

Voters Choice Act

Education and Outreach Strategies and Tactics

Presented by James Woodson



CALIFORNIA CALLS

an alliance to renew the dream



**MILLION
VOTERS
PROJECT**



CALIFORNIA CALLS

an alliance to renew the dream

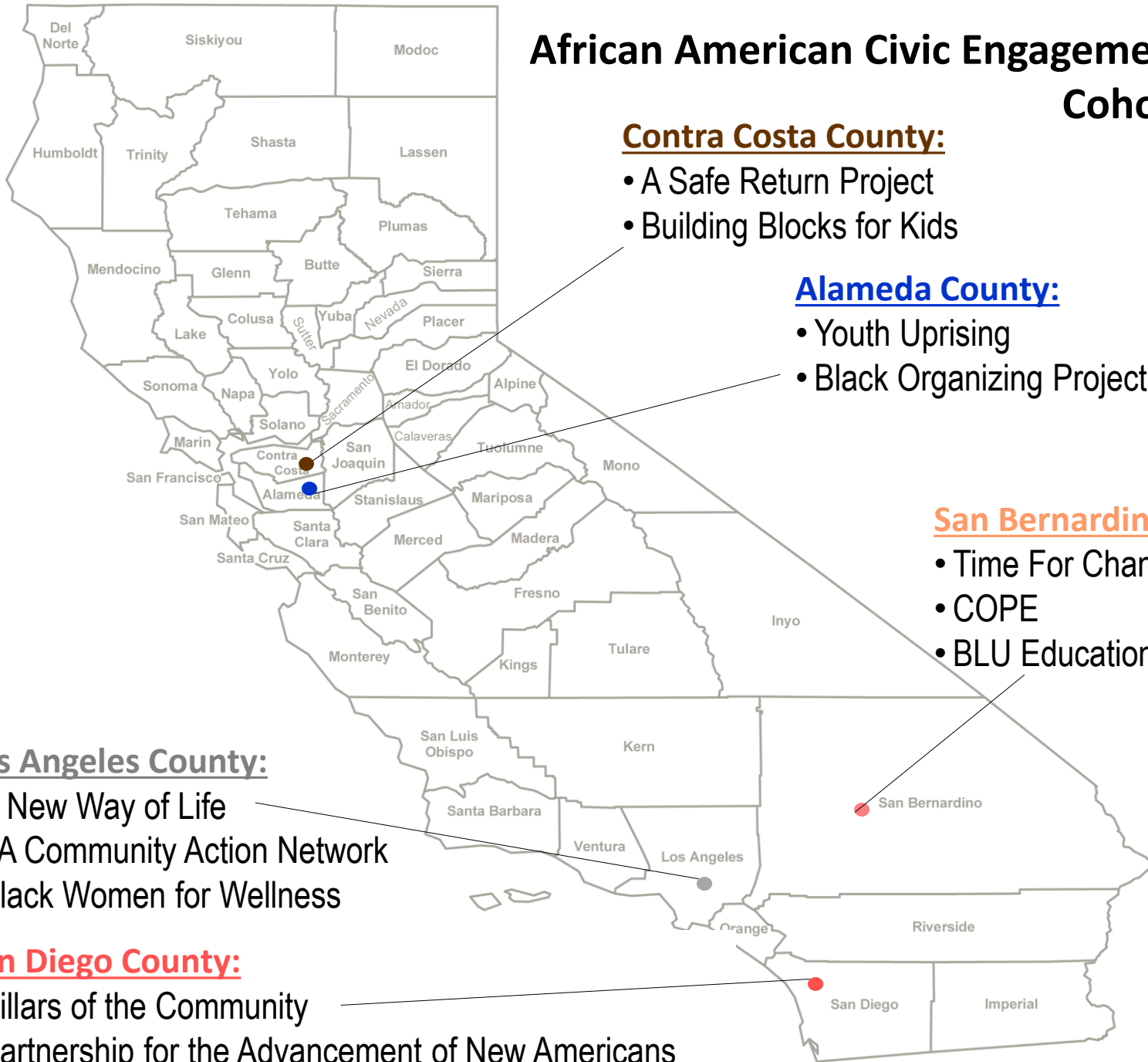
MVP MILLION VOTERS PROJECT



How do we go from “What’s winnable” to winning the change our communities really need?

-  AACEP
-  BHC
-  ACCE
-  AAPIs for Civic Empowerment
-  CALIFORNIA CALLS
an alliance to renew the dream
-  CHIRLA
California Hispanic Leadership Institute
-  MOBILIZE the IMMIGRANT VOTE
-  PICO California
Unlocking the Power of People™
-  Inland Empowerment
-  OC Civic Engagement Table
-  VOTE
OUR POWER. OUR GENERATION.

African American Civic Engagement Project Cohort Groups



Contra Costa County:

- A Safe Return Project
- Building Blocks for Kids

Alameda County:

- Youth Uprising
- Black Organizing Project

San Bernardino County:

- Time For Change
- COPE
- BLU Educational Foundation

Los Angeles County:

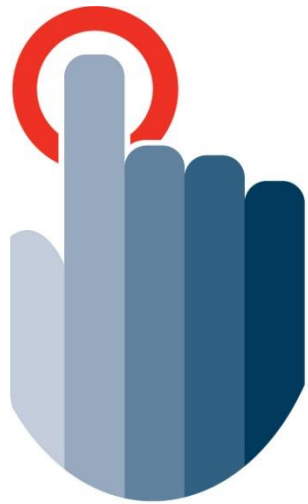
- A New Way of Life
- LA Community Action Network
- Black Women for Wellness

San Diego County:

- Pillars of the Community
- Partnership for the Advancement of New Americans

The California Endowment (TCE) Building Healthy Communities IVE Project Cohort Groups





VOTER'S CHOICE

CALIFORNIA

You choose **when, where, and how** to vote

Our Focus

- Infrequent Voters
- Low-income
- Voters of Color
- New Voters
- Young Voters (18-30)





CALIFORNIA

VOTER'S CHOICE ACT

Voting Changes

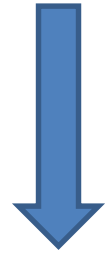
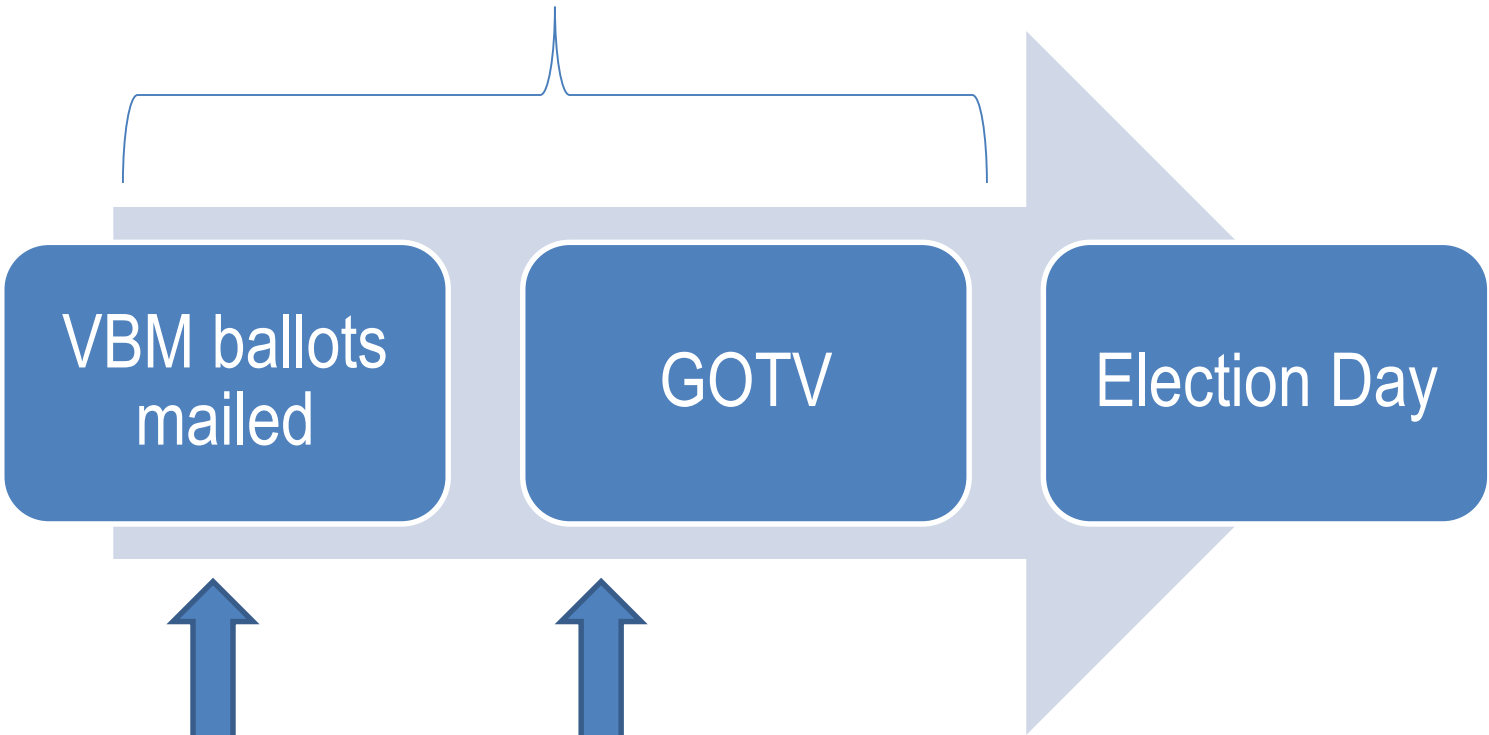
Traditional System

- VBM voters get mail ballot
- Most voters vote at a polling location
- Voter Registration Deadline
- 2 ways to vote:
 - Polling location
 - Vote By Mail

New Election System in VCA Counties

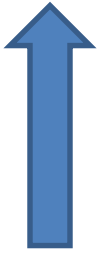
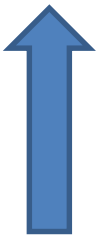
- All voters get mail ballot
- More voters voting by mail
- Conditional registration up to Election Day
- 3 ways to vote:
 - Vote Center
 - Vote By Mail
 - Dropbox Locations

Collect/Deliver Completed Ballots

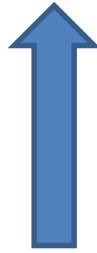


Voter Education

Know Your Rights



All voters



Paid Postage

Strategies and Tactics

1. Voter Education
2. Voter Turnout
3. Collecting Ballots
4. Know Your Rights Education
5. Paid Postage



1. Voter Education

- Educate early and often!
- Opportunities for voter confusion
 - Poll Voters: voters will receive ballots in the mail
 - “What do I do with this?”
 - “How do I fill this out?”
 - Permanent Absentee Voters: voters will receive ballots in the mail 28 days before election
 - VCA implementation in some counties but not others
 - polling locations will disappear

1. Voter Education

- Door-to-door canvassing
- Phone Banking
- Ballot Parties
- Community Forums
- Know Your Rights trainings
- Integration with programs and services
- Flyers and handouts
- Newspaper ads
- Social Media
- Peer-to-Peer Texting

2. Voter Turnout

Key Factors to Consider

- Every voter is a *potential* vote-by-mail voter
- Every voter can *potentially* vote early
- In-person voters do NOT have to vote at an assigned polling location
- Voters may vote at new locations
- Anyone can collect and deliver ballots
- No voter registration deadline
 - Conditional Registration

2. Voter Turnout

Walk voters through a vote plan

- Have you filled out your ballot?
- Who: will return your ballot?
- What: questions do you have?
 - Completing your ballot
 - Returning your ballot
- Where: will you vote or return your ballot?
- When: will you vote or return your ballot?
- Why: should you vote?
- How: will you vote or return your ballot?
 - How will you get to the post office/vote center/dropbox?

2. Voter Turnout

Keys to Voter Turnout under Voters Choice Act:

- Ask Questions
- Give Options
- Answer Questions

3. Collecting Ballots

Factors to Consider:

- Who:
 - will you collect ballots from?
 - Will turn in the ballots you collect?
- What:
 - will be our policy for collecting and returning ballots?
 - Liability are we taking on in collecting and returning ballots?
- When: will we return the ballots we collect?
- Where: will we return the ballots we collect?
- Why: should we collect ballots?
 - Ideal for churches, community centers, etc.
 - High foot traffic centers

4. Know Your Rights

- Voters with criminal records
- Right to in-language materials/assistance
- Right to assistance for voters with disabilities
- Conditional registration
- Voting at vote centers

5. Paid Postage

Factors to Consider:

- Who: do we give postage to?
- What: will it cost?
- When: do we give out paid postage?
 - Before ballots hit mailboxes? Directly after? Days before election?
 - When do we stop providing paid postage?
- Where: do we give voters paid postage?
 - Door-to-door canvassing?
 - Which neighborhoods?
- Why: should we provide paid postage?
- How: do we project costs?
 - How many voters will we contact?

Strategies and Tactics

1. Voter Education
2. Voter Turnout
3. Collecting Ballots
4. Know Your Rights Education
5. Paid Postage



Questions?