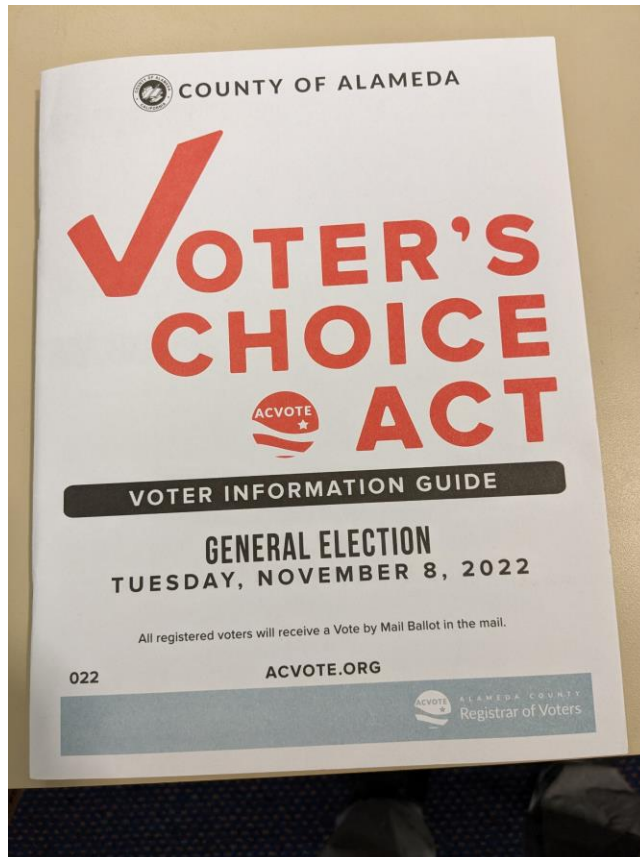




Item 9a - Director Heidorn's presentation

Voter Guides Overview: Seattle, Alameda County, and Alternatives

10/11/23



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

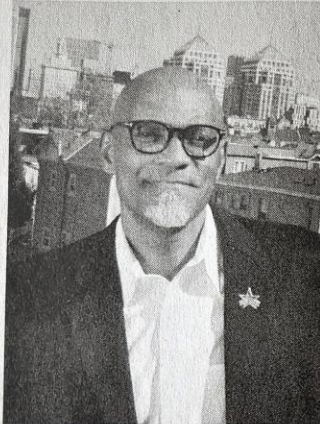
- Content:
 - Residency for last 5 years
 - Occupation for last 5 years
 - Public offices held
 - Max 150 words on qualification
- Sent around 1 month before election

Oakland – Example Guide

James 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 →

PEC Guide – *Tentative* Timeline

- Start with paper design; explore digital



