



ELECTIONS OVERSIGHT COMMITTEE 2014 MUNICIPAL ELECTIONS REVIEW

AUGUST 15, 2014



Overview

The environment around elections is rapidly changing. Many factors make this environment quite dynamic. Despite the lack of federal and state funding for improvement of municipal elections, the City Clerk Department is determined to plan and organize for successful management of these dynamic changes.

This status report presents our strategies under these subsections:

- Elections Principles;
- Overview – Population, Elections Costs, Cost Per Voter & Challenges Faced;
- Candidate Processing and Support;
- Elections Administration;
- Poll Worker Recruitment and Training;
- Voter Education And Outreach;
- Election Day Operations; and
- Election Statistics.



Elections Principles

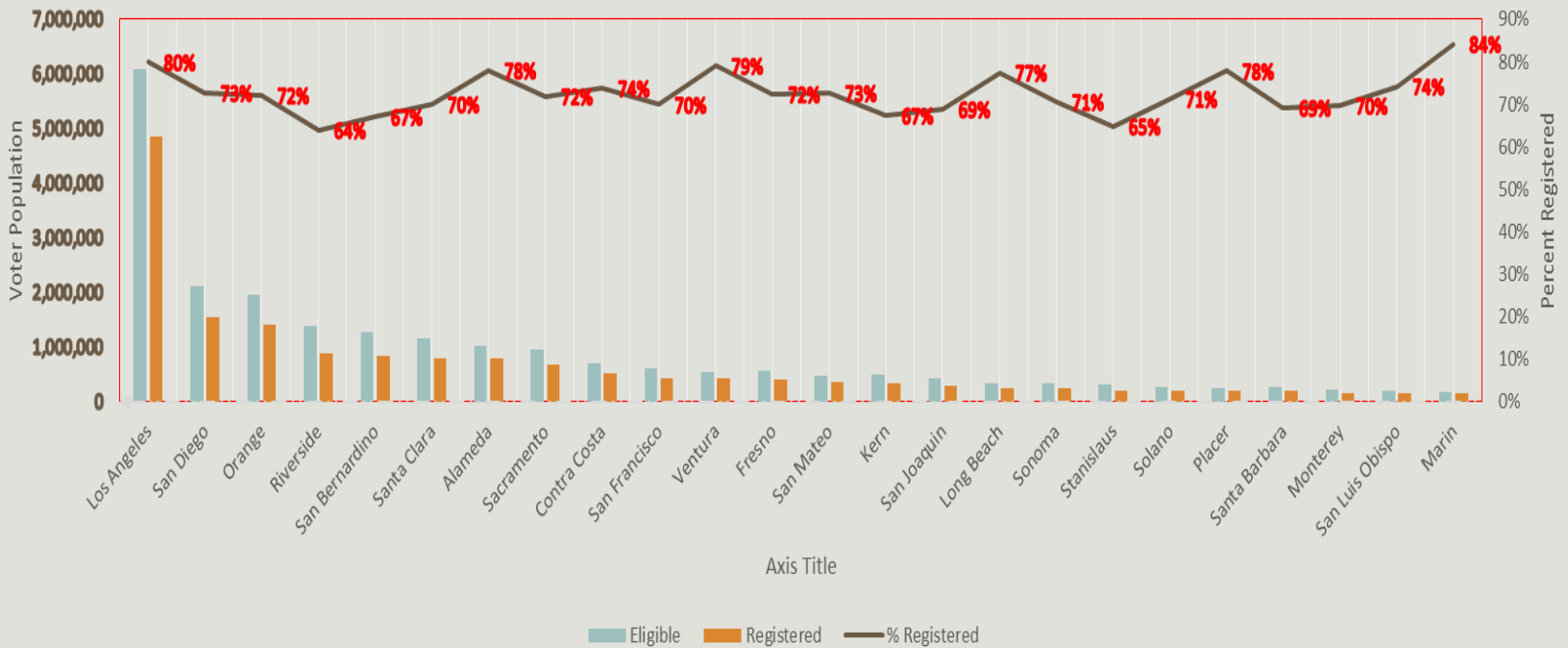
- Transparency -- an open and public counting process;
- Security -- tamperproof ballots and ballot boxes;
- Professionalism -- training of workers & commitment to non-partisan role in the election process;
- Accuracy -- procedures and manuals designed for integrity of the count and audit trails;
- Secrecy -- ensure that voters' privacy is not compromised;
- Timeliness – internet reporting of results & realistic assessment of final result reporting;
- Accountability -- clear responsibility at each stage of the counting process; and
- Equity -- same rules for all participants.



Overview – Voting Population

In 2014, the County voter registration system showed that there were 285,029 registered voters for the April Primary Election, and 256,735 voters involved in the June General Election. Since 2007, the City of Long Beach is the only California city to operate its own voting system.

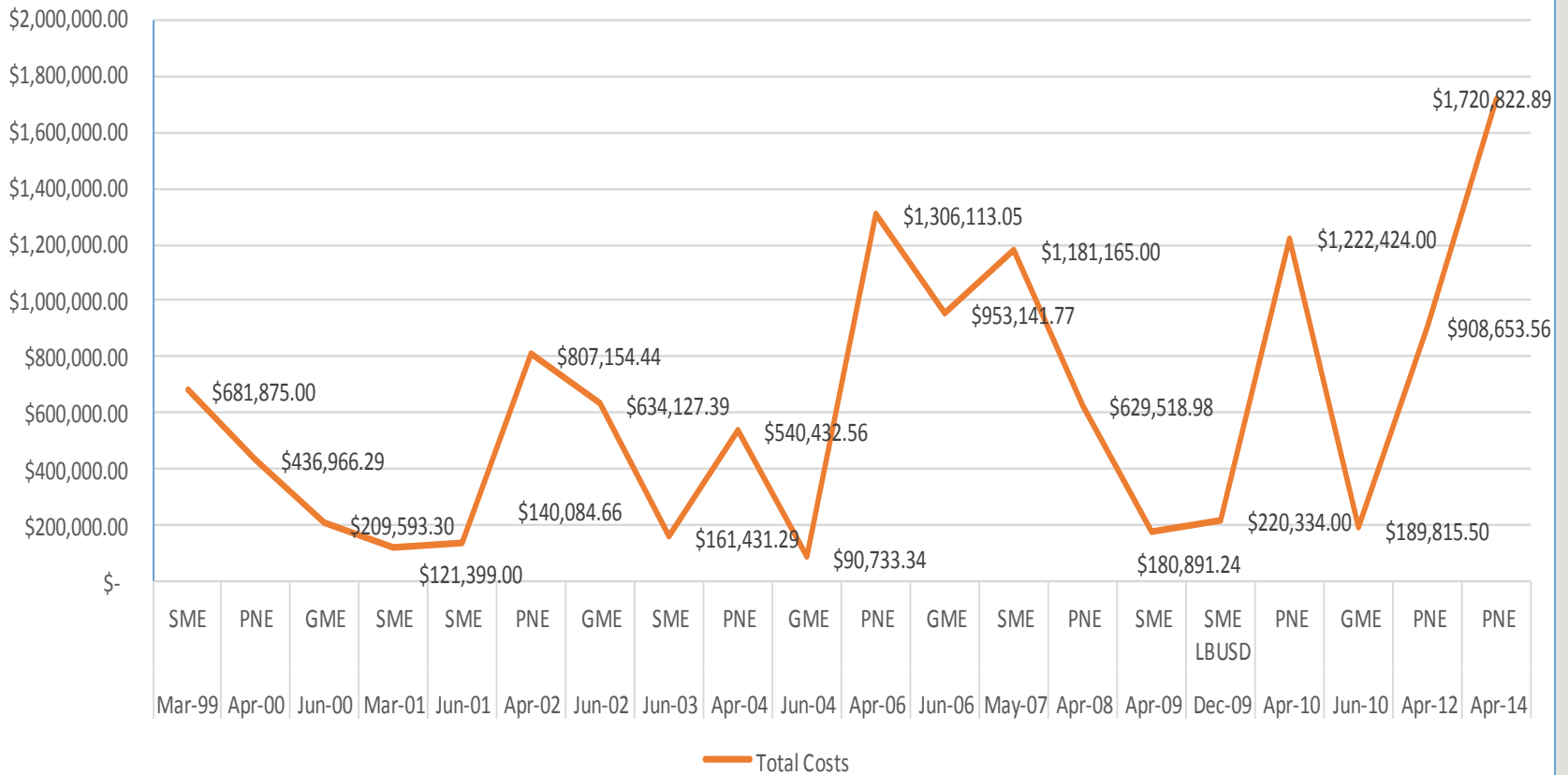
Long Beach Eligible vs. Registered Voters Compared to 25 Counties





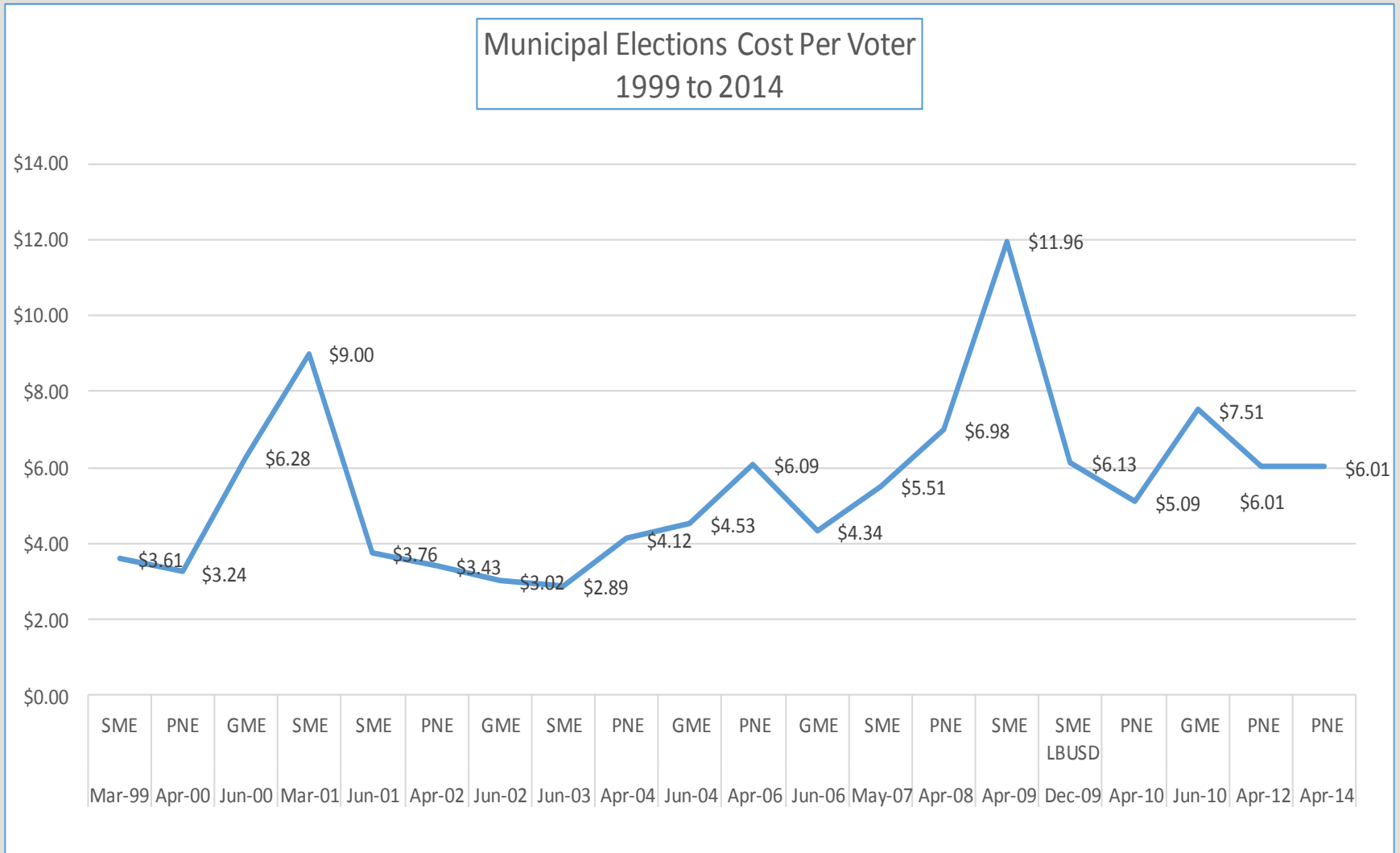
Overview – Elections Cost

Municipal Elections Costs
1999 to 2014





Overview – Cost Per Voter





Overview – Challenges Faced


- Availability of accessible and suitable polling locations;
- Effective communication in the 2VoteTuesday mode;
- Recruiting and training poll workers, sharing June poll workers with LA County;
- Implementing education and training in State & Federal election laws;
- Managing the increasing costs of conducting elections; and
- Low voter turnout.



Candidate Processing and Support

- ❑ Filing of Nomination Papers, Ballot Designations; Candidate Statements, Form 700s;
- ❑ Campaign Finance Reporting – Candidates and Independent Expenditures;
- ❑ Campaign Finance Ordinance Interpretations;
- ❑ Sample Ballot Review; and
- ❑ Weekly Vote By Mail Return Reports

Candidate Statement for 5th District City Council Member
Declaración de Candidato para Miembro del Concejo Municipal del Distrito 5



Budget Director
STACY MUNGO
For 5th District City Council

As a Los Angeles County Reserve Deputy Sheriff, I'm running for City Council to keep Long Beach families safe.

As a Budget Director for LA County, I'm running to ensure your hard-earned tax dollars are spent wisely.

As someone who was born here, grew up here, played youth sports here and went to school here, I'm running to make sure our City, schools and local organizations work together to improve Long Beach.

As your Councilwoman I will bring fresh energy and new ideas to council while:


- **KEEPING LONG BEACH SAFE:** I'll push to strengthen Megan's Law, and do everything possible to keep dangerous criminals away from our children.

- **LOOKING OUT FOR TAXPAYERS:** I will protect Proposition 13 and oppose tax increases. I will invest in community priorities not City Hall priorities.
- **PARTNERING WITH OUR SCHOOLS:** Working with K-12 schools, LBCC, and Long Beach State – I'll look for new ways that the City can be a helpful partner for our schools – everyone needs to work together to ensure our children have the resources needed to be successful.

That's why I've earned the support of Long Beach leaders like Mayor Bob Foster and Supervisor Don Knabe.

I respectfully ask for your vote on June 3rd.

Candidate Statement for 1st District City Council Member
Declaración de Candidato para Miembro del Concejo Municipal del Distrito 1



LENA GONZALEZ
Occupation: City Council Representative

I'm asking for your **VOTE** to continue the **Progress You Know.**

For the last 5 years, I've worked hard for you as your 1st District City Council Representative. We've worked together to create park space, eliminate blight, strengthen infrastructure and help make our streets safer.

Together, we've accomplished so much but we have a lot MORE TO DO.

As a mother, I know how important it is to have safe communities and great schools. That's why I am honored to be the only candidate endorsed by our **local firefighters, police officers and teachers.**


I'll work hard every day, as I have for the last 5 years, to represent you and our neighborhoods to the best of my abilities

and to ensure that our neighborhoods are safe for my family and yours.

I am honored and humbled to be endorsed by a wide variety of elected officials and organizations including current first district councilmember, **Vice Mayor Robert Garcia**, Congresswoman Janice Hahn, State Senator Ricardo Lara, the League of Conservation Voters and hundreds of community members and small business owners from throughout the 1st District.

I hope to earn your **VOTE** so that together, we can continue the **Progress You Know.**

Candidate Statement for 7th District City Council Member
Declaración de Candidato para Miembro del Concejo Municipal del Distrito 7



ROBERTO URANGA
Age: 60
Occupation: Community College Trustee

I love Long Beach. I went to school, raised my family and retired here after 36 years in public service. It is where I became a member of the Board of Trustees on the Long Beach Community College District, serving since 2000.

I have been President of the Board of Trustees 3 times, passed two bond measures to upgrade outdated facilities and implemented nationally recognized student success programs. 1

I have served as Chairman of the National Association of Community College Trustees where I lead an organization of more than 1500 community colleges and 6500 trustees.

I am a 30-year resident of the 7th District. As your Councilmember, I will:

- Improve access to neighborhoods by making them clean and safe to live and work;
- Implement an economic plan that will build on business corridors to make them dynamic, vibrant and neighborhood friendly;
- Work with elected officials, business, community and other influential leaders to develop a master plan for the 7th District; and
- Ensure that we secure the funding needed to keep our public safety departments fully funded, fully staffed and within budget.

On April 8, I hope to earn your vote.

Contact: RobertoUranga.com



Elections Administration (EA)

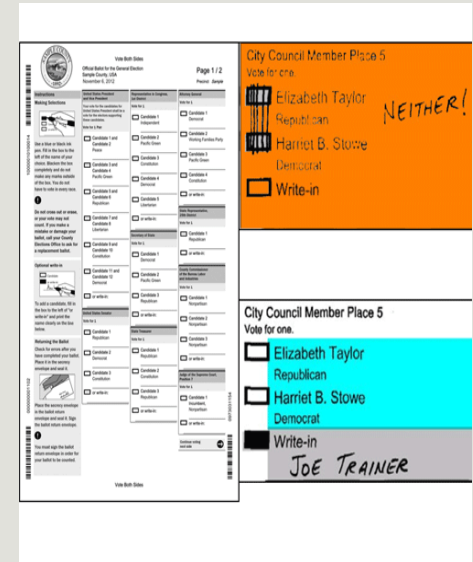
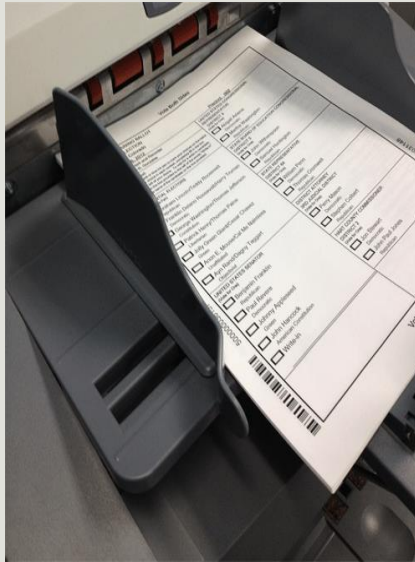
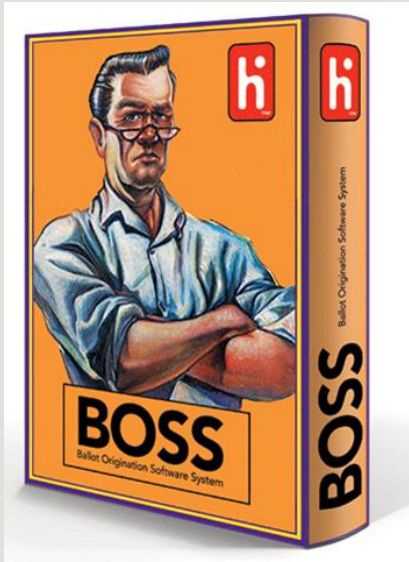
- Tally System Set Up
- Poll Surveying
- United States Postal Service
- Election Day Supplies
- Extraction and Duplication of Ballots
- Poll Worker Recruitment & Training





EA - Tally System Set-up

- ❑ Ballot Client/Server Set-up
- ❑ Ballot Now Station Scanners
- ❑ eSlates – Private and Independent Voting
- ❑ Voter Intent





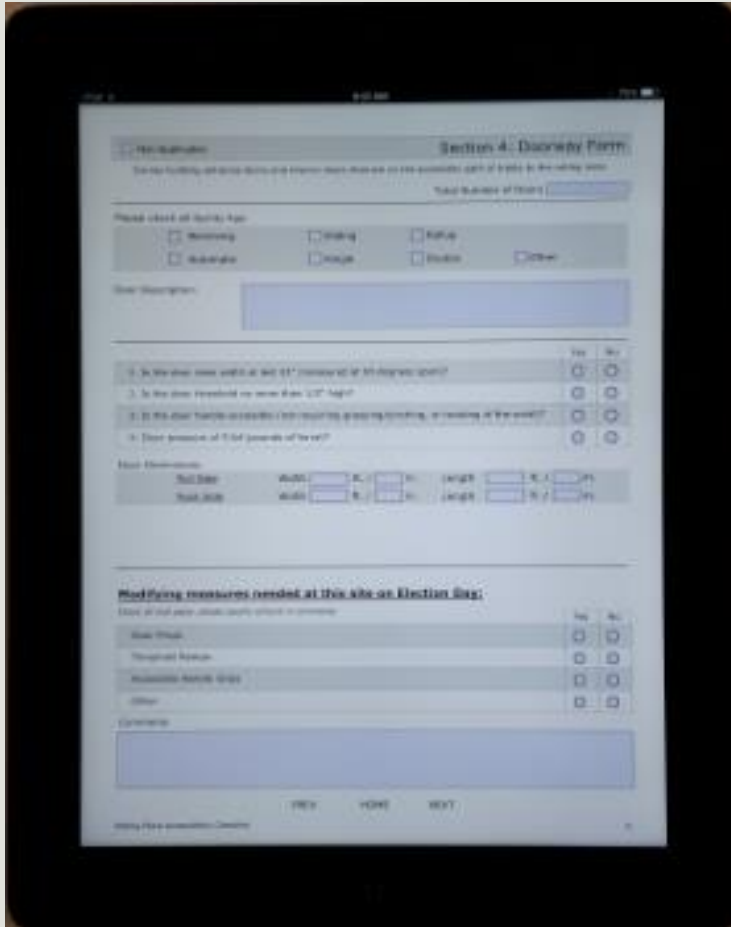
EA - Poll Surveying

- ❑ Survey polling places for accessibility and functionality; and
- ❑ Developed and launched an IPAD app to survey polling places.





EA - Poll Survey iPad Application



Date Surveyed Polling Place Accessibility Checklist

For official use only

Polling place determined to be ADA: Accessible Not Accessible

Surveyor Name Telephone
 E-mail Address @ LongBeach .com

Surveyor Name Telephone
 E-mail Address @ LongBeach .com

Section 1: Polling Place Info

Home Precinct Assigned Precinct

Polling Place Name

Telephone Fax

Voting Area

Street Address

City Zip Code

E-mail Address @ .com

Site Contact

Telephone (If different) Fax

E-mail Address (If different) @ .com

Polling Place Owner

Telephone (If different) Fax

E-mail Address (If different) @ .com

PREV HOME NEXT

Polling Place Accessibility Checklist 2



EA - United States Postal Service Support

- ❑ Redesign of Vote-by-Mail Application;
- ❑ Resolution of Issues; and
- ❑ Election Night Floor Sweeps & Pick-up.

Department of the City Clerk
325 W. Ocean Blvd., 1st Floor
Long Beach, CA 90802
562.579.4200
325 W. OCEAN BLVD.
www.longbeach.gov

OFFICIAL ELECTION MAIL
ELECTRONIC SERVICE REQUESTED

PRESTO! U.S. POSTAGE PAID 9081

CITY OF LONG BEACH
Official Sample Ballot
Voter Information Pamphlet

PRIMARY NOMINATING ELECTION
Tuesday, April 8, 2014
Polls Open at 7 a.m. and Close at 8 p.m.

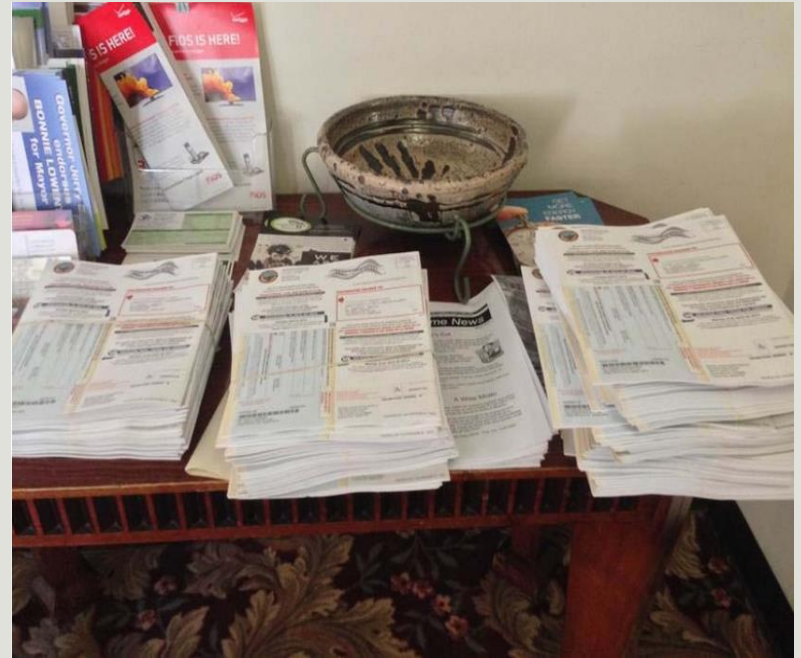
EXPRESS YOURSELF

Vote Early on the eSlate

California law allows voters to cast their ballot 29 days preceding an election. To vote early (March 10 - April 1, 2014), simply come in person to the Election Office during regular business hours (Mon. - Fri., 9:00 a.m. - 4:00 p.m.) and cast your ballot.

City of Long Beach, City Clerk Department
323 W. Ocean Blvd., Lobby Level, Long Beach, CA 90802

The eSlate is an electronic voting device, also known as a Direct Recording Electronic (DRE) voting system. The eSlate has won acclaim for its ease of use, accessibility and accurate vote tabulation.





EA - Election Day Supplies

- ❑ Supply Set-up;
- ❑ Asset Tracking; and
- ❑ Equipment Storage.





EA - Supply Set-up

Precinct Supply Kits





EA - Vote-by-Mail Reporting

☐ Daily Reporting

Daily Report
General Municipal Election
June 03, 2014


Date	APPLICATIONS RECEIVED											BALLOTS ISSUED											BALLOTS RETURNED												
	PVBM	DECL	SBAL	REG	CNTR	WEB	Phone	eSlate	County	Daily Total	Cum Total	PVBM	DECL	REG	SBAL	CNTR	WEB	Phone	eSlate	County	Daily Total	Cum Total	UNDEL	MAIL	eSlate	PERS	POLLS	FAX	Daily Total	Cum Total					
E-26	5/6/2014	80,335	376	2	343	0	26	12	5	0	81,098	81,098	80,335	376	0	0	0	7	0	5	0	80,723	80,723	0	0	5	0	0	0	5	0				
E-26	5/8/2014	298	0	0	128	0	11	3	1	0	441	81,539	298	0	316	2	0	20	12	1	0	649	81,372	0	0	1	0	0	0	1	0				
E-27	5/7/2014	0	0	0	40	0	5	1	7	0	53	81,592	0	0	0	0	0	0	7	0	0	7	81,379	0	0	7	0	0	0	7	0				
E-26	5/8/2014	0	0	0	10	0	7	0	4	0	21	81,613	0	0	0	0	0	0	4	0	0	4	81,383	0	0	4	0	0	0	4	0				
E-25	5/9/2014	130	0	0	39	0	5	0	2	0	176	81,789	130	0	165	0	0	18	4	2	0	319	81,702	52	0	2	1	0	0	3	20				
E-24	5/10/2014	0	0	0	0	0	0	0	0	0	0	81,789	0	0	0	0	0	0	0	0	0	0	81,702	0	0	0	0	0	0	0	0	20			
E-23	5/11/2014	0	0	0	0	0	0	0	0	0	0	81,789	0	0	0	0	0	0	0	0	0	0	81,702	0	0	0	0	0	0	0	0	20			
E-22	5/12/2014	0	0	11	0	0	4	2	2	0	19	81,808	0	0	0	0	0	0	2	0	0	2	81,704	488	1,336	2	8	0	0	1,346	1,366				
E-21	5/13/2014	0	0	286	3	0	5	2	6	0	282	82,090	0	0	0	0	0	0	6	0	0	6	81,710	665	1,957	6	5	0	0	1,968	3,334				
E-20	5/14/2014	267	0	222	57	0	3	10	8	356	923	83,013	267	0	39	245	0	13	12	8	356	940	82,650	203	1,576	8	5	0	0	1,588	4,922				
E-18	5/15/2014	94	0	178	0	0	2	2	5	0	279	83,292	94	0	0	182	0	1	2	5	0	284	82,934	929	1,219	5	3	0	0	1,227	6,149				
E-18	5/16/2014	87	0	112	16	0	3	3	8	0	229	83,521	87	0	47	158	0	4	2	8	0	308	83,240	672	1,016	8	5	0	0	1,029	7,178				
E-17	5/17/2014	0	0	0	0	0	0	0	0	0	0	83,521	0	0	0	0	0	0	0	0	0	0	83,240	0	0	0	0	0	0	0	0	7,178			
E-16	5/18/2014	0	0	0	0	0	0	0	0	0	0	83,521	0	0	0	0	0	0	0	0	0	0	83,240	0	0	0	0	0	0	0	0	7,178			
E-15	5/19/2014	317	2	139	11	0	17	10	8	1	504	84,025	317	2	18	231	0	17	12	8	1	608	83,846	1,980	1,151	8	5	0	0	1,164	8,342				
E-14	5/20/2014	89	0	147	0	2	0	6	8	0	252	84,277	89	0	1	128	2	1	6	8	0	235	84,081	438	1,593	8	7	0	0	1,608	9,950				
E-13	5/21/2014	118	0	86	6	0	0	9	3	0	222	84,499	118	0	3	80	0	8	3	0	0	212	84,293	278	1,632	3	3	0	0	1,638	11,588				
E-12	5/22/2014	0	0	0	12	1	0	16	8	0	37	84,536	0	0	0	0	0	0	8	0	0	8	84,301	39	955	8	4	0	0	967	12,556				
E-11	5/23/2014	123	1	143	0	0	15	4	9	0	295	84,831	123	1	11	128	1	0	20	9	0	291	84,592	157	903	9	4	0	0	916	13,471				
E-10	5/24/2014	0	0	60	0	0	6	0	0	0	66	84,897	0	0	0	0	0	0	0	0	0	0	84,592	0	900	0	1	0	0	0	901	14,372			
E-9	5/25/2014	0	0	0	0	0	0	0	0	0	0	84,897	0	0	0	0	0	0	0	0	0	0	84,592	0	0	0	0	0	0	0	0	14,372			
E-8	5/26/2014	0	0	0	0	0	0	0	0	0	0	84,897	0	0	0	0	0	0	0	0	0	0	84,592	0	0	0	0	0	0	0	0	14,372			
E-7	5/27/2014	90	1	79	17	0	17	19	39	343	605	85,502	0	0	0	0	0	0	0	39	0	39	84,631	391	766	39	15	2	0	822	15,194				
E-6	5/28/2014	0	0	0	0	9	0	0	0	0	9	85,511	90	1	7	113	9	36	21	0	343	620	85,251	45	2,565	0	30	0	0	2,565	17,789				
E-6	5/29/2014	0	0	7	0	5	0	0	0	0	12	85,523	0	0	0	0	5	0	0	0	0	5	85,256	51	1,052	0	31	0	0	1,083	18,872				
E-4	5/30/2014	0	0	0	0	9	0	0	0	0	9	85,532	0	0	0	0	9	0	0	0	0	9	85,265	67	1,106	0	50	0	0	1,156	20,028				
E-3	5/31/2014	0	0	0	0	0	0	0	0	0	0	85,532	0	0	0	0	0	0	0	0	0	0	85,265	0	0	0	0	0	0	0	0	20,028			
E-2	6/1/2014	0	0	0	0	0	0	0	0	0	0	85,532	0	0	0	0	0	0	0	0	0	0	85,265	0	0	0	0	0	0	0	0	20,028			
E-1	6/2/2014	0	0	24	0	16	0	0	0	0	40	85,572	0	0	0	0	16	0	0	0	0	16	85,281	5	1,741	0	63	0	0	1,804	21,832				
E-0	6/3/2014	0	0	5	0	8	0	0	0	0	11	85,583	0	0	0	0	8	0	0	0	0	8	85,287	233	792	0	67	4,863	1	5,723	27,556				
TOTALS		81,948	380	1,478	662	48	125	99	123	700	85,583	81,948	380	607	1,265	48	117	99	123	700	85,287	85,287	6,591	22,259	123	307	4,863	3	27,556						
Too Late Total		0	0	36	0	45	0	0	0	0	81			2nd ballot requests																					
TOTAL																																			
% of Ballots Returned																																			32%

*Note: Applications received after E-7 are considered Too Late excluding Counter ballots.



EA - Vote-by-Mail Tracking

Tracking By Voter



CITY OF LONG BEACH, CA

CITY OF LONG BEACH GENERAL MUNICIPAL ELECTION
Tuesday, June 03, 2014

Vote by Mail Ballot Tracking

Vote by mail voters in the City of Long Beach can now track and confirm when their vote by mail ballot was mailed and when it was received by the election official in the City Clerk Department. Please provide the three pieces of information requested in the form below and click the Submit button. Be sure to follow the instructions closely.

Note: If you have any questions or problems, please call (562) 570-6101.

Number ONLY in your residential address
(Example for "735-A Main St." is 735)

Zip Code (5 digits)

Birth Date (mm/dd/yyyy, use leading 00)
(i.e., for 9/1/1960 enter **09/01/1960**)

For Long Beach Area Only

New results are posted daily. Please check back again if we don't show receipt of your ballot.



EA - Vote-by-Mail Return

Overseas Ballots Issued & Returned:

- Sweden
- Himalayas
- Taiwan
- South Africa
- Middle East
- Cambodia

VOTER: READ STATEMENT BELOW, SIGN AND DATE TO THE RIGHT:
I am a resident of and a voter in the precinct, and the person whose name appears on the envelope. I have not applied nor intend to apply for a vote by mail ballot from any other jurisdiction for the same election. I declare under penalty of perjury under the laws of the State of California that the foregoing declarations are to the best of my knowledge and belief true and correct.

ESTIMADO ELECTOR:
LEA LA DECLARACION A CONTINUACION Y PONGA SU FIRMA Y LA FECHA A LA DERECHA:
Soy residente y elector del distrito electoral, y la persona cuyo nombre aparece en el sobre. No he aplicado ni tengo la intencion de solicitar una boleta de voto por correo de ninguna otra jurisdiccion para la misma eleccion. Declaro, bajo pena de perjurio, de acuerdo con las leyes del Estado de California, que las declaraciones anteriores son verdaderas y exactas segun mi conocimiento y entendimiento.

Signature (Do NOT Print) / Firma (NO Letras de Moides)
X
Signature / Firma _____

Power of Attorney not accepted / Poder Legar no sera aceptado

RESIDENCE ADDRESS as Registered / DIRECCION DE DOMICILIO como está registrado
Date and Place of Signing / Fecha y Lugar de la Firma _____
Witness / Testigo _____
If this voter is unable to sign, he/she may make a mark witnessed by another person. If it is unable to make a mark, he/she please have a witness identified for your precinct.

Spilled your ballot? / ¿Estropeó su boleta?
If you have spoiled your ballot and wish another sent to you, enclose the spoiled ballot and mark a check in this box. Si se le ha estropeado su boleta y desea que se le mande otra, envíe su boleta estropeada y marque en este cuadro

IMPORTANT / IMPORTANTE
Complete the following ONLY if this ballot is to be hand delivered by someone other than the voter. Complete lo siguiente SOLAMENTE si esta boleta será entregada por alguien más que el votante.
I hereby affirm that I am ill or disabled and that I designated the following person to return my ballot for me. Por la presente afirmo que estoy enfermo o incapacitado y he designado a la siguiente persona para entregar mi boleta.
Print Name of Person Returning Ballot / Escríba el Nombre de la Persona que Entregará la Boleta _____
Signature of Person Returning Ballot / Firma de la Persona que Entregará la Boleta _____
Relationship to voter: (circle one): I am a relative of the same household as the voter by mail voter, spouse, child, parent, grandparent, grandchild, brother or sister. Parientes: (Marque uno con un círculo): Una persona que vive en el mismo hogar que el votante que vota por correo: hijo(a), pariente(s), abuelo(a), nieto(a), hermano(a) o hermana.

← Precinct ← BallotType ← EID

Barcode ← ID

LON2025 Rev. 07/20





EA – Canvass of Ballots

- ❑ Canvass begins 7 days before election day
- ❑ Worked in teams
- ❑ Crossed checked another persons work





Poll and Poll Worker Recruitment & Training

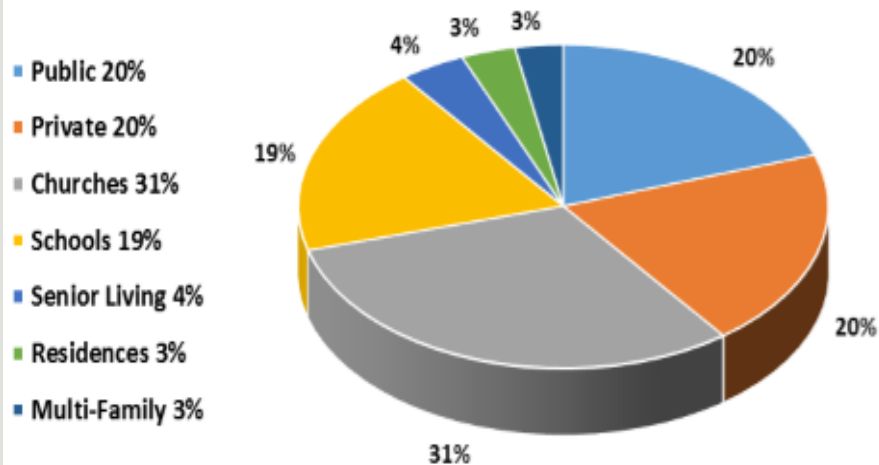
April 2014

- ❑ 272 Polls
- ❑ 23 Vote-by-Mail
- ❑ 1071 Poll workers
- ❑ 15 Training classes

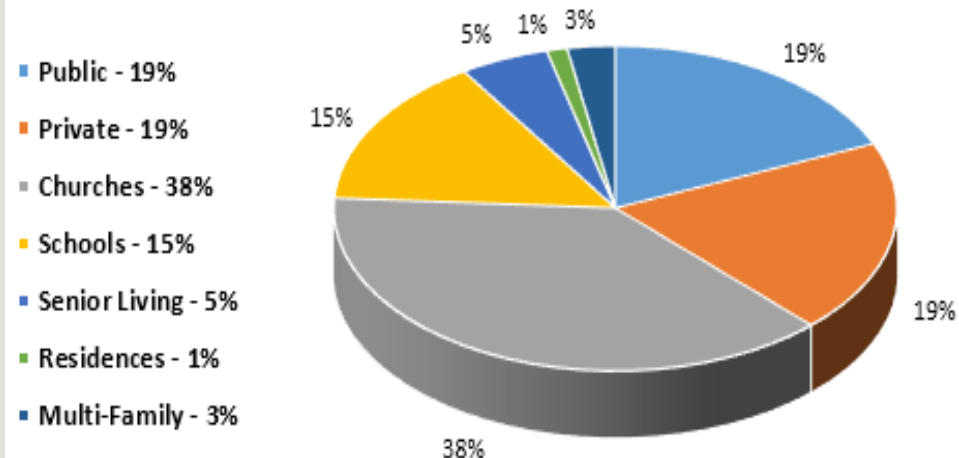
June 2014

- ❑ 254 Polls
- ❑ 24 Vote-by-Mail
- ❑ 846 Poll workers
- ❑ 10 Training classes

Poll Type - April 8, 2014 PNE
272 Poll Precincts



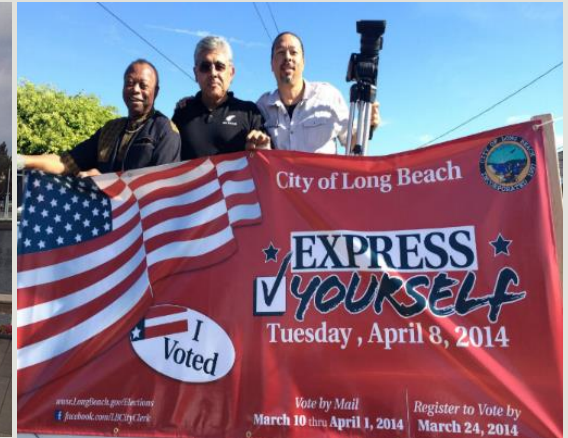
Poll Type - June 3, 2014 GME
254 Poll Precincts





Voter Education & Outreach

- ❑ Community events (MLK Day Parade); and
- ❑ Signs and Street Banners.





Voter Education & Outreach

- Information Booth at Community Events;
- 30 Second PSA in all Long Beach Movie Theaters;
- Online & Print Ads;
- Bus Shelter Ads;
- English/Spanish Cards inside LB Transit Buses;
- Long Beach TV Videos;
- Neighborhood Services Bureau Email (1,500 – 2,000 Subscribers);
- Traffic Control Signs;
- Street Banners;
- Terrace Theater Electronic Sign Ad; and
- Utility Bill Inserts.





Voter Education & Outreach - Social Media

- ❑ Vote LB 2014 Mobile App
 - Sample Ballot Look-up
 - Where to Vote
 - Vote By Mail Request & Track Information
 - Election Night Results
 - Total Downloads: 729 (iPhone); 437 (Google Play)

- ❑ Facebook/Youtube/Twitter





Social Media Stats

Facebook Ad Campaign

Primary Nominating Election

- 3 Week Campaign (3/18 – 4/8)
- Total Reach: 12,327 users
- Total Cost: \$219.93

General Municipal Election

- 3 Week Campaign (5/14 – 6/3)
- Total Reach: 16,016 users
- Total Cost: \$285.91

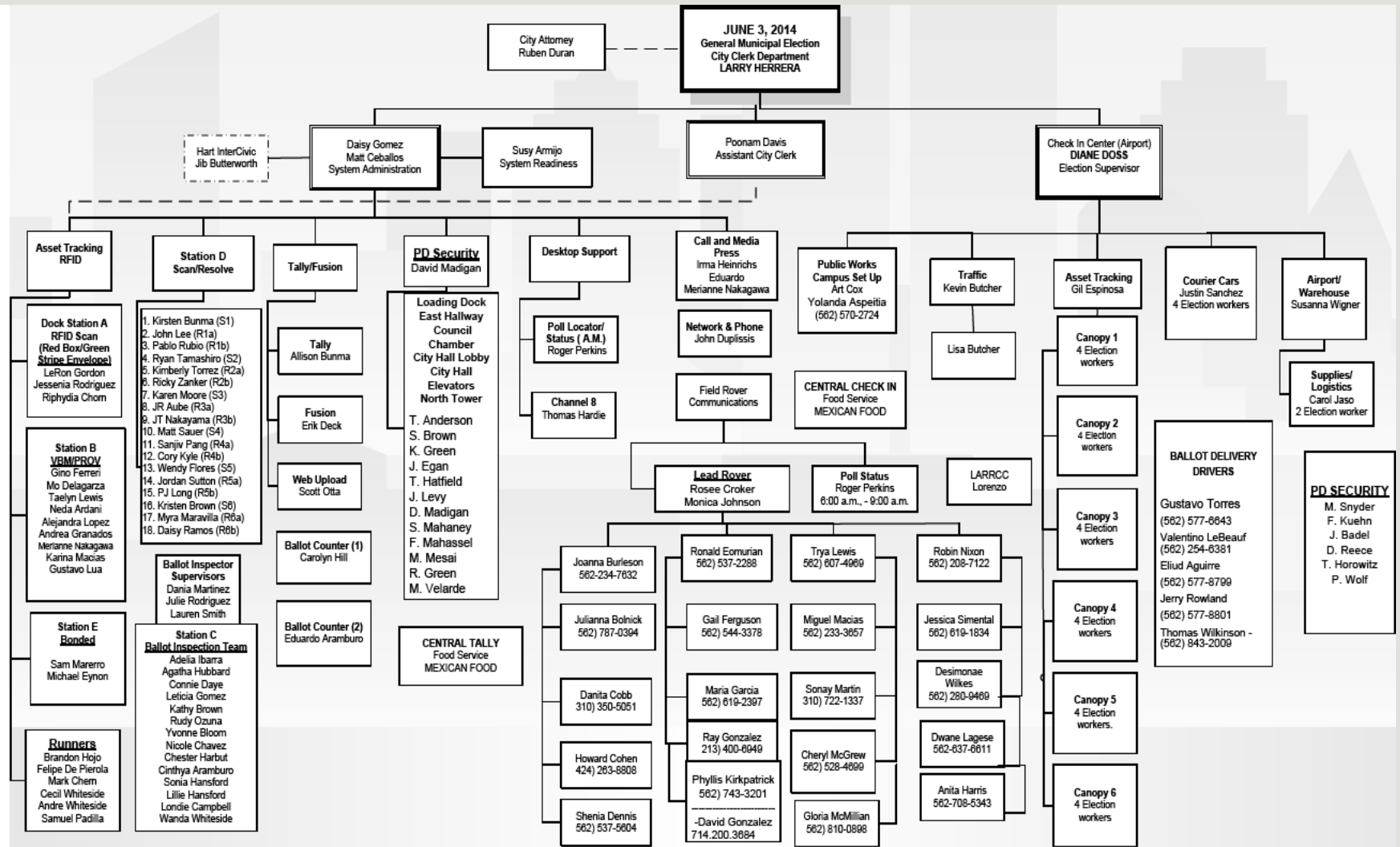
Youtube Ad Campaign

- 3 Week Campaign (5/15 – 6/3)
- Total Clicks: 4,311
- Total Cost: \$419.77





Election Day Operations (EDO)





EDO - Check-in-Center

- ❑ All Ballots & Supplies at the Check-in-Center By 10:30 p.m.
- ❑ Courier Cars to City Hall





EDO - Asset RFID Tracking

- Ballots Boxes, Rosters, Precinct VBMs, and Provisional Envelopes

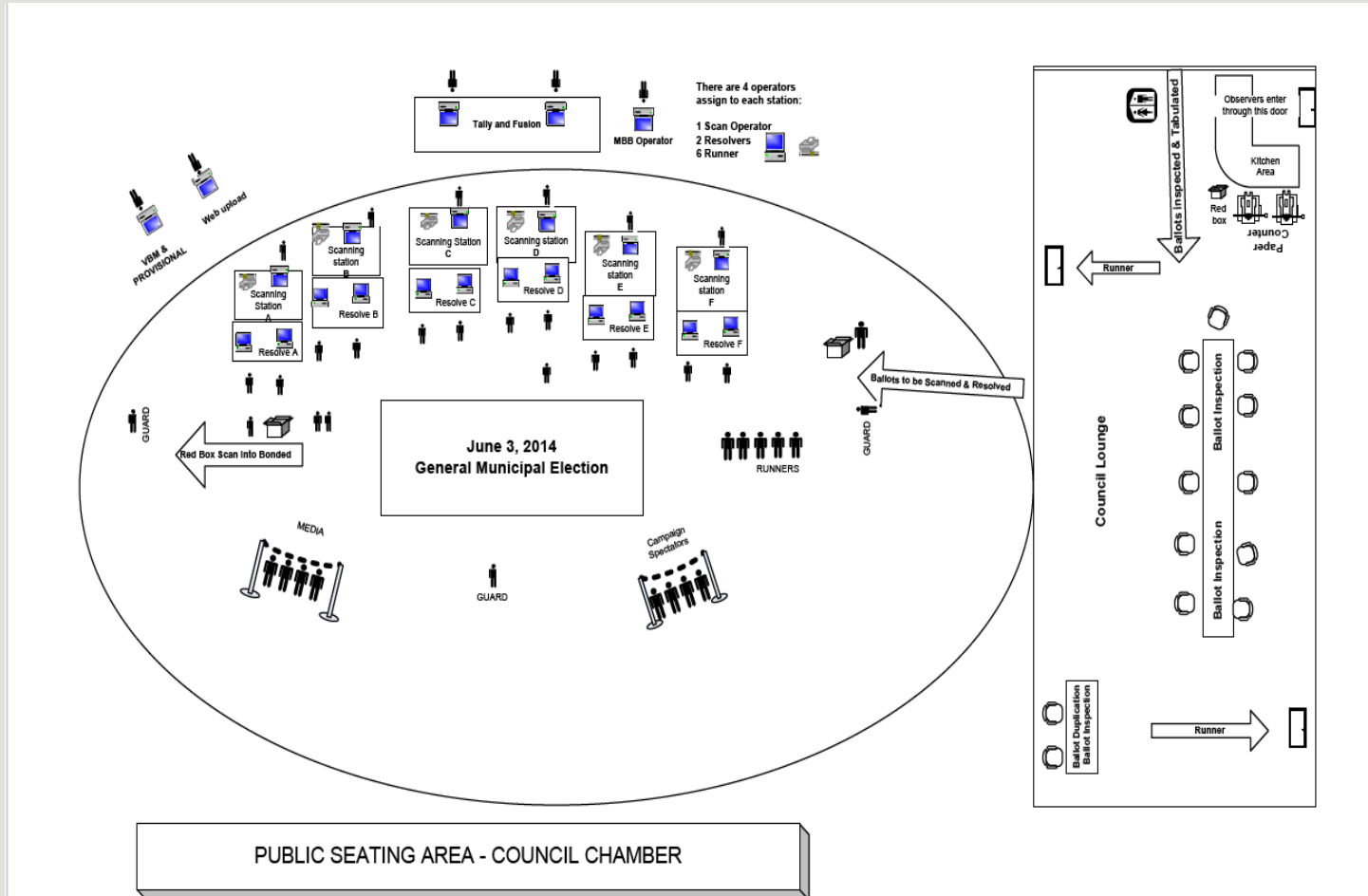
L&A
Precinct
Collection
Transport
City Hall
Bonded

Precinct
 Any Assettype
 Qty 1 or m
 Update

3850001A	3850003A	3850004A	3850005A	3850007A	3850008A	3850009A	3850010A	3850011A	3850012A	3850013A	3850015A	3850016A	3850017B	3850020A	3850021A
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3850290A	3850293B	3850294A	3850295A	3850296A	3850302A	3850302D	3850304A	3850305A	3850306A	3850307A	3850308A	3850309A	3850315A	3850316A	3850319A
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3850361A	3850362A	3850363A	3850366A	3850367A	3850368A	3850369A	3850370C	3850371A	3850372A	3850373A	3850374A	3850376A	3850377A	3850378A	3850379A
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3850572A	3850577A	3850591A	3850593A	3850594A	3850610A	3850611A	3850614A	3850616A	3850617A	3850618A	3850620A	3850621A	3850624A	3850625A	3850630C
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EDO - Election Night Central Count



PUBLIC SEATING AREA - COUNCIL CHAMBER



EDO - Election Tally System

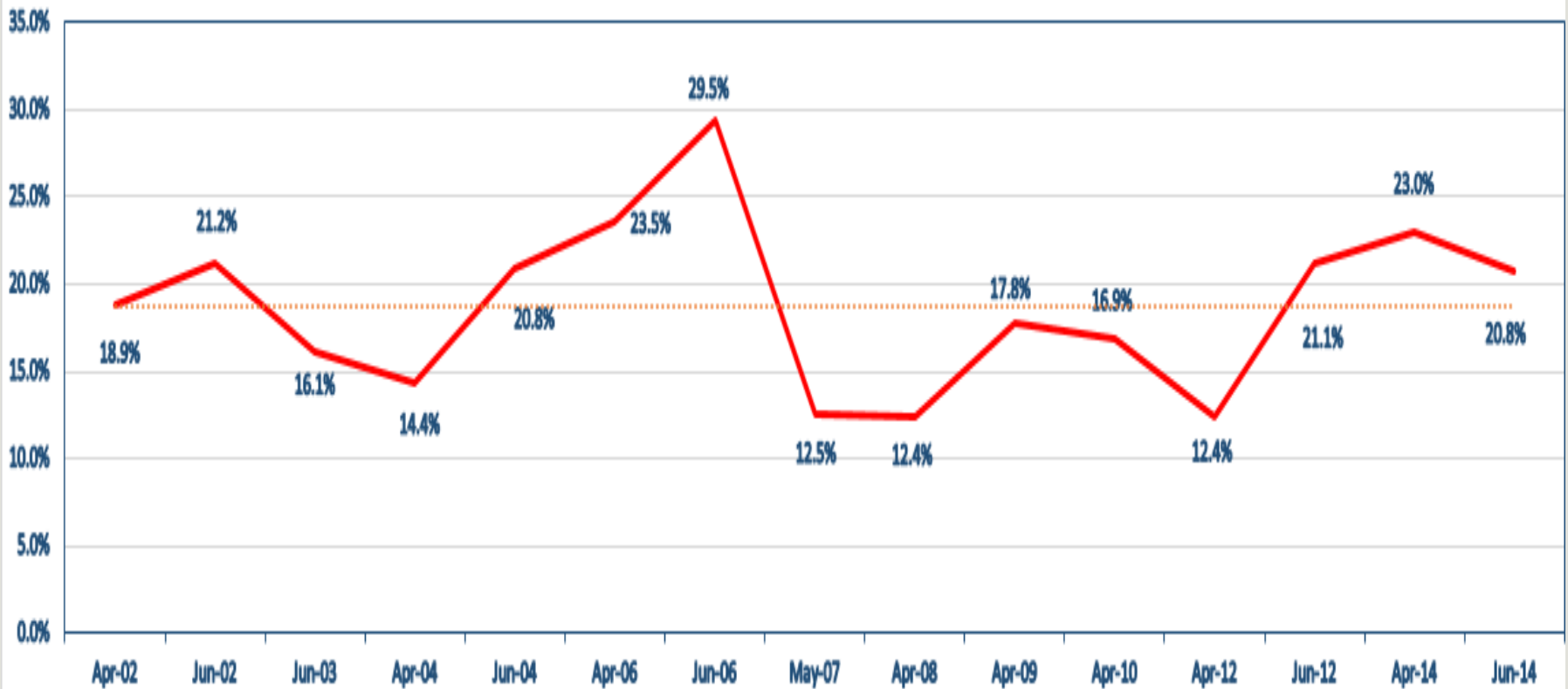
Central Count





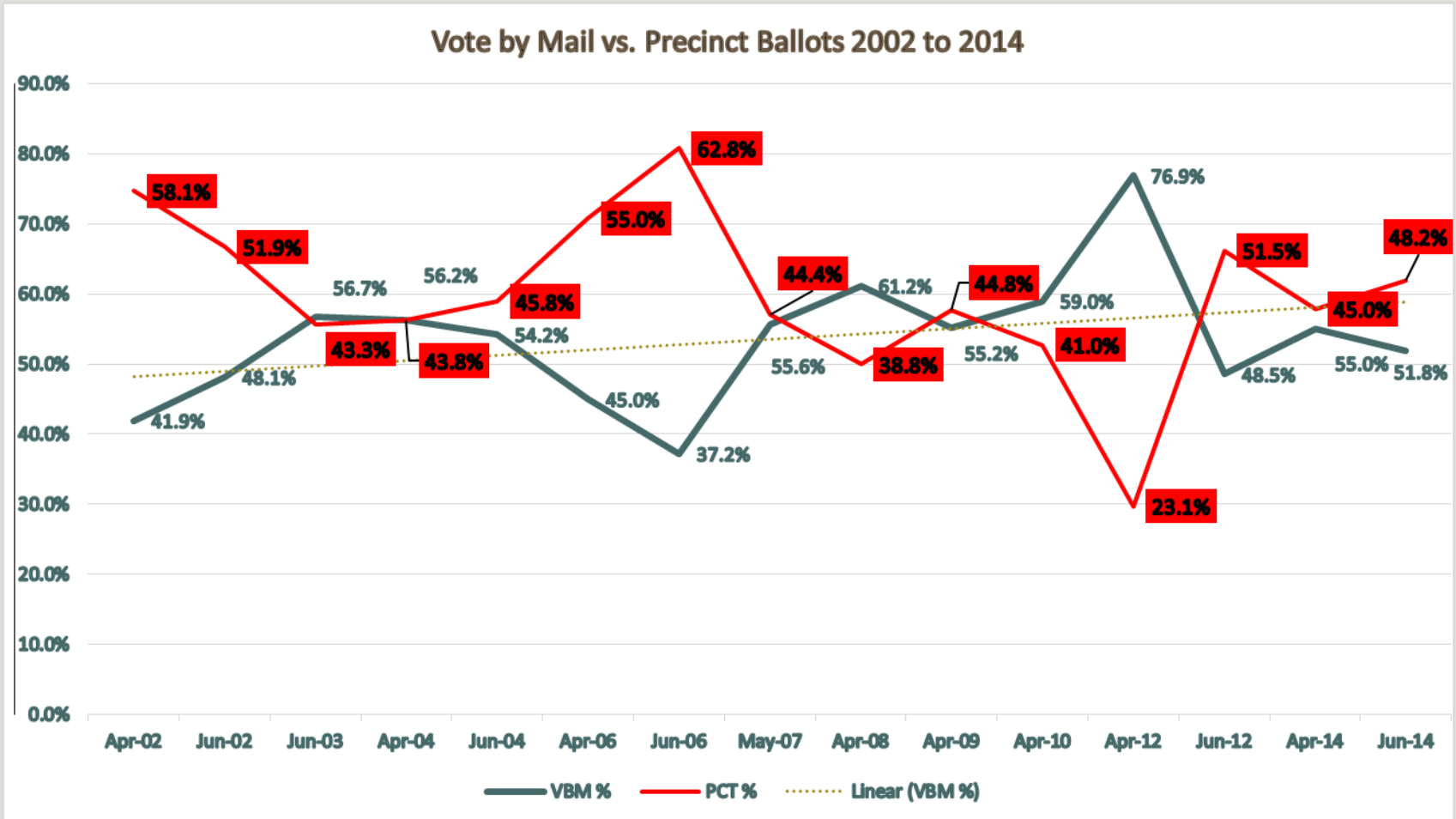
Election Participation Statistics - Turnout

City of Long Beach Voter Turnout
2002 to 2014





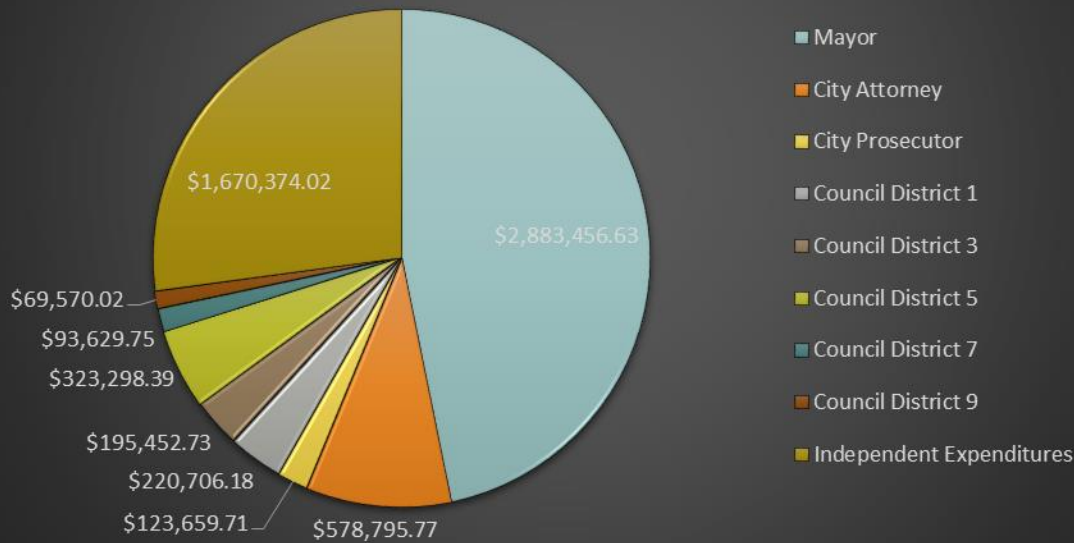
Election Participation Statistics Mail vs. Precinct Voting





Campaign Finance Spending

\$6.1 MILLION
EXPENDITURES MADE IN THE 2014 ELECTION
(1/1/2013 - 6/30/2014)



Campaign Reports Processed:
Candidate 138
PACs 109
Independent Expenditures 30



Recommendations

1. Conduct Year-Round Civic Engagement-Voter Education;
2. Offer Mock Elections and Student Body Elections to Local Schools;
3. Consider Adoption of Vote-By-Mail Ordinance for Special Elections;
4. Evaluate City-Wide All Vote-By-Mail Alternatives for 2016;
5. Streamline Campaign Matching Fund Payments;
6. Streamline Poll Worker Stipends; and
7. Evaluate Voter Registration Database Cleansing Alternatives.



Thank You

- ❑ City Manager: Pat West
- ❑ Long Beach Airport: Reginald Harrison
- ❑ Outside Legal Counsel: Ruben Duran
- ❑ Financial Management: John Gross
- ❑ Parks & Recreation: George Chapjian
- ❑ Library: Glenda Williams
- ❑ Fire Department: Mike DuRee
- ❑ Technology Services: Curtis Tani
- ❑ Public Works: Ara Maloyan
- ❑ Water: Kevin Wattier
- ❑ Police: Jim McDonnell
- ❑ Development Services: Amy Bodek



Questions and Suggestions