

Date: August 10, 2022

To: Honorable Members of the Ethics Commission

From: Julian Cernuda, Assistant to the City Manager

Subject: **Future of California Elections Conference Overview**

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On July 25, 2022, Ethics Commission (Commission) support staff attended the Future of California Elections Network Conference (Conference). This one-day annual Conference seeks to bring together election officials, election reform advocates, researchers, organizers, and other stakeholders to discuss key topics in voting and elections.

To better support the Commission's ongoing and upcoming reviews of election-related work, staff attended the Conference to increase our collective understanding of the upcoming elections and issues surrounding the elections. Below is an overview of issues covered during the conference and key takeaways from staff.

#### Guarding Against Disinformation (Federal Level)

- Stronger whistleblower protections
- Expand Federal Trade Commission oversight
- Outlaw discriminatory algorithms
- Focus on preventing disinformation targeting non-English speakers
- Provide real-time access of social media data to external researchers/watchdogs

#### Engaging Young Voters

- Snapchat (ads and filters/frames) proved to be a valuable tool to register young voters
- Develop landing page to send voters
- Use of micro influencers to develop content specific to target group
- Find creative ways to explain advanced topics
- Non-partisan approach is critical
- Remember who you are talking to
- Be fun and simple

#### Creating Impact

- Repair broken trust
- Build internal capacity
- Bring in new partners
- Align messaging
- Create touchpoints
- Share resources
- Look for outreach and education opportunities

## Future of California Elections Conference Overview

August 10, 2022

Page 2

If you have any questions, please contact Heather Van Wijk, Ethics Officer, at (562) 570-7443, or me at (562) 570-6154.

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