

STATUS REPORT ON PLANS & PREPARATIONS FOR THE 2013 MUNICIPAL ELECTION

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EXECUTIVE SUMMARY

This report provides an update on election planning efforts and voter outreach and education initiatives as a follow-up to the report titled *Minneapolis: Your City. Your Vote – 2013* presented February 2, 2013. While the majority of this report is informational, staff is requesting direction on the following issue:

REQUESTED DIRECTION

[PRECINCTS & POLLING PLACES: See page 10 for details]

Authorize and direct staff to make the recommended adjustments in polling place locations to be effective for the 2013 Municipal Election as follows:

- **For Ward 2-Precinct 4, from Coffman Union to the Weisman Museum;**
- **For Ward 2-Precinct 9, from Seward Towers East to Augsburg College Oren Gateway Building;**
- **For Ward 6-Precinct 2, from Seward Square Apartments to Seward Towers East;**
- **For Ward 8-Precinct 5, from Watershed High School to St Joan of Arc Church; and**
- **For Ward 10-Precinct 2, from the Ballentine VFW to Jefferson School.**

Furthermore, in advance of the 2014 Gubernatorial Election, staff is directed to identify additional adjustments or changes in precincts and/or polling places deemed necessary to serve the interests of voters, and to submit those recommendations to the Elections Committee by no later than February 2014.

If there are no further directives or actions desired by the Elections Committee, staff recommends that the report be received and filed.

I. NEW VOTING SYSTEM & EQUIPMENT

A. Election System & Equipment Purchase Update

On April 23, the Hennepin County Board awarded a contract to Election Systems and Software (ES&S) for a new election system and equipment. The contract was finalized June 3. The Minneapolis Elections & Voter Services Unit was engaged in developing the Request for Proposals, including a section on specifications for Ranked Choice Voting (RCV).

ES&S is the supplier of the existing fleet of voting equipment, so there is comfort in the products from an administrative standpoint. More importantly, from the voter's perspective, the new voting equipment—the DS200—is comparable to the existing M100. Procedurally, the voter completes his or her ballot and inserts it into the tabulator—exactly as is done now.

While the physical operation of the DS200 and the M100 is similar, the operating system—which is the core of the Election Management System (EMS)—is significantly improved. The operating system¹ consists of firmware and software that works together to create, program, process, tabulate, and produce results for an election. The operating system Hennepin County has purchased from ES&S is its newest platform, called ElectionWare™.

ElectionWare Version 5.0 was certified by the Election Assistance Commission on May 16, 2013. However, this version was already operational in New York and Florida. These states do not require federal certification; therefore, the base operating system has been tested and deployed in other jurisdictions. ES&S has already developed an upgrade to its ElectionWare platform—which is available in Version 5.1. This upgraded version of the core EMS includes the same operating system and all the same components of the base platform in Version 5.0. However, Version 5.1 was designed with an export utility that can streamline unique RCV processing requirements, an option designed specifically for the City of Minneapolis. ES&S has confirmed that ElectionWare Version 5.1 is in the process of being evaluated and certified by the State of Minnesota (via the Secretary of State). It is anticipated that state certification on this system should be completed by the end of June 2013.

B. Testing & Certification of Election Systems & Equipment

The process of certifying election systems and equipment is complex. Consistent with the decentralized nature of elections administration in the United States, each state has its own rules and requirements for testing and certification.

In Minnesota, voting systems must be certified first by the U.S. Election Assistance Commission² (EAC) and then by the Minnesota Secretary of State.³ Absent those dual certifications, a voting system cannot be used in this state. Other states do not mandate EAC certification. Instead, these states use an independent testing firm to evaluate and certify systems and equipment.

¹ Software is a set of machine-readable instructions that direct a computer's processor to perform prescribed operations. Firmware is software that has been permanently coded into the non-volatile memory of hardware to define certain core operating system functions that must remain unaltered to preserve the integrity of the system. Firmware thus has qualities of both software and hardware.

² The U.S. Election Assistance Commission is an independent, bipartisan commission charged with developing guidance to meet federal requirements established under the Help America Vote Act of 2002 (HAVA). The EAC adopts voluntary voting system certification standards; accredits testing laboratories; audits the use of HAVA funding; and serves as a national clearinghouse of information on election administration. The EAC also maintains the national mail voter registration form developed in accordance with the National Voter Registration Act of 1993. The EAC consists of four commissioners appointed by the President of the United States and confirmed by the U.S. Senate.

³ Minn. Stat. § 206.57 – Examination of New Voting Systems.

ES&S's ElectionWare Version 5.0, which forms the basic EMS platform, has been nationally certified. The Version 5.1 upgrade is in the process of being certified by the State of Minnesota.⁴ Enhancements specific to Version 5.1—that is, the ability to wirelessly transmit results to the central EMS at Hennepin County and the use of an export utility to generate a report for RCV tabulation purposes—will not be reviewed at federal or state levels. Federal testing is based on standards established in 2005, and those standards do not address a voting system designed to accommodate alternative voting methods like RCV. Similarly, Minnesota election law is silent on RCV; consequently, the Secretary of State has no authority to certify RCV-specific components of a voting system.

This does not mean the new system and equipment purchased by Hennepin County and used in the City of Minneapolis are not tested or certified. All election equipment vendors—including ES&S—perform rigorous tests of their products through a federally-certified Voting System Test Laboratory (VSTL) before submitting any new system, equipment, or version upgrades for certification at the federal or state level. ElectionWare Version 5.1 is currently undergoing testing by Wyle Laboratories⁵. If the VSTL report completed in June confirms the accuracy and functionality of this system upgrade, then Hennepin County should have it available for the 2013 Municipal Election. To address more fully the operability of the export utility and minimize the City's exposure, staff will secure additional testing by an independent firm. At the City's request, Hennepin County included a contract provision allowing for this additional independent testing. The City will work with the county on the scope of the contract and the costs associated with the use of an independent testing firm.

C. Mock Election

After the new election system and equipment have been received, and after staff training, the City and County elections teams will collaborate in conducting a mock election. A mock election gives further assurance that the new system and equipment are fully operational, meet all specifications, and perform as required. Plus, it will generate valuable information about the ease of voting on test ballots and will also help the City assess the effectiveness of its voter outreach and education program. The mock election is tentatively scheduled for late August.

II. RANKED CHOICE VOTING – THE MINNEAPOLIS METHOD: PROCESS IMPROVEMENTS

A. Options for Using New Election Systems & Tabulations Analysis

The 2009 RCV Municipal Election was completed by a hand-count of ballots because certified voting equipment did not exist that could tie together first, second, and third rankings in a race. Through a test election and a week-long LEAN exercise, the Elections & Voter Services Unit was successful in developing the Minneapolis Method for Hand Counting a Ranked Choice Voting Election.⁶

The Minneapolis Method has three phases:

1. Hand Count: A manual count of all ballots is completed and the number of votes cast for each three-candidate combination in each race is recorded.

⁴ The Secretary of State is scheduled to receive ElectionWare Version 5.1 by June 19, 2013 for certification.

⁵ Wyle Laboratories is an independent testing and engineering company specializing in engineering, scientific, and technical services based in Huntsville, Alabama. Wyle Laboratories is an EAC-accredited Voting System Test Laboratory (VSTL) and tests voting systems and equipment to the 2002 Voting Systems Standards and the 2005 Voluntary Voting System Guidelines.

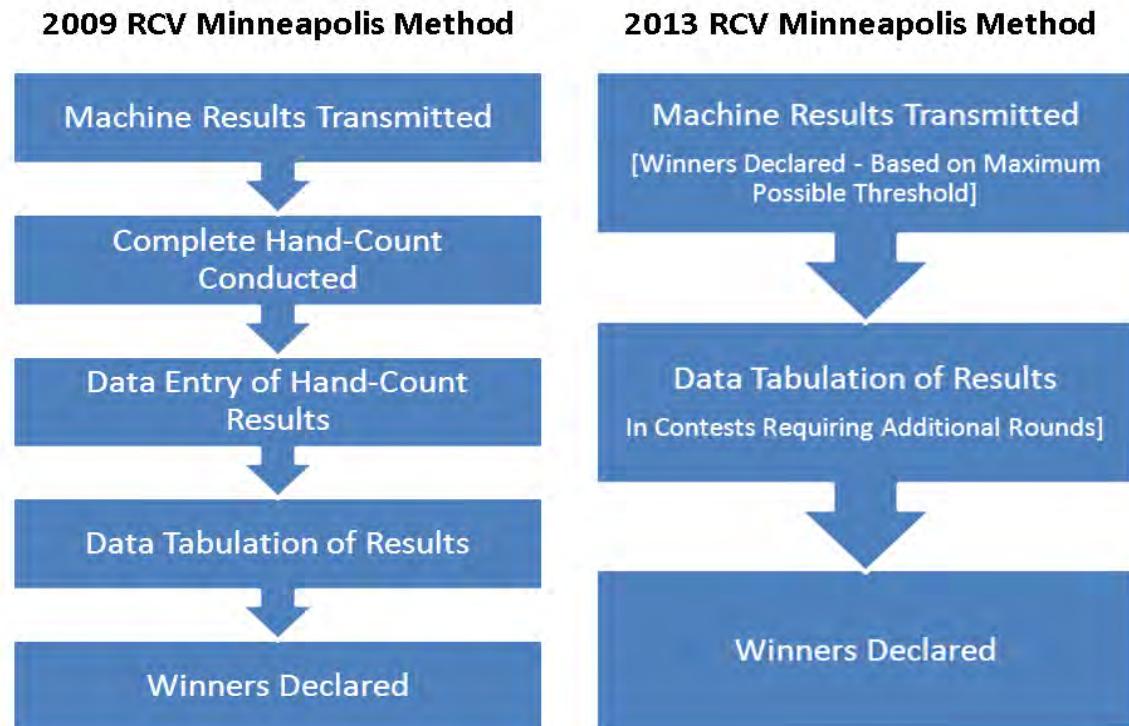
⁶ The “Minneapolis Method” developed by the City’s Elections & Voter Services Unit was presented the Guardian Award by the National Association of Election Officials (Election Center) for “Exemplifying Our Principles and Standard of Conduct for Hand-Counting a Ranked Choice Voting Election.”

2. Data Entry: The data generated is manually entered into an Excel spreadsheet.
3. Tabulation: The data for each race is analyzed to determine the election results and declare winners.

The Minneapolis Method minimizes the handling of each ballot and allows for the simultaneous counting of multiple races, leading to election results being delivered in as short of time as possible. Although the new system cannot calculate the actual vote distribution, it will generate a report that ties together a voter's ranked choices for each race on each ballot. This report essentially eliminates the hand-count and data-entry phases. These technological advancements in the new EMS will be further enhanced by policy-level improvements that streamline the administrative processing of ballots in the following areas:

- Using Election Night totals of first choice results to declare unofficial winners;
- Recording votes for declared write-in candidates individually, all others in aggregate; and
- Modifying voter intent rules to allow greater opportunity for a voter's ballot to remain in play if additional rounds are required.

Consequently, the City anticipates eliminating the need to perform the most time-consuming and most costly phases of the Minneapolis Method in 2013.⁷ The following charts illustrate the differences in the 2009 and 2013 processes.



⁷ In the 2009 Municipal Election, Minneapolis lacked voting equipment that could tabulate RCV ballots; consequently, a full hand-count of all ballots was required. This necessitated the employment of approximately 100 (full time equivalent) election judges to complete the sorting and hand-counting of ballots before the tabulation team could begin its work. This process required a total of 15 days (18 calendar days). Labor, materials, and facilities expenditures totaled \$135,441, as reported to City Council on April 26, 2010. From its analysis, staff believes that the 2013 improvements (described above) will eliminate the need for a full hand-count process. The use of the Excel report produced by the export utility available in ElectionWare Version 5.1 is anticipated to eliminate two distinct phases from the 2009 Minneapolis Method, saving an estimated 1 full working day for each 5 percentage points of voter turnout. Additional process improvements achieved through ordinance amendments are anticipated to achieve significant time savings in the tabulation phase. These procedural modifications assure a high probability that results for all races in 2013 could be available by the Friday following Election Day, for races where additional rounds must be conducted in multiple races.

B. Election Night Results

The new voting equipment will count the votes for each candidate at each ranking. Therefore, by using the results of first-choice machine counts, the City will be able to determine unofficial winners in races where a second round is unnecessary to fill all seats for a particular office. Winners declared on Election Night will be calculated against a “maximum possible threshold.”

The maximum possible threshold is based on the total number of ballots cast in a race, rather than just the number of votes that are tabulated. By focusing on the total number of ballots—and not votes—the threshold will encompass all overvotes and undervotes in a particular race. This has the effect of raising the bar to declare a winner because it accounts for all voters regardless of whether their preferred candidate ultimately is selected in the first-choice machine count. By doing so, staff is able to declare a winner that has a sufficient number of votes necessary to win the race even if all the overvoted and undervoted first choice ballots were valid votes cast for a different candidate. By using this option, there is no possibility for the outcome to be different if completed by machine count or by a round-by-round tabulation. It provides a winner who is mathematically impossible to defeat. Thus, the use of the maximum possible threshold assures that the winners declared from the machine counts will be the same as if the race had been hand-tabulated.

If this process improvement had been in place for the 2009 Municipal Election, the winners of 15 of the 20 single-seat offices on the ballot that year could have been declared on Election Night.⁸ In those races, the first-choice votes showed that a candidate had exceeded the maximum possible threshold, meaning additional rounds of RCV tabulation were not necessary to determine the winner. However, under the 2009 ordinance all three columns of ranked choices had to be hand-counted, data entered, and tabulated before a winner could be declared. The amount of time needed to have results for all races would have been cut in half in 2009, from 15 working days to approximately 8 working days. This process improvement will allow all results to be known many days earlier than they otherwise would.

C. Count Only Declared Write-In Candidates

The amended ordinance calls for changes in the way votes for write-in candidates are recoded.

Individuals who want their write-in votes individually tabulated must now become declared write-in candidates by filing a request with the Elections office no later than 7 days before a general election. This matches how results are recorded for write-in candidates for federal, state, and county offices.⁹ Votes for undeclared write-in candidates will be reported in aggregate, rather than by individual name. In addition to Minneapolis, the cities of Blaine and Saint Paul have adopted this requirement for municipal elections.

In 2009, documenting and counting write-in names consumed a significant amount of time during all phases of the Minneapolis Method. Sorters/counters had to fill out a separate form for each write-in on a ballot, which in turn created additional data entry. This delayed the start of the tabulation phase. The tabulation phase itself also took much longer. Across the 22 municipal races on the ballots, the need to process every write-in as a separate candidate delayed completing the tabulation by several days. The following chart summarizes the magnitude of the challenge.

⁸ Winners could not have been determined for either of the multiple-seat races on the ballot.

⁹ Minn. Stat. § 204B.09, subd. 3

2009 RCV Minneapolis Method: Total Write-In Candidates

[Listed by race and rank]

| OFFICE | FIRST RANKING | SECOND RANKING | THIRD RANKING | TOTAL |
|--|---------------|----------------|---------------|-------------|
| Mayor | 215 | 186 | 234 | 635 |
| Board of Estimate & Taxation | 225 | 111 | 158 | 494 |
| Park Board (At-large seats) | 193 | 107 | 111 | 411 |
| City Council (13 races combined) | 130 | 255 | 401 | 786 |
| Park Board District (6 races combined) | 313 | 274 | 308 | 895 |
| TOTALS | 1076 | 933 | 1212 | 3221 |

The 2009 mayoral contest illustrates how the public is better served by using the same write-in recording process used for federal, state, and county offices. For example, in 2009, the tabulation phase for the mayoral race took 4 hours to complete. Most of that time was spent recording the votes for hundreds of individual write-in candidates. A recent analysis of the 2009 mayoral data revealed that tabulation could have been completed in well under 1 hour if the undeclared write-in candidates had been recorded in aggregate rather than individually.

Substantial time savings would likewise have been realized in the other city-wide races, such as the Board of Estimate & Taxation and the at-large seats on the Minneapolis Park & Recreation Board. In 2009, tabulation took over 8 hours for each of those races, but could have been completed in 1 to 3 hours. Considering all 22 municipal races, the election results could have been released days earlier if undeclared write-ins could have been tabulated in aggregate rather than individually. The public deserves accurate election results reported without unnecessary delay. Tabulating undeclared write-ins as a group supports this goal.

D. Voter Intent

Voter intent is a ballot evaluation process identified and regulated by Minnesota election law.¹⁰ In any election, there exists the possibility that voters will inadvertently complete ballots in a manner that does not allow all votes to be automatically counted.

As applied in Ranked Choice Voting, these types of errors include:

¹⁰ Minn. Stat. § 204C.22, provides that ballots must be deemed valid if a voter's intent is determinable, despite technical errors that might otherwise cause rejection. The statute provides rules on how to determine intent in traditional (plurality) elections. The policy intent behind these statutory protections was to preserve as many ballots as possible in any election, regardless of the type of election process (traditional or alternative) that may be used. Because of this legal requirement, the City of Minneapolis had to create policy rules related to the unique tabulation process for Ranked Choice Voting prior to its first use in 2009. These policy rules provide consistent guidance on handling any potential marking errors on RCV ballots so that as many ballots as possible may be preserved and included in the election process.

- Overvoting, which is choosing more than one candidate at a single ranking;
- Repeating a candidate in multiple rankings; and
- Skipping a ranking, but choosing a candidate at a lower ranking.

Because voter intent with respect to RCV is not addressed in state law, the City must adopt policies about how to interpret voter intent. These policy choices are codified by staff in the form of Voter Intent Guidelines which provide consistent direction on how to process RCV ballots when technical errors are found.

The 2009 guidelines were inconsistent with respect to the treatment of ballots with technical errors. In the case of an overvote, repeat candidate, or multiple skipped rankings, the ballot did not count towards any candidate in the current or subsequent rounds; in the case of a single skipped ranking the ballot counted towards the next highest ranked continuing candidate, if any. The amended ordinance removes this inconsistency and provides for equal treatment in each instance where a technical error is discovered on an RCV ballot during tabulation, providing that the particular ballot will count towards the next highest-ranked, continuing candidate.

This approach gives the voter the greatest chance of having his or her ballot counted towards a preferred candidate, despite a technical error. In RCV, this is an important consideration. Except for an overvote, the voting equipment cannot detect and warn a voter of a ballot error. Without that warning and the chance to correct the ballot at the polling place, it is reasonable to keep as many voter choices involved in the tabulation process as long as possible, when additional rounds are required. The modified guidelines related to voter intent achieve this goal.

E. Recount Trigger

In recognition of the accuracy of modern voting equipment, the legislature decreased the vote difference that triggers a recount in municipal election.¹¹ Specifically, in races with more than 50,000 votes cast, the vote difference is now 1/4 percent instead of 1/2 percent. The following chart shows when a recount will be required:

Statutory Changes Related to Election Recount Triggers

| TOTAL NUMBER OF VOTES CAST FOR THE OFFICE | A recount is required if the vote difference between candidates is... |
|---|---|
| 400 or less | 10 votes |
| More than 400 but less than 50,000 | 1/2% of the total votes for that office |
| 50,000 or more | 1/4% of the total votes for that office |

The amended ordinance no longer references a specific percentage to trigger a recount, but instead references the state statute. This change assures the recount trigger in the ordinance matches state law and eliminates the need to amend the ordinance again if the legislature changes the law at a future date.

¹¹ Minn. Stat. § 204C.36

III. PRECINCTS & POLLING PLACES

A. Evaluation of Precincts & Polling Places

As directed by City Council,¹² the Elections team continues to perform detailed on-site assessments of all 117 polling places. In addition, staff is conducting inspections of sites for near-term and future changes. At the time of this report, 53 of the 117 sites have been assessed. The remaining site visits will be completed by August. Staff prioritized the site assessments, focusing first on the 11 polling places identified as potentially problematic in the February 27 report, as well as any polling places serving a registered voter count close to or exceeding 2,500.

During these in-person, on-site inspections, staff is utilizing an assessment guide to assist in confirming certain mandated requirements, such as ADA-compatible entrances and pathways, as well as a number of desired elements for both election judges and voters. This list of mandated criteria and other assessment factors, which includes suggestions and feedback collected from the Polling Place Work Group (see next section), is provided for reference in Exhibit A – Polling Place Assessment Guide.

In addition to the assessment guide, photographs of each polling place are being taken to provide a visual record of each location. An iPad, outfitted with specialized software, is being used to capture the measurements of each site to prepare a customized, to-scale layout for each polling place. These layouts will identify the preferred site configuration, including furniture and voting equipment, efficient voter pathways, and the location of election judges to maximize the use of space at each site. These refined layouts will assist in facilitating improved line management techniques and in accommodating same-day registration activities.

By standardizing the setup of each polling place, staff will have streamlined a time-consuming process and eliminated guesswork so that election judges can quickly get each polling place organized according to a pre-set layout and be ready to serve voters. (See Exhibit B – Polling Place Layout Example and see Section III. C for more details related to Polling Place Management.)

Going forward, site assessments will be performed on an annual basis to ensure there have been no significant changes that could affect Election Day functionality, or that would eliminate the site as a viable location. Annual visits are also an opportune time to collect additional information, ideas, and suggestions from the staff at the sites themselves. During the site visits already performed this year numerous park, school, and church staff members, among others, have contributed valuable insights into how the City could best utilize their facilities or ways to improve voter service at that particular site.

Many existing polling places have performed well in the past, and are expected to continue performing well in the future. Nevertheless, some sites have endemic problems and need to be relocated. In other cases, the polling site itself may be acceptable but cannot handle the number of voters assigned to it. Of the 117 current polling locations, 25 are serving a registered population of 2,500 voters or more (see Exhibit C – 2012 High Election Day Registrations and Registered Voters Map). In a previous report, staff had also identified 11 sites following the 2012 Presidential Election which received complaints or had known issues in terms of capacity, accessibility, functionality and overall voter service. Proposed 2013 and 2014 recommendations for these sites are provided in Exhibit D – 2013 & 2014 Polling Site Recommendations.

¹² At its regular meeting on December 7, 2012, the City Council directed staff to work with Council Members and key community stakeholder groups, as part of a proposed Elections Accessibility Plan, to review all polling place locations to identify and address potential barriers and challenges and to identify potential new locations, including the option of using one polling place to serve multiple precincts.

Staff recommends changing a small number of polling place sites for the 2013 Municipal Election—changes for which an immediate solution is needed and for which a viable alternative is available and has been requested by or vetted with the community. The following sites are recommended to be changed in 2013(for a full list of 2013 proposed polling sites see Exhibit E – Proposed List of 2013 Polling Places):

- **Ward 2-Precinct 4:** Coffman Union — moves to Weisman Museum
- **Ward 2-Precinct 9:** Seward Towers East — moves to Augsburg College Oren Gateway Building
- **Ward 6-Precinct 2:** Seward Square Apts. — moves to Seward Towers East
- **Ward 8-Precinct 5:** Watershed High School — moves to St Joan of Arc Church (which will serve two precincts—Ward 8-Precinct 4 and Ward 8-Precinct 5)
- **Ward 10-Precinct 2:** Ballentine VFW — moves to Jefferson School (which will serve two precincts—Ward 10-Precinct 1 and Ward 10-Precinct 2)

Staff anticipates that the remaining sites that have not been assessed at the time of this report will function adequately in 2013, particularly because voter turnout is traditionally lower in municipal elections compared to presidential elections.¹³ Furthermore, all polling place sites will benefit from new approaches to polling place management that will be implemented this year.

Staff recommends additional changes in polling places in early 2014, prior to the planned gubernatorial election. These changes will necessitate modifications to precinct lines or the addition of new precincts. Due to timing constraints, staff does not recommend making changes for these polling places at this time. Staff will use the additional time prior to 2014 to investigate alternative locations and solicit community input on those alternatives.

B. Polling Place Work Group

The Elections & Voters Services Unit convened a Polling Place Work Group¹⁴—representing various community stakeholders, interest groups, and neighborhoods—to discuss issues at polling sites, identify critical elements for assessing polling locations, and identify ways to enhance, alter, or improve upon current practices in the management of the polls on Election Day. The Work Group included representatives from the Minneapolis Public Schools, the Minneapolis Parks & Recreation District, the Minneapolis Advisory Committee on People with Disabilities, and the Minneapolis Neighborhood & Community Relations Department, along with several election judges and neighborhood organization and/or community members, totaling twenty-one participants.

During meetings on April 2, 5, 29 and 30, the Work Group discussed a wide array of items and issues, from very specific problems at particular polling sites to suggestions on how best to reach communities with limited English proficiencies (LEP). A compilation of the Work Group's notes and findings are attached as Exhibit F – Polling Place Work Group's Findings. The Work Group reviewed the draft Polling Place Assessment Guide, which was revised to incorporate many of the recommendations put forth by members. Group discussion also produced many ideas related to training and Election Day site management, which are reflected in other sections of this report (See Polling Place Management, Section III. C.).

¹³ Staff anticipates a higher percentage voter turnout in 2013, and has planned accordingly. The most recent open mayoral election with no incumbent on the ballot was in 1993, and voter turnout at that time was 47%, which is well within the planning margin that can be served by the majority of the 117 existing polling places in Minneapolis. Comparatively, in the 2012 Presidential Election, the City achieved a record 82% voter turnout, which highlighted the necessity to re-examine the number and boundaries of precincts and the location and facility capacity and/or restrictions of the designated polling places.

¹⁴ At its regular meeting March 7, 2013, the City Council authorized the formation of a Polling Place Work Group to participate in a comprehensive assessment of the City's polling places and the development of a Polling Place Assessment Guide.

Some of the recurring themes throughout the meetings included:

- Proactive, continuous line management at the polls:
 - Ensuring voters are in the correct location to vote
 - Assisting the elderly or anyone having discomfort standing in line
 - Providing materials to voters in line, such as registration materials or a sample ballot
 - Facilitating an expedited line for pre-registered voters
- Expanded, in-person, voter outreach and education via neighborhood meetings:
 - Utilizing the languages of the community
 - Teaching voting basics, where to vote, and Ranked Choice Voting
- Basic signage & direction within polling sites:
 - Providing easily-recognized entry/starting points for voters within the room
 - Where and how to queue, for registered and non-registered voters

These meetings provided valuable information, and staff believes future meetings would be useful. Staff anticipates continuing the type of dialog begun in the Work Group, with some returning and some new participants. With help from the Neighborhood & Community Relations Department and others, staff solicited representation from under-represented populations including communities of color, immigrant communities, and youth. While some success was achieved in reaching certain segments of these populations, future meetings would provide additional opportunities to reach these voters and to find ways to best facilitate expanded engagement and participation.

C. Polling Place Management

Many Minneapolis voters experienced long wait times to vote in 2012. Challenges with ballot tabulators, defective ballots, faulty pens, and a historic turnout were all contributing factors. In the wake of those challenges, the Elections & Voter Services Unit considered strategies to reduce or eliminate similar lines and wait times in future elections, record-setting or otherwise.

In addition to partnering with Hennepin County on the purchase of a new voting system and equipment and advocating for election reforms,¹⁵ staff focused on enhancements and updates to existing procedures with respect to polling place management. Toward this objective, staff utilized election judge surveys, direct feedback from voters and election judges, and input from the Polling Place Work Group, professional associations¹⁶ and contacts within the industry, and numerous school, park, and public housing staffers who contributed ideas and impressions.

To achieve shorter lines a variety of projects have been undertaken. First, staff is developing more robust precinct profiles. Understanding the population of each precinct is vital to providing optimum voter service and support. Mobility trends in the precinct population, primary languages spoken, and historical voter turnout data are all extremely valuable in determining service and staffing levels. While much of this data has already been gathered, it had not been merged into a single, easily digestible source. The increased polling place visits together with data culled from existing sources will help create a more robust, fully-formed profile for each precinct and the community it serves. This profile will help the Election & Voter

¹⁵ The City's 2013 State Legislative Agenda supported reforms to Minnesota election laws which included, among other things, authorization for early voting, expanded vote-by-mail (VBM) options, vote centers and electronic poll books, and no-excuse in-person absentee balloting. The City Clerk testified in support of these reforms on January 17, 2013, before the House Elections Committee.

¹⁶ The National Association of Election Officials conducted a member conference in Bloomington April 25-27, 2013. Among the workshops was a presentation and discussion about the Association's member survey following the 2012 Presidential Election and the associated challenges experienced across all states. One of the prominent findings from that national survey was the need for stronger polling place management.

Services Unit better prepare for Election Day registrations and also aid in ongoing efforts in terms of voter outreach and education.

A key lesson learned from the 2012 Presidential Election is that voters are frustrated if required to wait in line more than 30 minutes. To provide better line management and voter service at the polls, more judges will be deployed. Greeter judges will be assigned to work the lines to assist in:

- Verifying voters are in the correct precinct, and are either pre-registered or not;
- Providing same-day registration materials when needed so voters can complete forms while waiting;
- Verifying voters planning to same-day register have the proper identification required by law;
- Identifying voters requiring translation assistance, and working to locate that assistance;
- Assisting voters experiencing physical discomfort or who may be physically unable to wait in line and therefore may require curb-side assistance; and
- Distributing sample ballots so voters can familiarize themselves with ballot issues to expedite time in the voting booth.

To better assist voters who are new to their voting site, or new to voting in general, staff will begin an expansion and modification of poll signage; for example:

- In outdoor areas where voters would be approaching the poll, posting a larger sign with an accompanying precinct map that reads “IF YOU LIVE HERE, VOTE HERE” with the precinct outline clearly marked on the map;
- In communities with larger known populations of voters with limited English proficiency, including a sign that indicates how to access translation assistance or language support in the main languages that are spoken in that particular precinct;
- Within the polling place, adding large signage (in multiple languages, as necessary) that says “VOTE HERE” to better direct voters towards the registration area, especially in larger-sized polling place locations where the start of the queuing area may not be immediately visible or obvious to inexperienced voters; and
- For any directional signs or voter-assistance signage, posting the same message(s) in any non-English languages known to be prevalent in the precinct.

For all precincts, staff will work to provide the necessary support and supplies at each site, based on phone interviews with precinct support judges, public comments, Work Group input, and known data from each precinct profile.

IV. ELECTION JUDGE RECRUITMENT

A. Recruiting Judges with Second Language Skills

One in five Minneapolis residents speaks a language other than English in their homes.¹⁷ Therefore, it is imperative to recruit election judges who speak the languages reflective of the various communities within the city. Currently, the Elections Unit relies on the language support page on the Elections website and the Minneapolis 311 language translation vendor. Using the Minneapolis 311 vendor to translate can be a time-consuming task requiring both the election judge and voter to speak with the interpreter in an alternating pattern. This additional challenge leads to an increased wait time for all voters. Therefore, precincts identified with over 15% of the population speaking one of the top three foreign languages spoken in Minneapolis (Hmong, Somali, and Spanish) will have election judges deployed who can assist

¹⁷ *Minneapolis in Any Language: Policies and Procedures to Ensure Equal Access to City Services for People with Limited English Proficiency*. City of Minneapolis: Neighborhood and Community Relations Department. 2012. Print.

www.minneapolismn.gov/www/groups/public/@ncr/documents/webcontent/wcms1p-098636.pdf

those LEP voters, see attached Exhibit G – High Percentage Hmong, Somali, and Spanish Speaking Populations Map. Signage written in these languages will also be placed at the entrance of each polling location indicating which languages are supported. Additionally, the Election & Voter Services Unit is partnering with the Neighborhood & Community Relations Department to secure written translation of election related materials to assist voters. NCR will also be engaged in recruiting qualified election judges who speak a second language.

B. Recruiting the Next Generation of Election Judges

The 2012 Student Election Judge Program was a highly successful endeavor in which 260 students participated. Additionally, a large number of those students were able to provide language support in the polling places. In 2013, the following improvements are being instituted to enhance the quality and commitment of the participating students:

- Emphasizing recruitment of students interested in community service rather than paid service;
- Standardizing 2 shift options for work: 6 a.m. – 2 p.m. or 2 p.m. – 8 p.m.; and
- Prioritizing recruitment and placement of students with second language skills.

Staff is also engaging with social media to reach younger participants on sites like Twitter and Facebook. In conjunction with these efforts, connections are being developed with the seven local colleges and universities through posting election judge and seasonal employment applications on career services websites and social media. Staff is creating an internship connection with the University of Minnesota Community Engagement Scholar Program.¹⁸ The goal of these recruitment efforts is to foster a new and lasting relationship with a brand new pool of passionate election judges and seasonal employees.

V. ELECTION JUDGE DEPLOYMENT

A successful election cannot be conducted without the corps of election judges who staff the polls. Staffing needs are based on three variables that drive coverage:

1. Voter turnout analysis from previous comparable elections;
2. Type of election cycle: local, state or federal and primary or general; and
3. Ballot content: offices, candidate(s) and ballot question(s).

For the 2013 Municipal Election, preparations are based on a projected 60% turnout of registered voters. This is based on historical voter participation rates in municipal elections¹⁹, as well as public interest created by the open mayoral race and several competitive council races. Given these factors—and to achieve optimal coverage at the polling places—staff estimates the need for at least 1,137 election judges to operate the polls.

Staffing needs are determined by the following rubric: Each precinct is required by statute to have at least 3 election judges, and staff plans to add 1 additional judge to ensure adequate coverage throughout the

¹⁸ The University of Minnesota Community Engagement Scholars Program integrates public service with educational projects. Participants in the program are required to complete 400 hours of community engagement work throughout their 4 years at the University. Students are required to work a minimum of 20 hours with an organization, ensuring consistency and quality of work for the organizations and students. There are two ways students can complete their 400 hours. Students either take service-learning courses that integrate volunteering or simply volunteer outside of school. Before graduating, students create a final project, called the Integrative Community Engagement Project that benefits an organization they have worked for while enrolled in the program.

¹⁹ Previous high municipal voter turnout thresholds date back to 1993 when there was 47% voter turnout and in 1997 with 48%.

day.²⁰ This results in at least 4 election judges per precinct. Additional coverage is based on the percentage of estimated voter turnout and generally calculating 1 election judge per 150 registered voters.

Staffing Needs Based on Projected Voter Turnout

| 60% Registered Voters as of Feb. 4, 2013 | No. of Precincts | Team Election Judges (FTE=16 hrs.) | Head & Asst. Head Judge | Total Polling Place staffing |
|---|-------------------------|---|--|---|
| <625 | 11 | 5 | 2 | 7 |
| 626-775 | 13 | 6-7 | 2 | 8-9 |
| 776-900 | 13 | 8 | 2 | 10 |
| 901-1025 | 16 | 9 | 2 | 11 |
| 1026-1150 | 16 | 10 | 2 | 12 |
| 1151-1275 | 13 | 11 | 2 | 13 |
| 1276-1400 | 22 | 12 | 2 | 14 |
| >1400 | 13 | 13-16 | 2 | 15-18 |
| TOTALS | 117 | 1137 | 234 | Avg. = 11.7 |

One of the key lessons from the 2012 Presidential Election was the need for dedicated management in the polling place on Election Day. Consequently, head and assistant head judges are not included in the base coverage formula. Beginning in 2013, the head and assistant head judges are additional requirements for each precinct. Previously, these judges were expected to perform normal election judge duties, which limited their ability to manage the general operation of the poll. This change will allow election judge leaders to be accessible at all times, to supervise activities, interact with and respond to voters who need assistance or information, and make necessary changes to ensure a positive voting experience for all participants. Separate training specifically focusing on these management expectations for head and assistant head judges will be conducted to enable them to meet these new, more expanded responsibilities in the polls.

²⁰ Minn. Stat. § 204B.22, subdivision 1

VI. VOTER OUTREACH & EDUCATION PLAN

In preparation for the 2013 election, a comprehensive Voter Outreach & Education Plan is being developed. The goal of this plan is to ensure all Minneapolis voters are “election ready.” That is, voters are aware of the election on November 5th, including how to vote using Ranked Choice Voting, and the importance of engaging in the election process. Highlights of the plan are described in this section. Significant engagement of outside partners and stakeholders is also a key element of the plan. For the full plan see Exhibit H - 2013 Minneapolis Voter Outreach & Education Plan.

A. Minneapolis Voter Ambassador Program

At the heart of the outreach and education plans is a new initiative this year—the Voter Ambassador Program. Staff intends to recruit community leaders who will advocate for the importance of voting by educating target communities on the “how, where, when, and why” to vote. This year, Ambassadors will also provide hands-on training and information throughout the community on how to cast an RCV ballot.

The genesis for this program is the belief²¹ that leaders who are recognized by their friends, neighbors, and associates have a more significant impact and more influence within their circles, and can, therefore, have greater levels of credibility among their network, which includes likely and potential voters. This can increase the City’s capacity to reach effectively into all segments of the community—including those target populations that have been historically under-represented in elections in Minneapolis.

As envisioned, staff will seek to identify, recruit, and train recognized leaders from throughout the various constituencies and communities that, collectively, are the City of Minneapolis. Input and suggestions from the Mayor and Council Members will be critical to the success of this program, as well as engagement by the Neighborhood & Community Relations Department, neighborhood organizations, diverse stakeholder groups, local businesses, community partners, election advocates, and others. Staff hopes to develop lists of potential candidates for the Ambassador program throughout June with a planned kick-off event in July.

Using a train-the-trainer approach, staff will provide a detailed orientation in election law and processes and Ranked Choice Voting. Each Ambassador will be supplied with polling place location maps, pamphlets and other explanatory materials, demonstration RCV sample ballots, and RCV-specific guides to answer frequently asked questions and common concerns. In addition, Ambassadors will be given demonstration videos that will provide an easy-to-follow visual demonstration of how to vote using RCV. These materials will be made available in multiple languages to facilitate effective outreach to all voters. Finally, Ambassadors will receive regular updates from the Elections team about the 2013 Municipal Election, including regular “briefings,” such as instructions on how to pre-register and confirm registration status and the associated deadlines; how to vote by absentee ballot; how to register on Election Day and how to vouch for other voters; and similar issues.

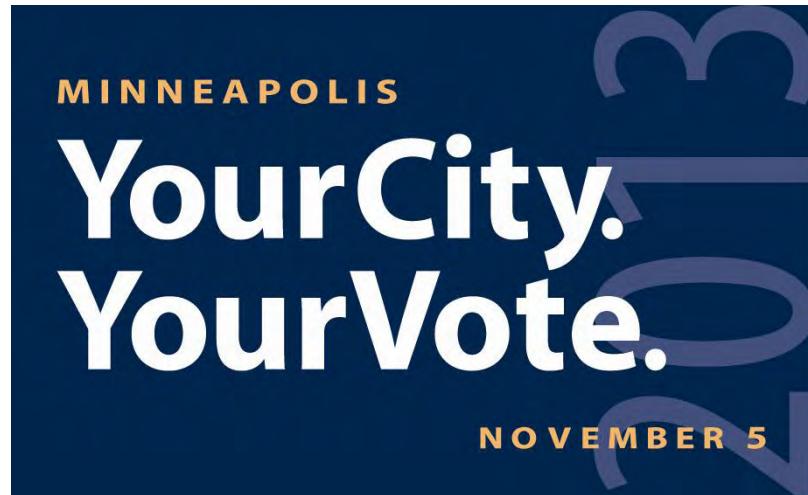
Ambassadors will be asked to commit to a prescribed minimum number of presentations within the community.

B. Internal Partners

The Elections & Voter Services Unit has engaged several internal partners in its planning efforts for the 2013 Municipal Election. The work of these partners has been significant; some of the initiatives are highlighted below to provide a flavor of work that is already underway by this group of allies.

²¹ The conceptual plan for the Minneapolis Voter Ambassador Program is based on research and conclusions presented in the book *The Influentials: One American in Ten Tells the Other Nine How to Vote, Where to Eat, and What To Buy* by Ed Keller and Jon Berry [Simon and Schuster - 2003].

The Communications Department has prepared a dynamic communications strategy based on the overarching Voter Outreach & Education Plan and this year's election calendar. The communications strategy includes an integrated framework of owned, earned, donated or paid, and shared communications channels and leverages existing enterprise communications channels to support the City's efforts to ensure all Minneapolis voters are "election ready." The Communications team has also provided significant input and assistance in the design and development of content for media releases, public announcements, print materials, and other information outlets. As a first step, the Communications Department produced this year's election brand: **|YOUR CITY. YOUR VOTE|**.



The Neighborhood & Community Relations Department has contributed their knowledge, expertise, and wide range of community contacts in support of outreach initiatives, particularly those targeting selected populations that have historically been under-represented in elections in previous years. NCR has also committed to playing a significant role in the development of the Voter Ambassador Program, including help in identifying and recruiting community-based leaders. In addition, NCR staff is assisting in the translation of election materials to ensure key messages are accessible to all Minneapolis residents.

Minneapolis 311, a long-time elections partner, is providing phone support by answering general election calls throughout the year and on Election Day. There are also potential opportunities being explored to integrate an elections-related mobile application within the current 311 application, potentially providing mobile capabilities for voters checking their registration status or finding their polling place location.

The Information Technology Department has been instrumental in developing a new, dedicated website designed specifically for the 2013 Municipal Election. This new website will serve as a clearinghouse for accurate, timely information about this year's election and about Ranked Choice Voting. It will offer a fresh, intuitive design focused on the end user, with content on the site oriented and arranged according to specific audience types: voters, candidates, volunteers, and students. This new website will be launched in early July, tied to the first meeting of the inaugural class of Voter Ambassadors.

Throughout the enterprise, the Elections & Voter Services Unit is encouraging all departments to partner in delivering key messages to potential voters. As part of the Ambassador program, staff is seeking to engage departments with a service-reach to provide information to the residents they serve.

Again, this is based on the premise that direct, person-to-person contacts will be the best way to engage and educate the community about the upcoming election and about Ranked Choice Voting, which has proven to be most effective in informing and motivating potential voters.²² Staff also reviewed the City's

²² Pillsbury, George. "Serving Democracy: Nonprofits Promote Voter Engagement in 2012." The Nonprofit Quarterly Fall 2012: p. 16.

2010 Census participation plan and met with leaders who administered that project to get suggestions on how to duplicate the success of that city-wide initiative.²³

C. External Partnerships

The Voter Outreach & Education Plan calls for the development of a comprehensive network of external partners who can assist in connecting with target populations in settings that are already part of people's regular daily routines. One of the City's key allies in this regard is FairVote Minnesota—an organization that promotes better democracy through public education and advocacy with an emphasis on progressive voting systems. FairVote and other external partners can play a variety of roles, with each organization having the flexibility and support to define how best it can serve the twin goals of voter education and engagement based on its needs, capabilities, and interests.

The Elections & Voter Services Unit will support these external partners in the following ways:

- Sharing facts about Ranked Choice Voting, answers to frequently asked questions, and sample RCV ballots that can be shared and redistributed through websites, newsletters, and other communications that can be posted or exchanged in multiple formats;
- Providing featured speakers and presentations for information forums and special events about the 2013 Municipal Election and Ranked Choice Voting;
- Preparing and distributing educational materials in traditional/print and alternative media;
- Making voter registration applications available at partner locations and events; and
- Conducting (or helping conduct) voter registration drives.

Working with these external partner agencies, the City's Elections team hopes to ensure a strong presence at numerous events that will be held in the next five months leading into the election.

D. Social Media

The City's Elections & Voter Services Unit will make use of social media outlets to help promote the 2013 Municipal Election. Social media tools like Facebook and Twitter provide additional avenues to engage voters and provide election-related information (see Exhibit I – Election's Twitter Page and Exhibit J – Election's Facebook Page for examples of the Elections Unit's social media presence). These sites will work alongside traditional methods of communication, including the new RCV-specific website, to ensure that the City is making use of every possible outlet to inform the electorate in a timely, user-friendly, and efficient manner.

In addition to providing basic election information, a social media presence will help expedite messaging to Minneapolis voters. Ultimately, this new communication method will enable voters to more readily share insights, suggestions, kudos, and complaints with the Elections team during each election season.

Find the Elections Unit at:

Twitter – www.twitter.com/votempls

Facebook – www.facebook.com/votempls

²³ At its regular meeting March 7, 2013, the City Council directed staff to update a plan for targeting outreach resources to precincts with historically lower than average voter turnout, high percentages of communities of color, and those that had a larger than average number of ballots that required normalization in 2009. In doing so, the City Council specifically instructed the Elections & Voter Services Unit to evaluate strategies used in the 2010 Census project for potential applicability and replication with respect to the 2013 Municipal Election.

E. Urban Scholars

The Elections & Voter Services Unit has the privilege of including 17 Urban Scholars in its ranks this summer. These college students will function as field marshals in planning, preparing for, and conducting the bulk of the outreach and education initiatives described in this report. The Elections Unit has 3 full-time Urban Scholars. In addition, a group project was approved for this year's class of Urban Scholars, centered on the 2013 Municipal Election—and all 17 of these young men and women will be involved. The Scholars are focusing on creating specific outreach plans for targeted hard-to-reach populations, and will develop plans in partnership with internal and external partners. The Urban Scholars will report on their projects at the end of summer.

F. Building for Future Elections

Multiple new channels of education and outreach are being developed and deployed for 2013. In some instances, these initiatives will serve as pilot projects for future elections. Staff is committed to maintaining and building upon the accomplishments of this year's Voter Outreach & Education Plan.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Report presented to:

Minneapolis City Council

Standing Committee on Elections – The Hon. Cam Gordon, Chair

Wednesday, June 12, 2013

Report prepared by:

Office of City Clerk – Elections & Voter Services Unit

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Judy Schwartau – Election Specialist Dani Connors-Smith – Election Specialist

Jim Howitt – Election Specialist Tim Schwarz – Election Specialist

Jilla Nadimi - Election Specialist Anissa Hollingshead – Committee Coordinator

Peter J. Ebnet – Policy Aide

Recognitions

The Elections & Voter Services Unit gratefully acknowledges the participation and contribution of several partners who are engaged in preparations for a successful 2013 Municipal Election:

- The Hon. Mark Ritchie, Secretary of State
- Secretary of State's Elections Division
- Hennepin County Elections Team
- Connie J. Schmidt, election consultant
- The City of Minneapolis Urban Scholars – Class of 2013
- FairVote Minnesota (Jeanne Massey, executive director)
- Election Systems and Software
- Minneapolis City Departments:
 - Communications
 - Community Planning & Economic Development
 - Finance & Property Services
 - Information Technology
 - Minneapolis 311
 - Neighborhood & Community Relations



MINNEAPOLIS POLLING PLACE ASSESSMENT GUIDE

Ward-Precinct: _____ Review Date: _____ By: _____
Site Name: _____
Site Address: _____
Main Contact: _____ Phone: _____
Alternate Contact: _____ Phone: _____
Cost for site, if any: \$ _____

See layout/diagram for room dimensions

General

- Within the precinct? (if no, is within 1 mile): Y N
- Centrally located within the precinct?: Y N
- Available for primary in August & general election in November?: Y N
- Available for a special election with 30-day notice?: Y N
- Available from 6am to 11pm/Midnight or later on Election night?: Y N
- Available for equipment delivery/pickup from Wed prior to election thru Friday following election?: Y N

Delivery Instructions / Preferences

- Alcohol is NOT served in the space, nor in any adjoining room?: Y N
 - Food/beverage for poll workers allowed within space?: Y N
 - Kitchen and/or lounge for poll workers?: Y N
- (Specify: _____)
- Lockable storage for poll worker personal items?: Y N
 - Lockable storage for voting equipment?: Y N
- Specify: _____



MINNEAPOLIS POLLING PLACE ASSESSMENT GUIDE

- Adequate lighting?: Y N
If no, what/how much additional lighting is needed?: _____
- Flag bracket at main voter entrance?: Y N
- Visibility of site is high from surrounding streets/sidewalks?: Y N
If no, what streets/surrounding areas would benefit from signage/how can visibility be increased?

- Is it allowable to post signs throughout building where voters will pass?: Y N
If yes, any restrictions/conditions, i.e., special tape, etc? Please list: _____
- Handtruck/cart for judges to utilize to move boxes, etc.? Y N
- Accessible wifi? Y N
- Strong/adequate mobile phone signal? Y N
- Landline phone accessible to poll workers? Y N
- Adequate power/outlets for voting booths, AutoMARK, etc.? Y N
- Snow removal can be ensured prior to 7am on Election Day, when applicable? Y N
- Non-English languages known to be widely in use in precinct?:

- Approximate # of voters to be accommodated in line indoors?:

- Available number of chairs?: _____
- Available number of tables?: _____
- Parking & Transportation**
- Closest public transit option, and how close is the stop?:

- Additional public transit nearby?: _____



MINNEAPOLIS POLLING PLACE ASSESSMENT GUIDE

- Available parking spaces?: Y N
If yes, how many?: _____
- Designated parking for persons with disabilities?: Y N
(With permanent signage in international access symbol)
If yes, how many?: _____
Does at least 1 disabled parking place have space desinated for access aisle?: Y N
- If additional street parking desirable/needed, via Public Works signage, which streets should be designated "Voter Parking Only" on Election Day?:
-
- Disability spaces are required width? (96 in w/60 in access aisle – car; 96 in access aisle – van; 132 in space w/60 in aisle – universal): Y N
Does the path of travel from designated disability parking to accessible entrance involve any of the following (**circle** all that apply)?:
- Steps or thresholds that would impede wheelchair from passing
 - Pathways less than 36 inches wide
 - Debris/blockages/obstructions
 - Rough, loose, slippery or unstable surface
 - Significant change in slope or level
- Disability parking spaces are closest parking to the accessible entrance?: Y N
- If there is a curb, is there a ramp or curb cut for wheelchair access to pathway?: Y N

Entrance, Pathways & Doorways

- If the main entrance is NOT the accessible entrance, is there sufficient signage designating accessible entrance & route?: N/A Y N
- Do accessible entrances have signs designating them as such?: Y N



MINNEAPOLIS POLLING PLACE ASSESSMENT GUIDE

- Are there steps or a threshold to gain access to the site?
(note is elevation is more than $\frac{1}{2}$ inch/threshold should be beveled on both sides) Y N
- If there is a ramp, is it steep? N/A Y N
(should be no more than 1" high for every ft in length; 4 ft wide; has handrails)
- Is the door (**circle** all that apply):
- Revolving?
 - Heavy?
 - Automated?— ***IF YES, POWER ASSIST IS FUNCTIONAL?*** Y N
 - Has lever or loop type handle?
 - Has doorknob or thumb latch handle?
- Door openings at accessible entrance and polling area entrance are 32 in wide?: Y N
- Is pathway to/from polling area 3 ft wide (or, more specifically 6 ft wide, allowing 3 ft pathways in each direction)?: Y N
- Is path of travel from accessible entrance to voting area free of obstructions, narrow entrances, interior doors that can't be opened with a closed fist, or stairs/high thresholds?: Y N
- Is area immediately inside entrance 5 ft x 5 ft allowing wheelchair movement?: Y N

Restrooms

- Restrooms available for voters?: Y N
- Restrooms fully accessible to persons with disabilities?: Y N
(32 in wide doorways; 5 ft x 5 ft space within for wheelchair movement; grab bars; accessible sink; and stall at 60 in wide x 59 in long, with the toilet fixture set in the corner of the stall opposite the door--length reduced to 56 in if wall-hung toilet fixture used)



MINNEAPOLIS POLLING PLACE ASSESSMENT GUIDE

► Additional concerns/needs related to restrooms?:

Poll Workers

► Estimated # needed (Greeter, Registration, Ballot, Demo, Exit)? _____

► Additional workers needed (i.e., door guards/security)?: Y N

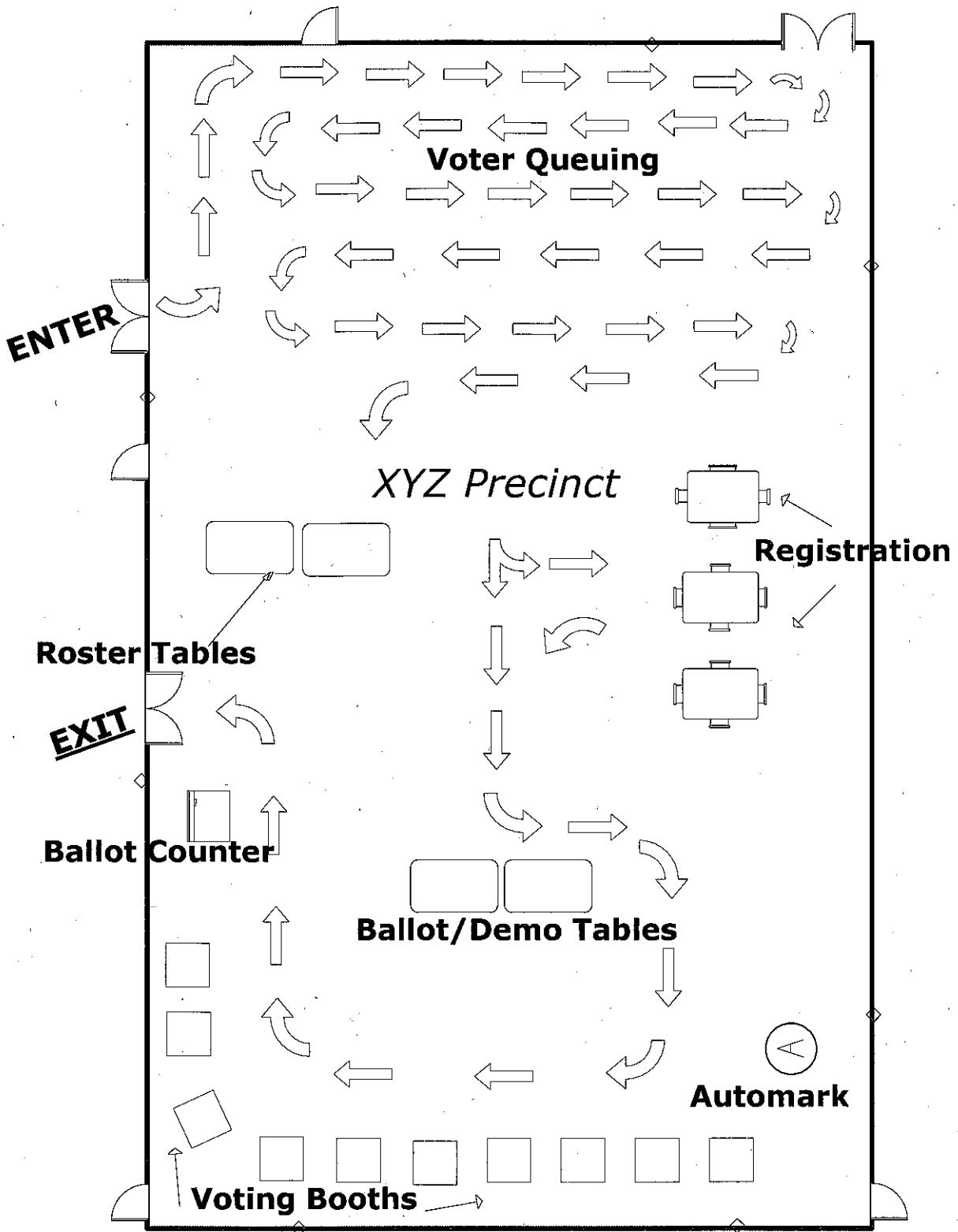
If yes, how many?: _____

Special Needs/ Equipment

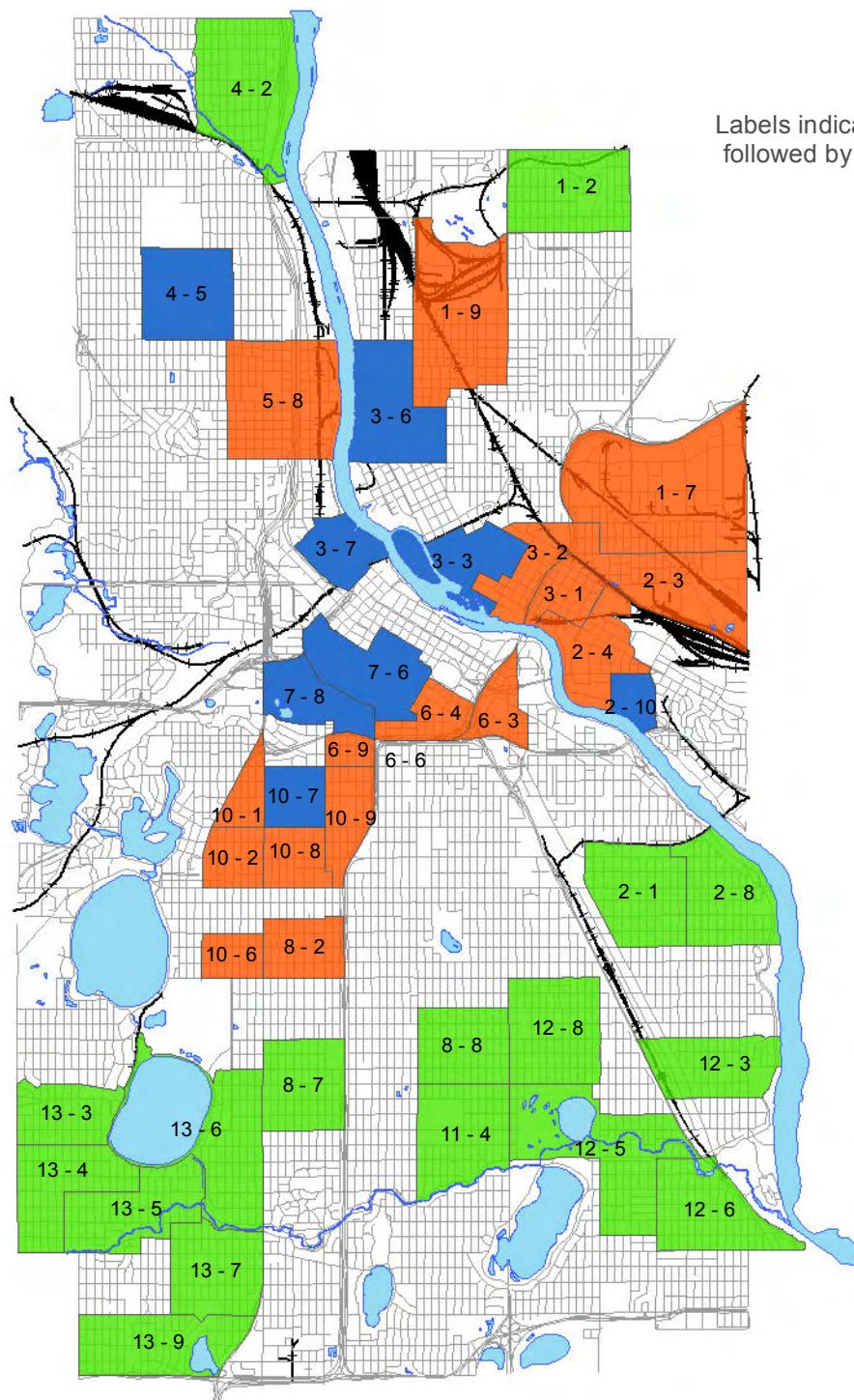
► Does site require any special items/equipment (**circle** all that apply)?:

- Extension cord
(*beyond the 2 already sent*) number?: _____
- Remote doorbell
- Obstruction permit
- Lighting
 - Table/booth lights - number? _____
 - General flood lights - number? _____
- Advance key pick-up
- Special signage (specify)

Additional Notes:



CITY OF MINNEAPOLIS - ELECTION PRECINCTS



- 2,500+ Registered Voters and 600+ Election Day Registrations in 2012**
- 600+ Election Day Registrations in 2012**
- 2,500+ Registered Voters**



June 2013

0 1 Miles

2013 & 2014 POLLING SITE RECOMMENDATIONS

(Sites Above 2,500 Registered Voters / Identified for Priority Review in 2/27/13 Report)

June 12, 2013

| W-P | NAME | CONCERNS/ISSUES | | | | | | | 2013 RECOMMENDATIONS | | | | 2014 RECOMMENDATIONS | | | Projected Turnout of 60% | Registered Voter Total - as of 2/27/13 | | |
|------|-------------------------------------|-----------------------------|------------------------------|-------------------|---------------------------|--------------------------------|---|--|----------------------|-------------------|--------------------------------|--|-----------------------|--|---|--------------------------|--|-------------------------------|-------|
| | | High Registered Voter Count | Small/Difficult Queuing Area | Small Voting Area | Insufficient Site Parking | Site Serves Multiple Precincts | Other (details below) | | | Staffing Increase | New Line Management Strategies | Increase Voter-Only Street Parking | Other (details below) | | | Consider Alternate Site | Consider Precinct Boundary Shift | Consider Addition of Precinct | |
| 1-2 | Waite Park | X | | | | | | | X | X | | | | | X | X | | 1,612 | 2,687 |
| 2-1 | Holy Trinity Lutheran Church | X | | X | X | | | | X | X | X | | | | X | X | X | 1,687 | 2,812 |
| 2-4 | Coffman Union | | | | | | •Many access points - areas needing signage •Foot traffic/activity in the building | | | | | •Relocate to Weisman Art Museum (U of M) | | | | | | 872 | 1,453 |
| 2-8 | Brackett Park | | X | X | | | | | X | X | | | | | X | | X | 1,551 | 2,585 |
| 2-9 | Seward Towers East | | | | | | •Residents of the bldg could not vote on site •Site is outside precinct | | | | | •Relocate to Augsburg College - Oren Gateway Bldg | | | | | | 626 | 1,044 |
| 2-10 | Grace University Lutheran Church | X | | X | | | •Large number of Election Day registrations | | X | X | | •Promote voter registration | | | X | X | | 1,506 | 2,510 |
| 3-3 | Marcy Open School | | | X | | | | | | X | | •Promote walking, biking, carpooling | | | X | | X | 1,584 | 2,641 |
| 3-4 | Spring Manor Highrise | | X | X | | | | | X | X | | | | | X | X | X | 1,122 | 1,870 |
| 3-6 | East Side Neighborhood Services | X | | | | | | | X | X | | | | | X | X | | 1,666 | 2,777 |
| 3-7 | Standard Heating & Air Conditioning | | | X | X | | | | X | X | | | | | X | | X | 1,685 | 2,808 |
| 4-2 | Jenny Lind Elementary School | | X | | X | | | | X | X | X | | | | X | X | X | 1,532 | 2,553 |
| 4-5 | Folwell Community Center | X | | | | | | | X | X | | | | | X | | X | 1,658 | 2,764 |
| 5-6 | Heritage Commons at Pond's Edge | | X | X | | | •Complicated queuing areas / entrance to voting room | | X | X | | | | | X | | X | 1,272 | 2,120 |
| 6-2 | Seward Square Apartments | | X | | | | •Size & configuration of queuing area - difficult space for elderly/disabled voters | | | | | •Relocate to Seward Towers East (former home of 2-9 precinct) | | | | | | 1,201 | 2,002 |
| 7-6 | Westminster Presbyterian Church | X | | | | | •Confusion re voter entrance with Nicollet Mall doors closed | | X | X | | •Additional signed to assist voters | | | X | | X | 1,609 | 2,682 |
| 7-8 | Emerson Spanish Immersion School | | X | X | | X | •Limited queuing areas in shared gym, especially with high turnout •No available restrooms for voters | | X | X | | •Portable toilets on-site for voters | | | X | | X | 2,000 | 3,334 |
| 8-2 | Painter Park | | X | X | X | | | | X | X | X | | | | X | | X | 1,302 | 2,170 |
| 8-5 | Watershed High School | | X | X | X | | | | | | | •Relocate to St Joan of Arc (split use of gym with 8-4 Precinct) | | | | | | 1,428 | 2,380 |
| 8-7 | Martin Luther King Park (Gym) | X | | | | X | •Largest precinct at site was designated for multi-purpose room, not gym •Potential for queuing difficulties, with multiple precincts sharing building | | X | X | | •Additional signage •Designate gym as site for largest precinct on-site | | | | X | | 1,722 | 2,870 |

DEFINITIONS:

New Line Management Strategies = activities involving actively working voter lines to assist voters in registering, confirming voting location, moving through the poll efficiently

Queuing area = area available inside of the polling site to form voter waiting lines

Voting area = room/area in which voting occurs

| W-P | NAME | CONCERNs/ISSUES | | | | | | | | 2013 RECOMMENDATIONS | | | | 2014 RECOMMENDATIONS | | | Projected Turnout of 60% | Registered Voter Total - as of 2/27/13 |
|-------|---|-----------------------------|-------------------------------|-------------------|---------------------------|--------------------------------|--|--|-------------------|--------------------------------|------------------------------------|--|--|-------------------------|----------------------------------|-------------------------------|--------------------------|--|
| | | High Registered Voter Count | Small/Difficult Queueing Area | Small Voting Area | Insufficient Site Parking | Site Serves Multiple Precincts | Other (details below) | | Staffing Increase | New Line Management Strategies | Increase Voter-Only Street Parking | Other (details below) | | Consider Alternate Site | Consider Precinct Boundary Shift | Consider Addition of Precinct | | |
| 8-8 | Bethel Evangelical Lutheran Church | X | | | | | | | X | X | | | | | X | | 1,637 | 2,728 |
| 10-2 | Ballentine VFW Post | | X | | X | | | | | | | •Relocate to Jefferson Community School gym (site also serves 10-1 Precinct in auditorium) | | | | | 1,124 | 1,874 |
| 10-7 | Whittier Park | X | | | X | | | | X | X | X | | | | X | | 1,952 | 3,253 |
| 11-4 | McRae Park Building | | X | X | X | | | | X | X | X | | | X | | X | 1,557 | 2,595 |
| 12-3 | St. Peder's Evangelical Lutheran Church | | X | X | X | | | | X | X | X | | | X | X | X | 1,571 | 2,619 |
| 12-5 | Nokomis Community Center | | | | X | | •Site on parkway - no nearby street parking available | | X | | | •On-site assistance to voters in parking locations | | | | X | 1,657 | 2,761 |
| 12-6 | Minnehaha United Methodist Church | X | | | X | | | | X | X | X | | | | | X | 1,772 | 2,954 |
| 12-8 | Sibley Park Recreation Center | X | X | X | X | | | | X | X | X | | | | X | X | 2,155 | 3,592 |
| 12-10 | Morris Park | | X | X | X | | | | X | | | | | X | | X | 1,099 | 1,831 |
| 13-3 | Linden Hills Park | X | X | X | X | | | | | | X | | | X | | X | 1,536 | 2,560 |
| 13-4 | Pershing Neighborhood Center | X | X | X | X | | | | X | | X | | | X | | X | 1,622 | 2,703 |
| 13-5 | Mt. Olivet Lutheran Church | X | | | | | | | | | | | | | | X | 1,600 | 2,667 |
| 13-6 | Lynnhurst Community Center | X | | | X | | | | | | X | | | X | | X | 1,884 | 3,141 |
| 13-7 | Kenny Community School | X | | | X | | | | | | X | | | | | X | 1,622 | 2,703 |
| 13-9 | Anthony Middle School | X | X | X | X | | •Voting area is small/awkward (theater seating/auditorium) | | X | | X | | | | | X | 1,541 | 2,568 |

DEFINITIONS:

Line Management = all activites involving actively working voter lines to assist voters in registering, confirming voting location, moving through the poll efficiently

Queueing area = area available inside of the polling site to form voter waiting lines

Voting area = room/area in which voting occurs

List of Polling Places - City of Minneapolis

NOVEMBER 5, 2013

| FIRST WARD | SECOND WARD |
|--|---|
| PRECINCT— 1 – River Village, 2919 Randolph St NE 2 – Waite Park, 1810 34th Ave NE 3 – Northeast Middle School, 2955 Hayes St NE (in Media Center) 4 – Audubon Park, 1320 29th Ave NE 5 – Windom Park Building, 2251 Hayes St NE 6 – Parker Skyview Highrise, 1815 Central Ave NE 7 – Van Cleve Park (Multipurpose), 901 15th Ave SE 8 – Holland Highrise, 1717 Washington St NE 9 – Edison High School Gym, 2030 Monroe St NE | PRECINCT— 1 – Holy Trinity Lutheran Church, 2730 31st St E 2 – Sullivan Community School, 3100 28th St E 3 – Van Cleve Park (Gym), 901 15th Ave SE 4 – Weisman Art Museum, 333 River Parkway E * 5 – Pratt Community School, 66 Malcolm Ave SE 6 – St. Frances Cabrini Church, 1500 Franklin Ave SE 7 – Augsburg College Christensen Center, 720 22 nd Ave S 8 – Brackett Park, 2728 39th Ave S 9 – Augsburg College Oren Gateway Bldg, 610 22nd Ave S * 10 – Grace University Lutheran Church, 324 Harvard St SE |
| THIRD WARD | FOURTH WARD |
| PRECINCT— 1 – University Lutheran Church of Hope, 601 13th Ave SE 2 – First Congregational Church of MN, 500 8th Ave SE 3 – Marcy Open School, 415 4th Ave SE 4 – Spring Manor Highrise, 828 Spring St NE 5 – Saint Maron Catholic Church, 602 University Ave NE 6 – East Side Neighborhood Services, 1700 2nd St NE 7 – Standard Heating & Air Conditioning, Inc., 130 Plymouth Ave N (park on 2nd St N) 8 – River Towers Condominiums, 15 1st St S 9 – Open Book, 1011 Washington Ave S | PRECINCT— 1 – Creekview Community Center, 5001 Humboldt Ave N 2 – Olson/Lind Lower Campus School, 5025 Bryant Ave N (park on Dupont Ave N side) 3 – Cityview Performing Arts Magnet School, 3350 4th St N 4 – Loring Community School, 2600 44th Ave N 5 – Folwell Community Center, 1615 Dowling Ave N 6 – Hamilton Manor Highrise, 1314 44th Ave N 7 – Luther Memorial Church, 3751 Sheridan Ave N 8 – Parkway United Church of Christ, 3120 Washburn Ave N |
| FIFTH WARD | SIXTH WARD |
| PRECINCT— 1 – Urban Research & Outreach Center (UROC), 2001 Plymouth Ave N 2 – North Regional Library, 1315 Lowry Ave N 3 – Rainbow Terrace, 1710 Plymouth Ave N 4 – North Point Health & Wellness Center, Inc., 1315 Penn Ave N 5 – Lyndale Manor Highrise, 600 18th Ave N 6C – Heritage Commons at Pond's Edge, 350 Van White Memorial Blvd 7 – Phyllis Wheatley Community Center – Bethune Park, 1301 10th Ave N 8 – Farview Park, 621 29th Ave N | PRECINCT— 1 – Heltzer Manor Highrise, 2121 Minnehaha Ave 2 – Seward Towers East, 2910 Franklin Ave E * 3 – Coyle Community Center, 420 15th Ave S 4 – Elliot Recreation Center, 1000 14th St E 5 – Phillips Community Center, 2323 11th Ave S 6 – Peavey Recreation Center, 730 22nd St E 7 – Ebenezer Towers, 2523 Portland Ave S 8 – Ebenezer Park Apartments, 2700 Park Ave 9 – Minnesota Church Center, 122 Franklin Ave W (use Pillsbury Ave entrance) |
| SEVENTH WARD | EIGHTH WARD |
| PRECINCT— 1C – Bryn Mawr Community School, 252 Upton Ave S 2D – St. Paul's Episcopal Church, 1917 Logan Ave S 3 – First Unitarian Society, 900 Mount Curve Ave 4D – Jones Harrison Residence, 3700 Cedar Lake Ave 5 – Emerson Spanish Immersion School, 1421 Spruce Place 6 – Westminster Presbyterian Church, 1200 Marquette Ave 7 – Bryn Mawr Community School, 252 Upton Ave S 8 – Emerson Spanish Immersion School, 1421 Spruce Place 9 – Temple Israel, 2324 Emerson Ave S (use Freemont Ave entrance) 10 – Minnesota Church Center, 122 Franklin Ave W (use Pillsbury Ave entrance) | PRECINCT— 1 – Horn Towers Highrise, 3121 Pillsbury Ave 2 – Painter Park, 620 34th St W 3 – Sabathani Community Center, 310 38th St E 4 – St. Joan of Arc, 4537 3rd Ave S 5 – St. Joan of Arc, 4537 3rd Ave S * 6 – Martin Luther King Park (Multipurpose), 4055 Nicollet Ave 7 – Martin Luther King Park (Gym), 4055 Nicollet Ave 8 – Bethel Evangelical Lutheran Church, 4120 17th Ave S |

| NINTH WARD | TENTH WARD |
|---|--|
| PRECINCT— <p>1 – Central Gym Park, 3450 4th Ave S (use 4th Ave S entrance) 2 – Powderhorn Park Building (Gym) , 3400 15th Ave S 3 – Andersen School, 2700 12th Ave S (use Andersen Lane entrance) 4 – Little Earth of United Tribes NELC, 2438 18th Ave S 5 – Powderhorn Park Building (Lakeside), 3400 15th Ave S 6 – Corcoran Neighborhood Center, 3332 20th Ave S 7 – Powderhorn Park Building (Multipurpose), 3400 15th Ave S 8 – Holy Trinity Lutheran Church, 2730 31st St E</p> | PRECINCT— <p>1 – Jefferson Community School, 1200 26th St W 2 – Jefferson Community School, 1200 26th St W * 3A – St. Mary's Greek Orthodox Church, 3450 Irving Ave S 4 – Bryant Square Park, 3101 Bryant Ave S 5A – Walker Methodist Home, 3737 Bryant Ave S 6 – First Universalist Church, 3400 Dupont Ave S 7 – Whittier Park, 425 26th St W 8 – Whittier International School, 315 26th St W 9 – Minneapolis College of Art and Design (MCAD), 2501 Stevens Ave</p> |
| PRECINCT— <p>1 – Knox Presbyterian Church, 4747 Lyndale Ave S 2 – Mayflower Church, 106 Diamond Lake Road E 3 – Windom Park Community Center – South, 5843 Wentworth Ave S 4 – McRae Park Building, 906 47th St E 5 – Pearl Community Center, 414 Diamond Lake Road E 6 – Our Lady of Peace Church, 5426 12th Ave S 7 – Mt. Zion Lutheran Church, 5645 Chicago Ave 8 – Lake Nokomis Community School Wenonah Campus, 5625 23rd Ave S 9 – Keewaydin Neighborhood Center, 3030 53rd St E 10 – Diamond Lake Lutheran Church, 5760 Portland Ave S</p> | PRECINCT— <p>1 – Longfellow Park, 3435 36th Ave S 2 – Dowling Urban Environmental School, 3900 River Parkway W 3 – St. Peder's Evangelical Lutheran Church, 4600 42nd St E 4 – Hiawatha Community School, 4201 42nd Ave S 5 – Nokomis Community Center, 2401 Minnehaha Parkway E 6 – Minnehaha United Methodist Church, 3701 50th St E 7 – Minnesota Veterans Home (Bldg. #17), 5101 Minnehaha Ave 8 – Sibley Park Recreation Center, 1900 40th St E 9 – St. Helena Catholic Church, 3201 43rd St E (use parking lot entrance) 10 – Morris Park, 5531 39th Ave S</p> |
| PRECINCT— <p>1 – Bakken Museum, 3537 Zenith Ave S 2 – Lake Harriet Community School – Lower Campus, 4030 Chowen Ave S 3 – Linden Hills Park, 3100 43rd St W 4 – Pershing Neighborhood Center, 3523 48th St W 5 – Mt. Olivet Lutheran Church, 5025 Knox Ave S 6 – Lynnhurst Community Center, 1345 Minnehaha Parkway W (use Parkway entrance) 7 – Kenny Community School, 5720 Emerson Ave S 8 – Armatage Neighborhood Center, 5701 Russell Ave S 9 – Anthony Middle School, 5757 Irving Ave S</p> | Office of the City Clerk  Elections & Voter Services Division 350 South Fifth Street City Hall – Room 1B Minneapolis, MN 55415 www.minneapolismn.gov/elections Call 311 or 612-673-3000 TTY 612-673-2157 June 12, 2013 |

* denotes site change from 2012

POLLING PLACE WORK GROUP

Participants:

Dorothy Robinson, Becky Boland, Mark Hinds, Kevin Klecker, Lynnea Atlas-Ingebretson, Edwin Holmvig-Johnson, Ken Rodgers, Catherine Dorr, Nasra Noor, Idil Farah, Sharon Day, Sara Lopez, Kent Robbins, Al Bangoura, Roda Hassan, Hussein Ahmed, Abdulkadir Warsame, Ayub Sharif

City staff:

Grace Wachlarowicz, Elections

Judy Schwartau, Elections

Jilla Nadimi, Elections

Tim Schwarz, Elections

Steve Poor, Community Planning & Economic Development (CPED)

Ahmed Muhamud, Neighborhood & Community Relations (NCR)

Mariano Espinoza, Neighborhood & Community Relations (NCR)

Gao Vang, Neighborhood & Community Relations (NCR)

The following are combined notes/minutes taken during meetings of the Polling Place Work Group, held on April 2, 5, 29, and 30, 2013.

A few initial comments collected:

- The Polling Place Assessment Guide currently includes the word ‘handicapped’ in certain sections—this language should be updated to reflect current usage of “people with disabilities”
- Seward Square Apartments (6-2): Comments made concerning inadequacy of this site for polling with long lines outside; no line management; difficult/narrow space for voter flow; and little assistance or accommodation for disabled/elderly voters.
- Seward Towers East (2-9): site was confusing for residents in the tower, who could not vote in their building, even though they could see voting taking place on site
- Minnesota Church Center (6-9 & 7-10): to avoid confusion and difficulty with voter management within the site, an effort should be made to find a new location into which we can move 6-9
- Marcy Open School (3-3): reported that power door is not functional
- Northeast Middle School (1-3): reported that power door is not functional

The group identified some “Must Have” qualities of polling sites:

- Accessible restrooms for persons with disabilities; need to be truly accessible, including a 60 inch turning radius and/or 36 inch T-Shaped turning radius
- Accessible power-assist doors must be functional—when assessing polling sites, test the doors
- Adequate lighting; if lighting is insufficient, supply site with supplemental lighting (general room lighting and/or adding additional lights to booths/tables)
- If the polling site is an apartment building/public housing, ensure that the voters living in the building can vote at the poll within their building, i.e., that the site is NOT being used for a different precinct
- Designated parking spaces, or some parking options; if there is not a lot available, need nearby street parking; designate “voter parking only” on sections of street, when possible—base on neighborhood profile...are most voters walking/biking or driving?
Parking that is available is obvious and/or parking areas are marked...signs or volunteers available to assist voters in finding parking

The group identified the following “Like to Have” or “High Priority” qualities at polling sites:

- Polling site is a large venue: gym, auditorium, etc.
- Interior space available for voter queuing; space for 100/1,000 pre-registered voters, if possible
- Interior space allows easy movement in opposing directions, for voters coming and going; no narrow hallways
- Polling place lies within the precinct and centrally located
- Polling place is not isolated/cut off from majority of voters by major road/highway
- Polling place is visible for voters...visible from street, entrance and parking visible
 - Add signage to make easier to find
 - Pre-designed layouts of each polling site provided to judges; judges will not have to determine best layout design themselves
- As few outside activities in areas around & pathways to voting space as possible (within the voting area there *cannot* be any other activities taking place)
- For schools, have solutions/procedures to work around traffic/parking when students are arriving or leaving via bus, etc.
- For schools, ensure security for students; limited access to school by voters; use of voter-exclusive entrances/exits
- Snow – ensure facility has adequate plan in place for snow removal, as necessary
- Avoid using site for two polling locations/double location, if possible

Election Day / Voter Experience Items & Recommendations

- Poll workers that speak languages in precinct/translating services available at polls, including assistance with completion of forms/registrations
- Poll workers with language skills at entrances, to point people in right direction, get them translation services (not all voters can read or will bother to read signs—even if the signs are in their native language)
- More direction and/or signage for voters to instruct on which line to stand in, where line begins, where to start, what documents are needed, and maps of voting precinct and nearby voting precincts
 - *Have such signage in multiple/dual languages*
- iPad for judges to assist in checking precincts for voters
- Phone app that allows voters to check polling location
- Population is aging; senior population will be increasing and we need to think about how we can assist this group in lines, with seeing & reading the ballots, etc.
- Seating options / extra furniture is available and provided for long waits in line, for elderly, disabled, or others, as needed
- Poll workers should approach those with obvious difficulties in line (those in distress, pain, etc) and offer assistance to advance in line, with notice to surrounding voters in line—should the voter choose to accept assistance
- More poll workers to work lines of voters, to check voter's precinct/registration, make sure they have proper documents to register, to hand out sample ballots, etc.
- Display a large sample ballot, that can be seen by voters waiting in lines
- Have maps available to hand out to voters in the wrong precinct—to be able to circle correct location for them on map; also, list of sites used in last election that have been moved/changed and the new location addressed and/or marked on map
- If in a large gym, auditorium or such...utilize some of the space for voter queuing, rather than only having queuing outside of the larger space
- Use all doors available---in one door, out another, when it would assist voter flow
- Create separate lines for registered voters and non-registered voters, when sensible...if large numbers of people in line are waiting to register, move some registered voters ahead to receive ballots, and work line to provide registration materials to people waiting in line to register
- Provide alternate voting space for people who choose to vote outside of voting booths, or to utilize if booths are occupied
- Volunteers/church/community organizations can provide: assistance in voter directions, parking, other needs outside; or with elderly inside...they could "adopt" a polling place and assist with extra activities not covered by available judges

- Expand use of Automark
- Utilize not only for persons with disabilities; use for illiterate voters, voters with poor English skills, etc
- Provide signs that include *images* of items needed to register to vote
- Provide a children's area, for voters waiting in lines with young children...something to keep the children occupied (crayons, something simple)...or perhaps something like that to hand out in line; if space and site staff available to assist with a special area

Outreach/Training/Recruitment Items & Recommendations & Misc. Notes

- In our reminder letter or in contract with polling places, specify that all lights are to be in working order, and accessible/power doors are functional
- Go beyond neighborhood organizations/typical avenues for government outreach and communications...build trust in communities
- Site layouts provided to judges indicate preferred voter paths/queuing, to assist in line management—accessible route(s) into and through site are the routes noted on layouts (or *both* accessible and non-accessible routes)
- Create new outreach and education efforts in the community re: basic elections process, voter registration, RCV, absentee voting, etc (offered in a variety of languages)
 - For Seward/Cedar-Riverside, need for Oromo translations, not only Somali
 - For outreach, materials, etc. consider needs for Russian and Amharic in certain areas
- Use community TV, radio (KFAI), neigh orgs., church/mosque functions (in Latino communities: Incarnation Church, Sacred Rosary, St Stephen's), Somali malls, Confederation of Somali Communities, Oromo Community Center, Centro, Latino Communications Network
- Voter education & outreach efforts should include information on how voters can be involved apart from the election day voting process...i.e., party caucuses, etc.—different opportunities to vote, get involved...which thereby lead to them becoming active voters...involvement beyond a Presidential election every 4 years
- Provide clear training to judges on how/when to transfer poll workers from a less busy location to nearby locations in need of assistance
 - Especially movement of judges with multi-language skills to sites which may have a sudden/pressing need for additional assistance
- Instruct judges to check temporary signs throughout the day, as they may get damaged, torn, removed, and so on
- Recruit judges via churches, mosques, parks
- Recruit more university students (who also happen to have language skills)
- Judge mentors to work with student judges

- Provide voter info via community newspapers
- Create and mail out voter guides (inclusive of all info needed to vote: how, where, what elections, etc.)
- Encourage voting throughout the day, not just at peak times
- Provide time period for early voting / Saturday voting
- Offer more info/education re absentee voting and offer absentee voting in remote locations
- Extensive designating of street parking as “voter-only” is difficult via Public Works; attempt to do so in most-problematic sites
- Judges need to know voters can have someone (of their own choosing) to assist them with their ballot (reading or understanding it)—give more detail on what’s allowed, etc
- In training and/or recruitment, stress idea that judges are there to **enable people** to vote—maybe this will help to recruit more judges

Alternate sites to research/consider:

Webster School

Lyndale School on Grand

Brand new building across the street from North Point Health

Lincoln Community School

Wilder School

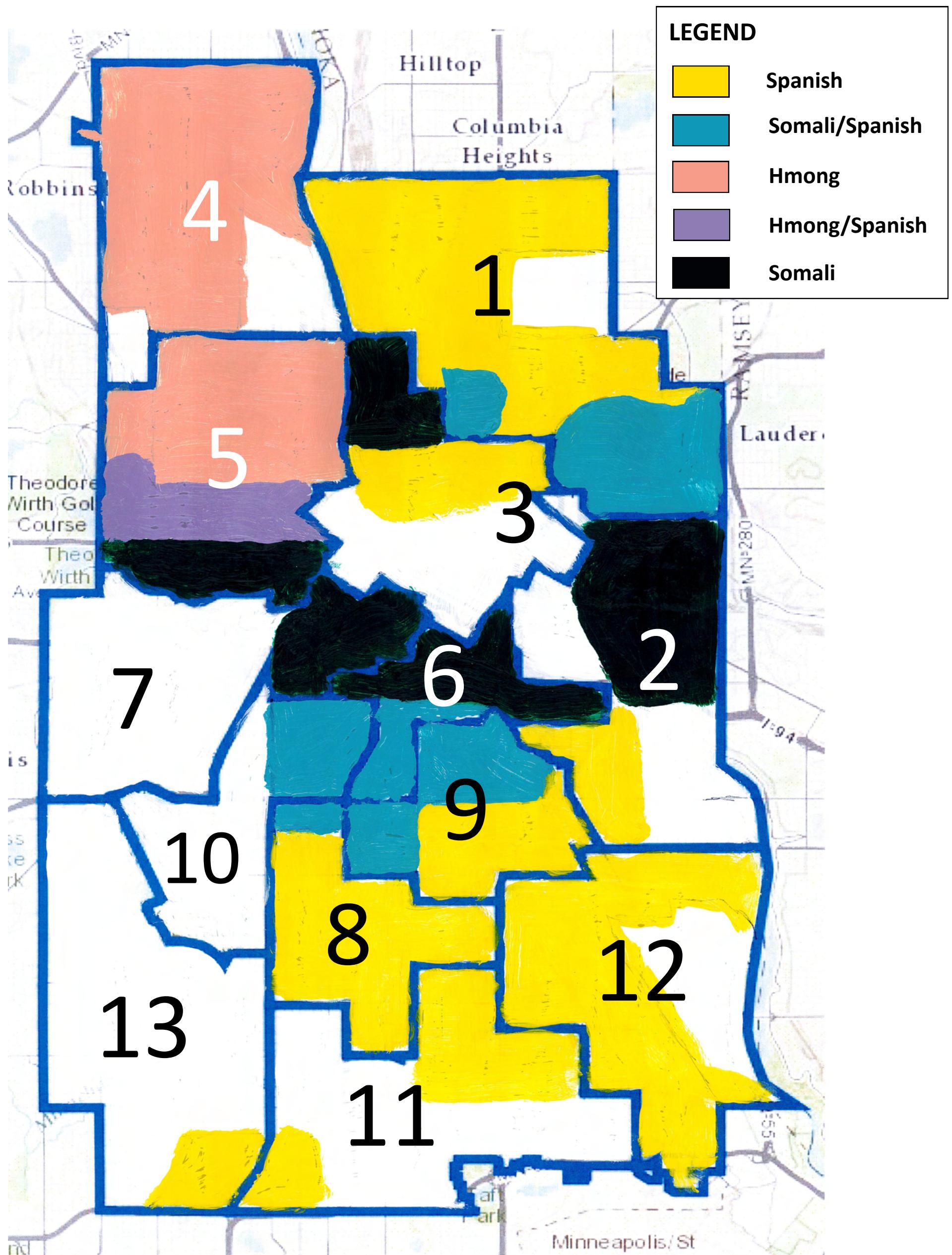
Pillsbury House

-school moving to 38th & Pleasant??

City of Minneapolis

Somali, Spanish, and Hmong Spoken at Home over 15% of Population
January 2013

Wards approved March 27, 2012
Precincts March 30, 2012



2013 Minneapolis Municipal Election Outreach & Education Plan



Goal:

To ensure every Minneapolis voter knows these things:

- When, what, & where of the 2013 Election - there is a municipal election on November 5 in the City of Minneapolis;
- How - how to register and vote in the election, and specifically how to fill out an RCV ballot; and
- Why - every vote matters in local elections, both on Election Day and for the next four years in the governance of the city.

Plan Components:

This plan contains multiple components designed to focus energies in a campaign centered around making personal contacts with Minneapolis residents in order to share information about the municipal election and ranked choice voting. Strategies can be grouped within the following plan components:

Direct Outreach Activities:

Ambassador Program

 Organizational Ambassadors

 Elections Ambassadors

Existing Community Events

Special Events Development

 Voting Equipment Demonstrations

 Other Targeted Special Events to Highlight Voter Education Messaging

Candidate Education

College Student Outreach

Other Outreach Activities:

Youth Focused Outreach

Creating effective tools - including consistent messaging

 Ambassador Tool-kit

 Sample Ballot

 Website

 Webinars

 Educational videos

 Publications

Plan Benchmarks & Roles

The Elections and Voter Services Unit of the Office of the City Clerk is coordinating the 2013 Outreach and Education Plan. The following chart identifies the major strategies being planned, including the requested role of internal City partners in the Plan's deployment.

Key to Components:

Ambassador Program
Existing Community Events
Special Events Development
Candidate Education
College Student Outreach
Youth Focused Outreach

| Time Frame | Strategy | Communications Role | NCR Role | Role of other partners |
|------------|---|------------------------------|---|--|
| May | Identify neighborhood organization monthly & annual meeting schedules | | Provide information on neighborhood association contacts & meeting schedules | |
| May | Urban Scholars start May 20- project orientation May 21st and elections training May 23rd | | | 2 scholars full-time in elections; 17 scholars City-wide involved in group project |
| May - June | Ambassador Program toolkit development | Assist in drafting materials | Review materials to help provide stakeholder input; provide translation services for identified materials | |

| Time Frame | Strategy | Communications Role | NCR Role | Role of other partners |
|------------|---|--|---|------------------------|
| May - June | Develop list of organizations to contact | | Provide information on existing partner organizations | |
| May - June | Ambassador recruitment - individuals | Publicize ambassador opportunity in communication channels | Identify influential community members and assist in making contacts to recruit as ambassadors | |
| May - June | Develop a calendar of events through November at which to have a potential presence | | Provide calendar listing of known neighborhood and community events | |
| May - June | Develop training for candidates | | | |
| May - June | Develop materials & common messaging for use by campaigns | Assist in identifying and drafting materials | Review materials to help provide stakeholder input; provide translation services for identified materials | |
| May - June | Identify college outreach project scope and deliverables | | | 16 Urban Scholars |

| Time Frame | Strategy | Communications Role | NCR Role | Role of other partners |
|---------------|---|---|---|---|
| May - June | Identify contacts at each college & university in the city | | | 16 Urban Scholars |
| May - July | Ambassador recruitment - One-to-one visits with organizational representatives to identify interests and recruit partners | Publicize organizational ambassador opportunity in communication channels | Assist in making contacts with organizations with whom NCR/staff has existing relationships | |
| June | Develop "Vote Here" sign for coloring contest | Graphic design assistance in developing sign (8.5 x 11) | | Urban Scholar team #3 area of focus |
| June | Develop special event(s) with draws for target communities to incorporate voter education into | | Provide assistance in making community contacts | |
| June - August | Meet with the City's advisory committees for input on outreach plan and to recruit ambassadors | | | Urban Scholar teams participate for input |

| Time Frame | Strategy | Communications Role | NCR Role | Role of other partners |
|---------------|---|--|---|-------------------------------------|
| June | Develop strategy for National Night Out - any materials to Luther Krueger | Assist in development/refinement of specific materials | Provide translation services for identified materials | |
| June | Begin making initial contacts with Elementary - high school teachers about fall programs | | | Urban Scholar team #3 area of focus |
| June - July | Ambassador trainings | | Language support assistance | |
| June - July | Cultivate external partners to assist in each special event being planned | | Assistance in identifying potential partners and connecting with partners with existing relationships | |
| June - August | Identify other lesson plans & prepare Minneapolis-specific plans for different age groups to add to the website | Incorporate into Communications Plan as a potential Communications Opportunity | | Urban Scholar team #3 area of focus |
| June - July | Develop focused outreach & education tactics and implementation plan for college outreach | | | Urban Scholar team #2 area of focus |

| Time Frame | Strategy | Communications Role | NCR Role | Role of other partners |
|-----------------|---|--|--|-------------------------------------|
| June - July | Cultivate partnerships with school leadership for college outreach | | | Urban Scholar team #2 area of focus |
| July | Official Voter Education & Outreach campaign kickoff - - including Ambassador program | Incorporated into Communications Plan as a Communications opportunity | Continue to provide information about the O&E plan to existing contacts and stakeholders | |
| July | Start regular meetings for feedback and information sharing with ambassadors | | | |
| July - August | Deliver candidate & campaign trainings | | | |
| July - November | Schedule presentations by ambassadors | Incorporate into Communications Plan as a potential Communications Opportunity | | |
| July - November | Provide updated & timely information for organizational ambassadors to share through their channels | | | |

| Time Frame | Strategy | Communications Role | NCR Role | Role of other partners |
|---------------------------|---|--|--|---|
| July - October | Deploy outreach plan at identified events via ambassadors and partners | Incorporate into Communications Plan as potential Communications Opportunities | | |
| August | National Night Out - Elections presence and information | Incorporated into Communications Plan as a Communications opportunity | Provide support in deploying resources on National Night Out | |
| August - October | Schedule high school visits to Civics classes | Incorporate into Communications Plan as a potential Communications Opportunity | | Urban Scholar team #3 area of focus |
| August | Presentation of outreach plans to targeted communities developed by the 3 urban scholar teams | Incorporate into Communications Plan as a potential Communications Opportunity | | Presentation by Urban Scholars group to the City Council - most likely at CoW 8-1 |
| August - September | New equipment demonstrations, including test election(s) | Incorporate into Communications Plan as a potential Communications Opportunity | | |

| Time Frame | Strategy | Communications Role | NCR Role | Role of other partners |
|---------------------|--|--|----------|------------------------|
| August - September | Deploy classroom elections on important issues (From lesson plan) | Incorporate into Communications Plan as a potential Communications Opportunity | | |
| August - September | Work with high school student groups to encourage voter registration drives for 18 year olds on campus | | | |
| August - November | Serve as a resource for campaigns to review content or plans related to election processes | | | |
| September | Provide "Vote Here" coloring signs materials to elementary schools | | | |
| September - October | Cultivate partnerships with on campus groups and organizations | | | |

| Time Frame | Strategy | Communications Role | NCR Role | Role of other partners |
|----------------------|--|--|----------|------------------------|
| September - November | Deploy full college student outreach plan | Incorporate into Communications Plan as a potential Communications Opportunity | | |
| October | Target time frame for holding special events | Incorporate into Communications Plan as a potential Communications Opportunity | | |
| October - November | Post coloring sheets in polling places and City Hall | Incorporate into Communications Plan as a potential Communications Opportunity | | |

Ambassador Program

Envisioned as the heart of the 2013 Outreach & Engagement Plan, the Election Ambassador Program is focused on identifying and recruiting both individual and organizational partners as Election Ambassadors. We will educate these recognized leaders from various communities and constituencies from throughout the City of Minneapolis about the importance of voting, the need to engage all eligible voters, the planned November 5 General Municipal Election, and the Ranked Choice Voting methodology, including how to cast an RCV ballot.

Elections Ambassadors

The Elections Division will recruit, train, and support a team of individual ambassadors who will be prepared to engage their friends, neighbors, and other Minneapolis residents in discussions and sharing of information on the how, where, when, and why of this year's election and RCV. These ambassadors are a key element of our focus on having as many one-to-one conversations with voters as possible. Ambassadors will also be trained and supported in providing presentations to groups and at events to the extent they are willing to engage.

Recruitment of these ambassadors will include a special focus on engaging ambassadors from the full spectrum of different communities and constituencies across the city. Neighborhood and Community Relations will assist in identifying influential individuals within different cultural communities who may be willing to serve as ambassadors. Other sources of potential volunteers can include current election judges, 2009 Speakers Bureau volunteers, and others. Additionally, past and present Student Election Judges will have the opportunity to play a role as Student Ambassadors to deploy in targeted outreach to other young people and students.

Organizational Ambassadors:

A key factor to being able to educate different audiences is to be able to reach out to people via personal contacts in those settings that are already a part of people's regular daily routines. These places can include:

- Service-oriented organizations and other community based organizations
 - Rotary
 - Minneapolis Urban League
 - League of Women Voters - developing their own pool of educators
 - FairVote
 - Minneapolis Highrise Representative Council
 - Common Cause
- Cultural Organizations
 - Brian Coyle Center
 - Somali Action Alliance
 - Southeast Asian Community Council
 - Lao Assistance Center of Minnesota
 - Official Ka Joog Organization
- Houses of worship
- Direct service providers

- Community Action
- North Point Health & Wellness
- Fremont Clinic
- HCMC Clinics (Whittier)
- City agencies that interface with the public - Development Review, Regulatory Services, Health Department, Licensing, Animal Control, Assessor/homesteading --Information on the election, voter registration applications available

The precise role played by an organizational ambassador will be defined by each organization, based upon its needs, capabilities, mission, and interests. There are myriad ways organizations can incorporate messages and activities about voting and specifically this year's municipal election into what they are already doing in the communities they serve. Through the Ambassador program, the City's Elections division, in partnership with other City departments including the Neighborhood and Community Relations Department, will be able to provide support to our organizational partners to implement any or all of the following options:

- Share information about ranked choice voting on their websites, in newsletters, or through fliers posted or available at their locations and events
- Invite a speaker to address their members or people they serve at meetings or events
- Distribute educational materials
- Get involved in planning and promoting special events that include a focus on ranked choice voting education
- Make voter registration applications available at their locations and events
- Conduct voter registration drives
- Host candidate and informational forums
- Provide volunteers to help present information about RCV to different groups and events
- Adopt a polling place - provide assistance to voters on Election Day at their polling place with identifying where to go and what to do, including parking and utilizing curbside voting if needed.

Ambassador Toolkit

The toolkit will include materials accessible on the Elections website or provided directly to ambassadors to aid in their work in service to the elections process.

Some items available in the tool kit will include:

- web buttons to direct visitors to vote.minneapolismn.gov
- sample articles for news letters or websites
- posters
- core print educational materials in key languages that can be downloaded and customized with organizational information
- demonstration videos
- sample ballots
- PowerPoint presentations
- talking points about RCV
- an FAQ with answers to frequently asked questions
- webinars/training materials

Ambassador Program Timeline and Benchmarks

| May | June | July | August | September | October | November |
|--|----------------------|---|--------|-----------|---------|----------|
| Develop list of organizations to contact | | | | | | |
| Toolkit development | | | | | | |
| Ambassador Recruitment - One-to-one visits with organizational partners to identify interests & recruit partners | | | | | | |
| Ambassador Recruitment - individuals | | | | | | |
| Meet with the City's advisory committees for input on outreach plans and to recruit ambassadors | | | | | | |
| | Ambassador Trainings | | | | | |
| | | Official Ambassador Program kickoff | | | | |
| | | Start regular meetings for feedback & information sharing | | | | |
| | | Presentations by Ambassadors | | | | |
| | | Provide updated timely information for sharing through channels | | | | |
| | | | | | | |

Existing Community Events

As part of a strategy to make as many personal contacts in outreach about RCV as possible, a full plan is necessary to ensure there are opportunities to integrate information about RCV education and awareness into the many events already occurring in different communities. NCR will be engaged in the work to help identify different neighborhood and cultural events and festivals into which RCV education can be integrated. This will include also regular and annual neighborhood association meetings, and taking advantage of NCR's existing relationships with these associations. External partners, including in particular Fair Vote Minnesota, have committed to ensuring there is a presence at as many events in the city as possible sharing a coordinated message about the election and RCV.

Major city-wide events will also be a part of this plan. Traditionally, the Elections and Voter Services division has utilized National Night Out as a valued channel for distributing information about upcoming elections to communities throughout the city. It is anticipated that will also be the case this year, and will be augmented by being a part of other events that reach residents throughout the city.

Working on this plan will be a part of the responsibilities of the Urban Scholars working in the Elections and Voter Services division this year. This will include planning a list of events, coordinating a presence at those events between external partners and Election Ambassadors, and creating differentiated tactics to employ based upon the type of event and expected audience.

Existing Community Events Outreach Timeline and Benchmarks

| May | June | July | August | September | October | November |
|---|---|--|--------------------|-----------|---------|----------|
| Identify neighborhood organization monthly & annual meeting schedules | | | | | | |
| Develop a calendar of events through November at which to have a potential presence | | | | | | |
| | Develop strategy for National Night Out - any materials to Luther Krueger | | | | | |
| | Develop tactics for different types of events and audiences | | | | | |
| | | Deploy outreach plan at identified events via ambassadors and other partners | | | | |
| | | | National Night Out | | | |

Special Events Development

Two different types of special events are being planned as part of the Voter Outreach and Education campaign: events focused on elections and RCV, and events with another primary draw that will incorporate significant election-related educational and awareness activities.

Experience in 2009 with RCV outreach work demonstrated a lower general level of interest by the general public in events focused solely on RCV. For that reason, events of that type will be minimized this year, but will likely still include a series of demonstrations of the new voting equipment that will be used for the first time this fall. It is anticipated that equipment will be available to the City in late summer to early fall. The vendor supplying the equipment has agreed to assist in these demonstrations. It is not necessarily expected that interest in these demonstrations will be widespread, but they will provide an opportunity for those voters who are engaged in this change to see and experience the new equipment before Election Day, as well as the media. At least one demonstration will be conducted as a full scale mock election.

The greater focus of special events in this portion of the campaign is developing events that will have another primary draw but are designed with the express intention of incorporating educational and awareness components centered on this fall's election. These events will focus on targeting specific communities and creating a valuable venue for elections related messaging. Part of planning these events is cultivating external partners engaged in the target communities who will collaborate and lead in their deployment. For 2013, it is likely the number of these events will be extremely limited, but the concept will be piloted to explore the potential for broader use in future outreach and education campaigns.

Special Events Timeline and Benchmarks

| May | June | July | August | September | October | November |
|--|---|------|------------------------------|-----------|---|----------|
| Develop potential special events with draws for target communities | | | | | | |
| | Cultivate external partners to assist in events being planned | | | | | |
| | | | New equipment demonstrations | | | |
| | | | | | Target timeframe for major special events | |

Candidate Education

Candidates spend a significant amount of time and resources in connecting with voters. They also have a vested interest in ensuring voters know where to go and what to do on Election Day, making them valuable partners in helping deliver our key education messages. This campaign's strategy around engaging candidates includes ensuring candidates and their campaigns have accurate information about and understanding of RCV and election processes, as well as access to consistent messaging and educational materials to employ in their own outreach work.

The Election and Voter Services division is also an ongoing resource for campaigns for accurate, unbiased information relating to election processes, including ranked choice voting, voting absentee, and providing Election Day process information.

Candidate Training Program Timeline and Benchmarks

| May | June | July | August | September | October | November |
|---|------|--|--|-----------|---------|----------|
| Develop training for candidates | | | | | | |
| Develop materials & common messaging for use by campaigns | | | | | | |
| | | Deliver candidate and campaign trainings | | | | |
| | | | Serve as a resource for campaigns to review content or plans related to election processes | | | |

College Student Outreach

There are several colleges and universities in Minneapolis, most of which either draw a large portion of their student body from within the city, or have residential dorms. Targeting specific outreach and educational activities towards college students, potentially in partnership with different organizations and groups within the schools, is essential to reaching these potential City voters.

Putting together a specific outreach and education plan focused on college students is an ideal fit for one of the primary components of the group project being done by all 16 Urban Scholars at the City from May through August in 2013. The Urban Scholars themselves are college students, and will be returning to their own campuses in the fall, some even within the City. The development of a comprehensive plan targeted at this demographic and the formation of some preliminary partnerships will enable a smooth roll out of the full plan once classes resume in the fall, just in time for the approaching election.

College Student Outreach Timeline and Benchmarks

| May | June | July | August | September | October | November |
|--|--|------|--|-----------|---------|----------|
| Urban Scholars start - project orientation May 21st | | | | | | |
| Identify project scope and deliverables | | | | | | |
| Identify contacts at each college & university in the city | | | | | | |
| | Develop focused outreach and education tactics and implementation plan | | | | | |
| | Cultivate partnerships with school leadership | | | | | |
| | | | Presentation of college outreach plan | | | |
| | | | Cultivate partnerships with on campus groups and organizations | | | |
| | | | Deploy full plan | | | |

Youth Focused Outreach

Although most young people targeted through this part of the campaign will not be able to vote in November's election, they share two common traits that make them an important focus for outreach. First, young people all have some kind of adults - parents, grandparents, and others - involved in their lives. Delivering clear key messages through children is proven method of reaching those adults. Second, reaching kids at a younger age with key messages about the role and importance of elections can help develop engaged future voters. Much of the youth focused work in this campaign is designed around these two concepts.

Additionally, there are high school youth who will be eligible voters on November 5th. Working with teachers, schools, and student leadership groups, these students can be targeted for information about registering and participating in voting.

Many resources already exist for lesson plans focused on elections for a variety of different age groups. Providing information about these resources and developing suggestions specific to this year's election in Minneapolis provides value to teachers at different grade levels who wish to incorporate something relating to this current event into their curriculum.

Developing specific activities for different age levels can create enthusiasm surrounding the election that children can help convey to their parents, while also garnering additional attention in the media and raising general awareness.

Early elementary students: "Vote Here" signs are typically hung in polling places. Providing neighborhood schools with a sheet designed to be colored and decorated by students creates a general awareness about the upcoming election, and a point for discussion within the classroom with the potential to carry over into the home. Once decorated, if those signs are posted in actual polling places on or before Election Day, they serve a dual purpose of informing voters of voting locations and giving students a visible stake in Election Day activities.

All ages: Develop an adaptable lesson plan that could be used across multiple age groups for teachers to talk with students about what kinds of issues local governments address. The lesson plan will provide teachers a framework to discuss issues, and encourage their students to identify what they think are the most important local issues for the next Mayor and Council to focus on; as well as the option to allow students to employ some ranked choice voting of their own to come up with an ordering of those issues. The end result could be the opportunity for students across the city to gain a greater understanding of the roles local government plays, a rough idea of how ranked choice voting works, and a media-friendly end product of youth opinions on key issues for the next mayor to focus on.

High school: To target those high school students who may be eligible to vote in the election, visits to senior-level civics classes to talk about RCV can be scheduled with Elections staff or ambassadors. Student government groups can also be encouraged to conduct voter registration drives on campus. Both of these activities can also incorporate recruiting efforts for the ranks of student election judges who help serve in polling places on Election Day.

Youth Focused Outreach Timeline and Benchmarks

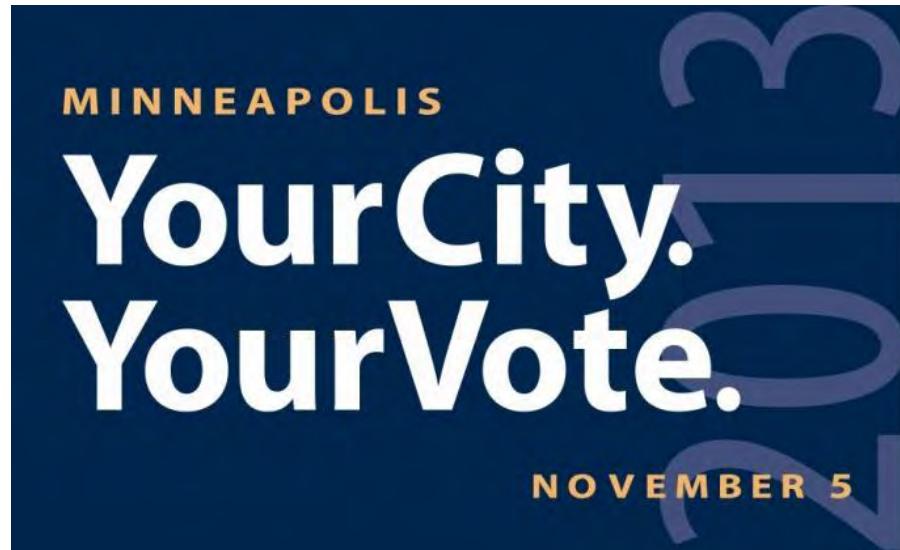
| May | June | July | August | September | October | November |
|-----|--|------|---|---|--|-----------------------------|
| | Develop “Vote Here” sign for coloring contest | | | | | |
| | Begin making initial contacts with teachers about fall programs | | | | | |
| | Identify other lesson plans and prepare Minneapolis-specific plans to add to the website | | | | | |
| | | | Schedule visits to high school civics classes | | | |
| | | | Work with high school student groups to encourage voter registration drives | | | |
| | | | | Deploy classroom elections on local issues | | |
| | | | | Provide “Vote Here” signs materials to elementary schools | | |
| | | | | | Post “Vote Here” signs in polling places and City Hall | |
| | | | | | | Deliver issues to new Mayor |

2013 Minneapolis Election

DRAFT Communications plan

GOAL:

- Support the City's work to educate Minneapolis voters, recruit election judges and encourage eligible voters to cast their ballots on Election Day.



OBJECTIVES:

- Promote 2013 City Election and encourage all eligible voters to participate, specifically targeting those who historically have been less likely to vote (non-English and low-turnout areas).
- Raise awareness about voting in the 2013 election, how ranked choice voting will work and how folks can learn more via outreach/public education effort.
- Raise awareness about the opportunities for folks to help with the 2013 election by serving as an election judge on Nov. 5.
- Promote Minneapolis – and City Elections – values around civic participation (in this case voting) and commitment to ensuring that the Election is managed professionally, fairly and transparently.

PRIMARY AUDIENCES:

- Minneapolis eligible voters, with emphasis on those who participate less or have more barriers to voting, including:
 - Minneapolis eligible voters in neighborhoods/communities identified by Elections & Neighborhood & Community Relations
 - New voters (non-English, young, recent arrivals)
 - Older voters?
- Civic and community organizations
- Influencers/thought leaders

- Traditional media and new/online journalists

KEY MESSAGES/MESSAGE (*note these are broad communications messages – not voter education*):

- Theme: Minneapolis: Your City. Your Vote. Nov. 5, 2013
- The people of Minneapolis are civic minded and engaged. We expect that will translate into very high voter turnout on November 5, particularly since we have an open race for a new mayor and all 13 city council seats up for election.
- Voting is different for City elections because Minneapolis voters approved the use of ranked choice voting back in (what year).
 - Voting may be different, but it's still easy. When casting your ballot, you simply give candidates a ranked order – first, second and third according to your own preference. We'll have folks on hand on Election Day if you need help.
 - Ranked choice voting eliminates the need for a primary election, so folks won't have to go to the polls twice in 2013.
 - *PLACEHOLDER (for discussion depending on what developments occur with equipment purchases)* Because we use ranked choice voting, there isn't an electronic ballot counter. All ballots will need to be counted by hand, which means it will take longer for the City to have election results.
- We want every eligible voter to cast their ballot on Election Day. You can help the polls run smoothly by volunteering to be an election judge.
- If you speak a second language, we really need your help. Volunteer to be an election judge and you can help Minneapolis ensure that everyone has an easy time voting on Election Day.
- The right to vote is paramount and we take seriously our responsibility to ensure that our city elections are fair and accurate and managed professionally and transparently.
- *PLACEHOLDER (for discussion depending on what changes are implemented): The City has made improvements from the 2012 election to make it smoother for voters ... what those may be ...*

COMMUNICATIONS TACTICS & BENCHMARKS:

Green indicates Communications tool/tactic

Blue indicates Election benchmark that may be a Communications opportunity or is a *suggested* new benchmark

Red PLACEHOLDER to indicate Communications work/support for Public Education/Outreach plan from NCR/Elections

| Benchmark /Timing | Tactic/Opportunity | Audience | Key Messages + content | Who | Cost |
|-------------------|---|---|---|--|---|
| March 29 | <p><i>What:</i> Council Recommendations on Possible RCV ordinance changes? If so:</p> <ul style="list-style-type: none"> • Web news item • Newsbites • News Release (?) | <ul style="list-style-type: none"> • All (English) | <ul style="list-style-type: none"> • Why changes needed • What it means for voters | <ul style="list-style-type: none"> • Elections staff draft changes/rational e (RCA) | <ul style="list-style-type: none"> • \$0 |
| Spring | <ul style="list-style-type: none"> ○ Revamped Web site <ul style="list-style-type: none"> ▪ www.voteminneapolis.org ▪ only updated content viewable ▪ prioritize content updates ▪ placeholders for Spanish, Somali & Hmong (are there more than three that get translated materials proactively produced?) | <ul style="list-style-type: none"> • All (multi-language, to extent) | <ul style="list-style-type: none"> • Key message/visual: Your City Your Vote, Nov. 5, 2013 <ul style="list-style-type: none"> ○ Voting is different for City elections. ○ Still easy. • Voter education content. • Need election judges & non-English speakers. • Non-English presence • Community links. | <ul style="list-style-type: none"> • Home page content – Comm drafts, team approves. • Voter education content – Elections drafts, communication edits, team approves. | <ul style="list-style-type: none"> • \$? |

*2013 Minneapolis Election
Draft Communications Plan; Page 4*

| | | | | | |
|--------|---|---|--|---|-----------------------------------|
| Spring | <ul style="list-style-type: none"> ○ Graphic & text treatment for Minneapolis. Your City. Your Vote. Nov. 5, 2013. ○ Multi-uses ○ Translated into priority languages | <ul style="list-style-type: none"> ● All | <ul style="list-style-type: none"> ● Graphic and word treatment | <ul style="list-style-type: none"> ● Comm drafts & NCR translates | \$0 |
| Spring | <ul style="list-style-type: none"> ○ FAQ on 2013 Election. ○ Web-friendly (html) & downloadable (pdf) for folks to copy & distribute | <ul style="list-style-type: none"> ● All (translated into priority languages) | <ul style="list-style-type: none"> ● Your City Your Vote, Nov. 5, 2013 <ul style="list-style-type: none"> ○ Voting is different for City elections. ○ Still easy. ● Why Ranked Choice? ● How it works? ● Why it matters? ● When will we get results? ● How can you help? ● How can you learn more? | <ul style="list-style-type: none"> ● Comm & Elections draft, team approves & NCR translates | ● \$0 - \$? Depending on printing |
| Spring | <ul style="list-style-type: none"> ○ <i>PLACEHOLDER:</i> Social media strategy developed <ul style="list-style-type: none"> ○ Integrated into overall communications plan ○ Leverage all content thru social media channels | <ul style="list-style-type: none"> ● Key audiences: <ul style="list-style-type: none"> ○ Influencers ○ Community organizations/orga nizers ○ Other?? | <ul style="list-style-type: none"> ● Utilize existing content | <ul style="list-style-type: none"> ● Comm manages & executes | ● \$0 |
| May 20 | <ul style="list-style-type: none"> ○ Elections monthly news release update | <ul style="list-style-type: none"> ● All (primarily through monthly community newspapers) | <ul style="list-style-type: none"> ● Key message/visual: Your City Your Vote, Nov. 5, 2013 <ul style="list-style-type: none"> ○ Voting is different for City elections. ○ Still easy. ● Promote website ● Candidate filing in July ● Need election judges & non-English speakers. | <ul style="list-style-type: none"> ● Elections drafts specifics. Communications works to news release. | ● \$0 |

*2013 Minneapolis Election
Draft Communications Plan; Page 5*

| | | | | | |
|---------------|--|--|--|--|--|
| Summer | <ul style="list-style-type: none"> ○ <i>PLACEHOLDER:</i> RCV outreach and education kickoff media opportunity | <ul style="list-style-type: none"> ● All (primarily through media) | <ul style="list-style-type: none"> ● Key message/visual: Your City Your Vote, Nov. 5, 2013 <ul style="list-style-type: none"> ○ Voting is different for City elections. ○ Still easy. ● Use voter education content. ● Non-English presence | <ul style="list-style-type: none"> ● Comm and NCR identify an NCR outreach event to promote to the media | <ul style="list-style-type: none"> ● \$0 |
| Summer | <ul style="list-style-type: none"> ○ How to vote RCV handout <ul style="list-style-type: none"> ○ Format TBD. ○ Easy to reproduce (web friendly & downloadable) | <ul style="list-style-type: none"> ● All (translated into priority languages) | <ul style="list-style-type: none"> ● Voter education messages... | <ul style="list-style-type: none"> ● Elections drafts, Comm reviews, team approves & NCR translates | <ul style="list-style-type: none"> ● \$0 - \$? Depending on printing |
| Summer | <ul style="list-style-type: none"> ○ How to RCV video produced <ul style="list-style-type: none"> ○ Social friendly ○ Engaging/energized ○ Not "governmenty" ○ Produced in priority languages ○ Leveraged on web, social media, with community/civic groups and beyond (need outreach plan for) | <ul style="list-style-type: none"> ● Key audiences: <ul style="list-style-type: none"> ○ New voters ○ Non-English ○ Young voters | <ul style="list-style-type: none"> ● Voter education messages... | <ul style="list-style-type: none"> ● Comm/team develops concept, comm writes scripts, NCR for non-English talent, NCR for outreach strategy/plan for community distribution | <ul style="list-style-type: none"> ● \$0 production; \$? to distribute DVDs |
| June 20 | <ul style="list-style-type: none"> ○ Elections monthly news release update | <ul style="list-style-type: none"> ● All (primarily through monthly community newspapers) | <ul style="list-style-type: none"> ● Key message/visual: Your City Your Vote, Nov. 5, 2013 <ul style="list-style-type: none"> ○ Voting is different for City elections. ○ Still easy. ● Promote website ● Candidate filing in July ● Need election judges & non-English speakers. | <ul style="list-style-type: none"> ● Elections drafts specifics. Communications works to news release. | <ul style="list-style-type: none"> ● \$0 |
| Summer – Fall | <ul style="list-style-type: none"> ○ Community commentaries. Recruit community leaders from target audiences to pen opinion pieces with focus on major messages for 2013 | <ul style="list-style-type: none"> ● Key audiences: <ul style="list-style-type: none"> ○ Thought-leaders ○ New voters ○ Non-English | <ul style="list-style-type: none"> ● We want every voter out on Election Day! ● Your City Your Vote, Nov. 5, 2013 | <ul style="list-style-type: none"> ● Comms drafts, team approves. Enhanced language block | <ul style="list-style-type: none"> ● \$\$ |

| | | | | | |
|-----------------|---|--|--|---|--|
| | <p>Election. Develop monthly calendar and ID writers & audiences (July, August, September, October).</p> <ul style="list-style-type: none"> ○ Social media – share commentaries after they are published. – LINDSTROM ADDITION | <ul style="list-style-type: none"> ○ Young voters | <ul style="list-style-type: none"> ● Where to vote. ● We'll be there to help. ● Expect high turn-out. Plan when to vote. Lines are good (?) ... they mean everyone's voting!! | from NCR | |
| July 20 | Elections monthly news release update | <ul style="list-style-type: none"> ● All (primarily through monthly community newspapers) | <ul style="list-style-type: none"> ● Key message/visual: Your City Your Vote, Nov. 5, 2013 <ul style="list-style-type: none"> ○ Voting is different for City elections. ○ Still easy. ● National Night Out outreach ● How to absentee vote ● Registering to vote ● Promote website ● Candidate filing in July ● Need election judges & non-English speakers. | <ul style="list-style-type: none"> ● Elections drafts specifics. Communications works to news release. | <ul style="list-style-type: none"> ● \$0 |
| July 30 | <p><i>What:</i> Candidate filings open. Announce date as approaches using:</p> <ul style="list-style-type: none"> ● Web news item ● Newsbites ● News Release ● Social media | <ul style="list-style-type: none"> ● All (English) | <ul style="list-style-type: none"> ● Specifics on filing. ● Major messages around Your City Your Vote & RCV voter education. | <ul style="list-style-type: none"> ● Elections drafts specifics. Communications works to news release. | <ul style="list-style-type: none"> ● \$0 |
| Mid-late summer | <ul style="list-style-type: none"> ○ 2013 City elections "guide." Mailed to all households. Ward map. Where to get voting location. How to get registered? What's RCV? How can I learn more? Volunteering? | <ul style="list-style-type: none"> ● All Minneapolis households (or do we have eligible voters lists) | <ul style="list-style-type: none"> ● Your City Your Vote, Nov. 5, 2013 <ul style="list-style-type: none"> ○ Election Day is coming. ○ Voting is different for City elections. ○ Still easy. ○ There's no primary so only need to get to the polls once. | <ul style="list-style-type: none"> ● Comms drafts, team approves, Comm designs. Enhanced language block from NCR | <ul style="list-style-type: none"> ● \$\$\$ |

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|----------------|---|--|--|---|--|
| | | | <ul style="list-style-type: none"> ○ City election will use RCV. ○ Basic RCV voter ed info. | | |
| August 6, 2013 | <ul style="list-style-type: none"> ○ <i>WHAT:</i> National Night Out – Elections Opportunity. <ul style="list-style-type: none"> ● Develop Elections handout (content drawn from Elections Guide and Postcard mailer). ● Downloadable from web. ● Distributed through Newbites (in July) ● Web news headline ● Social media ● News release ● | <ul style="list-style-type: none"> ● All (translated in Spanish, Somali, Hmong) | <ul style="list-style-type: none"> ● Your City Your Vote, Nov. 5, 2013 <ul style="list-style-type: none"> ○ Election Day is coming. ○ Voting is different for City elections. ○ Still easy. ○ There's no primary so only need to get to the polls once. ○ Where to go to find polling location. ○ City election will use RCV. ○ Election Judges needed (?too late?) ○ Basic RCV voter ed info. | <ul style="list-style-type: none"> ● Comms drafts & designs, team approves, NCR translates | <ul style="list-style-type: none"> ● \$0 - \$### depending on if we print |
| Aug. 13 | <p><i>What:</i> Candidate filings closing. Announce date as approaches using:</p> <ul style="list-style-type: none"> ● Web news item ● Newsbites ● News Release ● Social media | <ul style="list-style-type: none"> ● All (English) | <ul style="list-style-type: none"> ● Same/similar to “filings open” release. ● Major messages around Your City Your Vote & RCV voter education. ● Candidate withdrawal deadline is Aug. 15. | <ul style="list-style-type: none"> ● Elections drafts specifics. Communications works to news release. | <ul style="list-style-type: none"> ● \$0 |
| Aug. 20 | Elections monthly news release update | <ul style="list-style-type: none"> ● All (primarily through monthly community newspapers) | <ul style="list-style-type: none"> ● Key message/visual: Your City Your Vote, Nov. 5, 2013 <ul style="list-style-type: none"> ○ Voting is different for City elections. ○ Still easy. ● How to absentee vote ● Registering to vote | <ul style="list-style-type: none"> ● Elections drafts specifics. Communications works to news release. | <ul style="list-style-type: none"> ● \$0 |

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|----------|--|--|--|---|---|
| | | | <ul style="list-style-type: none"> • Promote website • Upcoming mailer • Need election judges & non-English speakers. | | |
| DATE TBD | <p><i>What:</i> Mid-Election Cycle update (<i>PROPOSED</i>) to Council's Elections Committee. If done, promote approaching date via:</p> <ul style="list-style-type: none"> • News release • Web headline • Social media • Newsbites • USE SAME TOOLS – ABOVE TO PROMOTE WHAT COMES OUT OF UPDATE ... | <ul style="list-style-type: none"> • All | <ul style="list-style-type: none"> • Preparations in full swing. <ul style="list-style-type: none"> ◦ Volunteers trained ◦ Outreach & voter education ◦ Polling locations/coordination • Expectation setting. <ul style="list-style-type: none"> ◦ Process for handling ballots. ◦ Process for counting ballots ◦ Timeframe/expectations for counting ballots • | <ul style="list-style-type: none"> • Elections presents/creates presentation. Communications promotes | <ul style="list-style-type: none"> • \$0 |
| Sept. 20 | <p><i>What:</i> Absentee voting begins. Announce date as approaches using:</p> <ul style="list-style-type: none"> • Web news item • Newsbites • News Release • Social media | <ul style="list-style-type: none"> • All (English) | <ul style="list-style-type: none"> • Vote absentee if you ... (if "no excuse" absentee passes, expanded language) • Major messages around Your City Your Vote & RCV voter education. • Nov. 5, 2013 | <ul style="list-style-type: none"> • Elections drafts specifics. Communications works to news release. | <ul style="list-style-type: none"> • \$0 |
| Sept. 20 | <ul style="list-style-type: none"> ◦ Elections monthly news release update | <ul style="list-style-type: none"> • All (primarily through monthly community newspapers) | <ul style="list-style-type: none"> • Key message/visual: Your City Your Vote, Nov. 5, 2013 <ul style="list-style-type: none"> ◦ Voting is different for City elections. | <ul style="list-style-type: none"> • Elections drafts specifics. Communications works to news | <ul style="list-style-type: none"> • \$0 |

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|------|---|---|---|--|--|
| | | | <ul style="list-style-type: none"> ○ Still easy. ● How to absentee vote ● Registering to vote ● What to expect for ballot counting and results ● Promote website ● Need election judges & non-English speakers. | release. | |
| Fall | <ul style="list-style-type: none"> ○ Why Vote? video <ul style="list-style-type: none"> ○ For Comcast airing (short, general, motivational, English) ○ Social friendly ○ Engaging/energized ○ Not "governmenty" ○ Leveraged on web, social media, with community/civic groups and beyond (need outreach plan for) | <ul style="list-style-type: none"> ● All | <ul style="list-style-type: none"> ● Voter education messages... | <ul style="list-style-type: none"> ● Comm/team develops concept, comm writes scripts, NCR for non-English talent, NCR for outreach strategy/plan for community distribution | <ul style="list-style-type: none"> ● \$0 production; \$? To distribute DVDs |
| Fall | <ul style="list-style-type: none"> ○ <i>CONSIDER TARGETED</i> paid advertisements. [<i>this needs to be explored further to ensure target audience is reached through these channels</i>] ○ Neighborhood & Community newspapers (north news, Insight, Camden news?, Spokesman, the Circle, LaPrensa) ○ Local radio (KMOJ, targeted programs on KFAI, others?) ○ Leveraged using existing channels | <ul style="list-style-type: none"> ● target audiences: <ul style="list-style-type: none"> ○ geographic areas (north mpls, central/south) ○ Non-English (priority languages) ○ Traditionally underrepresented eligible voters ○ Young voters ? | <ul style="list-style-type: none"> ● Your City Your Vote, Nov. 5, 2013 <ul style="list-style-type: none"> ○ Voting is different for City elections. ○ Still easy. ● Why Ranked Choice? ● How it works? ● Why it matters? ● When will we get results? ● How can you help? ● How can you learn more? ● Voter education messages... | <ul style="list-style-type: none"> ● Team to discuss strategy | <ul style="list-style-type: none"> ● Cost TBD |
| Fall | <ul style="list-style-type: none"> ○ <i>CONSIDER</i> partnerships for "free advertising". [<i>sponsorship strategy</i>] | <ul style="list-style-type: none"> ○ | <ul style="list-style-type: none"> ● Your City Your Vote, Nov. 5, 2013 <ul style="list-style-type: none"> ○ Voting is different for City | <ul style="list-style-type: none"> ● Team to discuss strategy | <ul style="list-style-type: none"> ● Cost TBD |

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| | <p><i>required ... would need to start in summer, but if successful, advertisements would appear in the fall]</i></p> <ul style="list-style-type: none"> ○ ClearChannel (electronic billboards) ○ Metro Transit (bus shelters or interior bus posters) | | <p>elections.</p> <ul style="list-style-type: none"> ○ Still easy. ● Why Ranked Choice? ● How it works? ● Why it matters? ● When will we get results? ● How can you help? ● How can you learn more? ● Voter education messages... | | |
| October | <ul style="list-style-type: none"> ○ Where to vote postcard/reminder <ul style="list-style-type: none"> ○ Mailer <p>Content also web friendly & downloadable (with how to find out where to vote, rather than “where to vote”)</p> | <ul style="list-style-type: none"> ● All Minneapolis households | <ul style="list-style-type: none"> ● We want every voter out on Election Day! ● Your City Your Vote, Nov. 5, 2013 ● Where to vote. ● We'll be there to help. ● Expect high turn-out. Plan when to vote. Lines are good (?) ... they mean everyone's voting!! ● | <ul style="list-style-type: none"> ● Comms drafts, team approves. Enhanced language block from NCR | <ul style="list-style-type: none"> ● \$\$ |
| October 1 – Nov. 5 | <ul style="list-style-type: none"> ○ New Facebook, Twitter cover photo | <ul style="list-style-type: none"> ● Facebook fans, Twitter followers | <ul style="list-style-type: none"> ● Your City Your Vote, Nov. 5 2013 ● www.voteminneapolis.org | <ul style="list-style-type: none"> ● Communications develops/posts to social media | <ul style="list-style-type: none"> ● \$0 |
| Oct. 15 | <p><i>What:</i> Preregistration closes. Announce date as approaches using:</p> <ul style="list-style-type: none"> ● Web news item ● Newsbites ● News Release ● Social media ● E-message/postcard/piece, Get pre-registered! English, Spanish, Somali, Hmong. ○ | <ul style="list-style-type: none"> ● All (some translation – prereg message specifically) | <ul style="list-style-type: none"> ● Preregister to vote – will make voting faster! ● Major messages around Your City Your Vote & RCV voter education. ● Nov. 5, 2013 | <ul style="list-style-type: none"> ● Communications drafts – new release and related. ● Comm drafts, team approves & NCR translates “Get registered” message | <ul style="list-style-type: none"> ● \$0 |

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| Oct. - DATE TBD | News briefing/s. What to expect for Election Returns. | <ul style="list-style-type: none"> ● News media | <ul style="list-style-type: none"> ● RCV basics (if necessary/depending on audience/s) ● What's happening on Election Day ● Access at the polls ● Election Judges (and our work to recruit diverse pool to include multi-language) ● Process for absentee and election day ballots ● How counting works ● Process for the count ● How results will be shared ● Other? ● | <ul style="list-style-type: none"> ● Communications orchestrates. Elections and NCR staff participate | <ul style="list-style-type: none"> ● \$0 |
| DATE TBD | Editorial board briefing/engagement. | <ul style="list-style-type: none"> ● Strib writer, perhaps others | <ul style="list-style-type: none"> ● RCV basics (if necessary/depending on audience/s) ● What's happening on Election Day ● Access at the polls ● Election Judges (and our work to recruit diverse pool to include multi-language) ● Process for absentee and election day ballots ● How counting works ● Process for the count ● How results will be shared ● Other? | <ul style="list-style-type: none"> ● Communications orchestrates. Elections and NCR staff participate | <ul style="list-style-type: none"> ● \$0 |

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| Oct. 29 – | Internet chat – take election-related questions from residents. City experts answer. Promote in advance via: <ul style="list-style-type: none">• Web news item• Newsbites• Social media | • All | Potential topics to discuss during chat: <ul style="list-style-type: none">• RCV basics (if necessary/depending on audience/s)• What's happening on Election Day• Access at the polls• Election Judges (and our work to recruit diverse pool to include multi-language)• Process for absentee and election day ballots• How counting works• Process for the count• How results will be shared | • Communications creates/promotes <ul style="list-style-type: none">• Team moderates chat in same room, answers questions together | • \$0 |
| Oct. 29 – | <i>CONSIDER: Spanish Internet chat - take election-related questions from residents in Spanish. NCR and City experts answer. Promote in advance IN SPANISH via:</i> <ul style="list-style-type: none">• Web news item• Newsbites• Social media• NCR emails to Spanish-speaking audience | • All (Spanish speaking) | Potential topics to discuss during chat: <ul style="list-style-type: none">• RCV basics• What's happening on Election Day• Access at the polls• Election Judges (and our work to recruit diverse pool to include multi-language)• Process for absentee and election day ballots• How counting works• Process for the count• How results will be shared | • Communications creates/promotes <ul style="list-style-type: none">• Team moderates,• NCR translates | • \$0 |

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| Week of Oct. 29 – | New Facebook, Twitter profile picture | • All | <ul style="list-style-type: none"> • Your City Your Vote, Nov. 5, 2013 • Change your profile picture | <ul style="list-style-type: none"> • Communications develops, Communications posts | • \$0 |
| Week of Oct. 29, Nov. 4 - | Facebook - Internet “meme-style” humorous photo | • All | <ul style="list-style-type: none"> • IDEA: Cat picture with caption: “You’re voting Nov. 5, right?” | <ul style="list-style-type: none"> • Communications develops, Communications posts | • \$0 |
| Nov. 2 | <p><i>What:</i> Saturday absentee voting. Announce date as approaching using:</p> <p><i>What:</i> Absentee voting begins. Announce date as approaches using:</p> <ul style="list-style-type: none"> • Web news item • Newsbites • News Release • Social media • [if ‘no excuse’ language passes ...] E-message/postcard/piece, Absentee Saturday! English, Spanish, Somali, Hmong. | • All | <ul style="list-style-type: none"> • Vote absentee if you ... (if “no excuse” absentee passes, expanded language) • Major messages around Your City Your Vote & RCV voter education. • Nov. 5, 2013 • | <ul style="list-style-type: none"> • Communications drafts – new release and related. • Comm drafts, team approves & NCR translates “absentee day” | • \$0 |
| Nov. 5 | Election Day. <ul style="list-style-type: none"> • News media updates (news releases) • Social media • Web updates | • All | <ul style="list-style-type: none"> • It’s Election Day • How it’s going at the polls • What to expect for returns • What to do if problems? • Thanks for hardwork of volunteers and patience of voters • (all pre-written messages that will be easy to update and use on Election Day – particularly social media. Encourage voting | <ul style="list-style-type: none"> • Communications drafts | • \$0 |

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| | | | throughout the day) | | |
| Nov. 6 – END | <p>PLACEHOLDER: If counting process continues beyond Nov. 5.</p> <p>Communications plans will consider:</p> <ul style="list-style-type: none">• Briefings with reporters (daily? Initially?, etc).• News releases as results counted (TBD)• Social media updates Media staging/expectations | <ul style="list-style-type: none">• Media• Public | <ul style="list-style-type: none">• What to expect• Thanks to the hardwork of volunteers & employees.• Thanks for patience <p>City's commitment to fair, accurate, transparent election</p> | • | • |
| | • | • | • | • | • |

DRAFT



Profile



Elections Mpls

@votempls FOLLOW YOU

Welcome to the official Twitter account of the City of Minneapolis' Election and Voter Services! Follow us to learn about events, election info, and services.

Minneapolis, Minnesota • www.minneapolismn.gov/elections

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1,007
FOLLOWING

162
FOLLOWERS



Following



Elections Mpls retweeted



VJ SMITH @MPLSMADDADS
@votempls be counted!

2d



Elections Mpls @votempls

59m

33 likes until we reach 100, help us meet our goal! Share our Facebook page or RT us on Twitter at... fb.me/2zfjcvC7z



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1h

Happy Monday Minneapolis! Do you know where you'll be voting this November? Find your polling place here:... fb.me/2vyHaNBLP

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MINNEAPOLIS
**YourCity.
YourVote.**
NOVEMBER 5 2013

Minneapolis Election and Voter Services

107 likes • 15 talking about this

Government Organization

Welcome to the official Facebook account for Election and Voter Services-City of Minneapolis! Follow us to learn about our services, events and voter info. Twitter: www.twitter.com/votempls



 107

About

Photos

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 Offer, Event +

What's happening?



Minneapolis Election and Voter Services

39 minutes ago 

Off to take the interns to coffee for their hard Social Media Outreach efforts this past week! FB: www.facebook.com/votempls

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Charles Clement Lehnen

I'm excited for IRV this Fall! Thanks Election Voter Services!

 1  1 • Friday at 3:37pm

Likes

See All



Little Earth of United Tribes

Community & Government • Child Care • Apartment & Condo Building