



Date: December 11, 2007
To: Honorable Mayor and City Council
From: Vice Mayor Bonnie Lowenthal, Chair, Elections Oversight Committee
Subject: **2008/2009 ELECTIONS PLAN**

The Elections Oversight Committee, at its meeting held December 4, 2007, considered communications relative to the above subject.

It is the recommendation of the Elections Oversight Committee that the 2008/2009 Elections Plan be received and adopted; and refer the April 8, 2008 Primary Nominating (PNE) Cost Estimate to the City Council Budget Oversight Committee.

Respectfully submitted,

ELECTIONS OVERSIGHT COMMITTEE

Vice Mayor Bonnie Lowenthal, Chair

Prepared by:
Gloria Harper



CITY OF LONG BEACH

DEPARTMENT OF THE CITY CLERK

333 W. Ocean Blvd. Long Beach, CA 90802 (562) 570-6101 FAX (562) 570-6789

ELECTIONS BUREAU

December 11, 2007

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive and adopt the 2008-2009 Elections Plan and refer the April 8, 2008 Primary Nominating Election (PNE) Cost Estimate to the City Council Budget Oversight Committee.

DISCUSSION

On October 9, 2007, the City Council referred review of the 2008-2009 Elections Plan to the Elections Oversight Committee (EOC) for review and report back to the City Council in December, 2007. The staff cover letter summarizing EOC deliberations of November 6, 2007 is contained in Attachment A.

As a result of final EOC review on December 4, 2007, the City Clerk Department is pleased to submit the City of Long Beach 2008-2009 Elections Plan (see Attachment B) for use in administering the April 2008 Primary Nominating Election (PNE), and if necessary a June 3, 2008 General Municipal Election (GME).

While several new strategies in the Plan will be implemented for the 2008 elections, several of these same strategies are used for every election cycle.

Core elections functions outlined in the Plan are funded by appropriations contained in the FY 2007-08 budget. Accordingly, the Plan outlines our functions as follows:

Elections Administration	Vote By Mail
Print/Mail Services	Polls and Poll Workers
Voter Education and Outreach	Candidate Processing and Support
Election Day Operations	

Upon adoption by the City Council, the Plan will be distributed to the media, candidates, and community groups. With distribution of the Plan, we intend to maximize the use of our resources and better inform our community regarding the many aspects of elections administration in the City of Long Beach.

TIMING CONSIDERATIONS

Adoption of the 2008-2009 Elections Plan will permit City Clerk Department staff to begin distribution on December 17, 2007, the opening day for candidate filing.

FISCAL IMPACT

Appropriations for the cost of the April 2008 PNE are included in the City Clerk FY 2007-08 Adopted Budget. At the time the FY 2007-08 Budget was approved in September 2007, \$1.350 million was appropriated to the City Clerk Department for the conduct of elections in 2008.

The appropriated amount contained approximately \$510,000 for a potential citywide ballot measure as a part of 2008 Presidential Primary ballot, with the remaining appropriation of \$840,000 for conduct of the April 2008 PNE. As previously discussed with the City Council, no appropriations were set aside for any necessary contest run-offs in a June 2008 GME.

As presented to the EOC on December 4, 2007, the estimated cost for the April 2008 PNE is \$801,259 (see Attachment C). This estimate will be revised in February 2008, to reflect determination of variable costs related to: (i) pricing contained in the RFP response of the vendor ultimately selected for printing of official ballots and sample ballot books; (ii) the number of registered voters as of January 22, 2008; (iii) the final number of candidates for city, school and college district offices; and (iv) other possible changes in the April 2008 PNE cost estimate.

In the event the April 2008 PNE was expanded to a citywide election, an incremental increase of \$155,000 to \$225,000 above the current estimate of \$801,000.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,


LARRY HERRERA
CITY CLERK

Attachments:

- A – Elections Oversight Committee Transmittal Cover Letter – December 4, 2007
- B -- 2008-09 Elections Plan -- December 11, 2007
- C -- April 8, 2008 Primary Nominating Election Costs Estimate – December 4, 2007



CITY OF LONG BEACH

DEPARTMENT OF THE CITY CLERK

333 W. Ocean Blvd. Long Beach, CA 90802 (562) 570-6101 FAX (562) 570-6789

ELECTIONS BUREAU

December 4, 2007

ELECTION OVERSIGHT COMMITTEE
City of Long Beach
California

RECOMMENDATION:

Receive and forward the 2008 Elections Plan, as amended, to the City Council for Adoption on December 11, 2007.

Receive and forward the April 8, 2008 Primary Nominating Election Amended Cost Estimate to the Budget Oversight Committee for receive and file.

DISCUSSION

On November 4, 2007, the Election Oversight Committee approved the 2008-2009 Election Plan for referral to the City Council with the following amendments: 1) provide for a well-rounded student poll worker program; and 2) request that City staff meet with Council District Offices to provide and overview of proposed poll locations for April 2008 and to further review the final number and locations of polls.

Staff provides the following updates relative to the foregoing action, as well as other points raised in during your November 4th deliberations.

1. Staff has corresponded with the Long Beach Unified School District (LBUSD) concerning promotion of the City of Long Beach Student Poll Worker Program. A LBUSD liaison has been assigned. The qualifications to serve as student poll worker are set forth in Attachment A.
2. Staff has sent correspondence to the Presidents of the Long Beach Community College Districts and California State University Long Beach requesting assignment of a liaison at each institution to promote the City's Poll Worker recruitment program.
3. Staff will recommend an increase in the stipends for Inspectors and Clerks. The stipend for the Inspectors of the City will match Inspector stipends (\$175 including training) paid by Los Angeles County, however, the stipend for Clerks of the City (\$125 including training) will exceed the County rate (\$105) by \$20. The estimated incremental cost for this action is approximately \$17,450. The County has been asked to comment on this proposal.
4. Staff will recommend that the April 2008 voting location footprint match the Los Angeles County footprint for the February 2008 Presidential Primary. This means that the City will use an estimated 152 poll locations for the April election. The estimated cost increment for this action is \$38,900. Once Los Angeles County poll locations are finalized, staff will meet with Council District offices to review the locations.

ELECTIONS OVERSIGHT COMMITTEE

October 9, 2007

Page 2

Finally, based on a review of poll worker recruitment history, as well as the success and efficiency of using the Long Beach Gas and Oil (LBGO) Department campus as our Election Night collection center and poll worker training location, staff recommends continued use of the LBGO Department campus for these purposes.

Previously staff had considered using City Hall as the Election Night collection and training center, however, traffic flow and other considerations have caused us to change our plan. GPS tracking devices will be used to monitor via the Internet the transport of sealed ballot boxes from the LBGO Department to City Hall (where all voted ballots will be counted).

TIMING CONSIDERATIONS

Assuming EOC consensus on the foregoing points, the 2008-2009 Election Plan will be amended and presented to the City Council on December 11, 2007.

FISCAL IMPACT

The City Clerk FY 2007/2008 Budget contains appropriations necessary to cover the costs of the April 8, 2008, Primary Nominating Election. A line item budget totaling \$801,259, which provides details of expected costs, is contained in Attachment B. This revised budget incorporates the changes proposed in this letter and it is \$58,455 more than the estimate provided the City Council and the Budget Oversight Committee on October 9, 2007.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



LARRY HERRERA
CITY CLERK

ATTACHMENTS

Attachment A – California Election Code Section 12302

Attachment B - April 8, 2008 – Primary Nominating Election Cost Estimate

Attachment C – October 9, 2007 – Council Letter Transmitting the September 18, 2007 Draft
2009-2009 Election Plan

City Clerk Department

333 W. Ocean Blvd.
Plaza Level
Long Beach, CA 90802

Phone: (562) 570-6101
Fax: (562) 570-6789
Email: cityclerk@longbeach.gov

2008/2009 Elections Plan



DECEMBER 11, 2007

AS AMENDED BY THE ELECTIONS OVERSIGHT COMMITTEE – NOVEMBER 4, 2007

*TO ENHANCE THE TRANSPARENCY AND INTEGRITY OF CITY ELECTIONS
PROCESSES, INCREASE VOTER INDEPENDENCE AND INVOLVEMENT IN CITY
LECTIONS, AND PROVIDE INFORMATION TO RESIDENTS ON HOW AND WHERE
TO VOTE.*

Introduction

The purpose of this report is to share the major areas surrounding the elections process. The environment surrounding elections continues to change; and while one can never fully prepare for unexpected events, this Elections Plan lays a good foundation. The election of Debra Bowen to Secretary of State, and her decisions regarding voting systems, including her "Top to Bottom Review" of voting systems used in California are valid concerns to this Department. In addition, SB 113 added an additional election to be held the first Tuesday in February of each year evenly divisible by the number four. Therefore, for the 2008 election year, our voters will go to the polls a total of four times.

This is the third installment of the City Clerk Department's annual Elections Plan (EP). Of the 38 strategies listed in the enclosed document, 23 have been carried over from the 2006 EP, as these are relevant to each election. These 23 carry-overs are highlighted on the Table of Contents. As an indicator of progress, seven strategies have been removed as the goals have been met, and 15 are new for 2007, as issues arise, and we strive for excellence in our program. As of this writing, legislation has not yet closed, so it is unknown if any bills may have an adverse affect on our elections process.

Though it is the goal of this Department to submit EPs to the City Council and Elections Oversight Committee at the beginning of each election cycle, the activities surrounding the 2007 Special Municipal Election took precedence until now. This report addresses goals and objectives in seven major categories:

Elections Administration

Items significant to every election.

Voting By Mail

The increase in voters using this method brings new challenges.

Print/Mail Services

Costs associated with print/mail services are the most significant to our election budget.

Polls and Poll Workers

Significant shrinkage of the poll worker pool is the most challenging aspect of elections administration.

Voter Education and Outreach

Keeping our voters informed through several media outlets, especially our limited English proficiency voters, brings new challenges.

Candidate Processing and Support

Using technology to increase accessibility to voter information.

Election Day Operations

Items significant to a successful election day.

Executive Summary

This report presents the major areas of focus involved in elections administration, and lists strategies, goals, and objectives for the Elections Bureau to execute as part of the 2008 election cycle. The City Clerk Department welcomes input from the Elections Oversight Committee, the City Council, and the Mayor regarding this plan. Following approval by the City Council, the Election Bureau will pursue the strategies laid out in this plan.

The 2008 election cycle will include the even-numbered Districts of the City Council, the Long Beach Unified School District Board of Education, and the Long Beach Community College District Board of Trustees. The April Primary Nominating Election will involve approximately 150,000 registered voters.

Our collective and continuing goals continue to be to maintain the highest level of transparency and integrity in City elections processes, increase voter independence and involvement in City elections, and provide information to residents on how and where to vote. This is possible by implementing improvements in our processes, and by upholding the public's trust in accurate, fair, and consistent election results.

Major conclusions and recommendations of this report focus on the need to remain cost effective and review where we can streamline our procedures to get more bang for our buck. In addition to print and mailing costs, the other major cost area is the recruitment of poll workers. We seek to reduce this cost by utilizing increased poll consolidations (see Strategy #20).

Our major challenges for 2008 are to work with our election system vendor, Hart InterCivic, to ensure that the City remains in compliance with the Secretary of State's Top to Bottom Review of election systems; and to analyze our ballot inspection and processing procedures to increase throughput of ballots on election night to increase speed of results without sacrificing accuracy. We also have growing space and storage needs as we now assemble our own precinct kits (formerly contracted out), and our absentee staff and space needs continues to grow due to the increase in vote-by-mail ballot requests and processing with each election.

We thank the Mayor, City Council, and City Manager for continued support of our election processes as we continue to bring items previously contracted out back under our umbrella, and improve our processes through the use of technology.

Table of Contents

Introduction.....	2
Executive Summary.....	3
Table of Contents.....	4
Elections Administration.....	6
Strategy 1: Budgeting and Accounting	6
Strategy 2: Geographic Information Systems (GIS).....	6
Strategy 3: Translations of Election Materials	6
Strategy 4: Communication with California Secretary of State.....	7
Strategy 5: Filing of Campaign Statements and Statements of Economic Interests by Candidates and Committees	7
Strategy 6: Concurrent Elections – 2Vote Tuesdays.....	7
Strategy 7: New Voting System.....	7
Strategy 8: Office/Warehouse Space	8
Strategy 9: Staff Needs.....	8
Voting By Mail	9
Strategy 10: Ballot Tracking Software	9
Strategy 11: Vote By Mail Ballot Application Processing.....	9
Strategy 12: Vote By Mail Special Elections.....	9
Print/Mail Services	11
Strategy 13: U.S. Postal Service Coordination.....	11
Strategy 14: Sample Ballot Booklet – Redesign.....	11
Strategy 15: Sample Ballot Booklet – Ad Space	11
Strategy 16: Print/Mail Services.....	12
Strategy 17: Official Ballot Supply for Polls.....	12
Strategy 18: Printing of Precinct Rosters and Indices	12
Strategy 19: Address Change Service	12
Polls and Poll Workers.....	13
Strategy 20: Poll Locations – Standalone Elections.....	13
Strategy 21: Poll Worker Recruitment & Training.....	14
Strategy 22: Student Poll Worker Recruitment.....	14
Strategy 23: Employee Poll Worker Program.....	14

Strategy 24: Poll Worker Manual	15
Voter Education & Outreach	16
Strategy 25: Minority Language Requirements	16
Strategy 26: Internet Access to Voting Information	16
Strategy 27: Media Relations.....	16
Strategy 28: Voter Education and Outreach.....	17
Strategy 29: Streaming Video.....	17
Candidate Processing & Support	18
Strategy 30: Candidate Handbook and Orientation.....	18
Strategy 31: Removal of Campaign Signs.....	18
Strategy 32: Vote By Mail Voter Lists	18
Election Day Operations	19
Strategy 33: Election Day Field Supervisors.....	19
Strategy 34: Locate Election Central to a Centrally Located Facility in the City.....	19
Strategy 35: Election Day Directional Signage.....	19
Strategy 36: Asset Tracking.....	19
Strategy 37: GPS.....	20
Strategy 38: Answering Guide Online in Searchable Format.....	20

Elections Administration

Strategy 1: Budgeting and Accounting

Goals: To accurately estimate and report the cost of municipal elections so as to:

- Identify cost saving recommendations that strengthen the voting process.
- To fairly assess costs associated to the different jurisdictions that consolidate with Long Beach elections.

Objectives:

- Utilize the City's financial management system to forecast and monitor elections costs and revenues.
- Create election cost worksheet to detail costs so budgeted costs are more closely track actual costs to preserve General Fund appropriations at beginning of the fiscal year.

Strategy 2: Geographic Information Systems (GIS)

Goal: Ensure that the accurate placement of registered voters is within the correct precincts and districts within the respective jurisdictions of the City, LBUSD, and LBCCD.

Objectives

- Completion of a service agreement between the City Clerk Department and the GIS Division of the Technology Services Department for boundary verification support a minimum of 90 days prior to each election.
- Utilization of GIS to identify boundary anomalies and coordination of corrective actions with the Registrar-Recorder/County Clerk (RRCC).
- Training of staff to increase knowledge and skill in using GIS technology as an elections planning tool.

Strategy 3: Translations of Election Materials

Goal: Timely turnaround and accurate translation of election materials at a reasonable cost.

Objective: Issue RFP for translation services prior to each regular election cycle.

Strategy 4: Communication with California Secretary of State

Goal: Enhancement of services between the Secretary of State (SOS) and municipal government.

Objective: Continued communication with the SOS either independently or through the City Clerks Association of California (CCAC) regarding innovations at the municipal level, and transparent government at local expense (*i.e.*, streaming video, electronic campaign statement filing).

Strategy 5: Filing of Campaign Statements and Statements of Economic Interests by Candidates and Committees

Goal: Strict enforcement policy concerning the timely filing of campaign finance and conflict of interest reports.

Objective: Early courtesy notification to all candidates and committees of filing deadlines, and coordinate enforcement with City Attorney. As a cost effective measure, all notification will be done electronically.

Strategy 6: Concurrent Elections – 2Vote Tuesdays

Goal: To eliminate voter drop off at the polls and ensure voters who vote by mail return the city ballot in the city envelope.

Objective: Efficient and effective voter outreach to ensure voters allow time to vote at both tables, and understand how to correctly vote by mail.

Strategy 7: New Voting System

Goals:

- Increase throughput of ballots on election night to increase speed of results without sacrificing accuracy.

Objectives:

- Continue to upgrade our voting system as the budget and needs warrant.
- Continue voter outreach to eliminate extraneous marks resulting in faster ballot inspection process (see Approach 28).
- Scrutinize election night procedures to see where processes can be streamlined.

Strategy 8: Office/Warehouse Space¹

Goal: Secure permanent space to expand a growing vote by mail division and precinct kit supply compilation for each election.

Objectives:

- Work with the City property management team to scope out permanent storage and working space for precinct supply kit compilation and storage of precinct supplies.
- Move a growing absentee division from city clerk department to a larger working area.
- Use proceeds from sale of obsolete equipment to offset costs.

In order to have the space to build the kits for the May 1, 2007 SME, election staff rented a 24 ft. x 60 ft. temporary structure and placed it at the Long Beach Gas & Oil facility at a cost of \$20,000 for five months. Until a permanent location is found, this costly alternative will continue each election cycle.

Strategy 9: Staff Needs

Goal: To cross train and utilize City Clerk staff to assist with core election-related duties to strengthen elections planning, logistics, and execution functions.

Objectives:

- Request that City Clerk-supported committees and commissions suspend meetings in April and June (depending on runoff).
- Work with the City Manager and Human Resources Department to identify City employees who may not be able to do their regular duties due to industrial injury and who may be well suited to work for the Elections Bureau during the election cycle.

¹ Also see Approach 34.

Voting By Mail

Strategy 10: Ballot Tracking Software

Goal: Allow voters who vote by mail to track the progress of their ballot from the time it enters the mail stream to tallying of the ballot.

Objectives:

- Establish procedures to track and confirm the receipt of voted absentee ballots and to make this information available by means of online access using the City Clerk website. Pursuant to California Elections Code Section 3017, this must be in place by March 1, 2008.
- Work with RRCC to procure through our Voter Information Management System Agreement for little or no cost.

Strategy 11: Vote By Mail Ballot Application Processing

Goal: In reply to a valid vote by mail (VBM) ballot application, mail out VBM ballots within 24 hours of application receipt.

Objective: Publicize that signing up as a permanent absentee voter, or applying for a vote by mail ballot via the electronic VBM ballot application on our web site is the safest and fastest way to ensure that Absentee Division staff receives the voter's request.

Note: The absentee ballot post cards on the back of the sample ballot booklet are postage-paid business reply mail. Postage is not charged to the City if the card does not enter the mail stream. Postage associated with absentee ballot requests from the sample ballot booklet in 2006 was \$2,553.63.

Strategy 12: Vote By Mail Special Elections

Goal: To increase voter participation and conduct cost-efficient elections.

Objective: Present for City Council consideration a process to conduct special standalone elections entirely by mail.

Comment: With the increased interest in voting by mail, this goal may result in increased turnout. Elections Code Sections 4000 and 4004 provide the City Council

with authority to execute this policy. See Figure 1 for VBM trends for the past several election cycles.

Drop off centers would be sprinkled throughout the city and would replace traditional polling places at approximately 6:1. This could result in cost savings of approximately \$166,000 based on a citywide election at 300 polls².

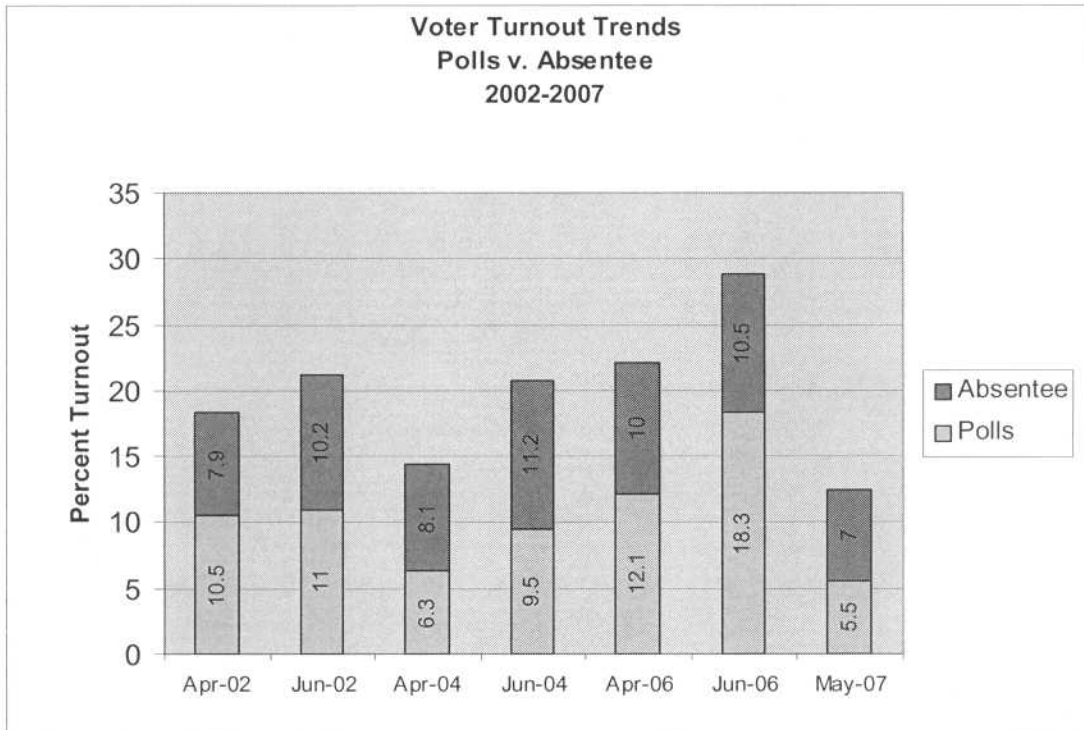


Figure 1. Voter Turnout Trends – Voting by Mail v. Voting at Polls

² Costs based on poll worker stipend and training, precinct coordinator stipend, and precinct supplies.

Print/Mail Services

Strategy 13: U.S. Postal Service Coordination

Goal: To promote the timely delivery of sample ballot booklets and absentee ballots to voters.

Objective: Contact the Long Beach Postmaster (E-45 ±) requesting them to notify their branch managers to watch for and to ensure that election related mail enters the postal stream immediately.

Strategy 14: Sample Ballot Booklet – Redesign

Goals:

- Print and postage cost savings through redesign of the sample ballot booklet.
- Ensure that booklet is in an easy-to-read format.

Objectives:

- Redesign sample ballot booklet from 8 ½ x 11, which mails as a parcel, to 8 ½ x 5 ½, which mails as a letter. Although they could not give us an approximate amount, the USPS indicated we could see significant savings by making this change.³
- Consider using newsprint or lesser grade paper for inside pages of sample ballot booklet.
- Consider black & white or grayscale for sample ballot booklet cover rather than color copy.
- Place English and Spanish into separate sections.

Strategy 15: Sample Ballot Booklet – Ad Space

Goal: For City departments to place ads in the sample ballot booklet in the event we have blank pages to work with.

Objective: Additional means of notifying public of City programs (e.g., hazardous materials roundup, upcoming events and services).

³ We do not qualify for non-profit status rate, as we do not maintain voter registration records.

Strategy 16: Print/Mail Services

Goal: To keep costs for print and mail services low while keeping quality and service output high.

Objective: Issue RFPs for official ballot printing and sample ballot booklet printing to ensure cost effective, high quality output and service from print vendor.

Strategy 17: Official Ballot Supply for Polls

Goal: To order a sufficient supply at 40%, plus permanent absentee voters, of ballots for polls.

Objective: Order a decreased amount of official ballots for the polls. This is cost effective as well as environmentally responsible.

Comment: California Elections Code Section 14102 requires the election official to supply ballots to polls at a minimum of 75 percent of registered voters in the precinct. With the increase in voting by mail, more polling place ballots are unused and ultimately destroyed (see attached photos). In May 2007, only 12,313 (7.75%) of polling place ballots were used resulting in 146,587 (92%) of unused ballots being destroyed. We estimate that this approach could save approximately \$22,000 to \$32,000 per citywide election as well as countless trees if ordered at 40%-50% of total registered voters.

Strategy 18: Printing of Precinct Rosters and Indices

Goal: To generate and print our own precinct rosters and indices in-house.

Objective: Use the Voter Information Management System and work with our Reprographics Department to generate and print precinct rosters and indices.

Strategy 19: Address Change Service

Goal: After internal discussion amongst staff, this strategy has been deleted. Quality control practices at time of mailing will serve as compliance in mailing of sample ballots based on current voter registration records. Upon inquiry by a vote regarding receipt of sample ballot, another sample ballot can be sent. This goal will be deleted and save an estimated \$6,000. ~~To ensure that voter registration data is current.~~

Objective: ~~Activate Address Change Service (ACS) from USPS during each election cycle to track the return of sample ballot booklets. Note: This service costs approximately \$6,000 per election. The RRCC currently performs ACS updates following the June and November elections, respectively. They are unsure at this time if they will conduct an additional update following the February presidential primary. If we request no return service on the sample ballot booklets, the USPS will destroy any undeliverable booklets.~~

Polls and Poll Workers

Strategy 20: Poll Locations – Standalone Elections

Goals:

- Gradual transfer of existing polling locations to public buildings and private businesses including churches (see Figure 2, page 15).
- Use larger facilities as Neighborhood Voting Centers (NVCs) for standalone elections only. These facilities must be large enough to accommodate election materials for 2-6 consolidated precincts, including adequate parking.

Objectives:

- Continue to identify visible and accessible polling locations.
- Consolidate precincts into larger areas.
- Present a listing of polls to the City Council 8-10 weeks prior to each election to receive public comment on the suitability of staff-recommended polls.
- Educate voters that many of them will experience poll location changes between the April Primary Nominating Election and the June General Municipal Election.

Prior to 2006, precinct consolidations in the City were much larger, resulting in fewer polling locations (180 in 2002 v. 311 in 2006). In order for voters to have consistency in voting locations for both April and June, for the 2006 election, staff chose to mirror the RRCC's voting locations. This resulted in increased costs of approximately \$57,640 due to the increased number of poll workers. The increase in the number of polls, especially on 2Vote Tuesday, depleted the poll worker pool, resulting in reactivation of the City Employee Poll Worker Program whereby 300+ City employees worked the polls in June 2006.

If consolidated at 6:1 as allowed by the California Elections Code Section 12241, the number of precincts for April 2008 could be reduced to approximately 83 from a projected 145. Reducing the number of precincts for the April election will result in cost savings of approximately \$34,000 in poll worker stipends, training costs, precinct coordinator stipends, and precinct supply costs⁴.

Based on the deliberations of the Election Oversight Committee, staff will not reduce the number of precincts and polls for the April 2008 PNE. Rather, precincts and poll locations will match the footprint of the February 2008 Presidential Primary Election as administered by the Los Angeles County Registrar-Recorder. This will mean that there will be approximately 176 precincts, 152 voting locations, and 24 vote by mail precincts.

Strategy 21: Poll Worker Recruitment & Training

Goals:

- Recruit and train reliable poll workers with the aim of increasing their productivity to mitigate the risk of polling location disruptions or operational problems.
- Recruit and train inspectors to enable them to oversee up to two polls at an NVC; and recruit and train inspectors to oversee both the City and County tables during a concurrent election (2Vote Tuesday). This same approach may also be used to recruit bilingual poll workers.
- To have a team of the best poll workers in Los Angeles County.

Objectives:

- Increase poll worker stipend to \$150 for inspectors (from \$100) and \$100 for clerks (from \$80) to enable the City to attract and recruit additional poll workers.
- Continue policy of paying poll workers \$25 for attending a training class.
- Conduct a comprehensive poll worker survey following the 2008 elections to see where our program needs improvement.
- ~~Establish a formal poll worker program to recruit poll workers among the student body.~~ Continue working with CSULB and LBCCD to recruit poll workers among the student body.
- ~~Develop a program with LBCC to recruit poll workers among the student body.~~

Strategy 22: Student Poll Worker Recruitment

Goal: Establish a formal student poll worker program ~~To~~ recruit eligible high school students to work at polling places for the Primary and General elections.

Objective: To seek access to eligible high school students from Long Beach high schools through government education classes where by community service credits can be earned or students may pledge their stipends to non-profit charities of their choice.

Strategy 23: Employee Poll Worker Program

Goal: To have a pool of City employees trained as precinct inspectors and supervisory field troubleshooters on Election Day.

Objectives:

- Seek City Manager approval for placement of at least one City employees in key positions on Election Day and as early as E Minus 10 each polling place depending on need. See AR-32-3 (copy attached).

⁴ Staff costs for recruitment efforts not included.

- Have a trained pool of city employees on standby (10% to 20% of total poll workers) in case of emergency.

Comment: With the increase in polling locations on 2Vote Tuesdays, and as the number of available poll workers continues to decline, it will be imperative to have a trained pool of employee poll workers on standby. A 2Vote Tuesday scenario will not be known until after the PNE.

Strategy 24: Poll Worker Manual

Goal: Assurance that poll workers know polling place procedures to assist voters and administer the poll with little to no disruption.

Objectives: Supplement live training with a comprehensive Poll Worker Manual to cover all policies and procedures for polling place operations. A copy of this Manual will be placed in each precinct kit.

Poll Type	CD1	CD2	CD3	CD4	CD5	CD6	CD7	CD8	CD9	Total	
Public	4	2	5	2	2	4	5	2	7	33	20%
Private	0	4	8	6	4	3	3	2	1	31	19%
Church	4	5	5	6	9	1	5	5	4	44	28%
School ⁵	0	3	3	1	4	1	2	5	2	21	13%
Residence ⁶	0	0	2	1	5	1	1	0	0	10	6%
Sr. Housing	3	3	0	0	0	1	4	1	0	12	7%
Multi-family	2	3	5	0	0	0	0	1	1	12	7%
	13	20	28	16	24	11	20	16	15	163	100%

Figure 2. Polls By Type – May 1, 2007

⁵ Increased security issues, limited access, and parking are making schools impractical as polls.

⁶ Fewer private homes are available as more family members work outside the home. Private homes are infrequently ADA accessible.

Voter Education & Outreach

Strategy 25: Minority Language Requirements

Goal: Continued compliance with the Federal Voting Rights Act (VRA) and the California Elections Code by offering voting materials to voters with limited English proficiency in the required languages, and for the recruitment of bilingual poll workers in key polling locations.

Objective: To reach out to our voting population with limited English proficiency to offer assistance as needed with printed election materials, and assistance with election procedures in polling locations.

Comment: Since the 2006 Primary Nominating Election, we have provided bilingual sample ballot booklets and official ballots in five languages, English/Spanish, Vietnamese, Tagalog, and Khmer. Korean was added in 2007 due to numerous requests. We take this action so that the City of Long Beach is in full compliance with the Federal VRA. Attorneys from the U.S. Department of Justice covered the bilingual requirement in an October 2005 meeting attended by City Clerks from Los Angeles County held in Pomona. The City's policy to comply with the VRA is for the benefit of U.S. citizens.

The City's policy to comply with the VRA is for the benefit of U.S. citizens.

Strategy 26: Internet Access to Voting Information

Goal: Provide voters with easy access to a user-friendly web page that provides relevant election information.

Objective: Keep election web page updated and in an easy to read format with the latest Long Beach election news in all our required languages.

Strategy 27: Media Relations

Goal: Good working relationships with the local media, independently and through the City's Public Information Officer.

Objectives: Placement of public service announcements and press releases on election related issues on the City's home page and the City Clerk web page, Long Beach Channel 8, the WAVE Newsletter, and other local daily and weekly newspapers, newsletters, and websites.

Strategy 28: Voter Education and Outreach

Goal: To ensure that every voted ballot counts.

Objectives: Increase voter awareness, participation, and education by:

- Advising City community associations and groups of our availability to make presentations related to voter education.
- Creating cost effective means to get the word out to voters of upcoming elections.
- Add wording to the ballot instructions re extraneous marks, and under/over votes.
- Press releases, email blasts via E-Notify, and other cost efficient methods to notify voters of voter registration deadlines to reduce the number of provisional ballots.
- Educate voters that many of them will experience poll location changes between the April Primary Nominating Election and the June General Municipal Election.

Strategy 29: Streaming Video

Goals:

- To supplement live poll worker training.
- To reach out to our vision/hearing impaired voters.

Objective: Utilize digital video technology to distribute elections related information via the Internet (e.g., poll worker training, voting instructions, candidate statements, etc.).

Candidate Processing & Support

Strategy 30: Candidate Handbook and Orientation

Goal: Provide a comprehensive and easy to use handbook and a live orientation session for candidates.

Objectives:

- Preparation of candidate handbook in an easy-to-read format that includes necessary items for candidates to conduct a successful campaign. The handbook highlights provisions of the Long Beach City Charter, Long Beach Municipal Code, California Elections Code and the California Government Code regarding campaigning.
- Invite staff from the City Attorney, City Prosecutor, Community Development and Public Works Departments to give short presentations regarding election-related issues (e.g., electioneering, campaign signs, etc.)
- Work with the City's webmaster to place the candidate handbook on the City's website in a searchable format.

The candidate handbook is free to candidates, campaign managers and the media. It is important to understand the seriousness of the handbook and the expense incurred for its preparation.

Strategy 31: Removal of Campaign Signs

Goal: For candidates to be responsible for campaign signs illegally placed in public rights of way (PROW) and on utility poles, and to promptly remove campaign signs from public and private property following an election.

Objective: Work with candidates and committees to remind their volunteers to refrain from placing signs in the PROW and on utility poles, and understand that signs in the PROW will be confiscated by city crews and destroyed (see AR 8-6, attached).

Strategy 32: Vote By Mail Voter Lists

Goal: To give candidates the latest information on voters who have applied to and who have voted by mail.

Objective: Supply lists a minimum of twice per week via electronic means to candidates.

Election Day Operations

Strategy 33: Election Day Field Supervisors

Goal: Continued employment of Election Day Field Supervisors as problem solvers on Election Day.

Objective: Recruit and train field supervisors at a ratio of approximately 1:10 to provide guidance to poll inspectors and resolve issues that may arise at the polls.

Strategy 34: Locate Election Central to a Centrally Located Facility in the City

Goals:

- Continue with precinct supply check-in center at Long Beach Gas & Oil.
- Seek out location as an election central where all election night activities can be contained in one location.

Objective: Work with City management to locate an area, preferably centrally located within the City, to operate as an election "multi-purpose center" to conduct poll worker training, precinct supply kit compilation, and election central under one roof.

Strategy 35: Election Day Directional Signage

Goal: To ensure voters can easily find their polling place.

Objective: Set up directional signs ("open house style") on certain street corners to increase visibility of polling locations that may be difficult to see.

Strategy 36: Asset Tracking

Goal: To track the status of precinct supply disposition prior to, on, and following election night.

Objective: Continue to contract with Asset Shadow annually at a rate of \$.025 per registered voter for their election and inventory modules access.

Strategy 37: GPS

Goal: To enable election staff to track ballots being transferred between LBGO and City Hall.

Objective: Procure the use of 7 Consider GPS units for each courier.

Note: This system was tested on May 1. ~~While it worked well, the cost involved (approx. \$5,000) could be better used elsewhere.~~ The cost for this service is approximately \$6,200.

Strategy 38: Answering Guide Online in Searchable Format

Goal: A comprehensive guide to allow City staff and residents to seek generic and specific election information.

Objective: Create an answering guide for placement on the City Clerk Elections web page in an easy-to-use format.



Administrative Regulations

Number AR8-6
Issue 1

Subject: Removal of Illegal Signs from Public Property.

I. PURPOSE:

To establish a policy and procedures for the removal of illegal signs on public property, whether by the responsible parties or City employees.

II. SCOPE

This regulation is applicable to all City departments and offices responsible directly to the City Manager. In the interest of uniformity, effectiveness, and completeness, it is also requested that elective offices and other independent offices and departments of the City comply with these procedures.

III. POLICY:

Municipal Code sections 8140.11 and 9120.15 (c) 3d (2), State statutes and a rule of the Public Utilities Commission prohibits the placement or fastening of any sign on public property (including street lights and utility poles), except as may be required by ordinance or law. This prohibition refers to cards, banners, flags, pennants, handbills, notices, posters and advertisements, as well as to signs. In addition, Municipal Code section 3410.10 prohibits the painting of any street (including curb and sidewalk), alleyway, or pier, without a permit issued by the Chief of Police.

The City Clerk shall notify all candidates of the pertinent Municipal Code sections prohibiting the placement of signs upon public property at the time they file for political office.

The Business License Office shall notify all advertising firms and professional political consultants of the pertinent Municipal Code sections prohibiting signs to be placed on public property.

IV. PROCEDURES

- (1) City Employees operating in the field are hereby instructed to remove all signs encountered on public property, utility rights-of-way, and utility poles and their appurtenances.
- (2) Field supervisors are directed to notify the Business License Office when illegal sign posting is occurring.
- (3) The Business License Office shall contact the licensee notifying same that violators of the Municipal Code will be prosecuted.
- (4) Criminal complaints will be filed where legally possible against those persons who do not voluntarily comply with the regulations.



Administrative Regulations

Number AR32-3
Issue 1

Subject: Authorized Participation in City Election Activities.

I. PURPOSE

The purpose of this regulation is to establish policy and procedures to ensure adequate staffing for City elections.

II. SCOPE

This regulation is applicable to all City Departments and offices directly responsible to the City Manager. It is also requested that independent offices and departments of the City comply with these procedures in the interest of administrative uniformity.

III. AMENDMENT

The City Manager may amend the procedures and contents set forth in this regulation as required.

IV. DEFINITIONS

- A. Precincts refer to the various subdivisions within the City's voting districts.
- B. Precinct Boards refer to those individuals who perform various administrative functions for a specific City precinct during an election period.
- C. Inspectors refer to the persons who are the lead for a polling place. Inspectors assign duties to clerks and have full responsibility of the polling place.
- D. Clerks refer to the persons who conduct the duties of a precinct board.

V. POLICY

When there are insufficient volunteers from within the community to ensure the orderly conduct of civic elections, the City will make available to the City Clerk, on either a volunteer or assignment basis, City employees who will serve on precinct boards. Volunteers must be registered voters, be able to read and write English, and cannot be related to a candidate in the election, or working on the campaign of a candidate in the election.

VI. PROCEDURES

The City Clerk is responsible for ensuring an adequate supply of qualified election workers (Inspectors and Clerks) to staff designated polling places. When the City Clerk has determined that there is an insufficient number of volunteers to staff polling places, he/she may request additional poll workers through the City Manager. Based on such a request, the City Manager may direct department heads to either solicit employee volunteers for service at City polling places, or assign employees to perform

service at polling places. Assignments to precinct board locations are based on the areas of most critical need.

A. VOLUNTEERS FOR ELECTION SERVICE

1. City employees may volunteer to participate in precinct boards for City elections. Employees who volunteer must receive authorization from their department. Department heads are encouraged to approve requests to participate on precinct boards unless an employee's absence disrupts departmental operations. Department heads shall have the discretion to determine whether or not to approve or deny any request for employees to participate in precinct boards during work hours. Department heads, however, should make reasonable efforts to accommodate employees who have expressed a desire to participate on election boards. This includes two hours of training prior to the election.
2. City employees shall submit participation requests at least ten (10) working days prior to the election. City employees assigned to precinct boards may act as the Inspector for their assigned precinct.
3. Employees participating on precinct boards are entitled to their regular wages (including overtime/compensatory time) for those hours worked. Employees participating on precinct boards, however, are not entitled to the stipend offered to non-City employees for this service.

B. ASSIGNMENT TO ELECTION SERVICE

1. In the event that there are not enough volunteers, department heads (unless exempted by the City Manager or designee) will identify a proportionate number of City employees within their departments to be assigned to precinct boards.
2. City employees assigned to precinct boards may act as the Inspector for their assigned precinct.
3. Employees participating on precinct boards are entitled to their regular wages (including overtime/compensatory time) for hours worked. Employees participating on precinct boards, however, are not entitled to the stipend offered to non-City employees for this service.

APRIL 8, 2008 PRIMARY NOMINATING ELECTION COST ESTIMATE

JURISDICTIONS: City Council Districts 2, 4, 6, 8
 Long Beach Unified School District Board of Education Areas 2, 4
 Long Beach Community College District Board of Trustees Areas 2, 4

Total Voter Registration (TRV): 150,000 (projected)

Ballot Types: 24

Projected Voter Turnout (PVT): 20% of TRV #

POLLS	Cost		Total	Number	Cost Each	
	Number	Each				
Consolidated Poll Locations (increased poll lo	100	25	2,500	152	25	2,500
Precinct Inspectors:	100	100	10,000	152	150	10,000
Poll Workers:	300	80	24,000	456	100	24,000
Training of Poll Workers:	450	25	11,250	500	25	11,250
Trainer Fees:	5	500	2,500	5	500	2,500
Precinct Supply Kits:	100	83	8,300	150	83	8,300
Rosters & Indices	100	200	20,000	150	200	20,000
Precinct Coordinators (10:1)	-	350	-	15	350	
SUBTOTAL POLLS			78,550			78,550
PRINTING						
Official Ballots						
75% of TRV	112,500	0	49,500	112,500	0	
Tax		0	4,084		0	
Shipping			8,573			
Sample Ballot Booklet (SBB)						
Avg. 14 pages	150,000	0	21,000	150,000	0	
(cover, foreign language, voter info, ballot facsimile, cand. stmt info, cand stmts)						
Tax			1,733			
Shipping			3,637			
Outgoing envelopes (surplus)	-		-	-		
Incoming envelopes (surplus)	-		-	-		
Secrecy sleeves (surplus)	-		-	-		
SUBTOTAL PRINTING			88,527			
ABSENTEE						
Tracking software (SB 1725):	5,000		5,000	5,000		
SUBTOTAL ABSENTEE			5,000			

CANDIDATE SUPPLIES

Candidate handbook & nomination documents:	30	15	450	30	15
SUBTOTAL CANDIDATE SUPPLIES			450		

TRANSLATIONS (Spanish, Tagalog, Vietnamese, Khmer, Korean)

Notices	4	300	6,000	4	300
Candidate Statements (3 per jurisdiction x 5 la	24	300	36,000	24	300
Ballot Designations (3 per jurisdiction x 5 lang	24	50	6,000	24	50
Misc. pages in SBB	7	100	700	7	100
SUBTOTAL TRANSLATIONS			48,700		

POSTAGE

Sample Ballot Booklet	150,000	0	30,000	150,000	0
Vote By Mail (VBM) ballots outgoing (Perm &	21,000	0	7,056	21,000	0
VBM ballots outgoing (requested):	10,500	0	4,305	10,500	0
VBM ballots returned via Business Reply Mail	18,000	0	7,740	18,000	0
Internal (misc. correspondence):	2,000	0	820	2,000	0
VBM request postcards returned from SBB	9,000	0	2,520	9,000	0
SUBTOTAL POSTAGE			52,441		

ELECTION NIGHT SUPPLIES:

GPS			2,900		
Additional P.C.s			25,450		
Trailer			20,000		
Comm Center renovation			70,725		
Storage	12	236	2,832	12	236
Asset Tracking (call center software)			5,000		
SUBTOTAL ELECTION NIGHT SUPPLIES			126,907		

CONTRACT SERVICES

Tom Heffron (election services)	10,000
Nista, Hancock & Knapp (sample ballot layout)	10,000
SUBTOTAL CONTRACT SERVICES	20,000

STAFF SUPPORT

City Clerk Temporary Election Workers	167,000
Overtime	43,000
Temp Agency Staff	18,500
Technology Services (Information Services & Voice Communication Services)	53,000
Scanner training	750
Public Works	4,000
Reprographics	4,600
SUBTOTAL STAFF SUPPORT	290,850

MISC.

Voter Information Management System	16,779
Registrar-Recorder/County Clerk	500
Catering, groceries, meals	1,500
Legal Ads	7,000
Office Supplies	5,000
Delivery services	500
Mileage reimbursement	100
SUBTOTAL MISC.	31,379

TOTAL**742,804**