



# CITY OF LONG BEACH

**C-8**

DEPARTMENT OF THE CITY CLERK

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ELECTIONS BUREAU

July 21, 2009

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Receive and forward the 2010 Elections Plan to the Elections Oversight Committee (EOC) for report back to the City Council by October 20, 2009; and

Receive and forward the FY 2010 Proposed Budgets for the April 13, 2010 Primary Nominating Election and the June 8, 2010 General Election to the Budget Oversight Committee for review and comment.

## DISCUSSION

We are proud to share the City of Long Beach Elections Plan, which highlights administrative strategies that are intended to contribute to successful execution of the 2010 April and June municipal elections.

## TIMING CONSIDERATIONS

After further public review of the strategies contained in the 2010 Election Plan, it is requested that the Plan be returned for report back to the City Council by October 20, 2009.

## FISCAL IMPACT

The City Clerk FY 2010 Proposed Budget contains appropriations necessary to cover the costs of the 2010 Primary and General elections.

## SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

LARRY HERRERA  
CITY CLERK

ATTACHMENT – 2010 Election Plan



# ***CITY CLERK DEPARTMENT 2010 ELECTIONS PLAN***

***JULY 21, 2009***

***To enhance the transparency and integrity of City  
elections processes, increase voter  
independence and involvement in City elections,  
and provide information to residents on how and  
where to vote.***

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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 proportionally share cost with the jurisdictions that consolidate elections with the City Long Beach.

*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 in order to preserve General Fund appropriations at beginning of fiscal year. Costs of a concurrent election with Los Angeles County may affect outcome.

*Note:* Approximately \$3.2 million has been budgeted for the 2010 Primary and General Elections. As a part of the FY 2010 Proposed Budget, the City Clerk Department will identify cost reduction strategies that may reduce the total FY 2010 request by \$160,000.

## STRATEGY 2: POLL LOCATIONS

*Goal:* Continue to gradually migrate existing polling locations to Neighborhood Voting Centers (NVCs) from private residences and businesses.

*Objective:* In concert with the Registrar-Recorder/County Clerk, identify NVC locations that are visible and accessible, consolidate precincts, and communicate the new locations to voters.

*Outcome Criteria:* [1] community acceptance; [2] a reduction in private polling locations and increase in use of well situated City facilities; [3] selection of locations that are ADA accessible; and [4] voter notification of poll locations via sample ballot and print media.

Polling locations are being coordinated with the Registrar-Recorder/County Clerk in order for our voters to have consistency in voting locations between the April and June Elections. As of June 2009 it is projected that there will be approximately 270 polling locations in Long Beach in 2010, however, precinct consolidation in late 2009 may increase or decrease the number of polls.

A listing of polling places for April 2010 will be presented to the City Council in January 2010. The FY 2010 Proposed Budget contains a cost saving recommendation concerning the number of polls for the April 2010 Primary Nominating Election.

## STRATEGY 3: GEOGRAPHIC INFORMATION SYSTEMS (GIS)

*Goal:* Utilization of GIS to ensure the accurate placement of registered voters within the correct precincts and districts within respective jurisdictions of the City, LBUSD, and LBCCD.

*Objective:* Identification of anomalies and coordination of corrective actions with the RRCC.

## STRATEGY 4: U.S. POSTAL SERVICE COORDINATION

*Goal:* To promote the timely delivery of sample ballot pamphlets and vote-by-mail ballots to voters.

*Objective:* Collaborate with the United States Postal Service, Long Beach Postmaster, to ensure that election related mail materials are timely distributed throughout the City.

*Outcome Criteria:* Mailing of Sample Ballot Pamphlets 40 to 30 days before Election Day.

#### **STRATEGY 5: SAMPLE BALLOT BOOKLET**

*Goal:* Reduce cost of printing and cost of mailing sample ballot booklet.

*Objective:* Print election materials in English, with materials in other languages available upon request, on an 8.5 x 5.5 sized Sample Ballot, while maintaining compliance with the Federal Voting Rights Act.

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

*Goal:* Timely filing of 2010 candidate campaign finance statements by maintenance of a "zero tolerance" policy on the late filing of campaign statements and Statements of Economic Interest.

*Objective:* Early courtesy notification to all candidates and committees of filing deadlines, and coordinated enforcement with City Attorney.

*Outcome Criteria:* If the campaign statements are not received by each specified due date, fines will be imposed.

## **POLL WORKER RECRUITMENT AND TRAINING**

#### **STRATEGY 7: POLL WORKER RECRUITMENT**

*Goals:* Recruit and train reliable poll workers with the aim of increasing their productivity to mitigate the risk of polling location disruptions or operational problems. The need to match Los Angeles County polling place locations will increase the demand for good poll workers in an era of a shrinking labor pool of capable poll workers.

*Objective:* Work with the Los Angeles County Registrar-Recorder/County Clerk, to effectively coordinate poll worker recruitment and training for April and June 2010.

*Comment:* The City Clerk FY 2010 Proposed Budget will reflect poll worker staffing to 270 polls in April and June 2010. In the event of an increase in the number of polls, cost for poll workers may increase.

#### **STRATEGY 8: STUDENT POLL WORKER RECRUITMENT**

*Goal:* To recruit college juniors and seniors through a paid and college credit internship program to assist with the processing of vote-by-mail ballots and Election Night ballot counting; and to recruit eligible high school seniors to work at polling places for the Primary and General elections.

*Objective:* To seek access to college juniors, seniors and high school seniors with the assistance of CSULB, LBCC and LBUUSD.

#### **STRATEGY 9: EMPLOYEE POLL WORKER PROGRAM**

*Goal:* To have City employees serve as back-up precinct inspectors and supervisory field troubleshooters on Election Day.

*Objective:* Seek City Council approval for creation of a "precinct inspector bullpen" for the June 2010 General Election, involving up to 50 City employees.

#### **STRATEGY 10: STREAMING VIDEO**

*Goal:* Utilize digital video technology to distribute elections related information via the Internet (e.g., PSA's, how to use the voting system).

*Objective:* To use streaming video for voter outreach and broadcast of Election Night results.

*Outcome Criteria:* Accessible streaming video from City Clerk Home page.

## **VOTER EDUCATION AND OUTREACH**

#### **STRATEGY 11: MINORITY 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:* To reach out to our minority language voting population to inform them of voting locations and to offer assistance as needed in polling locations.

#### **STRATEGY 12: INTERNET ACCESS TO VOTING INFORMATION**

*Goal:* To provide voters with easy access to a user-friendly web page that provides relevant election information.

*Objective:* Placement of the following on the City Clerk Department 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 13, 2010 Primary Nominating Election;
- [3] polling place locator with map, photo and sample ballot (address driven);
- [4] on-line campaign filing and information retrieval;
- [5] vote-by-mail tracking;
- [6] Sample Ballot booklet's in all languages
- [7] links to Secretary of State, RRCC, Attorney General, and Fair Political Practices Commission; and
- [8] on-line applications for vote-by-mail ballot, poll worker, and polling place volunteers.

*Outcome Criteria:* Increased outreach to all Long Beach residents as measured by Department web page statistics.

### **STRATEGY 13: CANDIDATE AND MEDIA RELATIONS**

*Goal:* To continue good working relationships with the 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: Long Beach Channel 8, Parks & Recreation Spring catalog, Yellow Cab and bus shelters sign, E-Notify, Neighbor-News (as published by Neighborhood Resource Center), local daily and weekly newspapers, and the City Clerk Elections web page.

### **STRATEGY 14: 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 make presentations related to voter education and the intricacies of preparing for an election.

## **CANDIDATE PROCESSING AND SUPPORT**

### **STRATEGY 15: CANDIDATE HANDBOOK AND ORIENTATION**

*Goal:* Provide a handbook and orientation session for candidates.

*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, 2009, at 10 a.m. in the Council Chamber (opening day of the nomination period).

## **ELECTION DAY OPERATIONS**

### **STRATEGY 16: VOTE-BY-MAIL BALLOT APPLICATION PROCESSING**

*Goal:* In reply to a valid vote-by-mail ballot application, mail out vote-by-mail ballots within 24 hours of application receipt.

*Objective:* In concert with the City's election print vendor, City Clerk staff will establish a process that allows for expedited mailing of vote-by-mail ballots directly from the ballot print vendor's warehouse.

### **STRATEGY 17: ELECTION DAY FIELD SUPERVISORS & RELOCATION OF CENTRAL COLLECTIONS TO THE LONG BEACH AIRPORT**

*Goal:* Continued employment of Field Supervisors as problem solvers on Election Day and relocation of the supply distribution and check-in centers to a collection center at the Long Beach Airport (2750 E. Wardlow, Long Beach, CA).

*Objective:* Recruit and train field supervisors to provide guidance to poll inspectors on issues that may arise at the polls.

*Outcome Criteria:* Successful reporting regarding the status of all polls on Election Day and timely collection of all ballots and precinct materials on Election Night at the central collection facility.

**STRATEGY 18: ELECTION NIGHT VOTE COUNTY AND TALLY OF CERTIFIED WRITE-IN CANDIDATE BALLOTS.**

*Goal:* Accurate tally and reporting election contest results, including the reporting of write-in candidate votes, by 6 a.m., on April 14, 2009.

*Objective:* Optimize processes related to the scanning and tally of all ballots while simultaneously dedicating one of five ballot scanners for the counting of ballots for certified write-in candidates.

*Outcome Criteria:* Full reconciliation of all ballots, including ballots with write-in votes with 100% accuracy.