



CITY OF LONG BEACH

OFFICE OF THE CITY CLERK

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November 10, 2015

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive and forward the April 12, 2016 Primary Nominating Election Plan to the Elections Oversight Committee for report back to the City Council by December 15, 2015.

DISCUSSION

We are proud to share the City of Long Beach Elections Plan, which highlights administrative strategies that are intended to contribute to the successful execution of the April 12, 2016 Primary Nominating Election.

TIMING CONSIDERATIONS

After further public review of the strategies contained in the 2016 Primary Nominating Election Plan, it is requested that the Plan be returned for report back to the City Council by December 15, 2015.

FISCAL IMACT

The City Clerk FY 2016 Proposed Budget contains appropriations necessary to cover the costs of the 2016 Primary Nominating Election.

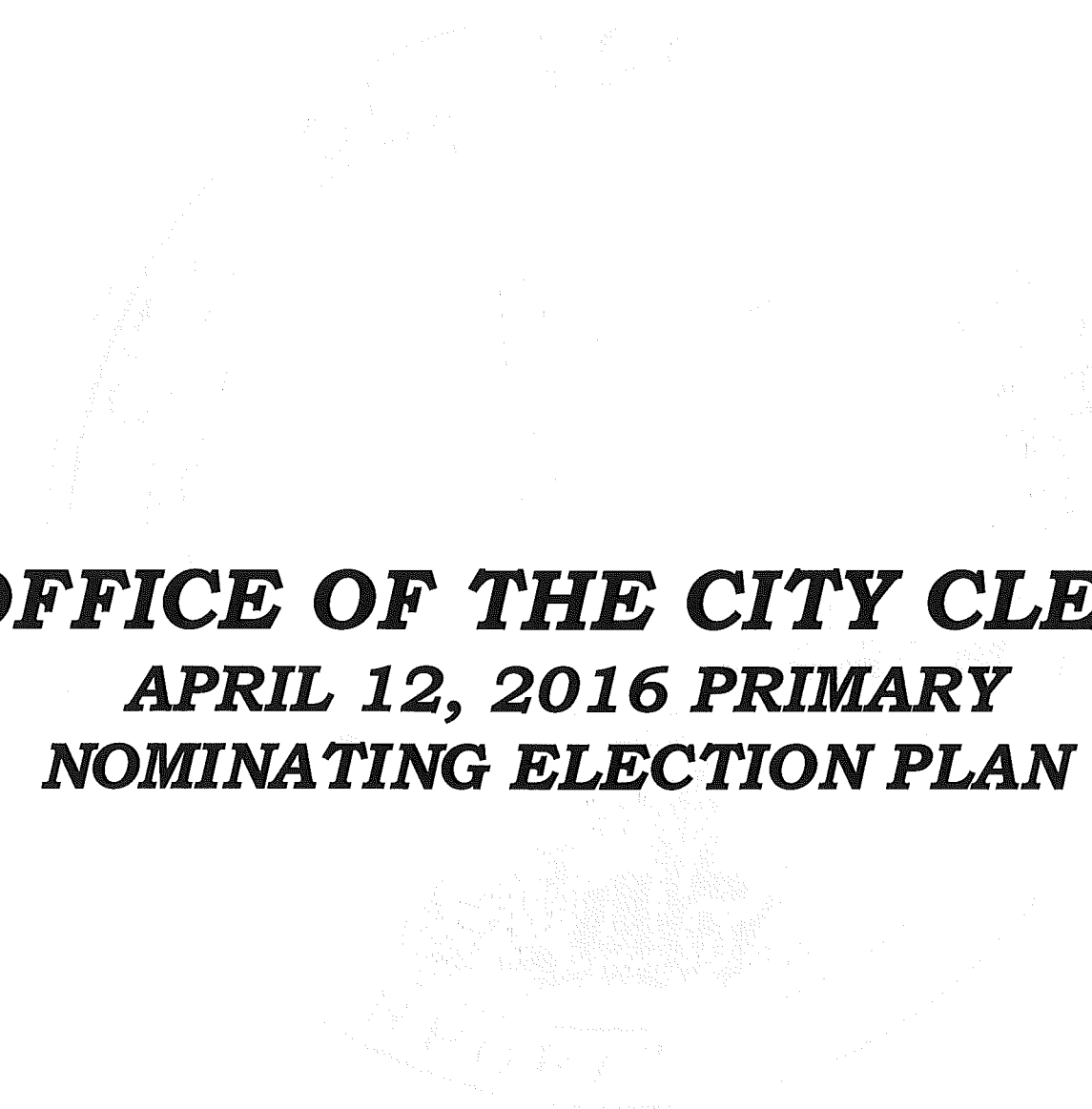
SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

MARIA DE LA LUZ GARCIA
CITY CLERK

ATTACHMENT – April 12, 2016 Primary Nominating Election Plan



OFFICE OF THE CITY CLERK
APRIL 12, 2016 PRIMARY
NOMINATING ELECTION PLAN

MARIA DE LA LUZ GARCIA
CITY CLERK

“To ensure the integrity of municipal elections by establishing processes that are transparent, accurate, and accessible as mandated by law. To engage our citizens in their local democracy by providing them with information, education, and invitation to participate in their local elections.”

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ELECTIONS ADMINISTRATION

STRATEGY 1: BUDGETING AND ACCOUNTING

Goal: To accurately estimate and report the cost of municipal elections, including identification of cost saving recommendations that strengthen the voting process and to assess costs associated to the different jurisdictions that consolidate with Long Beach elections.

Objective: Accountability and integrity in the management and conduct 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 beginning of fiscal year. Cost of a consolidated election with Los Angeles County for the June 7, 2016 General Municipal Election may affect outcome.

Note: \$2.1 million has been budgeted for the 2016 Primary and General Elections. The FY 2016 proposed budget, department will identify cost reduction strategies that may reduce proposed Budget. The budget is based on assumption relative to the number of registered voters, polls, contests and participating jurisdictions.

STRATEGY 2: POLL LOCATION CONSOLIDATION FOR APRIL PRIMARY

Goal: To follow the footprint of polling places used in prior elections for the purposes of augmenting the continuity between elections, improving ease of access to the polls, and contributing to a positive voter experience.

Objective: Using data from previous elections and in concert with the Los Angeles County Registrar-Recorder/County Clerk (RR/CC), identify April 2016 locations that are visible and accessible, consolidate precincts, and if necessary, communicate new polling place locations or changes to affected voters.

Outcome Criteria: [1] Community acceptance; [2] Selection of locations that are ADA accessible; and [3] Voter notification of poll locations via Official Sample Ballot and print media.

STRATEGY 3: GEOGRAPHIC INFORMATION SYSTEMS (GIS)

Goal: To work with the RR/CC, City Clerk staff, and Long Beach GIS staff to ensure the accurate placement of registered voters to be placed within the correct precincts and districts within the respective jurisdictions of the City, Long Beach Unified School District (LBUSD), and Long Beach Community College District (LBCCD).

Objective: Identification of anomalies and coordinate with RR/CC to correct findings.

STRATEGY 4: U.S. POSTAL SERVICE COORDINATION

Goal: To continue a strong working partnership with the United States Postal Service for the successful mailing of all election materials to be treated as First Class Mail.

Objective: Continuous communication with the Business Representative Manager, Postmaster, and Branch Managers handling Long Beach mail. Setting timelines and providing sample mail pieces for appropriate handling of all election mail.

Outcome Criteria: Conduct a base of two meetings with USPS representatives (one pre- and one post-mailing of the Official Sample Ballot Booklet) with the option of scheduling additional meetings should issues arise.

STRATEGY 5: OFFICIAL SAMPLE BALLOT BOOKLET

Goal: To develop an Official Sample Ballot Booklet that adheres to California State Elections law, meets Federal and State language translation requirements, and utilizes principles of plain language to increase ease of use and contribute to a positive voter experience.

Objective: Simplify and utilize plain language on the cover page, voting instructions, and associated filler pages. Continue to translate the following sections/pages:

- [1] A facsimile "official ballot" (English and Spanish)
- [2] Voting instructions (English and Spanish)
- [3] Notice to disabled voters (English and Spanish)
- [4] Candidate statements (English and Spanish, with other languages as paid for by each candidate)
- [5] Notice to foreign language voters advising them (in English, Spanish, Tagalog, Khmer, Vietnamese, and Korean) that election materials in their native languages can be provided upon request

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).

STRATEGY 6: FILING OF CAMPAIGN STATEMENTS AND STATEMENTS OF ECONOMIC INTERESTS BY CANDIDATES AND COMMITTEES

Goal: To ease the candidate filing process and promote its accessibility.

Objective: Full implementation of online filing system for Statements of Economic Interest, campaign filings, and officeholder filings.

Outcome Criteria: Full use of electronic filing systems, eCampaign and eDisclosure; document and respond to system-wide issues; obtain user feedback via survey feature for identification of potential future improvements.

POLL WORKER RECRUITMENT AND TRAINING

STRATEGY 7: POLL WORKER RECRUITMENT

Goal: To recruit and train approximately 800 regular and bilingual poll workers with the aim of contributing to a positive voter experience at the polls.

Objectives:

- [1] Provide non-English language services to voters with limited-English proficiency.
- [2] Continue policy of paying poll workers \$25 for attending a training class.

Comment: The City Clerk FY 2016 proposed budget will reflect poll worker staffing for approximately 175 polls.

STRATEGY 8: POLL WORKER MANUALS

Goal: To increase poll worker skills, knowledge, and abilities as they relate to polling place policies and procedures that will contribute to a positive voter experience and reduce the risk of polling place disruptions or operational problems; to increase accessibility of poll worker manuals.

Objective: Update the various poll worker training manuals and make them available online on the City Clerk's website. Additionally, add a link to the California Secretary of State's Poll Worker Digest.

VOTER EDUCATION AND OUTREACH

STRATEGY 9: MEET LANGUAGE REQUIREMENTS

Goal: Continued compliance with the 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: Form strategic partnerships with community organizations that service these populations that will serve to inform, educate, and offer assistance as needed throughout the elections process.

Note: The official ballot is printed in English/Spanish, translated voting materials will be sent to voters who are on file in the county system as having requested these materials in prior elections. All voter information placed on our website will be translated into our required languages Spanish, Khmer, Korean, Tagalog and Vietnamese.

STRATEGY 10: 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: Placement of the following on the Election web page:

- [1] Frequently Asked Questions and fact sheets for candidates, poll workers, and voters regarding elections
- [2] Calendar and information for the April 12, 2016 Primary Nominating Election (PNE)
- [3] Polling place 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's in all languages
- [7] Links to the California Secretary of State, RR/CC, Attorney General, and Fair Political Practices Commission
- [8] Online applications for obtaining a vote-by-mail ballot, becoming poll worker and registering to vote via the California Secretary of State's website
- [9] "Vote LB" mobile application available for download

Objective: Placement of the following on the "Vote LB" 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 11: 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 poll worker and polling place recruitment, candidate nomination period, and early voting via:

- [1] Long Beach Channel 8
- [2] Parks & Recreation Spring catalog
- [3] Yellow Cab and Bus shelters sign
- [4] Election LINKLB
- [5] Neighbor-News (as published by Neighborhood Resource Center)
- [6] Local daily and weekly newspapers
- [7] Office of the City Clerk Elections web page
- [8] Social Media
- [9] Light Boards
- [10] "Vote LB" mobile application

STRATEGY 12: CONDUCT COMMUNITY OUTREACH

Goal: To increase voter awareness, participation, and education, aimed at making sure ballots are properly cast.

Objective: Advise City community and neighborhood associations of our availability to attend community events, conduct voter registration drives, and make presentations related to voter education and the intricacies of preparing for an election.

CANDIDATE PROCESSING AND SUPPORT

STRATEGY 13: 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 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.

Comment: Candidate orientation is scheduled for Monday, December 21, 2016, at 10:00 a.m. in the Council Chamber (opening day of the nomination period). The Candidate Handbook will be available on the City Clerk's website in advance of the Candidate Orientation. During the orientation, 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.

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. The California Elections Code states that all forms required for nomination be distributed without charge to all candidates applying for them.

ELECTION DAY OPERATIONS

STRATEGY 14: ONLINE AVAILABILITY OF VOTE-BY-MAIL APPLICATION AND VOTE-BY-MAIL BALLOT TRACKING

Goal: To increase accessibility and convenience to voters, enhance the vote-by-mail program to include online features.

Objective: Make the vote-by-mail application and vote-by-mail ballot tracking application available online through the City Clerk's website and the "Vote LB" mobile application.

STRATEGY 15: ELECTION DAY FIELD SUPERVISORS

Goal: To assist in mitigating Election Day issues, employ Election Day Field Supervisors as problem solvers on Election Day (e.g., Precinct Coordinators).

Objective: Recruit and train precinct coordinators to provide guidance to poll inspectors and resolve issues that may arise at the polls.

STRATEGY 16: CERTIFIED WRITE-IN CANDIDATES

Goal: To assure the integrity of the tabulation of ballots and accurately process a controlled chain of command.

Objective: Utilize a controlled chain of custody and dedicate one of six ballot scanners to certified write-in candidates.

STRATEGY 17: REDUCE ENVIRONMENTAL IMPACT OF POLLING PLACE SUPPLIES

Goal: To produce cost savings and reduce the environmental footprint for the conduct of municipal elections.

Objective: Purchase and use re-usable ballot boxes and plastic Envelopes that contain election material and paper supplies.

STRATEGY 18: OFFER IN-PERSON EARLY VOTING

Goal: To increase accessibility and convenience to voters.

Objective: Utilizing the vote-by-mail process and an eSlate machine, offer in-person early voting in the Office of the City Clerk. The eSlate machine comes equipped with accessibility and language assistance features that are designed to assist individuals with specific needs enabling them to cast their ballot privately and independently. In-person early voting will be offered during the vote-by-mail period beginning March 14, 2016 through April 5, 2016.