed format in order to fit on a postcard, an option that appeals to the RCV cities because of the potential for saving on postage costs.

Drafts of the brochure and the postcard already have been produced by the Alameda County Registrar of Voters and currently are being circulated among elected officials and staff for the Cities of Berkeley, Oakland and San Leandro. The postcard is also being vetted by officers of the League of Women Voters chapters in Berkeley, Oakland and San Leandro, and by citizen members of a Ranked Choice Voting planning committee that has been meeting regularly since 2007 to plan the RCV rollout in Alameda County.

The postcard will feature a graphic depiction of a Ranked Choice Voting ballot and step-by-step instructions on how to properly mark the ballot using RCV.

The postcard will be distributed to voters at public presentations planned by Alameda County and the County's three RCV cities during the months prior to the November 2010 election, when Alameda County plans to use Ranked Choice Voting for the first time.



Many copies of the postcard will be distributed with the League of Women Voters and with the Cities of Berkeley, Oakland and San Leandro, to help broaden the dissemination of these easy to use instructions on how to vote using Ranked Choice Voting.

The City of San Francisco and Pierce County, Wash., have already conducted elections using Ranked Choice Voting and in doing so have produced similar postcards aimed at educating voters on how to vote using Ranked Choice Voting. Staff from the Alameda County Registrar of Voters has been in contact with counterparts in San Francisco and Pierce County to discuss exchange ideas on how to best produce a voter-education postcard that minimize Election Day problems related to the shift to Ranked Choice Voting.

Staff from San Francisco and Pierce County, Wash., has already supplied examples of their RCV written materials and have given their blessing to Alameda County to use these materials to guide the County in producing its postcard and other materials.

#### 4. Public Presentations

The Alameda County Registrar of Voters will work in concert with League of Women Voters chapters in Berkeley, Oakland and San Leandro in organizing presentations to voters to explain how Ranked-Choice Voting (RCV) works. Presentations will take place at meetings with community groups, at senior centers, centers for the disabled, areas with high concentration of African American, Spanish speaking, Chinese-speaking, other minority language communities and non-English-speaking voters.

Presentations will involve Registrar of Voters employees who conduct outreach through public presentations each elections cycle. Staff members involved in this effort will include personnel who specialize in outreach to Spanish-speaking and Chinese-speaking communities.

Representatives of the League of Women Voters of Albany, Berkeley and Emeryville, the Oakland League of Women Voters and the San Leandro League of Women Voters have already pledged to take part in organizing and leading public presentations as well, stretching the resources in Alameda County for providing voter education about Ranked-Choice Voting.

Staff from the Registrar of Voters will develop educational materials, handouts and visuals including PowerPoint and Flash Media presentations to aid in presentations to the public. Development of these materials is already under way and is being done with the feedback of an outreach committee of stakeholders that includes Elected City Officials, City Clerks in the three RCV cities, officers from the three League of Women Voters chapters and members of the community committed to successful implementation of Ranked-Choice Voting in Alameda County.

The Registrar of Voters has developed a tri-fold brochure that can be distributed at the public meetings. The brochure is still in draft form, and has been circulated among RCV stakeholders in Alameda County for their thoughts in providing improvements. The final version will provide a basic, step-by-step introduction to Ranked-Choice Voting that will focus on helping voters to mark their ballots properly.

Staff from the Registrar of Voters also is working with Alameda County Information Technology employees on creating visually compelling PowerPoint and Flash Media presentations that will help guide the public presentations. Registrar of Voters staff also has been working with counterparts in San Francisco and Pierce County, WA and has asked for their feedback on outreach materials to be used at public presentations, including brochures, PowerPoint and Flash Media presentations.

The Registrar of Voters already has a long list of community contacts that can be tapped in arranging venues and gatherings for voter education presentations. These include contacts and community groups in non-English-speaking communities, as well as at high schools and colleges where young voters routinely are provided voter education presentations by staff from the Registrar of Voters.

#### 5. Public Service Announcements

The Alameda County Registrar of Voters will produce public service announcements to be played on local radio and televisions. The public service announcements will focus on notifying voters in Berkeley, Oakland and San Leandro of the launch of Ranked Choice Voting in those communities in November 2010 and on showing voters how to properly mark their ballots using RCV.

The Public Service Announcements will include 15-, 30- and 60-second spots that are voice-only for radio and include video for television. The Registrar of Voters staff includes employees with broadcast/media experience who have done voice-over work in the past on Poll-Worker Training Videos and other projects. These employees can be utilized to perform the voice work for the audio and video Public Service Announcements.

Furthermore, the Registrar of Voters staff includes employees who have worked in video production as well, and who have produced election-related videos on behalf of the ROV, including voter-education videos illustrating how to use Optical Scan voting equipment purchased by Alameda County in 2006. The Registrar of Voters has worked with outside video producers and with staff working in the Video Unit of the Alameda County District Attorney's Office to create videos. The District Attorney's Video Unit has expressed an interest in working with Registrar of Voters staff in producing a voter education video related to RCV, and in creating video footage that can be incorporated in a public service announcement about RCV that would be distributed to local television stations for public airing. Staff from the City of Oakland has also said that a production crew from the City's in-house cable-access television station, KTOP, can be

made available to produce voter-education videos and video public service announcements.

Scripts for the audio and video public service announcements will be written by staff from the Registrar of Voters office, and vetted by staff from Alameda County; staff and elected officials from the cities of Berkeley, Oakland and San Leandro; officers from the League of Women Voters Chapters in Berkeley, Oakland and San Leandro; and community members interested in Ranked Choice Voting who participate in an advisory committee formed in 2007 that is helping to plan the rollout of RCV in Alameda County in 2010.

Scripts for the audio and video public service announcements also will be translated for viewing by Chinese-language and Spanish-language voters, with the help of bilingual staff members from the Registrar of Voters office who perform outreach to these non-English-speaking communities. The translated scripts will be used to produce public service announcements in these languages, which can be distributed to radio and television stations that target Chinese-language and Spanish-language viewers.

The public service announcements will be distributed to radio and television broadcast stations throughout the East Bay and the entire San Francisco Bay Area, with the help of an extensive list of media contacts that has been compiled by the Registrar of Voters office as part of its ongoing outreach efforts to engage the community in elections-related matters.

The public service announcements would be distributed to radio and television stations in the late summer or early fall of 2010, with the intention that the announcements air during the six weeks preceding the November 2010 election.

## 6. Flash Media Presentation

The Alameda County Registrar of Voters is developing a Flash Media presentation to explain the main concepts of Ranked Choice Voting, particularly how voters can mark their ballots correctly, to go with the many other voter-education materials being produced to help with the RCV rollout in November 2010.

Flash Media is a computer-based program that incorporates graphics and other eye-catching visuals that will help explain the concepts of Ranked Choice Voting to the voters. The presentation can include text or audio explanations, which can easily be converted to help non-English-speaking voters. The presentation will be an ideal feature at the public presentations the Registrar will organize with League of Women Voters Chapters in Berkeley, Oakland and San Leandro, and other community groups.

Representatives of these League of Women Voters chapters have already pledged to take part in organizing and leading public presentations, and are enthusiastic about the Flash Media Presentation as a powerful tool in assisting with these presentations.

The presentation will also be featured on the Alameda County Registrar of Voters website, allowing any and all visitors to the site to enjoy a brief explanation of Ranked Choice Voting at their convenience. The presentation can also be copied onto CDs, which the Registrar and the three RCV cities will distribute to voters and community groups, and can be featured on cable-access channels and as visual accompaniment to news reports about the shift to Ranked Choice Voting in Alameda County.

A computer will also be set up in the lobby of the Registrar of Voters office to encourage visitors to view the Flash Media Presentation to educate themselves on the concepts of Ranked Choice Voting. Other County agencies, and agencies in the three RCV cities, have agreed to make the Presentation available in a similar way.

Similar Flash Media Presentations have been used in San Francisco to help educate voters there about Ranked Choice Voting. Alameda County staff is already working with counterparts in San Francisco to gather their ideas on the components of a Flash Media Presentation that are essential to effectively educating voters.

The Registrar of Voters already has a long list of community contacts that can be tapped in arranging venues and gatherings for voter education presentations, and for viewings of the Flash Media Presentation. These include contacts and community groups in non-English-speaking communities, as well as at high schools and colleges where young voters routinely provided voter education presentations by staff from the Registrar of Voters.

#### 7. Short Video on Ranked Choice Voting

The Alameda County Registrar of Voters will develop a short video to walk voters through the voting process using Ranked Choice Voting. The video will explain the main concepts of Ranked Choice Voting, particularly how voters can mark their ballots correctly, and will compliment to the many other voter education materials being produced to help with the RCV rollout in November 2010.

Staff in the Registrar of Voters office has ample experience in producing voter-education videos. Over the past three years, the ROV staff has produced several videos to help with poll worker training, and to explain to voters how to use the new optical scan voting system that Alameda County brought online in 2006.

The Registrar of Voters office has produced the videos both with the help of outside video producers, and a video crew from the Alameda County District Attorney's Office. The DA's office video crew has been approached about the Ranked Choice Voting project and has expressed enthusiasm about participating. In addition, the City of Oakland's cable-access television station, KTOP-TV, has also been approached and has expressed interest in helping to produce the video in their city-owned television studio.

The Registrar of Voters office has found short video presentations to be an effective and highly transportable method of educating voters about concepts such as Ranked Choice Voting. The video can include graphics and other eye-catching visuals to walk voters through the voting process. It also can include text or audio explanations, which can easily be converted to help non-English-speaking voters. The video will be an ideal feature at the public presentations the Registrar will organize with League of Women Voters Chapters in Berkeley, Oakland and San Leandro, and other community groups.

Representatives of these League of Women Voters chapters who are committed to helping organize and lead public presentations are enthusiastic about having a short video to assist with these presentations.

The video will also be featured on the Alameda County Registrar of Voters website, allowing visitors to the site to view this visual explanation of Ranked Choice Voting at their convenience. The video will also be copied onto DVDs, which the Registrar and the three RCV cities will distribute to voters and community groups for use in voter education presentations, and will be featured on cable-access channels and as visual accompaniment to news reports about the shift to Ranked Choice Voting in Alameda County.

#### 8. Advertising and Editorial Outreach

The Alameda County Registrar of Voters has discussed outreach options extensively with a committee of City officials and other parties involved in planning for a successful rollout of Ranked Choice Voting in Alameda County in November 2010.

Among the options examined, Registrar staff has inquired about the possibility of using **paid advertisements** in local newspapers, on local radio and television stations, and on billboards and placards erected on city buses, to help educate voters about Ranked Choice Voting.

Registrar staff and other members of the RCV planning committee have obtained cost estimates for all forms of advertising mentioned above and continue to discuss which forms, if any, would best fit the mission of educating voters about Ranked Choice Voting. At this time, officials in Alameda County's three RCV cities are concerned about the relatively high costs of advertising, compared with other outreach methods. But this option remains under discussion, as all parties look for ways to best reach local voters.

Registrar staff and City officials are planning a concerted campaign to generate interest among the editorial staffs of local newspapers, radio and television about Ranked Choice Voting. There are several local media outlets that cover the cities of Berkeley, Oakland and San Leandro exclusively. Furthermore, local affiliates of the major radio and television networks, and the major metropolitan newspapers in the area, also have presences in these communities and will likely be interested in covering the shift to Ranked Choice Voting.

Registrar staff and City officials have numerous contacts with the local media and already have fielded interest by reporters about the shift to Ranked Choice Voting in November 2010. It is expected that there will be some media interest in the topic in early to mid-2010, as preparations solidify surrounding the shift to Ranked Choice Voting.

Based on the media interest surrounding RCV so far, it is expected that there will be ample media interest in RCV in Alameda County in the weeks preceding the November 2010 election. At that time, the Alameda County Registrar of Voters and officials in the three RCV cities will have staff available to explain RCV to reporters on camera and in interviews in person and/or over the telephone.

Furthermore, outreach materials discussed earlier – such as the Flash Media presentation and the Voter Education Video – should prove to be appealing to reporters in all media as they look for ways to enhance their reporting on RCV.

#### **Additional innovative efforts to aid voters in understanding RCV**

- Signage at Polling Places
- Extra Poll Workers at Polling Places

The Alameda County Registrar of Voters will also take several steps on Election Day in November 2010 to help those voters who arrive at polling places to vote but who still lack understanding of the shift to Ranked Choice Voting.

The Registrar of Voters and the three cities that will use Ranked Choice Voting – Berkeley, Oakland and San Leandro – are planning to enlist at least one **additional poll worker** in each polling place whose assignment will be to explain RCV (and how to properly mark the RCV ballot) to voters.

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~~Alameda County already employs four poll workers per polling place on average. These workers help voters with various steps in the voting process, and already are trained to assist with questions about how to vote properly. By employing an additional poll worker whose focus is on explaining Ranked Choice Voting, voters should have adequate resources at their disposal at the polling place to ensure a successful voting experience.~~

In addition, Alameda County plans on posting ample **signage at each RCV polling place** that will provide voters with visual step-by-step explanations on how to mark their ballots correctly using Ranked Choice Voting. These signs will include larger signs in the areas where voters line up to receive their ballots, and smaller educational signs inside the voting booths themselves.

Furthermore, materials such as the tri-fold brochure explained earlier in this outreach plan can be made available to voters at the polling places should they need a more in-depth explanation of RCV.

As with other voter education materials, the signs will include images of the RCV ballot and graphic explanations of how to mark the ballot properly (voting for first, second and third choices etc.).

As with other voter education materials, the Registrar of Voters will consult with the League of Women Voters, City staff and elected officials and other interested parties in developing the signs to be effective educational tools for the voter. Registrar staff is also in touch with colleagues in San Francisco and Pierce County, WA, where Ranked Choice Voting has been used in the past, and is discussing with them their methods of helping voters at Election Day polling places.

### **Outreach Summary:**

By the educational campaign outlined within this document the Registrar of Voters is confident that the voters of Berkeley, Oakland and San Leandro will successfully transition from traditional voting to RCV.

Phase I: September 2009 – June 2010

- Review, revise and execute Registrar of Voters best practices procedures.

Phase II: July 2010 – November 2010

- Registered voters within the cities of Berkeley, Oakland and San Leandro will have access to educational materials illustrating the RCV methodology.
- Voters will be introduced to Public Service Announcements, grass roots and multi-lingual presentations and all forms of local media.
- Social networking sites and web applications will be utilized to facilitate interactive information sharing.
- Voter friendly instructions and information will be provided within the Voter Information Pamphlet and at the polls.
- RCV costs – Voter education is a continuing and ongoing process.

### **Conclusion:**

The Registrar of Voters and the cities of Berkeley, Oakland, and San Leandro have collaborated on a strategic voter outreach and educational plan to promote confidence in the Ranked Choice Voting process and minimize voter error in the successful implementation of Ranked Choice Voting.