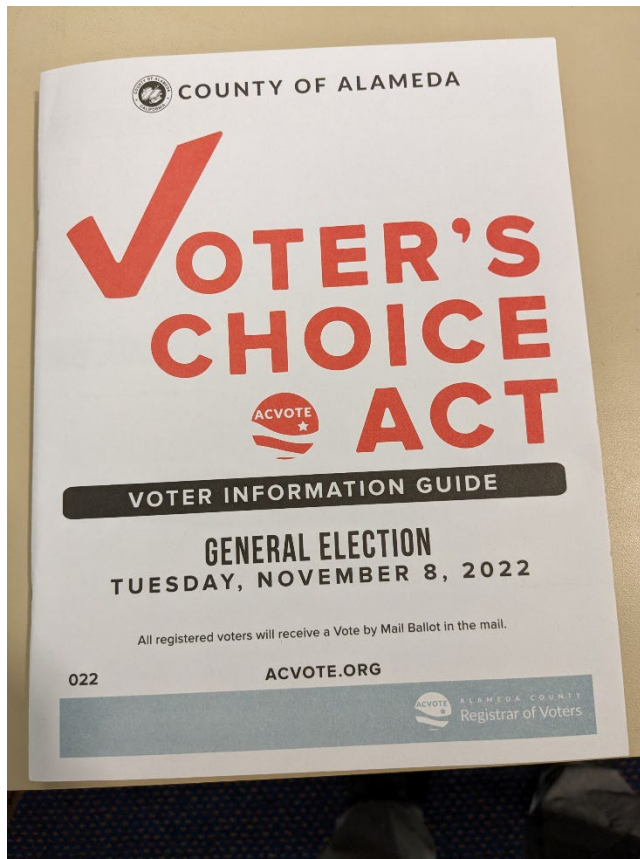




Item 8a - Director Heidorn's Presentation

Voter Guides Overview: Seattle, Alameda County, and Alternatives

10/25/23





Seattle:

“Candidate Introductions”

- Started after 2017 election; surveys show popular with voters/candidates
- Candidates submit 200-word max statement + picture
- Open to both participating and non-participating candidates
- Guide is posted online on DV webpage + sent to individuals/groups by request
- Translated into 17 languages

Seattle – Example Intro



Candidate Name: Rob Saka

Campaign Name: Friends of Rob Saka

Campaign website: www.voterobsaka.com

City Position: Candidate for City Council District 1

Campaign Telephone Number: (206) 593 - 2203

Candidate Introduction:

My name is Rob Saka and I'm on a mission to serve you by going from former foster child to Seattle City Councilmember. I am a public school dad of three, attorney, justice reform advocate, and Air Force Veteran. I am the proud son of a Nigerian immigrant and former warehouse worker who rescued me from foster care and raised me as a single father. Now that I am a father myself, I am running because I want to make sure this city is the best it can be for my kids and other kids across this city.

I am running to serve the people of District 1 with their best interests in mind first. I'm also running to work on real solutions to issues like public safety and homelessness, rather than play politics with it. At City Hall, I want to normalize collaborating across differences, finding common ground, and ultimately getting bold things accomplished that truly work for all. I know there is a better way forward for our city. And I couldn't be more energized at the opportunity we have to do it together!

This candidate is participating in the Democracy Voucher Program.



Seattle: “Video Voter Guide”

- Videos are 2 minutes in length and unedited
- Hosted [online](#) and airs on the Seattle Channel
- All candidates must film at City public access
- Videos are produced and released closer in time to election

City of Seattle, Council District No. 1





Oakland/County Voter Information Guide

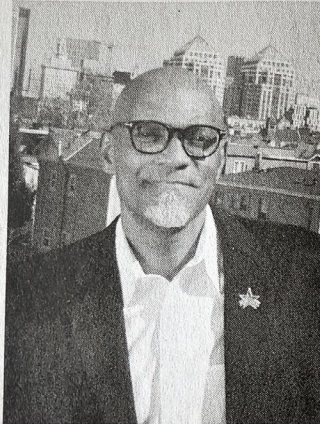
- Content:
 - Residency for last 5 years
 - Occupation for last 5 years
 - Public offices held
 - Max 150 words on qualification
- Sent around 1 month before election

Oakland – Example Guide

Item 8a – Director Haidorn's Presentation

CITY OF OAKLAND FOR MAYOR

I, **GREGORY HODGE**, hereby declare that I am a candidate for an elective office in the City of Oakland, and make the following statement, to-wit:



1. My name is: Gregory Hodge
2. The office for which I am a candidate is: Mayor
3. My occupation for the past 5 years: Attorney and Nonprofit Executive
4. I have held the following elected public office (if any): Oakland Unified School District Board

5. **Statement of General Qualifications:** My leadership experience spans over four decades, serving various community development organizations, social justice collaboratives and spiritual communities. These include: 8 years as board member with Oakland Unified Schools and the Oakland Workforce Investment Board; over 15 years as a business owner, nonprofit executive and grantmaker; 25 years as a lead minister at a community church; 20 years as a strategist, retreat designer, facilitator and racial equity trainer with an emphasis on youth development for numerous foundations and nonprofits; 36 years as a licensed attorney; a cultural artist who creates art to inspire change through music, drumming and healing; and a parent of 5 children. During the pandemic, I worked with the City of Oakland's COVID-19 Task Force, served as co-chair for the Alameda County Advisory Group on COVID, and led the African American Response Circle in raising and distributing over \$1M to vulnerable communities. Hope, Healing, Hodge Greg
6. **The signatures of not more than twenty nor less than ten residents of the City of Oakland sponsoring my candidacy are as follows:**

Joseph Brooks
Angela Glover Blackwell
Kisha Grove
Rodney Brooks
Pamela Kirby
Susan Lubeck
Evelyn Torres
Fred Blackwell
Cecily Allmon
Nedra Ginwright

Shawn Ginwright
Marianne Glaser
Mike Kirby
Elizabeth Rankow

s/GREGORY HODGE



Other Models

- Some guides take a more structured/comparative approach to presenting information. E.g.
 - *League of Women Voter's Voters Edge*
 - *Oakland LWV's Easy Voter Guide*
- Center for Civic Design user testing – voters prefer the structured approach

Voter's Edge

Candidates

You can vote for 1 of these 10 candidates.



Loren Manuel Taylor

Oakland City
Councilmember, Small...

Top 3 Priorities

1. Make Oakland's streets safer and lower city's crime...
2. End chronic homelessness and build affordable housing
3. Build an effective and efficient government Oaklanders...



COMPARE

PROFILE →



Sheng Thao

Oakland City
Councilmember

Top 3 Priorities

1. Public Safety - investing in getting to the root of...
2. Ending homelessness- as someone who experienced homelessness...
3. A cleaner, greener Oakland- continuing my work on...



COMPARE

PROFILE →

Easy Voter Guide



Page 4

November 8, 2022 Election

Easy Voter Guide

MAYOR

The Mayor is elected for a four-year term and can only serve two terms. The Mayor appoints the City Administrator, a government employee who oversees services like police, fire, parks, recreation centers, libraries, and city streets. The Mayor's choice for City Administrator must be approved by the City Council. The Mayor recommends programs, laws, and a budget to the City Council. The Mayor nominates residents to various commissions that help oversee important services.

Ten Candidates for Mayor	Qualifications	Top Priorities
 <p>Ignacio De La Fuente</p> <p>Occupation: Business Solution Strategist</p> <p>Website: delafuenteformayor.com</p>	<p>I'm an immigrant from Mexico, a community leader, former President of the Union, and served over 20 years on the City Council fighting crime, revitalizing schools, parks, and neighborhoods — Fruitvale Village, Glenview Business District, and Jingtowntown. Experience Matters!</p>	<p>Tackle Crime, Address Homeless Encampments, and Get Back to the Basics of Quality City Services.</p>
 <p>Gregory Hodge</p> <p>Occupation: Nonprofit Executive</p> <p>Website: hodgeforoakland.com</p>	<p>A community uniter, an Oaklander for 40 years, public school parent, grandparent. Experienced Executive Leader, Longtime Advocate For All Oaklanders, Intergenerational Bridge Builder, Artist, Healer.</p>	<p>Community Safety</p> <p>Housing and Shelter</p> <p>Thriving Neighborhood Schools</p>
 <p>Tyron C. Jordan</p> <p>Occupation: Legal Administration</p> <p>Website: tyronjordanforoakland.com</p>	<p>I am a military veteran, and former labor union organizer. I am a former Oakland Mayoral appointee (Oakland Library Advisory Commission), board member of a nonprofit addressing food insecurity. I served as a delegate to the 2020 Democratic National Convention.</p>	<p>Diligently ensure public safety. Crime in Oakland has risen significantly. Revitalize small businesses. I support the proposed Progressive Business Tax. Work with a coalition of public and private-sector organizations to develop a comprehensive plan to permanently house the unhoused.</p>



PEC Guide – *Tentative* Timeline

- Start with paper design; explore digital



