



Minneapolis
City of Lakes

**Office of
Elections &
Voter Registration**

350 South 5th Street – Room 1B
Minneapolis MN 55415-1396

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December 29, 2009

Karen Kelley-Ariwoola
The Minneapolis Foundation
800 IDS Center
80 South Eighth Street
Minneapolis, MN 55402

Re: Grant ID 209155

Dear Ms. Kelley-Ariwoola,

Enclosed is the final report as required by the above referenced Minneapolis Foundation grant to the city of Minneapolis. This grant enabled the city to both produce informational materials to be used by RCV partners and to deliver a direct mail piece to every voter in the city.

The grant was of enormous help to the city in educating the voters on Ranked Choice voting and indeed, a recently complete Minneapolis voter survey by St Cloud State University indicated that 80% of the voters came to the polls on election day, aware that they would be voting via Ranked Choice.

We thank you for the financial support of our work and hope that this final report will allow you to evaluate the significant role the foundation played in the administrative success of this historic election in Minneapolis.

If you have any questions or require any additional information, please do not hesitate to contact Mr. Franklin J. Parisi.

Sincerely,

Patrick H. O'Connor
Interim Elections Director
City of Minneapolis

C: Franklin J. Parisi,
Director of Strategic Partnerships

Minnesota Common Report Form Cover Sheet

Date of Report: December 31, 2009
Report Submitted to: Karen Kelley-Ariwoola
Vice President, Community
Philanthropy

Organization Information

Name of organization *Legal name, if different*
City of Minneapolis

Address *Employer Identification Number (EIN)*
350 South Fifth Street, Room M301

City, State, Zip
Minneapolis, MN 55415

Phone *Fax* *Web site*
612/673-2516

Contact person *Phone* *E-mail*
Franklin J. Parisi 612/673-2516 frank.parisi@ci.minneapolis.mn.us

Grant Information

Grant ID, if applicable: 209155

Amount and support type: \$35,000 Date grant issued: August 15, 2009

2-3 sentence description of grant:
The Minneapolis Foundation provided funds to the City of Minneapolis to enable the City to
both produce informational materials to be used in connection with the first Ranked Choice
Voting election in the City and to deliver a direct mail piece to every voter in the City.

Check one:

Interim Report _____

Final Report X

Report Form to the Minneapolis Foundation

The City of Minneapolis conducted a public education and outreach campaign to inform voters about the new voting method now used in municipal elections called ranked choice voting (RCV). The objectives of this effort were to make voters aware of the change and educate them on how Ranked Choice Voting works. The Minneapolis Foundation generously provided financial support for “informational materials to be used by the RCV partners and to deliver a direct mail piece to every voter in the city.”

The City of Minneapolis RCV effort produced three types of informational materials for RCV partners. The first was an introductory brochure, which provided basic information about what ranked choice voting is and simple steps on casting a Ranked Choice ballot. This was distributed by volunteers to 18,000 individuals as part of National Night Out activities in August. Secondly, we produced a poster that visually demonstrated how an individual votes. The final piece was a direct mail piece that was sent to every individual with a postal address in the City of Minneapolis. Prior to developing the direct mail piece, the City of Minneapolis hired a usability consultant to ensure that the education materials were easy to understand for all audiences. The results of that testing and a summary of all the other educational activities that the city conducted are outlined in the **attached report**.

As a result of the usability testing, educational materials, and person-to-person engagement, voters were well prepared to use ranked choice voting on Election Day. A poll conducted by Minnesota Public Radio found that 90% of voters felt that they successfully voted using the new ranked choice voting system. The lessons learned from this outreach campaign are documented in the attached report and will provide guidance to the City of Minneapolis in future elections. These materials and the report will be available publicly for other municipalities to use for their own implementation of ranked choice voting.

Appendix F: Budget

Description of Expenses	Budget	Actual
Graphic Designer	\$7,500	\$9,111.13
Web site development	\$2,500	\$2,100.00
Materials	\$15,000	Direct Mail - \$7,332.00
<ul style="list-style-type: none"> • Brochure • Poster • Door-hangers 		Poster - \$736.00
		Brochure - \$5,332.00

Direct Mail	\$25,000	Postage – \$24,595.83
Advertising	\$5,000	\$8,218.00
Miscellaneous	\$5,000	Usability testing \$2,500.00
Total Expenses	\$60,000	\$59,926.96

Note: Expenses were funded by the City of Minneapolis, in the budgeted amount of \$25,000 and by the Minneapolis Foundation Grant # 209155 in the amount of \$35,000. Actual expenditures were made first from foundation funds.

