

2013 Voter Outreach & Education Project

Urban Scholar Recommendation

Context

- Ranked Choice Voting (RCV) reform in 2006
- Lower-than-average voter turnout in 2009

2013 Voter Outreach and Education Project

- A plan to engage and educate Minneapolis voters
- Target communities: youth, college students, immigrant and new Americans
- The goal: an active, informed electorate

Youth Initiatives

Elinor Mitchell, Leah Sorensen, Camille Maddox, Jamil Corbin and Aaron Brink-Johnson

Youth Initiatives

2013 Voter Outreach & Education Project

Objective

- Give Minneapolis youth an answer to the question, “Why vote?” and especially, “Why vote in a municipal election?”
- Lay the groundwork for an active, informed electorate
- Target youth in neighborhoods with historically low voter turnout

Why fund youth-focused voter outreach?

- Civic engagement, including voting, is a patterned behavior
- Youth as an avenue to parents, families, and communities

Recommendation

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Key Deliverables

- 18th Birthday Mailers
- Vote Minneapolis Activity Book
- “Future Voter” stickers

Kids Voting Minneapolis Partnership

- Local, non-profit partner
- Youth as an avenue to parents, families, and communities
- An educated voter is more inclined to vote, fill out his or her ballot correctly, and vote for candidates in smaller offices

Recommendation

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STEP-UP Partnership

YMCA Youth in Government Partnership

- Participants as Voter Ambassadors and Student Election Judges
- Long-term: Minneapolis “City Assembly”

Community Partners as Organizational Ambassadors

- Youth-focused, local organizations act as “ambassadors” for the City
- An avenue to distribute materials and messaging

College Student Outreach

Rebecca Nguyen, Ahmed Abdulle, Kendra Parker, Shanea Turner-Smith, Muna Ahmed and Mariam DeMello

College Student Outreach

2013 Voter Outreach & Education Project

Objective

- Create and implement an outreach plan at selected Minneapolis colleges and universities: Minneapolis Community and Technical College (MCTC), University of Minnesota and Augsburg College
- Partner with institutions and student organizations to promote voter participation
- Clarify the Ranked Choice Voting (RCV) method of voting

Benefits to the City

2013 Voter Outreach & Education Project

College-focused outreach will motivate good voting habits among young adults in Minneapolis

Students will be more likely to vote in Municipal elections

Students will be more likely to participate in local government by running for office or working in the public sector

Recommendation

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Key Deliverables

- Brochures and flyers on Metro Transit
- Video contest
- Text message communication plan

Student Organizations as Organizational Ambassadors

- Empower student-run, on-campus organizations to educate peers

Immigrant and New American Outreach

Fedha Abera, Jessica Patino, Tayis Lawson, Nardos Adinew, Tesia Elder and Ka Vang

Immigrant and New American Outreach

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Issue

- Immigrant communities disconnected from the City of Minneapolis
- Lack of immigrant-focused voter outreach
- Immigrants aren't sufficiently educated or engaged, and are underrepresented at the polls

Target Communities

- Hmong, Somali, and Latino communities in Minneapolis
- Long-term: Togolese, Korean, Oromo, Laotian, Guyanese

Benefits to the City

2013 Voter Outreach & Education Project

Immigrant and New American outreach will help build an informed, engaged immigrant electorate

Immigrants in Minneapolis will be more likely to vote, and more likely to vote in a Municipal election

Without an immigrant-focused program, the immigrant community will continue to be disconnected and disengaged

Recommendation

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Key Deliverables

- Collaborate with organizational partners and attend community events
- Promote Ranked Choice Voting (RCV) “How to Vote” video, distribute sample ballots and voter guides
- Partner with MN Voice, Fair Vote MN and NCR’s Access and Outreach Division
- Partner with community organizations
 - Cultural and community events
 - Hmong Times News
- “Voter Pledge” cards

Voter Pledge Card

2013 Voter Outreach & Education Project

November 5, 2013

I PLEDGE TO VOTE

BECAUSE...



Thank you

City of Minneapolis Urban Scholars 2013