Empowering Ramsey County Voters
Recommendations for Increasing Voter Participation

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Defining Goals

**Goals:** Increase countywide voter participation to 300,000 by the 2020 election with an extended goal of reaching 75% participation by 2028.

**Progress:** In 2018 total participation reached 247,050 with 58.1% turnout.

**Current Resources:** Voter Handbook, online voting location finder, key dates, early voting information (including multi-lingual details)
Focus of County Strategies  (From Department Summary)

1. Partner with local community organizations to remove barriers for voting and by focusing on outreach efforts on areas with traditionally low voter turnout.

2. Develop a communication and marketing plan for voter education to improve the quality and content of election-related information available to the voters.
Informed by Previous Research

Resilient Communities selected findings:

POL 1914: Increase perspective voter engagement by the county and candidates/public officials; improved voter access to those running for office

PA 8081: Investment in community partnerships for voter education (advocacy committee)
Foundational Principles of Proposals

- Need to create material that is salient, concise, and easy to digest
- Recognition that organizations and campaigns are regularly interacting with perspective voters
- Understanding that those using new resources would need to be part of the design process
Interviews

Interviewed: commissioners, legislators, senators, councilmembers, and community organizers.

Questions focused on the following premises

1) When you are speaking with constituents what conversations do you have around voting (if any)?
2) What material (if any) would be useful for you to have that is not already available from the county.
3) What are the most important areas of voter education (survey)
Common Themes from Interviews

- Need for voter “education” ranges throughout the county.
- Voter education is not always the priority - does not mitigate the need for easy to distribute voter information.
- Created information must be accessible in multiple languages
- Resources need to be easy to carry
- Lack of knowledge on the role various elected officials play amongst constituents
- Balancing act between time commitments of new voter outreach and turning out identified voters.
Survey Content

Identified target areas based on established topics and those recommended

<table>
<thead>
<tr>
<th>Survey Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Please rank top 10 voting topic priorities (1 being most important) that you</td>
</tr>
<tr>
<td>feel need to be included in a future voter pocket guide and canvassing</td>
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<tr>
<td>material.</td>
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<tr>
<td>___ Voter Eligibility Requirements</td>
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<tr>
<td>___ Voter Rights</td>
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<tr>
<td>___ Time Off to Vote</td>
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<tr>
<td>___ Voting on Election Day</td>
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<tr>
<td>___ Early Voting Information</td>
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<tr>
<td>___ Voting by Mail</td>
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<tr>
<td>___ Civic information on Government (Why vote)</td>
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<tr>
<td>___ RCV information</td>
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<tr>
<td>___ How to contact current representation</td>
</tr>
<tr>
<td>___ Voter Registration Deadline/Requirements</td>
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<tr>
<td>___ Voting Location Guide</td>
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<tr>
<td>___ Voting while in nursing home or hospital</td>
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<tr>
<td>___ Voting while overseas</td>
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<tr>
<td>___ Voting with criminal record</td>
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<tr>
<td>___ Voting while experiencing homelessness</td>
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<td>___ Other: ______________</td>
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<tr>
<td>___ Other: ______________</td>
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<tr>
<td>___ Other: ______________</td>
</tr>
</tbody>
</table>
Survey Results

Color = # of votes for that rank
E.g. 5 voters ranked topic 1 their second most important priority.
Translating Data

Of top 5 rankings

Early Voting Information
Voting Eligibility Requirements
Voting by Mail
Voting Registration Deadlines
Voter Rights

Voting On Election Day
Voting Location Guide
Time off to Vote
Civic Information
RCV information
Pocket voter handbook: 10 to 15 page document 3x5 in rough sized. Designed as a conversation piece to be used by community organizations during outreach. Would include:

- 10 to 15 key voter information as identified through survey data
- Room for notes
- Option for district/ward map and information or insert

Starting template can be found at: ElectionTools.org
Canvassing voter guide: Sized and printed on traditional 7x11 card or hanger. Designed campaigns to be handed out while speaking with constituents. Would include:

- Map of voting area that would include voting information by precinct.
  - St Paul: Ward Maps
  - Suburban Communities: Legislative Districts
    - Examples on following slides
- 3-5 key voter information as identified through survey data
County Overview
Ward 6 Example

Features:
1. Labeled Wards
2. Color coded legislative districts
3. Legislative district lines
4. Drop pin voter locations
5. Key with Ward details
Ward 4 Example

**Features:**
1. Labeled Wards
2. Color coded legislative districts
3. Legislative district lines
4. Drop pin voter locations
   a. Cross ward locations identified
5. Key with Ward details

**Precinct 1** Langford Recreation Center
   30 Langford Park

**Precinct 2** Luther Seminary
   1501 Fulham Street

**Precinct 3** Seal High Rise
   825 Seal Street

**Precinct 4 & 5** Merriam Park Recreation Center
   2000 St. Anthony Ave
White Bear Lake Area

Features:
1. Labeled Wards
2. Color coded by city/township
3. Legislative district lines
4. Drop pin voter locations
5. Key with precinct (ward) details
**North Oaks:**
*Precinct 1:* North Oaks City Hall  
100 Village Center Drive

*Precinct 2:* Waverly Gardens  
5919 Centerville Road

**White Bear Lake:**
*Ward 1:* White Bear Lake City Hall  
4701 Highway 61

*Ward 2:* White Bear Lake Library  
2150 2nd Street

*Ward 3:* Sunrise Park Middle School  
2399 Cedar Ave

*Ward 4:* Goldview Building  
2449 Orchard Lane

*Ward 5:* St. Stephen Lutheran Church  
1965 County Road E E

**White Bear Township:**
*Precinct 1:* Otter Lake Elementary School  
1401 County Road H2 E

*Precinct 2:* Lakeshore Players Theater  
4941 Long Ave

*Precinct 3:* South Shore Trinity Lutheran Church  
2480 South Shore Boulevard

*Precinct 4:* Heritage Hall  
4200 Otter Lake Road
MN House 42B

Features:
1. Labeled Wards
2. Color coded by city
3. School District Lines
4. Drop pin voter locations
5. Key with precinct details
Centralized online voting information: Designed to be a one-stop shop for designers to quickly find important information they need to create their organization or candidates online/print information: Information could include:

- Important dates (city/township specific)
- Voter Registration information
- Early voting/absentee information including hours for in person voting
- FAQs
- County designed information for easy implementation in literature or web
Visual Campaign 4 of 4
Measuring Success

To ensure that solutions are meeting the needs of constituent organizations and candidates an assessment of any material is recommended.

Key areas:

- Were resources utilized? How?
- What was missing?
- What can be removed?
Areas of Continued Research

Interview a pool of unelected candidates

Due to election calendar and time constraints, unelected candidates were not interviewed. A candidate's perspective would offer additional perspective in creating a rounded pocket guide and canvassing material.

Interview a larger pool of community organizers and activists

Due to time constraints and summer schedule, it was difficult to get a large sample of this group. Additional conversation would yield more data points for how pocket guide would be implemented.
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