



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Councilmember Magdalena
Carrasco

SUBJECT: SEE BELOW

DATE: April 16th, 2018

APPROVED:

DATE:

4/16/19

**SUBJECT: BALLOT MEASURE TO HOLD MAYORAL ELECTIONS CONCURRENT
WITH PRESIDENTIAL ELECTION**

RECOMMENDATION

Support the memo authored by Councilmember Jimenez, Esparza and myself and Recommendation #2 in the memo authored by Mayor Liccardo and Vice Mayor Jones with the following amendments:

1. Direct the City Manager to return with a Manager's Budget Addendum that includes funding to implement Mayor and Vice Mayor Jones's Recommendation 2(a).
2. Ensure the action items in Mayor and Vice Mayor Jones's Recommendation 2(a) are targeted towards precincts with low voter turnout.
3. Institute a measurement of the effectiveness of the voter engagement strategies in the 2020 election and report back to Council with the result of the strategies.

BACKGROUND

To increase voter engagement and participation we must utilize all the strategies and tactics we have available to enable our citizenry to participate in the democratic process. I find it disheartening to hear comments from my colleagues that a complicated ballot would be just too difficult to decipher for our San José residents. In 2016, during the presidential election, the voters defeated two local incumbents and approved two complex local ballot measures including the city pension reform and the County Measure A Housing bond.

HONORABLE MAYOR AND CITY COUNCIL

4-16-2019

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To ensure that we have a robust voter engagement strategy we must put resources behind the program. With 440,000 registered voters in San José, \$10 per voter would cost \$4.4 million. To counteract the turnout gap that would result in more voter participation during the Presidential election cycle, we should target the voter participation and education strategies towards precincts with low voter turnout.

As the adage goes, “you can’t manage, what you don’t measure.” We should hold ourselves accountable for the strategies we utilize to determine if we are effective. I would like to see the report after the 2020 election that identifies the increases of voter education and engagement tied to the specific strategies.