

IN 2006 OAKLAND VOTERS ADOPTED A NEW SYSTEM FOR ELECTIONS:

RANKED CHOICE VOTING

THE RESULT: ELECTIONS WHERE MORE PEOPLE VOTED AND HAD MORE SAY IN THE FINAL OUTCOME

OAKLAND MAYORAL ELECTION

THE 2010 ELECTION SAW MASSIVELY IMPROVED VOTER INVOLVEMENT

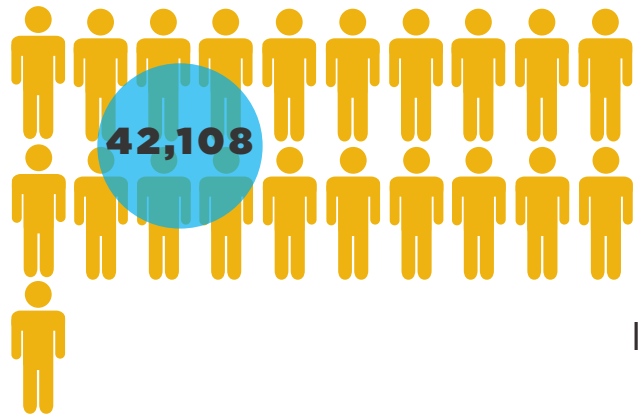
2006: OLD SYSTEM

2010: RANKED CHOICE

VOTED FOR WINNER

THE TOTAL NUMBER OF PEOPLE WHO VOTED FOR THE WINNER EITHER 1ST, 2ND, OR 3RD.

IMPROVEMENT MEANS THAT MORE PEOPLE INFLUENCED THE FINAL OUTCOME AND THE EVENTUAL WINNER HAS A GREATER CONSENSUS.

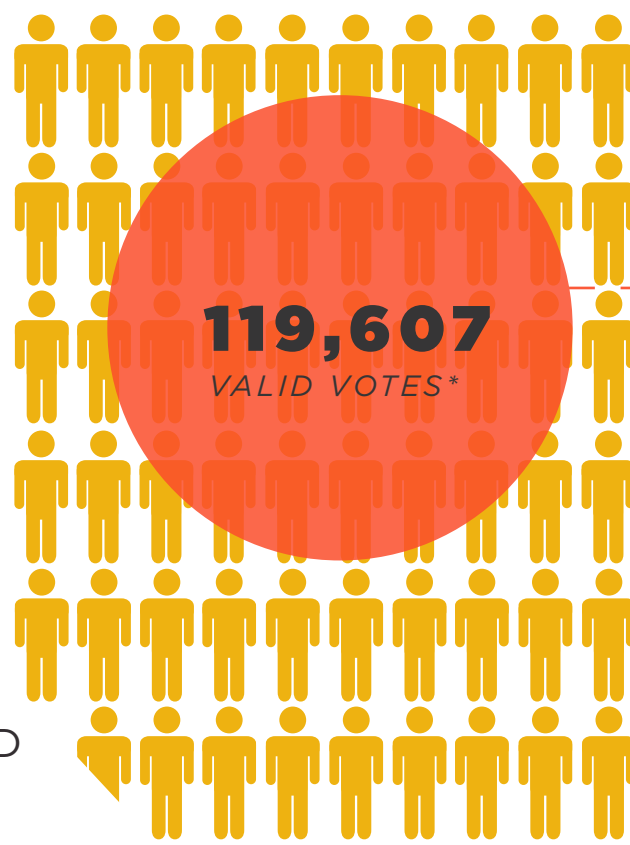
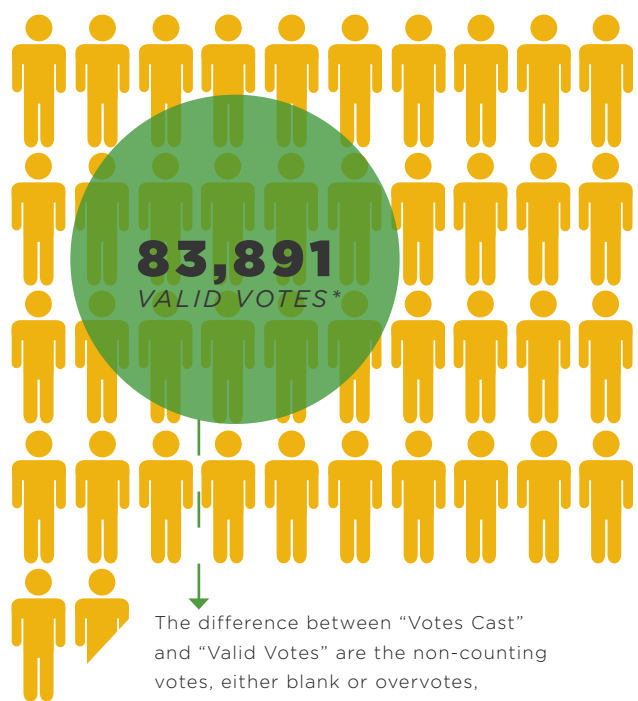


28% IMPROVED

VOTERS PARTICIPATED

"PARTICIPATING VOTERS" ARE VOTERS THAT CAST A VALID BALLOT FOR ANY MAYORAL CANDIDATE.

IMPROVEMENT MEANS THAT MORE PEOPLE TURNED OUT TO THE POLLS AND CAST VALID VOTES.

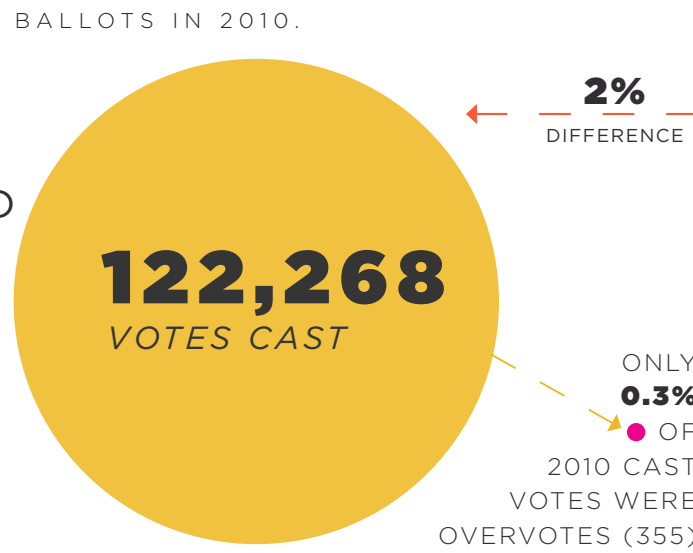
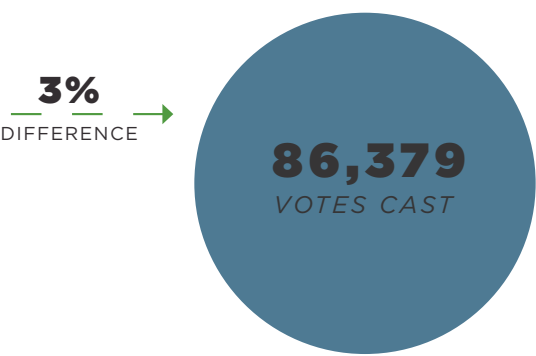


42% IMPROVED

TOTAL VOTES CAST

"VOTES CAST" INCORPORATES ALL VOTES SUBMITTED INCLUDING NON-COUNTING ONES.

A DECREASE IN THE RATIO BETWEEN VOTES CAST AND VOTERS PARTICIPATED MEANS MORE PEOPLE SUBMITTED CORRECT AND COMPLETE BALLOTS IN 2010.



1% IMPROVED

3% DIFFERENCE

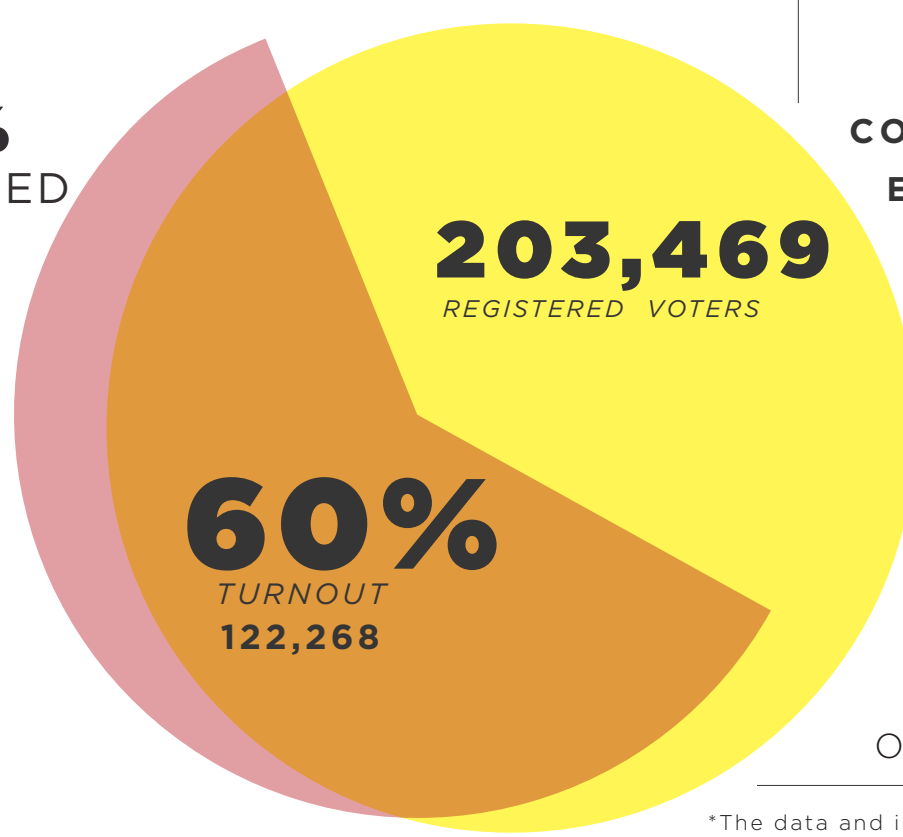
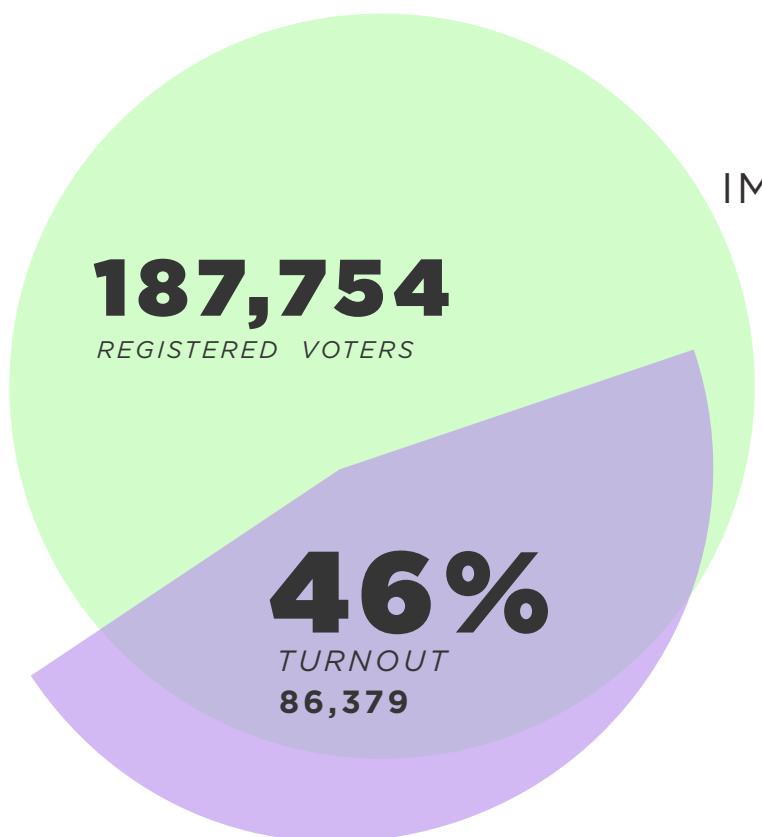
2% DIFFERENCE

VOTER TURNOUT

"VOTER TURNOUT" IS THE NUMBER OF PEOPLE THAT SHOWED UP TO THE ELECTION VS. THE NUMBER OF PEOPLE THAT WERE REGISTERED TO VOTE.

EVEN WITH ONLY 8.4% GROWTH IN REGISTERED VOTERS, TURNOUT INCREASED BY 14%.

14% IMPROVED



WHAT IS RCV?

A candidate with an absolute majority (50%) in round one wins. If no candidate secures an absolute majority, a runoff election instantly takes place.

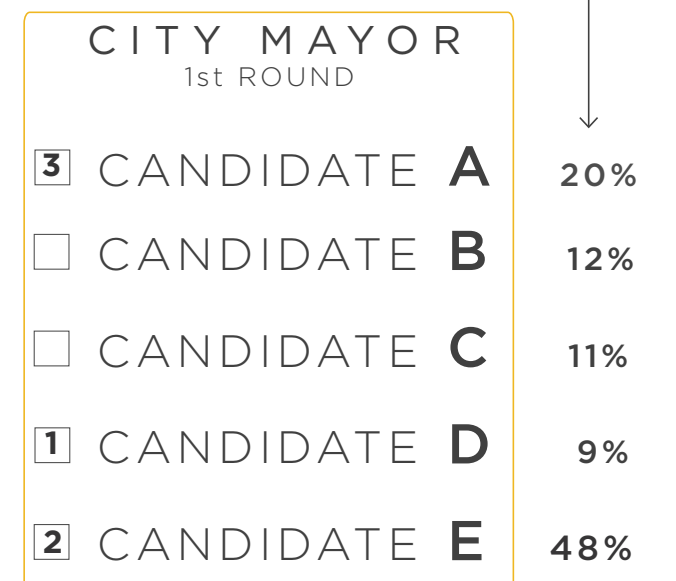
Instead of picking just your top candidate, when you vote, you rank your top three.

When a runoff election is needed, instead of having voters head back to the polls, an automatic runoff takes place using the ranked choices.

The last place candidate is eliminated and each of their supporter's second choice candidates are awarded their vote. The process continues in this fashion, one by one, until a single candidate receives an absolute majority.

YOUR BALLOT

ELECTION RESULTS

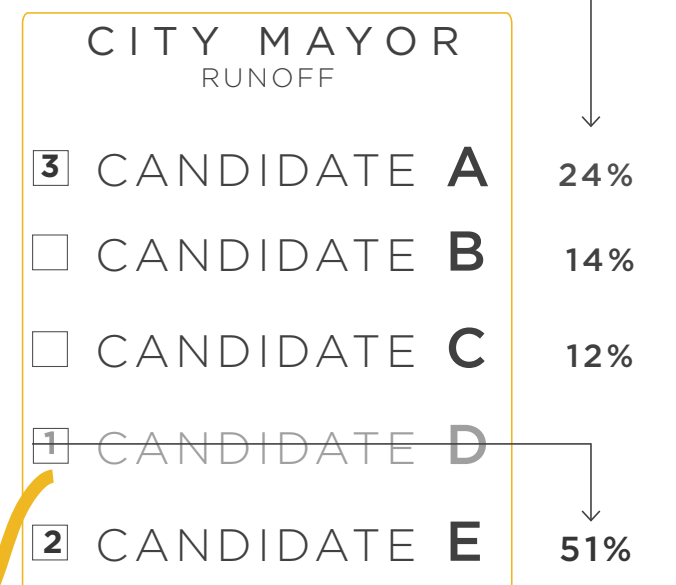


"CANDIDATE D" IS DROPPED

YOUR VOTE IS CHANGED TO "CANDIDATE E"

YOUR BALLOT

RUNOFF RESULTS



AFTER RUNOFF, "CANDIDATE E" HAS AN ABSOLUTE MAJORITY

WHY RCV?

RCV IMPROVES VOTER EMPOWERMENT!

- COUNTS votes more effectively
- ENABLES true voter preference
- REDUCES number of elections
- REDUCES non-counting votes
- IMPROVES voter turnout



EllaBakerCenter.org
OaklandRising.org

*The data and information contained herein was derived, with consent, from "Ranked Choice Voting Empowers Oakland Voters: A Comparison with Top-Two Runoff" by David Cary, 2011