



CITY OF LONG BEACH

OFFICE OF THE CITY CLERK

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October 17, 2017

Elections Oversight Committee
City of Long Beach
California

RECOMMENDATION:

Recommendation to receive and file the 2018 Elections Plan for the Primary Nominating Election held on April 10, 2018.

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 10, 2018 Primary Nominating Election.

FISCAL IMPACT

The City Clerk FY 2018 Budget contains appropriations necessary to cover the costs of the 2018 Primary Nominating Election.

SUGGESTED ACTION

Approve recommendation.

Respectfully submitted,

MONIQUE DE LA GARZA
CITY CLERK

MD:mm

Attachment – April 10, 2018 Primary Nominating Election Plan

The seal of the City of Long Beach is a circular emblem. The outer ring contains the text "CITY OF LONG BEACH" at the top and "INCORPORATED - 1897" at the bottom. Inside the ring, there is a central shield featuring a sunburst, a ship, and a bear. Above the shield, the Latin phrase "URBS AMICITIAE" is inscribed. The seal is rendered in a light gray, semi-transparent style.

OFFICE OF THE CITY CLERK

2018 PRIMARY NOMINATING ELECTION PLAN

OCTOBER 17, 2017

The Election Plan represents our vision for maintaining excellence in the service delivery and administration of municipal elections. We strive to ensure that the voting process is straightforward and responsive; and that it promotes transparency, accuracy and accessibility of information through quality customer service and the effective use of information technology.

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ELECTIONS ADMINISTRATION

STRATEGY 1: BUDGETING AND ACCOUNTING

Goal: To accurately estimate the cost of municipal elections, including identification of cost saving recommendations that strengthen the voting process and to assess costs associated to the 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.

Note: \$2.6 million has been budgeted for the 2018 Primary and General Elections. The FY 2018 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: Using data from previous elections and in concert with the Los Angeles County Registrar-Recorder/County Clerk (LARRCC), identify April 2018 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) Reduction in private polling locations and increase in use of well situated City facilities
- 3) Selection of locations that are ADA accessible
- 4) Voter notification of poll locations via Official Sample Ballot Booklet, social media and print media

STRATEGY 3: GEOGRAPHIC INFORMATION SYSTEMS (GIS)

Goal: To work with the LARRCC, 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 City College District (LBCCD) and Long Beach Unified School District (LBUSD).

Objective: Identification of anomalies and coordination with LARRCC 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: Create 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 contributes 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 STATEMENT OF ECONOMIC INTERESTS BY CANDIDATES AND COMMITTEES

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

Objective: 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; document and respond to system-wide issues. Zero tolerance policy on the late filing of campaign statements and Statement of Economic Interests (Form 700).

POLL WORKER RECRUITMENT AND TRAINING

STRATEGY 7: POLL WORKER RECRUITMENT

Goal: To recruit and train approximately 1100 regular and bilingual poll workers with the aim of contributing to a positive voter experience at the polls. City Clerk staff will strive to recruit poll workers for April and June 2018, to ease the burden of recruiting workers by the Los Angeles County Registrar-Recorder/County Clerk (LARRCC).

Objectives:

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

Note: The City Clerk FY 2018 proposed budget reflects poll worker staffing for approximately 270 polls in April 2018. In the event of a runoff election, the strategy will be coordinated with the LARRCC.

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 polling locations with foreign language needs.

Objective: Form strategic partnerships with community organizations that service these populations to inform, educate, and assist, 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 a foreign language in a prior election. All voter information placed on our website will be translated to our required languages of 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 1: 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 10, 2018 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, LARRCC, 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 Long Beach" mobile application available for download on iTunes and Google

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 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 (Constant Contact)
- 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 Long Beach" 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 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 campaigning.

Note: Candidate Workshop is scheduled for Monday, December 18, 2017, at 10:00 a.m. in the Council Chamber (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.

One hard copy of the Candidate Handbook will be provided for free to candidates or their campaign managers. It is important to understand the seriousness of the content in 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 feature available online through the City Clerk's website and the "Vote Long Beach" 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 canvas envelopes that contain election material and paper supplies.

STRATEGY 18: OFFER IN-PERSON EARLY VOTING

Goal: To increase accessibility and convenience to voters.

Objective: eSlate machines offer in-person early voting in the Office of the City Clerk. eSlate machines come 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 12, 2018 through April 3, 2018.