



Mail Ballot (Voter Friendly) Elections In Long Beach

PRESENTATION TO : THE CITY OF LONG BEACH ELECTIONS OVERSIGHT COMMITTEE

COUNCILWOMAN LENA GONZALEZ, CHAIR

COUNCILMEMBER ROBERTO URANGA, VICE CHAIR

COUNCILWOMAN STACY MUNGO, FIFTH DISTRICT

DECEMBER 16, 2014

OVERVIEW

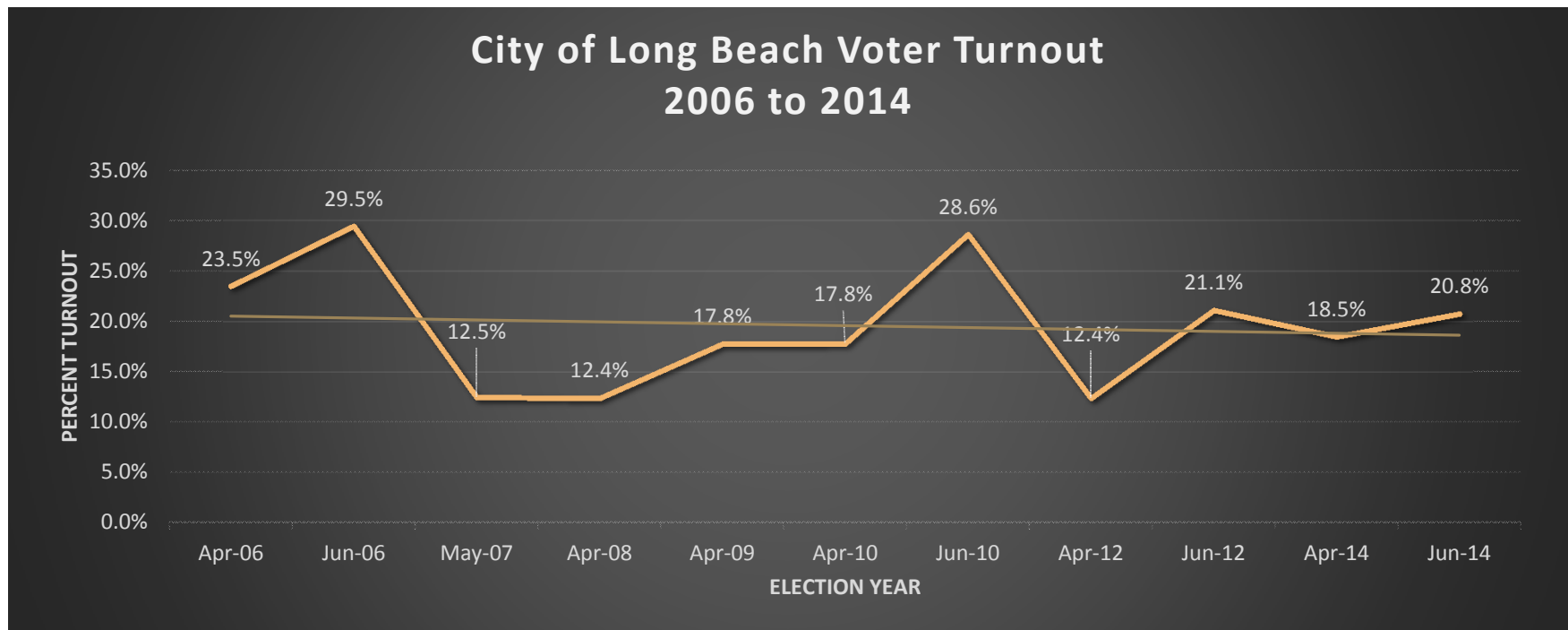
PROVIDE THE ELECTION OVERSIGHT COMMITTEE (EOC) WITH INFORMATION CONCERNING THE CONDUCT OF MAIL BALLOT ELECTIONS (MBE) AGAINST A BACKDROP OF:

- MBES VOTER TURNOUT IN OTHER CITIES;
- VOTER TURNOUT IN LONG BEACH MUNICIPAL ELECTIONS: 2006 TO 2014;
- LONG BEACH VOTING TRENDS: POLLS VERSUS VOTE BY MAIL (VBM);
- VBM REJECTION RATES AND REJECTION REASONS;
- ACTUAL POLL ELECTION COST AND ESTIMATED COST OF MBE SPECIAL ELECTIONS;
- BIGGEST MBE CHALLENGES; AND
- POTENTIAL MBE PROGRAM COMPONENTS

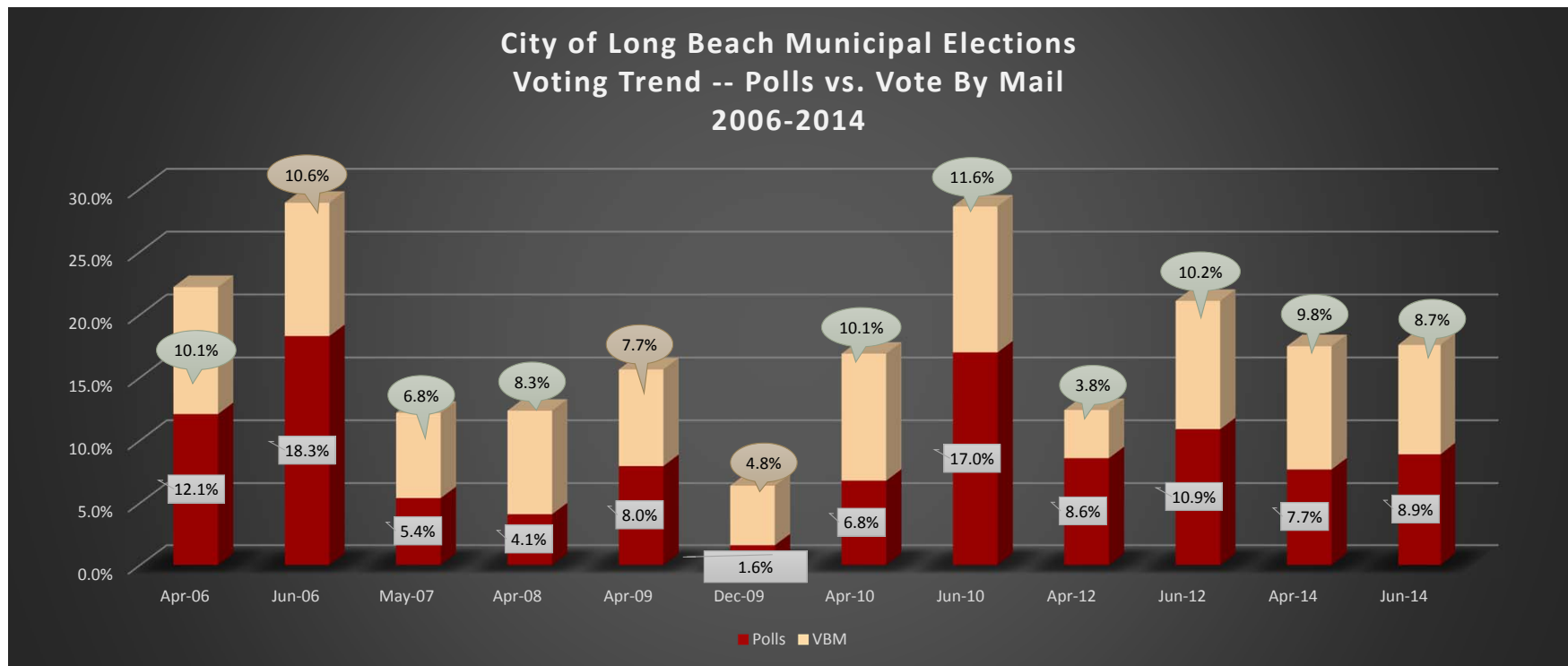
MBE VOTER TURNOUT IN OTHER CITIES

- SEAL BEACH – MBES SINCE 1991 FOR RUN-OFF AND SPECIAL ELECTIONS. 2010 TURNOUT WAS 19%;
- BURBANK – MBES SINCE 2005 AVERAGE TURNOUT OF 19%, WITH A LOW OF 14.3% AND A HIGH OF 24%;
- SANTA BARBARA – MBES SINCE 2009 WITH INITIAL TURNOUT OF 49.5%, 2011 TURNOUT 41% AND 2013 TURNOUT 38%.
- ACADEMIC STUDY FINDINGS: MBES LIKELY TO INCREASE VOTER TURNOUT IN LOCAL SPECIAL ELECTIONS, BUT VOTER EDUCATION TO UNDERREPRESENTED COMMUNITIES IS KEY TO SUCCESS, INCLUDING PLAIN LANGUAGE REVIEW.

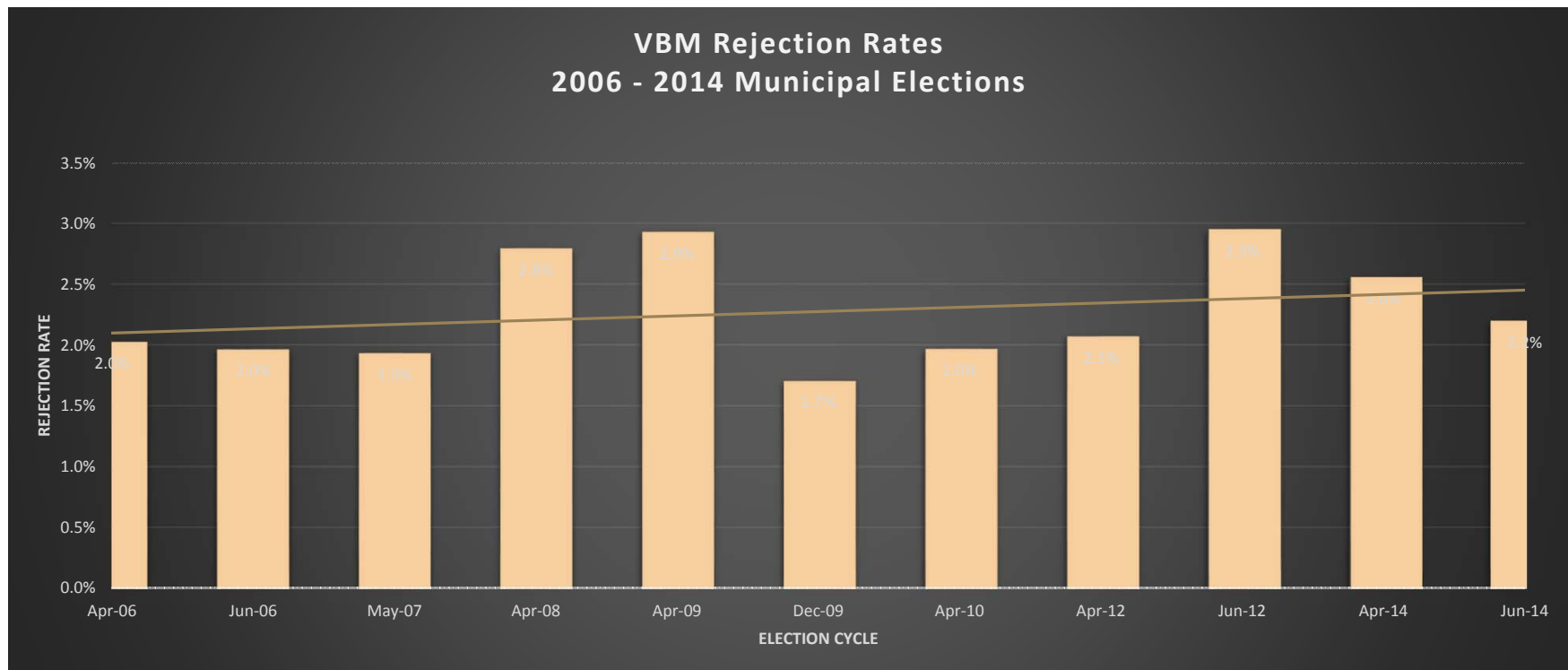
VOTER TURNOUT IN LONG BEACH MUNICIPAL ELECTIONS 2006 TO 2014



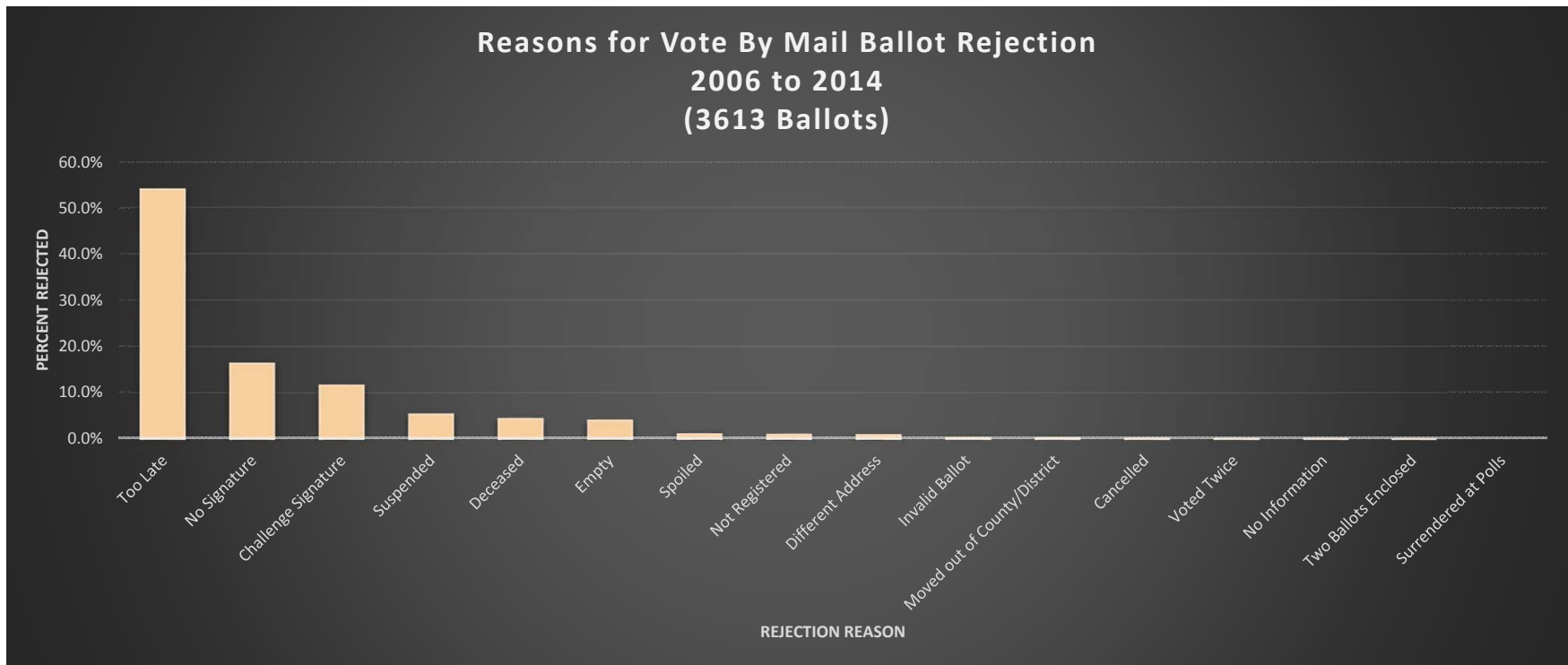
LONG BEACH VOTING TRENDS: POLLS VS. VBM 2006 TO 2014



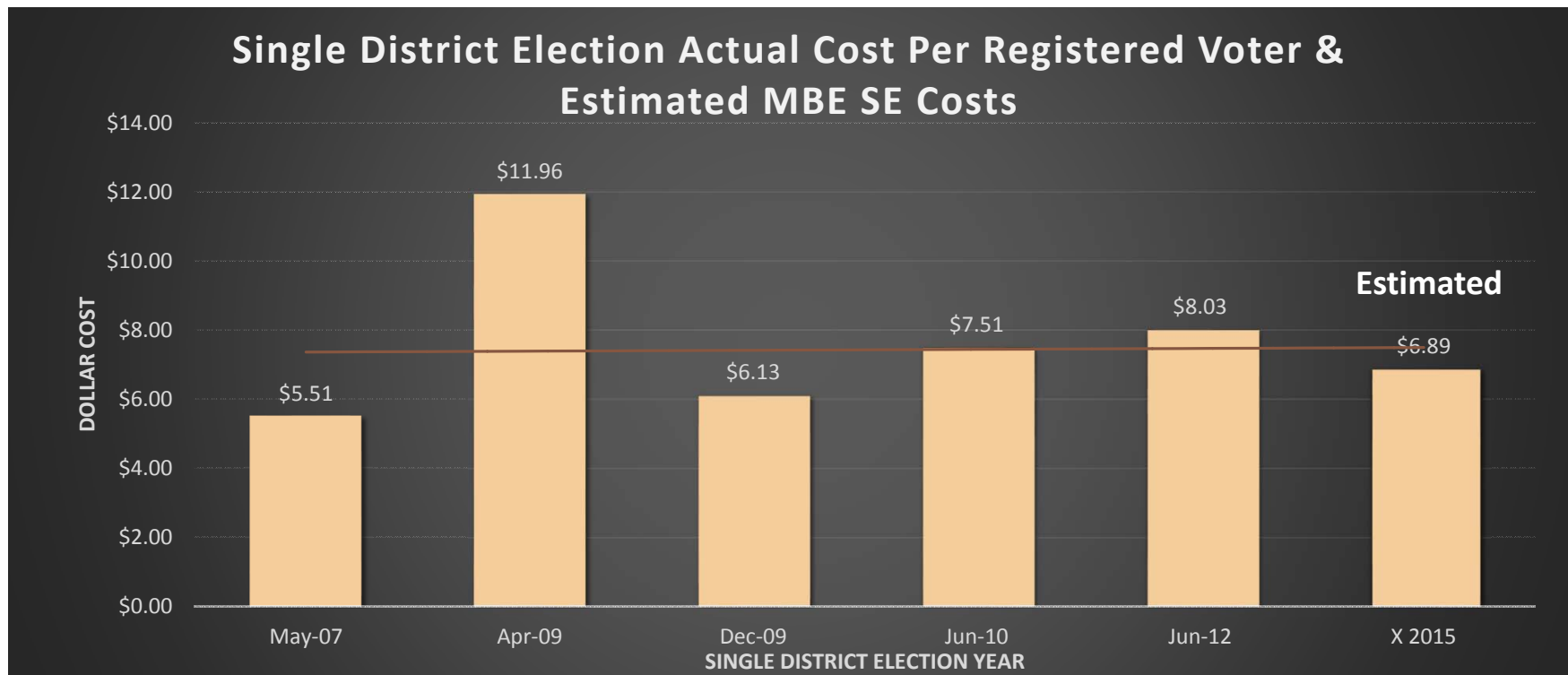
VBM REJECTION RATES: 2006 TO 2014



VBM REJECTION REASONS



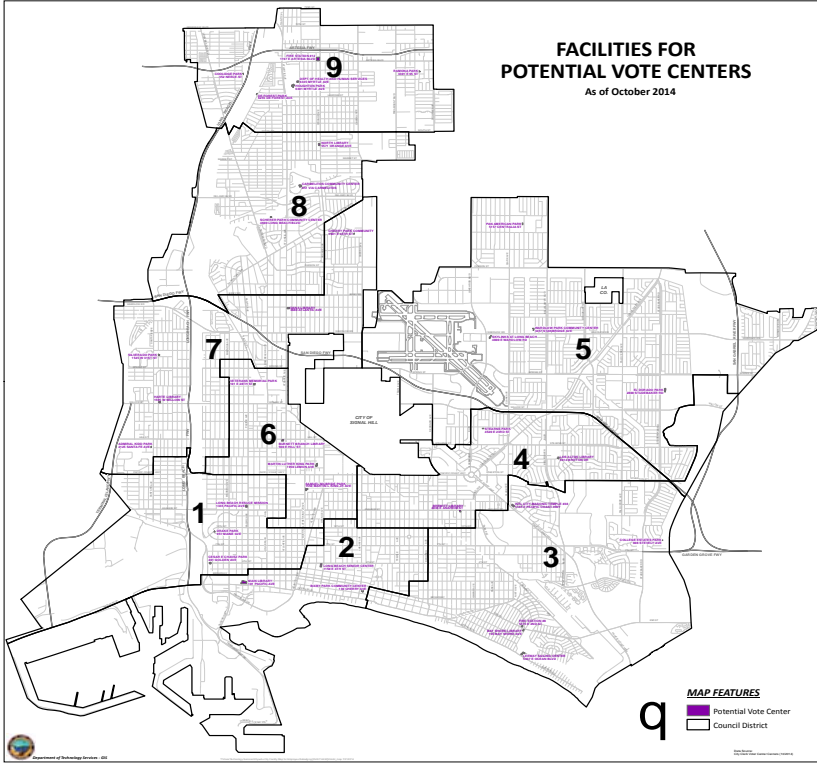
ACTUAL POLL ELECTION COSTS (2007 TO 2012) & ESTIMATED MBE SPECIAL ELECTION COSTS



Main MBE Challenges

- UNDELIVERABLE MAIL – NEED FOR GOOD REGISTRATION DATA AND SATELLITE OFFICE POLL BOOKS
- VOTER EDUCATION – WHEN, WHERE AND HOW TO VOTE, PRE-ELECTION REGISTRATION OUTREACH, FOREIGN LANGUAGE AND DISABLED COMMUNITIES
- EMERGENCY VOTING – VBM VOTERS & NEW CITIZENS BEGINNING 6 DAYS BEFORE ELECTION DAY
- PROVISIONAL VOTING – ELECTION DAY VOTING
- SATELLITE VOTING LOCATIONS – MUST BE WELL LOCATED AND ADA ACCESSIBLE PRIOR TO ELECTION DAY

LOCATING SATELLITE LOCATIONS



POTENTIAL MBE PROGRAM COMPONENTS

- ESTABLISHMENT OF ADA ACCESSIBLE SATELLITE (DROP OFF) LOCATIONS NOT LESS THAN SEVEN DAYS BEFORE ELECTION DAY
- ONE SATELLITE OFFICE FOR EVERY 5,000 REGISTERED VOTERS
- SATURDAY VOTING THE WEEKEND BEFORE ELECTION DAY
- SUBMITTAL OF A VOTER EDUCATION AND OUTREACH PLAN TO MAYOR AND CITY COUNCIL
- VOTER ENGAGEMENT MEETINGS COMMUNITY GROUPS & VOTER REGISTRATION OUTREACH
- USE OF A VOTER ASSISTANCE HOTLINE AND VOTE BY MAIL TRACKING
- SOCIAL MEDIA AND PSA ANNOUNCEMENTS TO ENGLISH SPEAKING AND FOREIGN LANGUAGE COMMUNITIES
- VOTE BY MAIL CANVASS BEGINS 10 DAYS PRIOR TO ELECTION DAY
- EMERGENCY VOTING FOR NEW CITIZENS AVAILABLE SIX DAYS BEFORE ELECTION DAY
- PROVISIONAL VOTING ON ELECTION DAY
- ELECTION DAY POST MARK, BALLOT RECEIVED WITHIN 3 DAYS.
- FINAL REPORT ON SUCCESS OF ELECTION

QUESTIONS & THANK YOU

