



## *Memorandum*

**TO:** HONORABLE MAYOR  
AND CITY COUNCIL

**FROM:** Richard Doyle,  
City Attorney

Dennis D. Hawkins,  
City Clerk

**SUBJECT:** Response to Referral from the  
Rules and Open Government  
Committee about Instant Runoff  
Voting

**DATE:** April 22, 2011

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### **BACKGROUND**

In late 2006, then newly-elected Mayor Chuck Reed assembled several Transition Committees, including a Government Reform and Ethics Subcommittee. On January 8, 2007, the Subcommittee issued a report making a number of recommendations about campaign finance reform, among other things. One recommendation suggested that City staff consider "the Instant Run Off System to see if this method could save money." On January 24, 2007, the Rules and Open Government Committee recommended that the City Attorney present all of the campaign finance reform recommendations to the Elections Commission for review and comment. The City Council approved this recommendation on February 13, 2007.

The Elections Commission discussed the issue of Instant Runoff Voting (IRV), also known as Ranked Choice Voting (RCV), at various times for several years. Over that period, the Commission heard extensive testimony from proponents and opponents of IRV/RCV and received numerous documents related to IRV/RCV. On April 29, 2010, the Commission devoted several hours to a study session about IRV/RCV.

The Commission was not able to reach consensus on the issue of IRV/RCV and so informed the Rules and Open Government Committee in a memorandum dated May 20, 2010. A copy of the Elections Commission's memo is Attachment A.

On May 26, 2010, the Rules and Open Government Committee discussed the Elections Commission's memo and made the following referrals to staff:

1. Determine which jurisdictions have enacted and then repealed IRV/RCV and why;

2. Work with the County of Santa Clara Registrar of Voters to:
  - a. Determine how IRV/RCV-capable voting machines can be certified by the Secretary of State;
  - b. Determine the costs associated with certification and implementation of IRV/RCV; and
3. Report on the outcome of IRC/RCV elections scheduled for November 2010 in Alameda County (cities of Berkeley, Oakland and San Leandro).

## **DISCUSSION**

### **1. Jurisdictions That Have Enacted, Then Repealed IRV/RCV**

According to Wikipedia ([www.wikipedia.org](http://www.wikipedia.org)), IRV/RCV has been used on-and-off in the United States in various jurisdictions since 1912. Since 2002, IRV/RCV has been enacted in a number of U.S. cities. However, several jurisdictions have repealed IRV/RCV after adoption and implementation.

#### a. Ann Arbor, Michigan

IRV/RCV was adopted for mayoral races in Ann Arbor in 1974 after a successful ballot initiative sponsored by the local Human Rights Party. The process was used in the 1975 mayoral election.

According to research compiled by a member of the Green Party:

- vote counting was very difficult so there was a delay in certification of the election
- the first black mayor, a Democrat, won the election as a result of second choice votes
- a study found that paper ballots and ill-prepared election workers caused confusion

In April 1976, 62% of voters voted to repeal IRV/RCV.

#### b. Burlington, Vermont

The city of Burlington, Vermont approved IRV/RCV in 2005 and held its first mayoral election using IRV/RCV in 2006. The second mayoral election using IRV/RCV was held in 2009.

In both elections, no candidate received a majority of votes in the first round of voting and second and third choices helped the mayor win election.

In March 2010, Burlington voters repealed IRV/RCV. Citizens who gave "IRV Testimonials" leading up to the election to repeal IRV/RCV claimed, among other things:

- the system did not result in "one person, one vote"
- the system was not simple
- the system resulted in one voter's third choice being elected

c. Pierce County, Washington

In November of 2006, the voters of Pierce County approved "Charter Amendment No. 3 -Instant Runoff Voting", which provided that the election of all county officials, except judges and the Prosecuting Attorney, be conducted using IRV/RCV. In November 2008, seven IRV/RCV elections were held and one IRV/RCV election was held in November 2009. However, at the same November 2009 election, voters repealed Charter Amendment No. 3.

In a survey conducted in late 2008, 56,751 of 90,738 Pierce County Voters polled said they did not like IRV/RCV.

The author of the amendment to add IRV/RCV to the Pierce County Charter opined that the County Elections Department's poor implementation of IRV/RCV "soured the voters", because the Department:

- over spent on systems implementation and blamed IRV/RCV for the high expenses
- did not look for ways to leverage the investment in IRV/RCV software/hardware and thus ended up costing the County more money
- did a poor job of educating the voters as to the benefits of IRV/RCV (eliminating the primary)
- understaffed the polls in 2008 and blamed the long lines at the polls on IRV/RCV

d. Aspen, Colorado

Aspen, Colorado passed IRV/RCV in November 2007 and held its first elections with IRV/RCV on May 5, 2009. The number of voters who turned out for the election was the highest in the history of Aspen elections. The elections were close, and some Aspen observers argued that a traditional runoff system would have given more time to consider their top choices. There also was debate over how to implement audit procedures.

In 2009, voters rejected an advisory measure to maintain IRV/RCV and, in 2010, approved a binding amendment to return to a traditional runoff system.

## **2. Coordination with the County of Santa Clara Registrar of Voters**

Staff has discussed implementation of IRV/RCV with the County Registrar of Voters.

### **a. Certification Procedures**

We understand that the County's voting equipment vendor, now known as Dominion Voting Systems, has requested that the federal government certify the voting system that the County of Santa Clara uses. Dominion has advanced the costs necessary for federal certification.

If the federal government does certify the voting equipment, Dominion will next request certification from the California Secretary of State. Since the County of Santa Clara's voting equipment differs substantially from the equipment used in San Francisco and Alameda counties, there will be considerable costs involved in State certification.<sup>1</sup> The Registrar of Voters has informed us that the County would pass the costs of hearings, staff time, development of use procedures, etc. to any jurisdiction requesting implementation of IRV/RCV.

In any case, at this point, the County's voting equipment is not certified for use in an IRV/RCV election.

### **b. Voter Outreach and Education**

Several years ago, the Registrar of Voters estimated that it would cost Santa Clara County approximately \$868,000 to implement IRV//RCV for one election, including outreach and voter education. This estimate is no longer accurate; one reason is that the figure was based on a Direct Recording Equipment implementation but now the County is required to use optical scan voting equipment.

In fact, the Registrar of Voters estimates that the costs would be significantly higher. Alameda County has reported implementation costs of approximately \$1,040,500 (and the City of Oakland added an additional \$100,000 to the outreach budget) for one election for approximately 325,000 voters; the City of San Jose has about 15% more registered voters. In addition, Alameda County conducted outreach to English, Spanish and Chinese voters, while the Santa Clara County Registrar of Voters would have to conduct outreach in two additional languages - Tagalog and Vietnamese. In short, considerable costs would be passed on to the City of San Jose.

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<sup>1</sup> The version of software used in Alameda and San Francisco has not been federally certified and must be conditionally certified prior to each and every use by the California Secretary of State.

### **3. Alameda County Elections in November 2010**

The Alameda County Registrar of Voters has prepared a 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" and an "Addendum" to the report. Copies of the report and addendum are Attachments B and C, respectively.

As mentioned above, the actual costs for implementation of IRV/RCV in the November 2010 election in Berkeley, Oakland and San Leandro were \$1,040,500. These setup costs included necessary hardware, firmware, software upgrades, voter outreach, voter education, training for poll workers and special mailings regarding IRV/RCV to voters in each of the three cities. The costs were distributed as follows:

City of Oakland	\$656,900
City of Berkeley	\$257,900
City of San Leandro	<u>\$125,700</u>
Total	\$1,040,500

The outreach and education efforts were extensive:

- The Alameda Registrar of Voters conducted more than 200 presentations with community groups, seniors, disabled voters and Spanish-language, Chinese-language and other non-English speaking voters, which featured educational materials, handouts and visuals including PowerPoint and Flash Media presentations
- The Registrar of Voters printed and distributed approximately 750,000 tri-fold informational brochures
- The Registrar of Voters produced a written overview with visuals and step-by-step instructions on how to vote using IRV/RCV which were included in sample ballots and mail ballots sent to voters as well as made available inside of polling places and voting booths
- The Registrar of Voters sent a postcard-sized mailer containing a brief overview and step-by-step instructions for IRV/RCV to voters in Berkeley, Oakland and San Leandro
- The Registrar of Voters published and distributed six newsletters to several hundred local residents who had expressed interest in the overall implementation of IRV/RCV in Alameda County
- The Registrar of Voters led two (2) on-line "webinars" on IRV/RCV during which participants could ask questions
- Educational placards explaining IRV/RCV were displayed in approximately 150 buses servicing Berkeley, Oakland and San Leandro
- Almost 70 news articles discussing IRV/RCV appeared in publications throughout Alameda County

- The Registrar's media campaign on IRV/RCV resulted in a large amount of editorial coverage – at least 5 stories ran in the Bay Area News Group as well as articles in the San Francisco Chronicle, East Bay Express, Berkeley Dailey Planet, San Leandro Times and Daily Californian (UC Berkeley)
- News blogs such as Oakland North, Oakland Local and Berkeley Side covered the launch of IRV/RCV
- Radio stations such as KCBS, KQED and KPFA aired feature stories on IRV/RCV in Alameda County
- Television stations such as KTVU, KRON-4, CBS-5, KGO-7, NBC-11, KDTV 14 (Spanish) and KTSF (Chinese) also aired feature stories on IRV/RCV
- Clear Channel – San Francisco ran a 30-second audio version of a Public Service Announcement on IRV/RCV on Wild 94.9 FM (hip hop), KMEL 106.1 FM (hip hop), Star 101.3 FM (Top 40 pop), KISS 98.1 FM (old school and R & B), KCBS, Green 960 AM and Fox News 910 AM
- A 30-second video version of a Public Service Announcement on IRV/RCV aired with previews in three multi-plex theaters in Berkeley, Oakland and San Leandro as well as on KTOP in Oakland and Berkeley
- Chinese and Spanish versions of the audio and video versions of the PSA aired on KTSF Chinese language television, KDTV Univision 14 and Chinese Radio 1400 AM
- An electronic billboard at the Oracle Arena and Oakland-Alameda County Coliseum ran an IRV/RCV advertisement for approximately 5 weeks
- At least one (1) additional poll worker was assigned to each polling place to explain IRV/RCV and how to properly mark the ballots (Alameda County generally employs four (4) poll workers per polling place)
- Signs in English, Spanish and Chinese with visual step-by-step explanations on how to mark ballots correctly were posted at each IRV/RCV polling place

The Alameda County Registrar of Voters reports that as a result of the outreach and voter education, 99.86% of the ballots cast were deemed to be "valid ballots".

At the League of California Cities 2010 City Clerks New Law and Elections Seminar in December 2010, the San Leandro City Clerk opined that the City would begin to save money on elections by the third cycle of IRV/RCV elections in 2014.

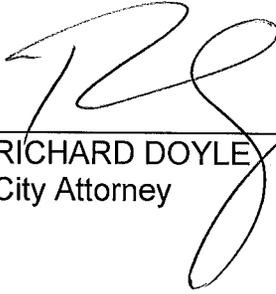
## **CONCLUSION**

A number of U.S. jurisdictions have held IRV/RCV elections. But after adopting and implementing IRV/RCV, some jurisdictions have repealed it; Burlington, Vermont, Pierce County, Washington and Aspen, Colorado returned to traditional runoff election systems and Ann Arbor, Michigan returned to plurality voting.

At this point, the County of Santa Clara's voting equipment is not certified for use in an IRV/RCV election. However, the County's voting equipment vendor has requested that the federal government certify the voting system that the County of Santa Clara uses. Once federal certification is complete, the County and its vendor will request certification from the California Secretary of State. The County of Santa Clara Registrar of Voters has informed us that there will be considerable costs involved in State certification that would have to be passed on to any jurisdiction requesting implementation.

In addition, the Santa Clara County Registrar projects that the costs for voter outreach and education for a San Jose IRV/RCV election would significantly exceed \$1,040,500 – the amount spent by the County of Alameda in the November 2010 election for the cities of Berkeley, Oakland and San Leandro; the City of San Jose has more registered voters and must conduct outreach and education in two (2) additional languages.

The Alameda Registrar's outreach efforts were extensive: over 200 public presentations, Public Service Announcements, editorial outreach, bus advertising, informational brochures, a postcard mailer and a newsletter. The Registrar also executed a broad educational plan, with movie theater advertising, webinars, short videos and facilitators at each polling place on the day of the election. The Registrar has concluded that its outreach and education strategy was successful with a 99.86% return of "valid ballots."



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RICHARD DOYLE  
City Attorney



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DENNIS D. HAWKINS, CMC  
City Clerk



## *Memorandum*

**TO:** HONORABLE MAYOR  
AND CITY COUNCIL

**FROM:** Lee Price, MMC  
City Clerk

**SUBJECT:** Response from the Elections  
Commission to Referral from  
the City Council about Instant  
Runoff Voting

**DATE:** May 20, 2010

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### **BACKGROUND**

In late 2006, newly-elected Mayor Chuck Reed assembled several Transition Committees, including a Government Reform and Ethics Subcommittee. On January 8, 2007, the Subcommittee issued a report making a number of recommendations about campaign finance reform, among other things. One recommendation suggested that City staff consider "the Instant Run Off System to see if this method could save money." On January 24, 2007, the Rules and Open Government Committee recommended that the City Attorney present all of the campaign finance reform recommendations to the Elections Commission for review and comment. The City Council approved this recommendation on February 13, 2007.

### **DISCUSSION**

The Elections Commission has discussed the issue of Instant Runoff Voting (IRV), also known as Ranked Choice Voting (RCV), at various times for several years. Over this period, the Commission has heard extensive testimony from proponents and opponents of IRV and received numerous documents related to IRV. On April 29, 2010, the Commission devoted several hours to a study session about IRV.

The Commission is not able to reach consensus on the issue of IRV. At the Commission's meeting on May 12, 2010, the Commissioners expressed a range of views:

One Commissioner felt that the education and outreach costs associated with implementing IRV would be high, as it would be very important to continue to educate the voters about how to use IRV; it would be helpful to have accurate data about how much money would actually be saved. This Commissioner also noted that some local governments that have implemented IRV have become dissatisfied after a period of

using it. The fact that the voting equipment used in Santa Clara County is not yet certified by the Secretary of State for IRV also concerned this Commissioner.

Another Commissioner is adamantly opposed to IRV and believes that implementing IRV in order to save money would be an assault on democracy. This Commissioner stated that the current system works and noted that the results in other states in which IRV has been implemented have been mixed.

Still another Commissioner feels that saving money on elections is an important and appropriate goal and is in favor of implementing IRV. This Commissioner acknowledged that implementing any new program is challenging and agreed that educating the voters would be necessary.

Another Commissioner does not believe that IRV is a radical or dangerous idea and is in favor of implementing IRV. This Commissioner observed that there are "pros" and "cons" to every electoral system implemented in the world. The benefits associated with IRV are that the City would save money on elections because runoff elections would not be necessary and voters could choose several preferred candidates rather than just one. In addition, candidates in City elections would campaign more cooperatively. This Commissioner also noted that the current ballot is complicated and questioned whether IRV would be any more complicated.

The fifth Commissioner was interested in eliminating runoff elections to save money but was concerned about the cost of implementing IRV in the short term as well as the mixed results of its use to date in other jurisdictions. This Commissioner felt that, although IRV seems to have promise as an electoral system, it would be premature to adopt it for use in San Jose at this time. Instead, this Commissioner offered an alternative: change the requirement that candidates be elected by a majority of voters by permitting a candidate to be elected with 40% of the vote. This change would eliminate some runoff elections and, as a result, the associated costs.

### **RECOMMENDATION**

After the discussion, a motion was made and seconded to recommend that the Council adopt IRV. The motion was "lost" since 2 Commissioners voted for the motion (Louie and Cosgrove), 2 Commissioners voted against the motion (Smith and Shepard) and the Chair (de Funiak) abstained from voting.<sup>1</sup> A second motion was made, seconded and passed unanimously that the City Council consider other alternatives to IRV that

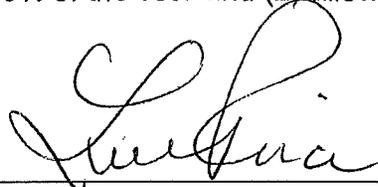
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<sup>1</sup> Commission staff consulted Robert's Rules of Order to analyze the vote; abstention of the Chair results in the motion being "lost".

Memo to Mayor and Council  
Re: Response from Elections Commission re Instant Runoff Voting  
May 20, 2010  
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would reduce the number of elections and result in a cost savings, such as (1) permitting a candidate to be elected with 40% of the vote and (2) allowing the Council to appoint candidates running unopposed.



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LEE PRICE, MMC  
City Clerk

# Ranked-Choice Voting

Voting made easy.

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

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

**A Report prepared by the Alameda County Registrar of Voters  
November 2010**



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

The Alameda County Registrar of Voters Office worked in concert with the Cities of Berkeley, Oakland and San Leandro to execute a comprehensive array of Voter Outreach efforts to inform and educate voters on the Ranked-Choice Voting method in time for the November 2, 2010 General Election. The Voter Outreach effort was designed 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) and focused on how to correctly mark Ranked-Choice Voting ballots.

The following is a description of the outreach efforts led by the Alameda County Registrar of Voters office.

### **1. Public Presentations**

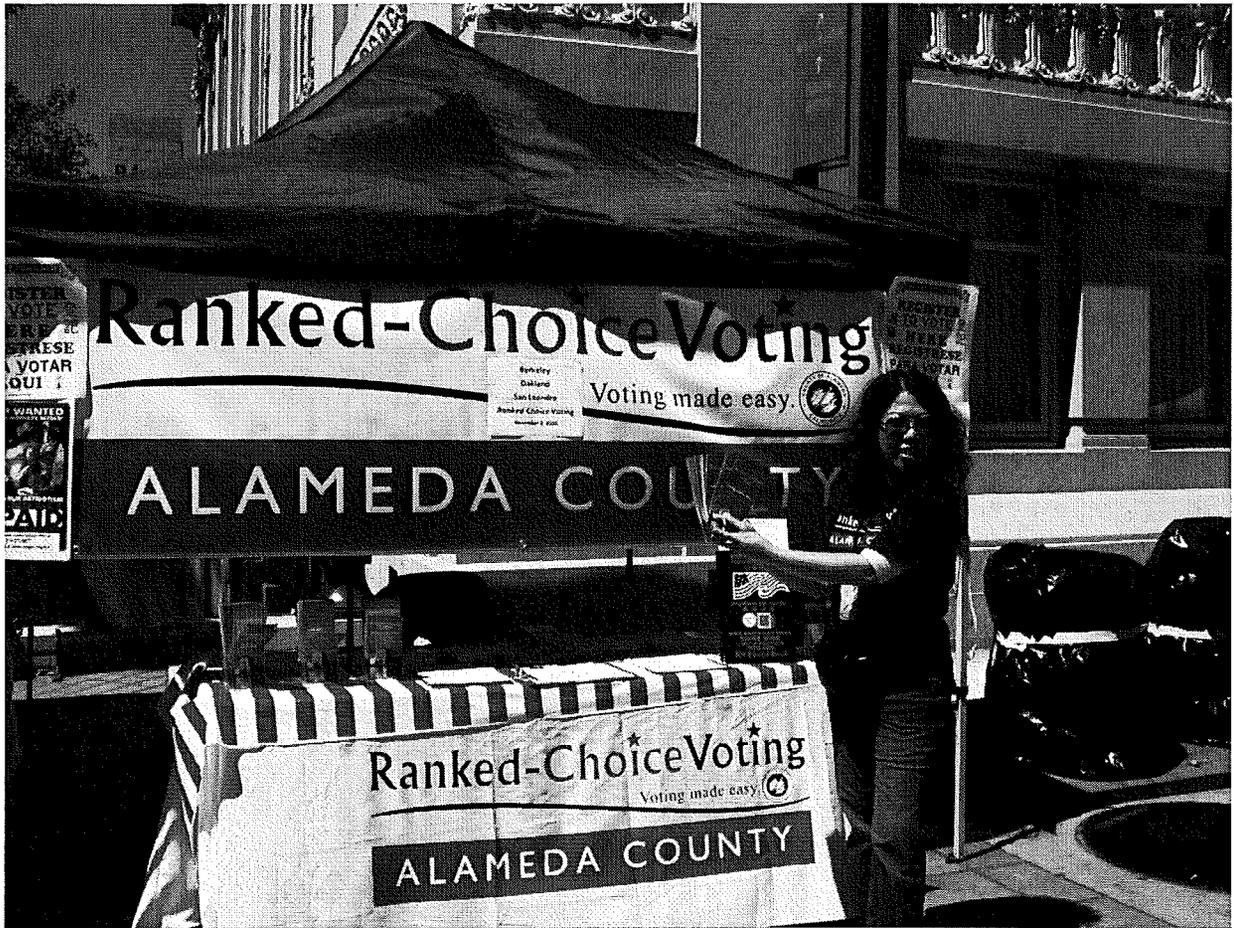
In the months prior to the November 2010 General Election, the Alameda County Registrar of Voters conducted **more than 150 presentations** educating the public on Ranked-Choice Voting within the cities of Berkeley, Oakland and San Leandro. The presentations were held at meetings with community groups, at senior centers, centers for the disabled and at gatherings of Spanish-language, Chinese-language and other non-English-speaking voters.

The Registrar of Voters Dave Macdonald and key staff members gave presentations to audiences in English, Spanish and Chinese languages.

The presentations featured educational materials, handouts and visuals including PowerPoint and Flash Media to aid in communicating the key concepts of Ranked-Choice Voting. Staff from the Registrar of Voters Office, in conjunction with an outreach committee comprised of elected City Officials, City Clerks in the three RCV cities, officers from the three League of Women Voters chapters and members of the community developed these educational materials to successfully implement Ranked-Choice Voting in Alameda County. Election officials from San Francisco and other communities where Ranked-Choice Voting has been used in the past were also consulted during the development of the educational materials.

Among the items featured at the public presentations was a tri-fold brochure that was distributed to participants. The brochure provided a basic, step-by-step introduction to Ranked-Choice Voting that focuses on helping voters to mark their ballots properly.

Staff from the Registrar of Voters along with staff from the Alameda County Information Technology Department collaborated to create visually compelling PowerPoint and Flash Media presentations to communicate key concepts to the public.



*Registrar of Voters Chinese Language Coordinator Jackie Lam displaying voter outreach materials at the Oakland Chinatown Festival.*

## **2. Outreach to Minority/Non-English Speaking Communities**

From the onset, the Registrar of Voters office made a special effort to reach non-English speaking communities. Outreach coordinators conducted presentations on Ranked-Choice Voting to Spanish- and Chinese-speaking communities in Berkeley, Oakland and San Leandro. They also performed outreach targeting non-English speakers at public events including the Dia de Los Muertos Festival in Oakland, the Oakland Chinatown Festival and at several US Citizen and Immigration Services citizenship ceremonies. In all, more than 40 presentations specifically targeting non-English speaking voters were conducted between July and Election Day, November 2nd. In addition, the Registrar of Voters produced video and audio Public Service Announcements in Chinese and Spanish to broaden the reach of its message about Ranked-Choice Voting. The announcements aired on television stations such as KTSF Chinese-language television, KDTV Univision 14, a Spanish-language television station and Chinese Radio 1400 AM. Jacqueline Lam, the Registrar's Chinese-language outreach coordinator, hosted an hour-long interview and question-and-answer session on Chinese Radio 1400 AM on October 14.

### 3. Public Service Announcements

The Alameda County Registrar of Voters produced a 30-second public service announcement in English, Spanish and Chinese that was presented to media outlets for airing, both in video and audio-only formats.

The Alameda County Registrar of Voters Office contracted with Berkeley Community Media to create the public service announcements. Video and audio portions were produced in the BCM studios in downtown Berkeley over the course of two days and featured Registrar of Voters Dave Macdonald and several members of his staff. Professional voice-over work was provided in English by BCM, while fluent Chinese and Spanish-language speakers from the Registrar of Voters office provided voice-over for PSAs in those languages.

The video public service announcements were aired frequently on KDTV Univision 14, the Bay Area's largest Spanish-language television station, and on KTSF, a Chinese-language television station based in San Francisco. The videos also aired several times daily on local English-language stations, primarily on KTOP in Oakland and Berkeley Community Media in Berkeley and were offered to several other English language stations. Footage from the public service announcements aided in television news coverage of the Alameda County launch of Ranked-Choice Voting by providing news crews with compelling "B-roll," images of the Ranked-Choice Ballot being voted and other images that worked well with news reports.

The video Public Service Announcement also was featured along with previews that played before full-length feature films at three movie theaters in Berkeley, Oakland and San Leandro. More about this movie theater advertising program is discussed below.

The audio version of the public service announcements aired frequently on local radio stations, including news stations such as KCBS but also on music and sports-oriented stations. Seven music-oriented stations run by Clear Channel San Francisco, including the Bay Area's largest hip-hop station, incorporated the audio public service announcement in its regular programming.

Scripts for the audio and video public service announcements were written by staff from the Registrar of Voters office. Prior to production of the PSAs, the scripts were 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 participated in an advisory committee formed in 2007 that helped to plan the rollout of RCV in Alameda County in 2010. The scripts also were reviewed by election officials in San Francisco, which has used Ranked-Choice Voting for several years and has developed several public outreach campaigns focused on RCV.



*Oakland City Clerk LaTonda Simmons provided up-to-date information about planning for Ranked-Choice Voting to the Oakland City Council and the community*

#### **4. User-friendly, step-by-step instructions for RCV incorporated in materials sent to Voters**

The Alameda County Registrar of Voters produced a written overview with visuals and step-by-step instructions on how to vote using Ranked-Choice Voting, which was included in the sample ballots that were distributed to voters within the three RCV cities prior to the November 2010 election.

These easy-to-follow instructions were also 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 was also made available at polling places in November 2010 to assist voters who arrived at the polls with little or no knowledge of this new voting format. The instructions were modified to create visual reminders that were 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 presented an outreach opportunity for the Registrar of Voters to inform voters of the change to Ranked-Choice Voting in Berkeley, Oakland and San Leandro, and to educate the public in simple terms on how to vote using this new voting format.

Written materials produced by Alameda County about Ranked-Choice Voting, including step-by-step instructions on how to mark the Ranked-Choice Voting ballot, were created after consultation with officials in other communities who had previously used this voting format. The City of San Francisco was particularly helpful as they produced many written pieces to help voters with the launch of Ranked-Choice Voting in their community.

The written overview and step-by-step instructions were 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 participated in an advisory committee that assisted with the preparation of the rollout of RCV in Alameda County in 2010.



*Cynthia Cornejo and Janet Peters of the Alameda County Registrar of Voters office with Marian Handa, San Leandro City Clerk, during outreach effort at Oakland Athletics baseball game on August 19, 2010*

## **5. Tri-Fold Brochure**

The Alameda County Registrar of Voters created a tri-fold brochure featuring instructions on how to vote using Ranked-Choice Voting. Separate versions of the brochure were produced in English, Spanish and Chinese languages. In all, about 750,000 copies of the brochure were printed.

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

The brochure was distributed to voters at more than 150 public presentations led by the Registrar of Voters and at public events – including the Juneteenth Celebration, Solano Stroll, Cal-UCLA football game and weekly Farmer’s Markets in Berkeley; the Art and Soul Festival, Dia de Los Muertos and A’s-Texas Rangers baseball game in Oakland; and the Suds and Sausages and weekly Farmer’s Market in San Leandro.

Many copies of the brochure were distributed to the League of Women Voters and 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.



*Berkeley City Clerk Deanna Despain attended the "Bay to Barkers" event in Berkeley in July 2010 with members of the Alameda County Registrar of Voters office to educate voters about Ranked-Choice Voting*

Staff from the Alameda County Registrar of Voters contacted counterparts in San Francisco and Pierce County, Washington (where Ranked-Choice Voting has been used previously) to obtain their recommendations on how to best produce a voter-education brochure that would minimize Election Day problems related to the shift to Ranked-Choice Voting.

The brochure also was made available in printable .pdf form on the Alameda County Registrar of Voters website.



*Registrar of Voters' staff with the AC Transit Voter Registration Bus at Fruitvale Station Voter Outreach event in Oakland, September 2010.*

## **6. Postcard Mailer**

The Alameda County Registrar of Voters created 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 were mailed approximately 60 days prior to the November 2010 election to each of the roughly 400,000 voters in Alameda County's three Ranked-Choice Voting cities.

The postcard mailer is similar in many ways to the tri-fold brochure produced by Alameda County to educate voters about Ranked-Choice Voting and how to vote using this new voting format. The condensed size and format of the mailer was an option that appealed to the RCV cities due to the potential savings on postage costs.

Drafts of the brochure and the postcard were produced by the Alameda County Registrar of Voters after consultation with elected officials and staff from the Cities of Berkeley, Oakland and San Leandro. The postcard also was 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 2010 RCV rollout in Alameda County's three Ranked-Choice Voting cities.

Officials in San Francisco and Pierce County, Wash., where Ranked-Choice Voting already has been used, also were consulted during the production of the postcard mailer.

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

## 7. Newsletter

The Registrar of Voters office also published six newsletters that were distributed to several hundred local residents who had expressed interest in the overall implementation of Ranked-Choice Voting in Alameda County. The newsletters updated readers on RCV outreach activities and included basic instructions of how to vote using RCV, both as a reminder to those people familiar with the RCV format and as a way to encourage readers to pass the RCV message along to others.

# How to Mark the Ranked-Choice Ballot

**First Column**  
Mark your first choice in Column 1.

**Second Column**  
Mark your second choice in Column 2. This choice must be different from your first choice.

**Third Column**  
Mark your third choice in Column 3. This choice must be different from your first and second choices.

**Important:**  
If you select the same candidate in more than one column, your vote for that candidate will count **ONLY ONCE**.

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NONPARTISAN	NONPARTISAN	NONPARTISAN	
CITY	CITY	CITY	
FOR MAYOR	FOR MAYOR	FOR MAYOR	
<b>1 FIRST CHOICE</b> <small>Vote for One</small>	<b>2 SECOND CHOICE</b> <small>(This must be different from your first choice.) Vote for One</small>	<b>3 THIRD CHOICE</b> <small>(This must be different from your first and second choices.) Vote for One</small>	
ELEANOR ROOSEVELT	ELEANOR ROOSEVELT	ELEANOR ROOSEVELT	 <p><b>To Vote:</b> Connect the arrow as shown.</p> <p><b>Write-In Candidates</b> If you wish to vote for a qualified write-in candidate</p>
BOOKER T. WASHINGTON	BOOKER T. WASHINGTON	BOOKER T. WASHINGTON	
DIEGO RIVERA	DIEGO RIVERA	DIEGO RIVERA	
ARTHUR MILLER	ARTHUR MILLER	ARTHUR MILLER	
SHIRLEY HORN	SHIRLEY HORN	SHIRLEY HORN	
BRUCE LEE	BRUCE LEE	BRUCE LEE	

**Write-In Candidates**  
If you wish to vote for a qualified write-in candidate

## Ranked-Choice Voting

Voting made easy.

## 8. Flash Media Presentation

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

Flash Media is a computer-based program that incorporates graphics and other eye-catching visuals that help explain the concepts of Ranked-Choice Voting to the voting public. The presentation

included text and audio explanations, and was produced in English, Spanish and Chinese-language versions, that were posted on the Registrar of Voters website. The presentation was also regularly featured in public presentations by the Registrar of Voters, as well as other sessions led by League of Women Voters Chapters in Berkeley, Oakland and San Leandro, and other community groups.

A computer was also made available 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, also agreed to make the Presentation available in a similar way.

Similar Flash Media Presentations have been used in San Francisco to assist with the education of voters about Ranked-Choice Voting. Alameda County elections staff consulted their counterparts in San Francisco to gather their ideas on the components of a Flash Media Presentation that are essential to effectively educating voters.

#### **9. Short Video on Ranked-Choice Voting**

The Alameda County Registrar of Voters worked with Berkeley Community Media to produce a 4-minute video to guide voters through the voting process using Ranked-Choice Voting. The video explains the main concepts of Ranked-Choice Voting, particularly how voters can mark their ballots correctly, and compliments the many other voter-education materials produced to assist with the implementation of RCV in November 2010.

The video was placed on the Alameda County Registrar of Voters office website in three different language versions – in English, Spanish and Chinese.

The video was also copied to DVDs and distributed to the cities of Berkeley, Oakland and San Leandro, to League of Women Voters chapters and to other groups interested in spreading the word about how Ranked-Choice Voting works. It was utilized in the more than 150 public presentations led by the Registrar of Voters before community groups and civic organizations.

The Registrar of Voters office found the video presentation to be an effective and highly transportable method of educating voters about concepts such as Ranked-Choice Voting. The video includes graphics and other eye-catching visuals that direct voters through the voting process. The video was easily distributed to other groups that aided in the education of voters about Ranked-Choice Voting.

#### **10. Webinars on Ranked-Choice Voting**

In October, Registrar of Voters Dave Macdonald led two online seminars, or “webinars,” on Ranked-Choice Voting. Voters were invited to log onto the Registrar’s website and to take part in the interactive sessions, which featured audio feeds of Macdonald explaining the principles of RCV and a multitude of visual aids to help communicate key points. Participants were also allowed to ask questions of Macdonald to help enhance their understanding of Ranked-Choice Voting.

## 11. Other efforts to help voters understand RCV

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

The Alameda County Registrar of Voters provided additional resources on Election Day in November 2010 to aid those voters who arrived at polling places to vote but still lacked understanding of Ranked-Choice Voting.

The Registrar of Voters also assigned at least one **additional poll worker** in each polling place whose assignment was to explain RCV (and how to properly mark the RCV ballot) to voters.

Alameda County employs four poll workers per polling place on average. These workers aid voters with various steps in the voting process, and 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 were provided ample resources at the polling place to ensure a successful voting experience.

In addition, Alameda County posted ample **signage in English, Spanish and Chinese at each RCV polling place** that provided voters with visual step-by-step explanations on how to mark their ballots correctly using Ranked-Choice Voting. The signage included larger signs in the areas where voters line up to receive their ballots, and smaller educational signs inside the voting booths themselves.

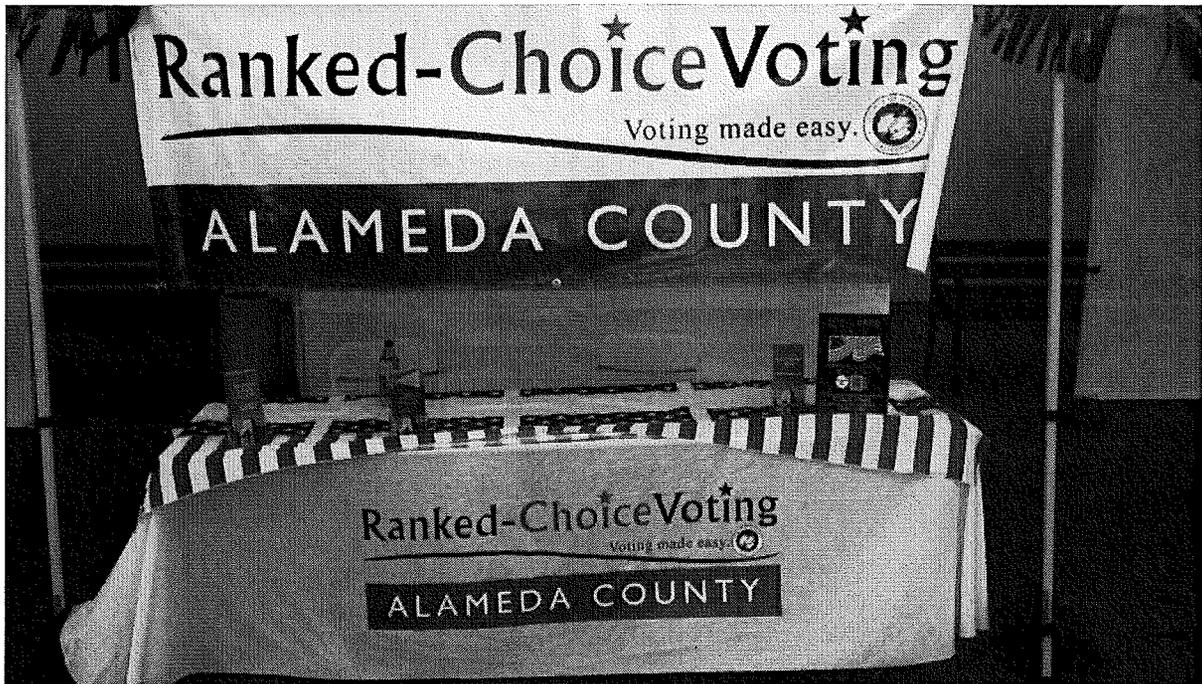
Furthermore, materials such as the tri-fold brochure explained earlier in this outreach plan were made available to voters at the polling places to provide a more in-depth explanation of RCV.

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

The Registrar of Voters consulted 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 worked with San Francisco, where Ranked-Choice Voting has been used in the past, to plan for adequate resources in the polling places to explain Ranked-Choice Voting to voters.

## 12. Movie Theater Advertising

The Alameda County Registrar of Voters purchased advertising time in three local movie theater complexes – the UA Berkeley 7, the Jack London Stadium 9 in Oakland and the BayFair 16 theaters in San Leandro – to allow for the 30-second video public service announcement to be aired to all viewers along with previews at numerous daily showings of full-length feature films. In all, 32 screens at the three movie complexes featured the public service announcement and aired it numerous times daily from September 24 through October 28.



### **13. Editorial Outreach**

Staff from the Alameda County Registrar of Voters office conducted an extensive media campaign to generate interest in the launch of Ranked-Choice Voting in Alameda County among local media outlets – newspapers, blogs, radio and television stations. This campaign resulted in a large amount of editorial coverage about the implementation of Ranked-Choice Voting in November 2010 – including at least five stories in the largest East Bay newspaper chain – the Bay Area News Group – as well as articles in the San Francisco Chronicle, the East Bay Express, the Berkeley Daily Planet, the San Leandro Times and the Daily Californian (UC Berkeley). In addition, several local news blogs covered the launch of Ranked-Choice Voting with written articles and audio/visual presentations that were placed online. These blogs included Oakland North, Oakland Local, Berkeley side and Oakland Local. Furthermore, three prominent local radio stations – KCBS, KQED and KPFA – produced and aired feature stories about Ranked-Choice Voting in Alameda County. Several television stations, meanwhile, also produced and aired pieces. These stations included KTVU, KRON-4, CBS-5, KGO-7, NBC-11, KDTV 14 (Spanish) and KTSF (Chinese). The above media coverage began several months before Election Day and continued through Election Day and through the post-Election Day vote count.

## 14. Conclusion

As we approached the first elections in Alameda County to use Ranked-Choice Voting, we knew our primary challenge was to bring our key message - how to vote using RCV - to as many voters as possible, not just those voters who make a habit of closely watching local elections.

This explains the many different approaches we took to pre-election outreach. By producing a video, attending community festivals, distributing RCV materials at farmer's markets and shopping centers, and placing public service announcements in movie theaters and on popular radio stations, we were attempting to bring our primary RCV message to voters in all segments of the community.

A general review of ballots by staff at the Alameda County Registrar of Voters Office suggested our effort was successful, as a vast majority of ballots we reviewed were voted properly.

The Registrar of Voters office conducted further analysis, which found that in the Oakland Mayor's race 99.7 percent of voters cast valid ballots. In San Leandro, that figure was 99.8 percent - meaning that only 55 out of 23,494 voters cast an invalid ballot.

We believe the extensive and multi-faceted approach we took in communicating with the public about RCV played a key role in this success. We are hopeful this success will continue in future elections, as the public becomes more accustomed to the RCV format.

# 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.

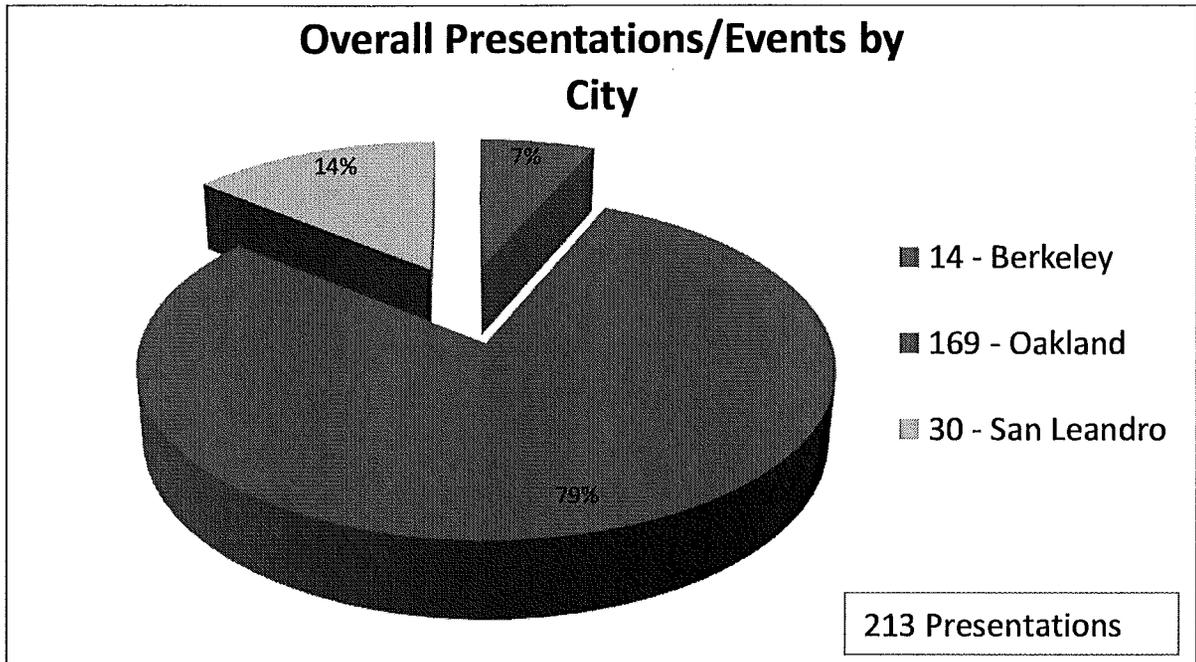
The information below demonstrates the numbers of presentations made in the three cities and the number of presentations by group type and language.

Cities	# of Presentations
Berkeley	14
Oakland	169
San Leandro	30
<b>Total</b>	<b>213</b>

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

Languages	# of Presentations
English	150
Chinese	47
Spanish	16
<b>Total</b>	<b>213</b>

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



## II. 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 I-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.

	Estimate	Actual
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%

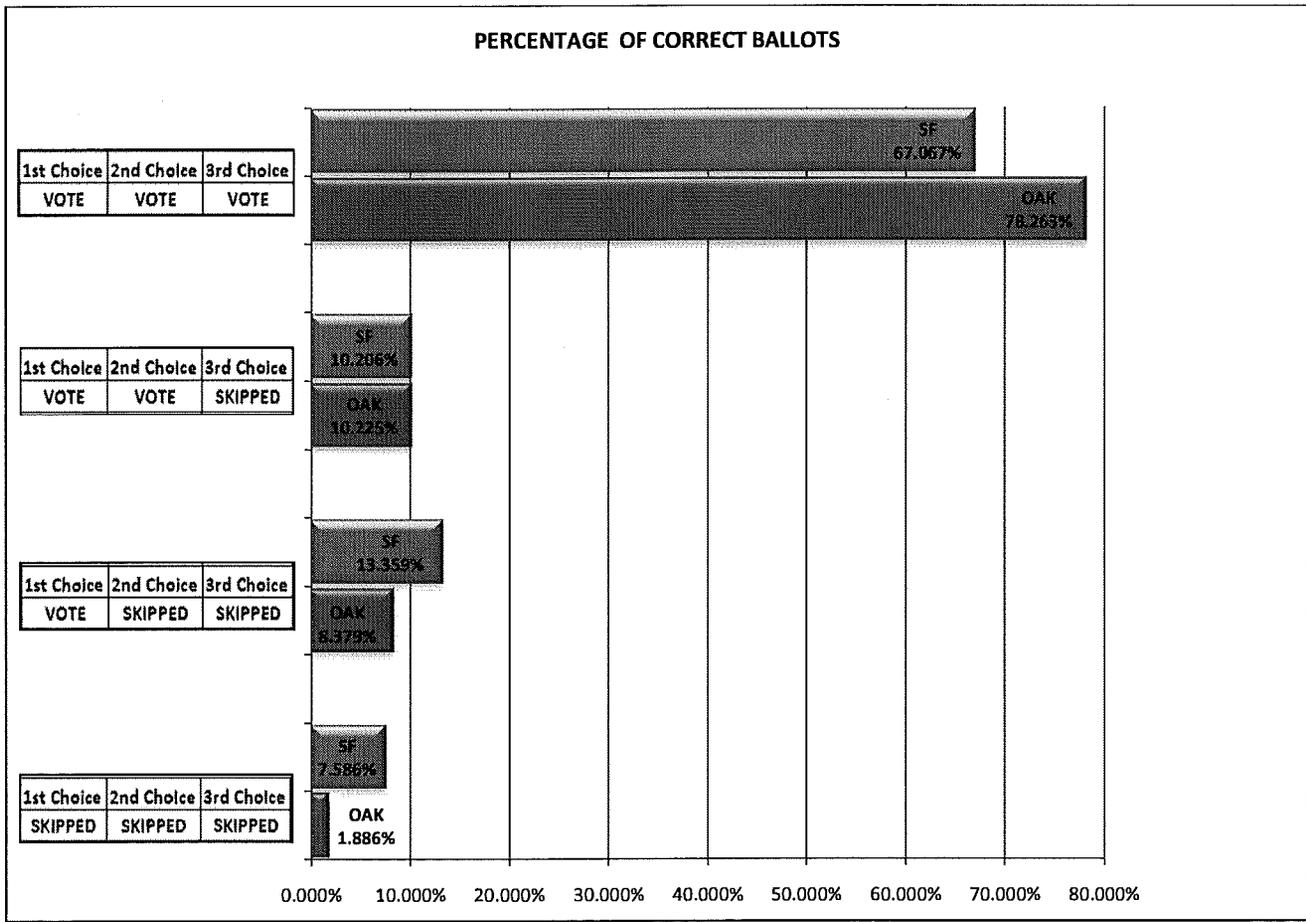
Correctly Marked Ballots

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

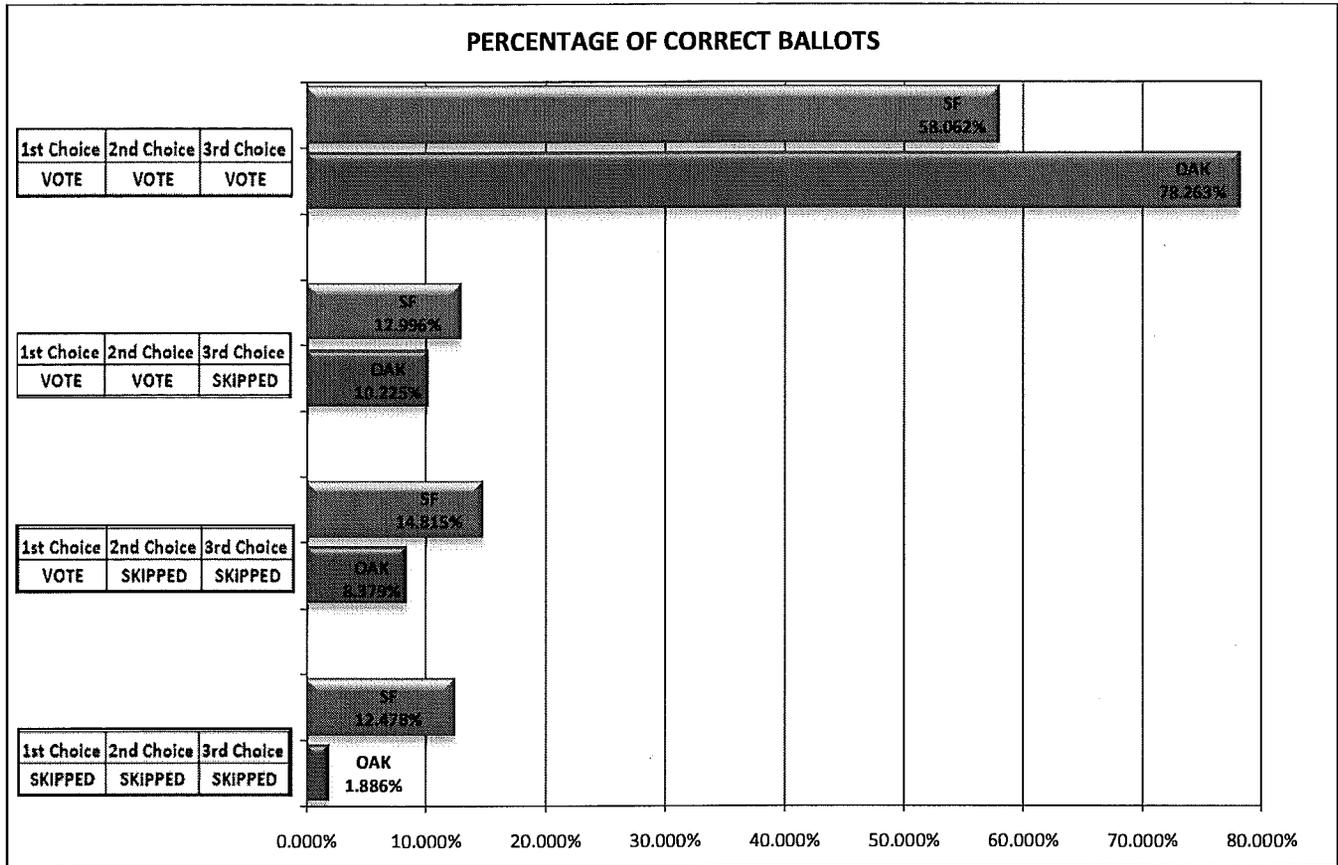
- 1) A single vote in each column (Vote, Vote, Vote)
- 2) A single vote in each of the first 2 columns and no vote in the 3<sup>rd</sup> (Vote, Vote, Skipped)
- 3) A single vote in the first column and no vote in the 2<sup>nd</sup> and 3<sup>rd</sup> columns (Vote, Skipped, Skipped)
- 4) No vote in any 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 Berkley, 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 Soul'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	Shiloh 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
9/26/10	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	6
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	Día 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

169 Total

**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

**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 - Manor 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 NCP  
8 Political  
58 Senior Center/Home  
  
213 Total

**Languages**  
150 English  
47 Chinese  
16 Spanish  
  
213 Total