

October 15, 2019

R-16

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Recommendation to receive and file the Elections Plan for the 2020 Primary Nominating and General Municipal Elections.

DISCUSSION

On January 8, 2019, the City Council approved for final reading Ordinance No. ORD-19-0001. This ordinance effectively changes the dates of the City of Long Beach Primary Nominating and General Municipal Elections to coincide with the statewide elections as required by SB 415. The dates for the Primary Nominating and General Municipal Elections are March 3 and November 3, 2020.

The 2020 Elections Plan outlines the efforts that the Office of the City Clerk will make to ensure the effective implementation of the Los Angeles Registrar-Recorder/County Clerk's new voting system, Voting Solutions for All People (VSAP).

VSAP will change the way citizens vote to allow more flexibility. The Office of the City Clerk will work to communicate all changes to the City Council and voters and is committed to continuing offering the highest level of customer service to the diverse communities in the City of Long Beach.

This letter was reviewed by Deputy City Attorney Amy Webber on February 25, 2019.

FISCAL IMPACT

None.

SUGGESTED ACTION:

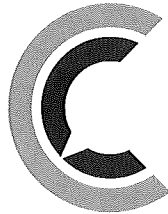
Approve recommendation.

Respectfully submitted,



MONIQUE DE LA GARZA
CITY CLERK

Prepared by: Myra Maravilla
Attachment



OFFICE OF THE
CITY CLERK
SERVING LONG BEACH SINCE 1897

2020 PRIMARY NOMINATING & GENERAL MUNICIPAL ELECTIONS PLAN

LONG BEACH CITY COUNCIL | OCTOBER 15, 2019



The Elections Plan represents the vision of the Office of the City Clerk to bring equitable access to voting to all the diverse communities in the City of Long Beach. We strive to ensure the election coordination with the Los Angeles Registrar-Recorder/County Clerk and their new voting software, Voting Solutions for All People, will promote the transparency, accuracy, and accessibility it was designed for.

Monique De La Garza, CMC
Long Beach City Clerk

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ELECTIONS ADMINISTRATION

STRATEGY 1: BUDGETING AND ACCOUNTING

Goal: To collaborate with Los Angeles Registrar-Recorder/County Clerk to accurately estimate the cost of our municipal elections.

Objective: Proper oversight of resources made available to the City of Long Beach voters to ensure proper accountability and integrity of all activities and programs. Careful stewardship of taxpayer's dollars and overall fiscal responsibility.

Outcome Criteria: Budgeted costs are closer to actual costs to preserve General Fund appropriations at the beginning of the fiscal year.

Note: The Office of the City Clerk is working with Los Angeles Registrar-Recorder/County Clerk to assess estimates for accurate budgeting.

VOTE CENTER RECRUITMENT AND TRAINING

The Los Angeles Registrar-Recorder/County Clerk will conduct all vote center recruitment and training.

STRATEGY 2: VOTE CENTER PLACEMENT PROJECT

Goal: Work with the Los Angeles County Registrar-Recorder/County Clerk to identify vote center locations that are visible and accessible; and communicate changes to our diverse communities.

Outcome Criteria:

- 1) Community acceptance
- 2) Increase the use of well-situated City facilities
- 3) Selection of locations that are ADA accessible
- 4) Voter notification of vote centers via Official Sample Ballot Booklet, social media and print media

STRATEGY 3: OFFICIAL SAMPLE BALLOT BOOKLET

Goal: To make the Los Angeles Registrar-Recorder/County Clerk Official Sample Ballot Booklet and Interactive Sample Ballot Booklet accessible to all voters for ease of use and positive voter experience.

Objective: Approve all Long Beach pages to ensure the Los Angeles Registrar-Recorder/County Clerk utilizes plain language wherever possible. Confirm translation of Official Sample Ballot Booklet in approved languages. VSAP will be compatible with an Interactive Sample Ballot Booklet that will generate a digital poll pass (QR code) that can be transferred to the Ballot Marking Device to generate an official ballot.

Persons designated as foreign language voters, as listed in the voter registration system, will continue to receive a fully translated Official Sample Ballot Booklet (Spanish, Tagalog, Khmer, Vietnamese, and Korean).

More information is available at vsap.lavote.net.

STRATEGY 4: FILING OF CAMPAIGN STATEMENTS AND STATEMENT OF ECONOMIC INTERESTS BY CANDIDATES AND COMMITTEES

Goal: To facilitate the candidate filing process and promote accessibility.

Objective: Provide early courtesy notification to all candidates and committees of filing deadlines, and coordinate enforcement with City Attorney (outside counsel).

Outcome Criteria: Full use of electronic filing systems, CampaignDocs and DisclosureDocs. Zero tolerance policy for late filing of campaign statements and Statement of Economic Interests (Form 700).

Visit longbeach.gov/cityclerk to access the Campaign Finance portal.

VOTER EDUCATION AND OUTREACH

STRATEGY 5: INTERNET ACCESS TO VOTING INFORMATION

Goal: To provide all interested stakeholders with easy access to a user-friendly web page and mobile application that provides relevant election information.

Objective 1: Access to the following on the Election web page:

- 1) Frequently Asked Questions and fact sheets for candidates, the media, and voters regarding elections
- 2) Calendar and information for March 3, 2020, Primary Nominating Election (PNE) and November 3, 2020, General Municipal Election (GME)
- 3) Vote center locator with map and sample ballot (address driven)
- 4) Online campaign filing and information retrieval
- 5) Vote By Mail tracking
- 6) Official Sample Ballot Booklet in all languages
- 7) California Secretary of State, LARRCC, Attorney General, and Fair Political Practices Commission
- 8) Online applications for obtaining a Vote By Mail ballot, and registering to vote
- 9) "Vote Long Beach" mobile application available for download on App Store and Google Play

Objective 2: Placement of the following on the "Vote Long Beach" Mobile Application:

- 1) Where do I vote?
- 2) Request a Vote By Mail ballot
- 3) Track my Vote By Mail ballot
- 4) See Election Night Results

STRATEGY 6: MAINTAIN CANDIDATE AND MEDIA RELATIONS

Goal: To continue good working relationships with local media, independently and through the City's Public Information Officer, as a means of notifying the public of election-related issues.

Objectives: Placement of Public Service Announcements and press releases regarding candidate nomination period, and Voting Solutions for All People via:

- 1) Long Beach Channel (Spectrum channel 3, Frontier FiOS channel 21, AT&T Universe channel 99)
- 2) Parks & Recreation Spring catalog
- 3) Bus shelter signs (pending availability of funding)
- 4) Election LinkLB (Constant Contact)
- 5) Neighbor-News (as published by Neighborhood Resource Center)
- 6) Local daily and weekly newspapers
- 7) Elections web page
- 8) Social Media
- 9) Billboard
- 10) "Vote Long Beach" mobile application
- 11) LBCC and CSULB catalog
- 12) Utility bill insert

STRATEGY 7: CONDUCT COMMUNITY OUTREACH

Goal: To increase voter awareness, participation, and education, aimed at increasing voter turnout in historically underrepresented areas.

Objective: Advise community and neighborhood associations, and community-based organizations of our availability to attend community events, conduct voter registration drives, and make presentations related to voter education such as inviting Los Angeles Registrar-Recorder/County Clerk to host demonstrations of the new Ballot Marking Devices.

CANDIDATE PROCESSING AND SUPPORT

STRATEGY 8: PROVIDE A CANDIDATE HANDBOOK AND ORIENTATION

Goal: Provide a handbook and orientation session for candidates. Make handbook available online.

Objective: Preparation of Candidate Handbook in an easy to read format that includes necessary information for candidates to conduct a successful campaign. The Candidate Handbook highlights provisions of the Long Beach City Charter, Long Beach Municipal Code, California Elections Code and the California Government Code regarding campaign laws.

Note: Candidate Workshop will take place on Monday, November 11, 2019, at 10:00 a.m. in the Media Room (first day of the nomination period). The Candidate Handbook will be available on the City Clerk's website in advance of the Candidate Workshop. During the workshop, candidates will receive a copy of the Candidate Handbook. Items to be discussed include nomination and candidate statement guidelines.

Statement of Economic Interests forms, including the Long Beach Campaign Reform Act, campaign disclosure requirements, online filing of campaign disclosure forms, political sign guidelines and placement, electioneering laws, and guidelines for vote-by-mail ballot applications.

Candidates or their campaign managers will only receive one hard copy of the Candidate Handbook due to the expense incurred for its preparation. The California Elections Code states that all forms required for the nomination of candidates will be provided free of charge.

ELECTION DAY OPERATIONS

STRATEGY 9: ONLINE AVAILABILITY OF VOTE-BY-MAIL APPLICATION AND VOTE BY MAIL BALLOT TRACKING, AND VOTE BY MAIL DROP-OFF LOCATIONS

Goal: To continue the accessibility and convenience to request a vote-by-mail ballot using an online request feature via the Los Angeles Registrar-Recorder/County Clerk website.

Objective 1: Make the Vote By Mail application and vote-by-mail ballot tracking feature available online through the City Clerk's website and the "Vote Long Beach" mobile application that links to the Los Angeles Registrar-Recorder/County Clerk website.

Objective 2: Make list of Vote By Mail drop-off locations in Long Beach and Los Angeles County accessible on website.

STRATEGY 10: OFFER IN-PERSON EARLY VOTING

Goal: To increase accessibility and convenience to voters.

Objective: In-person early voting will be offered at the Los Angeles Registrar-Recorder/County Clerk headquarters during the Vote By Mail period beginning February 3, 2020, through February 25, 2020.