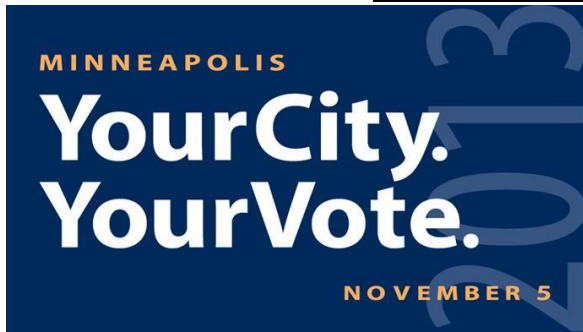


2013 Minneapolis Municipal Election Outreach & Education Plan



Goal:

To ensure every Minneapolis voter knows these things:

- When, what, & where of the 2013 Election - there is a municipal election on November 5 in the City of Minneapolis;
- How - how to register and vote in the election, and specifically how to fill out an RCV ballot; and
- Why - every vote matters in local elections, both on Election Day and for the next four years in the governance of the city.

Plan Components:

This plan contains multiple components designed to focus energies in a campaign centered around making personal contacts with Minneapolis residents in order to share information about the municipal election and ranked choice voting. Strategies can be grouped within the following plan components:

Direct Outreach Activities:

Ambassador Program

Organizational Ambassadors

Elections Ambassadors

Existing Community Events

Special Events Development

Voting Equipment Demonstrations

Other Targeted Special Events to Highlight Voter Education Messaging

Candidate Education

College Student Outreach

Other Outreach Activities:

Youth Focused Outreach

Creating effective tools - including consistent messaging

Ambassador Tool-kit

Sample Ballot

Website

Webinars

Educational videos

Publications

Plan Benchmarks & Roles

The Elections and Voter Services Unit of the Office of the City Clerk is coordinating the 2013 Outreach and Education Plan. The following chart identifies the major strategies being planned, including the requested role of internal City partners in the Plan’s deployment.

Key to Components:

Ambassador Program

Existing Community Events

Special Events Development

Candidate Education

College Student Outreach

Youth Focused Outreach

Time Frame	Strategy	Communications Role	NCR Role	Role of other partners
May	Identify neighborhood organization monthly & annual meeting schedules		Provide information on neighborhood association contacts & meeting schedules	
May	Urban Scholars start May 20- project orientation May 21st and elections training May 23rd			2 scholars full-time in elections; 17 scholars City-wide involved in group project
May - June	Ambassador Program toolkit development	Assist in drafting materials	Review materials to help provide stakeholder input; provide translation services for identified materials	

Time Frame	Strategy	Communications Role	NCR Role	Role of other partners
May - June	Develop list of organizations to contact		Provide information on existing partner organizations	
May - June	Ambassador recruitment - individuals	Publicize ambassador opportunity in communication channels	Identify influential community members and assist in making contacts to recruit as ambassadors	
May - June	Develop a calendar of events through November at which to have a potential presence		Provide calendar listing of known neighborhood and community events	
May - June	Develop training for candidates			
May - June	Develop materials & common messaging for use by campaigns	Assist in identifying and drafting materials	Review materials to help provide stakeholder input; provide translation services for identified materials	
May - June	Identify college outreach project scope and deliverables			16 Urban Scholars

Time Frame	Strategy	Communications Role	NCR Role	Role of other partners
May - June	Identify contacts at each college & university in the city			16 Urban Scholars
May - July	Ambassador recruitment - One-to-one visits with organizational representatives to identify interests and recruit partners	Publicize organizational ambassador opportunity in communication channels	Assist in making contacts with organizations with whom NCR/staff has existing relationships	
June	Develop "Vote Here" sign for coloring contest	Graphic design assistance in developing sign (8.5 x 11)		Urban Scholar team #3 area of focus
June	Develop special event(s) with draws for target communities to incorporate voter education into		Provide assistance in making community contacts	
June - August	Meet with the City's advisory committees for input on outreach plan and to recruit ambassadors			Urban Scholar teams participate for input

Time Frame	Strategy	Communications Role	NCR Role	Role of other partners
June	Develop strategy for National Night Out - any materials to Luther Krueger	Assist in development/refinement of specific materials	Provide translation services for identified materials	
June	Begin making initial contacts with Elementary - high school teachers about fall programs			Urban Scholar team #3 area of focus
June - July	Ambassador trainings		Language support assistance	
June - July	Cultivate external partners to assist in each special event being planned		Assistance in identifying potential partners and connecting with partners with existing relationships	
June - August	Identify other lesson plans & prepare Minneapolis-specific plans for different age groups to add to the website	Incorporate into Communications Plan as a potential Communications Opportunity		Urban Scholar team #3 area of focus
June - July	Develop focused outreach & education tactics and implementation plan for college outreach			Urban Scholar team #2 area of focus

Time Frame	Strategy	Communications Role	NCR Role	Role of other partners
June - July	Cultivate partnerships with school leadership for college outreach			Urban Scholar team #2 area of focus
July	Official Voter Education & Outreach campaign kickoff - including Ambassador program	Incorporated into Communications Plan as a Communications opportunity	Continue to provide information about the O&E plan to existing contacts and stakeholders	
July	Start regular meetings for feedback and information sharing with ambassadors			
July - August	Deliver candidate & campaign trainings			
July - November	Schedule presentations by ambassadors	Incorporate into Communications Plan as a potential Communications Opportunity		
July - November	Provide updated & timely information for organizational ambassadors to share through their channels			

Time Frame	Strategy	Communications Role	NCR Role	Role of other partners
July - October	Deploy outreach plan at identified events via ambassadors and partners	Incorporate into Communications Plan as potential Communications Opportunities		
August	National Night Out - Elections presence and information	Incorporated into Communications Plan as a Communications opportunity	Provide support in deploying resources on National Night Out	
August - October	Schedule high school visits to Civics classes	Incorporate into Communications Plan as a potential Communications Opportunity		Urban Scholar team #3 area of focus
August	Presentation of outreach plans to targeted communities developed by the 3 urban scholar teams	Incorporate into Communications Plan as a potential Communications Opportunity		Presentation by Urban Scholars group to the City Council - most likely at CoW 8-1
August - September	New equipment demonstrations, including test election(s)	Incorporate into Communications Plan as a potential Communications Opportunity		

Time Frame	Strategy	Communications Role	NCR Role	Role of other partners
August - September	Deploy classroom elections on important issues (From lesson plan)	Incorporate into Communications Plan as a potential Communications Opportunity		
August - September	Work with high school student groups to encourage voter registration drives for 18 year olds on campus			
August - November	Serve as a resource for campaigns to review content or plans related to election processes			
September	Provide "Vote Here" coloring signs materials to elementary schools			
September - October	Cultivate partnerships with on campus groups and organizations			

Time Frame	Strategy	Communications Role	NCR Role	Role of other partners
September - November	Deploy full college student outreach plan	Incorporate into Communications Plan as a potential Communications Opportunity		
October	Target time frame for holding special events	Incorporate into Communications Plan as a potential Communications Opportunity		
October - November	Post coloring sheets in polling places and City Hall	Incorporate into Communications Plan as a potential Communications Opportunity		

Ambassador Program

Envisioned as the heart of the 2013 Outreach & Engagement Plan, the Election Ambassador Program is focused on identifying and recruiting both individual and organizational partners as Election Ambassadors. We will educate these recognized leaders from various communities and constituencies from throughout the City of Minneapolis about the importance of voting, the need to engage all eligible voters, the planned November 5 General Municipal Election, and the Ranked Choice Voting methodology, including how to cast an RCV ballot.

Elections Ambassadors

The Elections Division will recruit, train, and support a team of individual ambassadors who will be prepared to engage their friends, neighbors, and other Minneapolis residents in discussions and sharing of information on the how, where, when, and why of this year's election and RCV. These ambassadors are a key element of our focus on having as many one-to-one conversations with voters as possible. Ambassadors will also be trained and supported in providing presentations to groups and at events to the extent they are willing to engage.

Recruitment of these ambassadors will include a special focus on engaging ambassadors from the full spectrum of different communities and constituencies across the city. Neighborhood and Community Relations will assist in identifying influential individuals within different cultural communities who may be willing to serve as ambassadors. Other sources of potential volunteers can include current election judges, 2009 Speakers Bureau volunteers, and others. Additionally, past and present Student Election Judges will have the opportunity to play a role as Student Ambassadors to deploy in targeted outreach to other young people and students.

Organizational Ambassadors:

A key factor to being able to educate different audiences is to be able to reach out to people via personal contacts in those settings that are already a part of people's regular daily routines. These places can include:

- Service-oriented organizations and other community based organizations
 - Rotary
 - Minneapolis Urban League
 - League of Women Voters - developing their own pool of educators
 - FairVote
 - Minneapolis Highrise Representative Council
 - Common Cause
- Cultural Organizations
 - Brian Coyle Center
 - Somali Action Alliance
 - Southeast Asian Community Council
 - Lao Assistance Center of Minnesota
 - Official Ka Joog Organization
- Houses of worship
- Direct service providers

- Community Action
- North Point Health & Wellness
- Fremont Clinic
- HCMC Clinics (Whittier)
- City agencies that interface with the public - Development Review, Regulatory Services, Health Department, Licensing, Animal Control, Assessor/homesteading --Information on the election, voter registration applications available

The precise role played by an organizational ambassador will be defined by each organization, based upon its needs, capabilities, mission, and interests. There are myriad ways organizations can incorporate messages and activities about voting and specifically this year's municipal election into what they are already doing in the communities they serve. Through the Ambassador program, the City's Elections division, in partnership with other City departments including the Neighborhood and Community Relations Department, will be able to provide support to our organizational partners to implement any or all of the following options:

- Share information about ranked choice voting on their websites, in newsletters, or through fliers posted or available at their locations and events
- Invite a speaker to address their members or people they serve at meetings or events
- Distribute educational materials
- Get involved in planning and promoting special events that include a focus on ranked choice voting education
- Make voter registration applications available at their locations and events
- Conduct voter registration drives
- Host candidate and informational forums
- Provide volunteers to help present information about RCV to different groups and events
- Adopt a polling place - provide assistance to voters on Election Day at their polling place with identifying where to go and what to do, including parking and utilizing curbside voting if needed.

Ambassador Toolkit

The toolkit will include materials accessible on the Elections website or provided directly to ambassadors to aid in their work in service to the elections process.

Some items available in the tool kit will include:

- web buttons to direct visitors to vote.minneapolismn.gov
- sample articles for news letters or websites
- posters
- core print educational materials in key languages that can be downloaded and customized with organizational information
- demonstration videos
- sample ballots
- PowerPoint presentations
- talking points about RCV
- an FAQ with answers to frequently asked questions
- webinars/training materials

Ambassador Program Timeline and Benchmarks

May	June	July	August	September	October	November
Develop list of organizations to contact						
Toolkit development						
Ambassador Recruitment - One-to-one visits with organizational partners to identify interests & recruit partners						
Ambassador Recruitment - individuals						
Meet with the City's advisory committees for input on outreach plans and to recruit ambassadors						
	Ambassador Trainings					
		Official Ambassador Program kickoff				
		Start regular meetings for feedback & information sharing				
	Presentations by Ambassadors					
	Provide updated timely information for sharing through channels					

Existing Community Events

As part of a strategy to make as many personal contacts in outreach about RCV as possible, a full plan is necessary to ensure there are opportunities to integrate information about RCV education and awareness into the many events already occurring in different communities. NCR will be engaged in the work to help identify different neighborhood and cultural events and festivals into which RCV education can be integrated. This will include also regular and annual neighborhood association meetings, and taking advantage of NCR's existing relationships with these associations. External partners, including in particular Fair Vote Minnesota, have committed to ensuring there is a presence at as many events in the city as possible sharing a coordinated message about the election and RCV.

Major city-wide events will also be a part of this plan. Traditionally, the Elections and Voter Services division has utilized National Night Out as a valued channel for distributing information about upcoming elections to communities throughout the city. It is anticipated that will also be the case this year, and will be augmented by being a part of other events that reach residents throughout the city.

Working on this plan will be a part of the responsibilities of the Urban Scholars working in the Elections and Voter Services division this year. This will include planning a list of events, coordinating a presence at those events between external partners and Election Ambassadors, and creating differentiated tactics to employ based upon the type of event and expected audience.

Existing Community Events Outreach Timeline and Benchmarks

May	June	July	August	September	October	November
Identify neighborhood organization monthly & annual meeting schedules						
Develop a calendar of events through November at which to have a potential presence						
	Develop strategy for National Night Out - any materials to Luther Krueger					
	Develop tactics for different types of events and audiences					
		Deploy outreach plan at identified events via ambassadors and other partners				
			National Night Out			

Special Events Development

Two different types of special events are being planned as part of the Voter Outreach and Education campaign: events focused on elections and RCV, and events with another primary draw that will incorporate significant election-related educational and awareness activities.

Experience in 2009 with RCV outreach work demonstrated a lower general level of interest by the general public in events focused solely on RCV. For that reason, events of that type will be minimized this year, but will likely still include a series of demonstrations of the new voting equipment that will be used for the first time this fall. It is anticipated that equipment will be available to the City in late summer to early fall. The vendor supplying the equipment has agreed to assist in these demonstrations. It is not necessarily expected that interest in these demonstrations will be widespread, but they will provide an opportunity for those voters who are engaged in this change to see and experience the new equipment before Election Day, as well as the media. At least one demonstration will be conducted as a full scale mock election.

The greater focus of special events in this portion of the campaign is developing events that will have another primary draw but are designed with the express intention of incorporating educational and awareness components centered on this fall's election. These events will focus on targeting specific communities and creating a valuable venue for elections related messaging. Part of planning these events is cultivating external partners engaged in the target communities who will collaborate and lead in their deployment. For 2013, it is likely the number of these events will be extremely limited, but the concept will be piloted to explore the potential for broader use in future outreach and education campaigns.

Special Events Timeline and Benchmarks

May	June	July	August	September	October	November
Develop potential special events with draws for target communities						
	Cultivate external partners to assist in events being planned					
			New equipment demonstrations			
					Target timeframe for major special events	

Candidate Education

Candidates spend a significant amount of time and resources in connecting with voters. They also have a vested interest in ensuring voters know where to go and what to do on Election Day, making them valuable partners in helping deliver our key education messages. This campaign’s strategy around engaging candidates includes ensuring candidates and their campaigns have accurate information about and understanding of RCV and election processes, as well as access to consistent messaging and educational materials to employ in their own outreach work.

The Election and Voter Services division is also an ongoing resource for campaigns for accurate, unbiased information relating to election processes, including ranked choice voting, voting absentee, and providing Election Day process information.

Candidate Training Program Timeline and Benchmarks

May	June	July	August	September	October	November
Develop training for candidates						
Develop materials & common messaging for use by campaigns						
		Deliver candidate and campaign trainings				
			Serve as a resource for campaigns to review content or plans related to election processes			

College Student Outreach

There are several colleges and universities in Minneapolis, most of which either draw a large portion of their student body from within the city, or have residential dorms. Targeting specific outreach and educational activities towards college students, potentially in partnership with different organizations and groups within the schools, is essential to reaching these potential City voters.

Putting together a specific outreach and education plan focused on college students is an ideal fit for one of the primary components of the group project being done by all 16 Urban Scholars at the City from May through August in 2013. The Urban Scholars themselves are college students, and will be returning to their own campuses in the fall, some even within the City. The development of a comprehensive plan targeted at this demographic and the formation of some preliminary partnerships will enable a smooth roll out of the full plan once classes resume in the fall, just in time for the approaching election.

College Student Outreach Timeline and Benchmarks

May	June	July	August	September	October	November
Urban Scholars start - project orientation May 21st						
Identify project scope and deliverables						
Identify contacts at each college & university in the city						
	Develop focused outreach and education tactics and implementation plan					
	Cultivate partnerships with school leadership					
			Presentation of college outreach plan			
			Cultivate partnerships with on campus groups and organizations			
			Deploy full plan			

Youth Focused Outreach

Although most young people targeted through this part of the campaign will not be able to vote in November's election, they share two common traits that make them an important focus for outreach. First, young people all have some kind of adults - parents, grandparents, and others - involved in their lives. Delivering clear key messages through children is proven method of reaching those adults. Second, reaching kids at a younger age with key messages about the role and importance of elections can help develop engaged future voters. Much of the youth focused work in this campaign is designed around these two concepts.

Additionally, there are high school youth who will be eligible voters on November 5th. Working with teachers, schools, and student leadership groups, these students can be targeted for information about registering and participating in voting.

Many resources already exist for lesson plans focused on elections for a variety of different age groups. Providing information about these resources and developing suggestions specific to this year's election in Minneapolis provides value to teachers at different grade levels who wish to incorporate something relating to this current event into their curriculum.

Developing specific activities for different age levels can create enthusiasm surrounding the election that children can help convey to their parents, while also garnering additional attention in the media and raising general awareness.

Early elementary students: "Vote Here" signs are typically hung in polling places. Providing neighborhood schools with a sheet designed to be colored and decorated by students creates a general awareness about the upcoming election, and a point for discussion within the classroom with the potential to carry over into the home. Once decorated, if those signs are posted in actual polling places on or before Election Day, they serve a dual purpose of informing voters of voting locations and giving students a visible stake in Election Day activities.

All ages: Develop an adaptable lesson plan that could be used across multiple age groups for teachers to talk with students about what kinds of issues local governments address. The lesson plan will provide teachers a framework to discuss issues, and encourage their students to identify what they think are the most important local issues for the next Mayor and Council to focus on; as well as the option to allow students to employ some ranked choice voting of their own to come up with an ordering of those issues. The end result could be the opportunity for students across the city to gain a greater understanding of the roles local government plays, a rough idea of how ranked choice voting works, and a media-friendly end product of youth opinions on key issues for the next mayor to focus on.

High school: To target those high school students who may be eligible to vote in the election, visits to senior-level civics classes to talk about RCV can be scheduled with Elections staff or ambassadors. Student government groups can also be encouraged to conduct voter registration drives on campus. Both of these activities can also incorporate recruiting efforts for the ranks of student election judges who help serve in polling places on Election Day.

Youth Focused Outreach Timeline and Benchmarks

May	June	July	August	September	October	November
Develop "Vote Here" sign for coloring contest						
	Begin making initial contacts with teachers about fall programs					
	Identify other lesson plans and prepare Minneapolis-specific plans to add to the website					
			Schedule visits to high school civics classes			
			Work with high school student groups to encourage voter registration drives			
				Deploy classroom elections on local issues		
				Provide "Vote Here" signs materials to elementary schools		
					Post "Vote Here" signs in polling places and City Hall	
						Deliver issues to new Mayor

2013 Minneapolis Election

DRAFT Communications plan

GOAL:

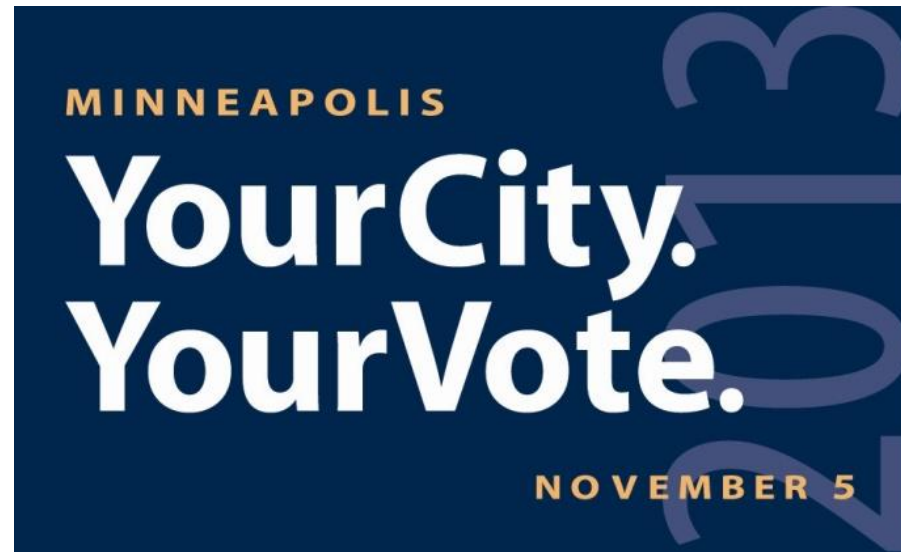
- Support the City's work to educate Minneapolis voters, recruit election judges and encourage eligible voters to cast their ballots on Election Day.

OBJECTIVES:

- Promote 2013 City Election and encourage all eligible voters to participate, specifically targeting those who historically have been less likely to vote (non-English and low-turnout areas).
- Raise awareness about voting in the 2013 election, how ranked choice voting will work and how folks can learn more via outreach/public education effort.
- Raise awareness about the opportunities for folks to help with the 2013 election by serving as an election judge on Nov. 5.
- Promote Minneapolis – and City Elections – values around civic participation (in this case voting) and commitment to ensuring that the Election is managed professionally, fairly and transparently.

PRIMARY AUDIENCES:

- Minneapolis eligible voters, with emphasis on those who participate less or have more barriers to voting, including:
 - Minneapolis eligible voters in neighborhoods/communities identified by Elections & Neighborhood & Community Relations
 - New voters (non-English, young, recent arrivals)
 - Older voters?
- Civic and community organizations
- Influencers/thought leaders



- Traditional media and new/online journalists

KEY MESSAGES/MESSAGE (*note these are broad communications messages – not voter education*):

- Theme: Minneapolis: Your City. Your Vote. Nov. 5, 2013
- The people of Minneapolis are civic minded and engaged. We expect that will translate into very high voter turnout on November 5, particularly since we have an open race for a new mayor and all 13 city council seats up for election.
- Voting is different for City elections because Minneapolis voters approved the use of ranked choice voting back in (what year).
 - Voting may be different, but it's still easy. When casting your ballot, you simply give candidates a ranked order – first, second and third according to your own preference. We'll have folks on hand on Election Day if you need help.
 - Ranked choice voting eliminates the need for a primary election, so folks won't have to go to the polls twice in 2013.
 - *PLACEHOLDER (for discussion depending on what developments occur with equipment purchases)* Because we use ranked choice voting, there isn't an electronic ballot counter. All ballots will need to be counted by hand, which means it will take longer for the City to have election results.
- We want every eligible voter to cast their ballot on Election Day. You can help the polls run smoothly by volunteering to be an election judge.
- If you speak a second language, we really need your help. Volunteer to be an election judge and you can help Minneapolis ensure that everyone has an easy time voting on Election Day.
- The right to vote is paramount and we take seriously our responsibility to ensure that our city elections are fair and accurate and managed professionally and transparently.
- *PLACEHOLDER (for discussion depending on what changes are implemented): The City has made improvements from the 2012 election to make it smoother for voters ... what those may be ...*

COMMUNICATIONS TACTICS & BENCHMARKS:

Green indicates Communications tool/tactic

Blue indicates Election benchmark that may be a Communications opportunity or is a *suggested* new benchmark

Red PLACEHOLDER to indicate Communications work/support for Public Education/Outreach plan from NCR/Elections

Benchmark /Timing	Tactic/Opportunity	Audience	Key Messages + content	Who	Cost
March 29	<p><i>What:</i> Council Recommendations on Possible RCV ordinance changes? If so:</p> <ul style="list-style-type: none"> • Web news item • Newsbites • News Release (?) 	<ul style="list-style-type: none"> • All (English) 	<ul style="list-style-type: none"> • Why changes needed • What it means for voters 	<ul style="list-style-type: none"> • Elections staff draft changes/rational e (RCA) 	<ul style="list-style-type: none"> • \$0
Spring	<ul style="list-style-type: none"> ○ Revamped Web site <ul style="list-style-type: none"> ▪ vote.minneapolismn.gov ▪ only updated content viewable ▪ prioritize content updates ▪ placeholders for Spanish, Somali & Hmong (are there more than three that get translated materials proactively produced?) 	<ul style="list-style-type: none"> • All (multi-language, to extent) 	<ul style="list-style-type: none"> • Key message/visual: Your City Your Vote, Nov. 5, 2013 <ul style="list-style-type: none"> ○ Voting is different for City elections. ○ Still easy. • Voter education content. • Need election judges & non-English speakers. • Non-English presence • Community links. 	<ul style="list-style-type: none"> • Home page content – Comm drafts, team approves. • Voter education content – Elections drafts, communication edits, team approves. 	<ul style="list-style-type: none"> • \$?

Spring	<ul style="list-style-type: none"> ○ Graphic & text treatment for Minneapolis. Your City. Your Vote. Nov. 5, 2013. ○ Multi-uses ○ Translated into priority languages 	<ul style="list-style-type: none"> ● All 	<ul style="list-style-type: none"> ● Graphic and word treatment 	<ul style="list-style-type: none"> ● Comm drafts & NCR translates 	\$0
Spring	<ul style="list-style-type: none"> ○ FAQ on 2013 Election. ○ Web-friendly (html) & downloadable (pdf) for folks to copy & distribute 	<ul style="list-style-type: none"> ● All (translated into priority languages) 	<ul style="list-style-type: none"> ● Your City Your Vote, Nov. 5, 2013 <ul style="list-style-type: none"> ○ Voting is different for City elections. ○ Still easy. ● Why Ranked Choice? ● How it works? ● Why it matters? ● When will we get results? ● How can you help? ● How can you learn more? 	<ul style="list-style-type: none"> ● Comm & Elections draft, team approves & NCR translates 	<ul style="list-style-type: none"> ● \$0 - \$? Depending on printing
Spring	<ul style="list-style-type: none"> ○ <i>PLACEHOLDER</i>: Social media strategy developed <ul style="list-style-type: none"> ○ Integrated into overall communications plan ○ Leverage all content thru social media channels 	<ul style="list-style-type: none"> ● Key audiences: <ul style="list-style-type: none"> ○ Influencers ○ Community organizations/orga nizers ○ Other?? 	<ul style="list-style-type: none"> ● Utilize existing content 	<ul style="list-style-type: none"> ● Comm manages & executes 	<ul style="list-style-type: none"> ● \$0
May 20	<ul style="list-style-type: none"> ○ Elections monthly news release update 	<ul style="list-style-type: none"> ● All (primarily through monthly community newspapers) 	<ul style="list-style-type: none"> ● Key message/visual: Your City Your Vote, Nov. 5, 2013 <ul style="list-style-type: none"> ○ Voting is different for City elections. ○ Still easy. ● Promote website ● Candidate filing in July ● Need election judges & non-English speakers. 	<ul style="list-style-type: none"> ● Elections drafts specifics. Communications works to news release. 	<ul style="list-style-type: none"> ● \$0

Summer	<ul style="list-style-type: none"> o <i>PLACEHOLDER</i>: RCV outreach and education kickoff media opportunity 	<ul style="list-style-type: none"> • All (primarily through media) 	<ul style="list-style-type: none"> • Key message/visual: Your City Your Vote, Nov. 5, 2013 <ul style="list-style-type: none"> o Voting is different for City elections. o Still easy. • Use voter education content. • Non-English presence 	<ul style="list-style-type: none"> • Comm and NCR identify an NCR outreach event to promote to the media 	<ul style="list-style-type: none"> • \$0
Summer	<ul style="list-style-type: none"> o How to vote RCV handout <ul style="list-style-type: none"> o Format TBD. o Easy to reproduce (web friendly & downloadable) 	<ul style="list-style-type: none"> • All (translated into priority languages) 	<ul style="list-style-type: none"> • Voter education messages... 	<ul style="list-style-type: none"> • Elections drafts, Comm reviews, team approves & NCR translates 	<ul style="list-style-type: none"> • \$0 - \$? Depending on printing
Summer	<ul style="list-style-type: none"> o How to RCV video produced <ul style="list-style-type: none"> o Social friendly o Engaging/energized o Not “governmenty” o Produced in priority languages o Leveraged on web, social media, with community/civic groups and beyond (need outreach plan for) 	<ul style="list-style-type: none"> • Key audiences: <ul style="list-style-type: none"> o New voters o Non-English o Young voters 	<ul style="list-style-type: none"> • Voter education messages... 	<ul style="list-style-type: none"> • Comm/team develops concept, comm writes scripts, NCR for non-English talent, NCR for outreach strategy/plan for community distribution 	<ul style="list-style-type: none"> • \$0 production; \$? to distribute DVDs
June 20	<ul style="list-style-type: none"> o Elections monthly news release update 	<ul style="list-style-type: none"> • All (primarily through monthly community newspapers) 	<ul style="list-style-type: none"> • Key message/visual: Your City Your Vote, Nov. 5, 2013 <ul style="list-style-type: none"> o Voting is different for City elections. o Still easy. • Promote website • Candidate filing in July • Need election judges & non-English speakers. 	<ul style="list-style-type: none"> • Elections drafts specifics. Communications works to news release. 	<ul style="list-style-type: none"> • \$0
Summer – Fall	<ul style="list-style-type: none"> o Community commentaries. Recruit community leaders from target audiences to pen opinion pieces with focus on major messages for 2013 	<ul style="list-style-type: none"> • Key audiences: <ul style="list-style-type: none"> o Thought-leaders o New voters o Non-English 	<ul style="list-style-type: none"> • We want every voter out on Election Day! • Your City Your Vote, Nov. 5, 2013 	<ul style="list-style-type: none"> • Comms drafts, team approves. Enhanced language block 	<ul style="list-style-type: none"> • \$\$

	<p>Election. Develop monthly calendar and ID writers & audiences (July, August, September, October).</p> <ul style="list-style-type: none"> ○ Social media – share commentaries after they are published. – LINDSTROM ADDITION 	<ul style="list-style-type: none"> ○ Young voters 	<ul style="list-style-type: none"> ● Where to vote. ● We'll be there to help. ● Expect high turn-out. Plan when to vote. Lines are good (?) ... they mean everyone's voting!! 	<p>from NCR</p>	
July 20	<p>Elections monthly news release update</p>	<ul style="list-style-type: none"> ● All (primarily through monthly community newspapers) 	<ul style="list-style-type: none"> ● Key message/visual: Your City Your Vote, Nov. 5, 2013 <ul style="list-style-type: none"> ○ Voting is different for City elections. ○ Still easy. ● National Night Out outreach ● How to absentee vote ● Registering to vote ● Promote website ● Candidate filing in July ● Need election judges & non-English speakers. 	<ul style="list-style-type: none"> ● Elections drafts specifics. Communications works to news release. 	<ul style="list-style-type: none"> ● \$0
July 30	<p><i>What:</i> Candidate filings open. Announce date as approaches using:</p> <ul style="list-style-type: none"> ● Web news item ● Newsbites ● News Release ● Social media 	<ul style="list-style-type: none"> ● All (English) 	<ul style="list-style-type: none"> ● Specifics on filing. ● Major messages around Your City Your Vote & RCV voter education. 	<ul style="list-style-type: none"> ● Elections drafts specifics. Communications works to news release. 	<ul style="list-style-type: none"> ● \$0
Mid-late summer	<ul style="list-style-type: none"> ○ 2013 City elections “guide.” Mailed to all households. Ward map. Where to get voting location. How to get registered? What’s RCV? How can I learn more? Volunteering? 	<ul style="list-style-type: none"> ● All Minneapolis households (or do we have eligible voters lists) 	<ul style="list-style-type: none"> ● Your City Your Vote, Nov. 5, 2013 <ul style="list-style-type: none"> ○ Election Day is coming. ○ Voting is different for City elections. ○ Still easy. ○ There’s no primary so only need to get to the polls once. 	<ul style="list-style-type: none"> ● Comms drafts, team approves, Comm designs. Enhanced language block from NCR 	<ul style="list-style-type: none"> ● \$\$\$

			<ul style="list-style-type: none"> ○ City election will use RCV. ○ Basic RCV voter ed info. 		
August 6, 2013	<ul style="list-style-type: none"> ○ <i>WHAT</i>: National Night Out – Elections Opportunity. <ul style="list-style-type: none"> ● Develop Elections handout (content drawn from Elections Guide and Postcard mailer). ● Downloadable from web. ● Distributed through Newbites (in July) ● Web news headline ● Social media ● News release ● 	<ul style="list-style-type: none"> ● All (translated in Spanish, Somali, Hmong) 	<ul style="list-style-type: none"> ● Your City Your Vote, Nov. 5, 2013 <ul style="list-style-type: none"> ○ Election Day is coming. ○ Voting is different for City elections. ○ Still easy. ○ There’s no primary so only need to get to the polls once. ○ Where to go to find polling location. ○ City election will use RCV. ○ Election Judges needed (?too late?) ○ Basic RCV voter ed info. 	<ul style="list-style-type: none"> ● Comms drafts & designs, team approves, NCR translates 	<ul style="list-style-type: none"> ● \$0 - \$### depending on if we print
Aug. 13	<p><i>What</i>: Candidate filings closing. Announce date as approaches using:</p> <ul style="list-style-type: none"> ● Web news item ● Newsbites ● News Release ● Social media 	<ul style="list-style-type: none"> ● All (English) 	<ul style="list-style-type: none"> ● Same/similar to “filings open” release. ● Major messages around Your City Your Vote & RCV voter education. ● Candidate withdrawal deadline is Aug. 15. 	<ul style="list-style-type: none"> ● Elections drafts specifics. Communications works to news release. 	<ul style="list-style-type: none"> ● \$0
Aug. 20	Elections monthly news release update	<ul style="list-style-type: none"> ● All (primarily through monthly community newspapers) 	<ul style="list-style-type: none"> ● Key message/visual: Your City Your Vote, Nov. 5, 2013 <ul style="list-style-type: none"> ○ Voting is different for City elections. ○ Still easy. ● How to absentee vote ● Registering to vote 	<ul style="list-style-type: none"> ● Elections drafts specifics. Communications works to news release. 	<ul style="list-style-type: none"> ● \$0

			<ul style="list-style-type: none"> • Promote website • Upcoming mailer • Need election judges & non-English speakers. 		
DATE TBD	<p><i>What:</i> Mid-Election Cycle update (<i>PROPOSED</i>) to Council’s Elections Committee. If done, promote approaching date via:</p> <ul style="list-style-type: none"> • News release • Web headline • Social media • Newsbites • USE SAME TOOLS – ABOVE TO PROMOTE WHAT COMES OUT OF UPDATE ... 	<ul style="list-style-type: none"> • All 	<ul style="list-style-type: none"> • Preparations in full swing. <ul style="list-style-type: none"> ○ Volunteers trained ○ Outreach & voter education ○ Polling locations/coordination • Expectation setting. <ul style="list-style-type: none"> ○ Process for handling ballots. ○ Process for counting ballots ○ Timeframe/expectations for counting ballots • 	<ul style="list-style-type: none"> • Elections presents/creates presentation. Communications promotes 	<ul style="list-style-type: none"> • \$0
Sept. 20	<p><i>What:</i> Absentee voting begins. Announce date as approaches using:</p> <ul style="list-style-type: none"> • Web news item • Newsbites • News Release • Social media 	<ul style="list-style-type: none"> • All (English) 	<ul style="list-style-type: none"> • Vote absentee if you ... (if “no excuse” absentee passes, expanded language) • Major messages around Your City Your Vote & RCV voter education. • Nov. 5, 2013 	<ul style="list-style-type: none"> • Elections drafts specifics. Communications works to news release. 	<ul style="list-style-type: none"> • \$0
Sept. 20	<ul style="list-style-type: none"> ○ Elections monthly news release update 	<ul style="list-style-type: none"> • All (primarily through monthly community newspapers) 	<ul style="list-style-type: none"> • Key message/visual: Your City Your Vote, Nov. 5, 2013 <ul style="list-style-type: none"> ○ Voting is different for City elections. 	<ul style="list-style-type: none"> • Elections drafts specifics. Communications works to news 	<ul style="list-style-type: none"> • \$0

			<ul style="list-style-type: none"> ○ Still easy. ● How to absentee vote ● Registering to vote ● What to expect for ballot counting and results ● Promote website ● Need election judges & non-English speakers. 	release.	
Fall	<ul style="list-style-type: none"> ○ Why Vote? video <ul style="list-style-type: none"> ○ For Comcast airing (short, general, motivational, English) ○ Social friendly ○ Engaging/energized ○ Not “governmenty” ○ Leveraged on web, social media, with community/civic groups and beyond (need outreach plan for) 	<ul style="list-style-type: none"> ● All 	<ul style="list-style-type: none"> ● Voter education messages... 	<ul style="list-style-type: none"> ● Comm/team develops concept, comm writes scripts, NCR for non-English talent, NCR for outreach strategy/plan for community distribution 	<ul style="list-style-type: none"> ● \$0 production; \$? To distribute DVDs
Fall	<ul style="list-style-type: none"> ○ <i>CONSIDER TARGETED</i> paid advertisements. [<i>this needs to be explored further to ensure target audience is reached through these channels</i>] ○ Neighborhood & Community newspapers (north news, Insight, Camden news?, Spokesman, the Circle, LaPrensa) ○ Local radio (KMOJ, targeted programs on KFAI, others?) ○ Leveraged using existing channels 	<ul style="list-style-type: none"> ● target audiences: <ul style="list-style-type: none"> ○ geographic areas (north mpls, central/south) ○ Non-English (priority languages) ○ Traditionally underrepresented eligible voters ○ Young voters ? 	<ul style="list-style-type: none"> ● Your City Your Vote, Nov. 5, 2013 <ul style="list-style-type: none"> ○ Voting is different for City elections. ○ Still easy. ● Why Ranked Choice? ● How it works? ● Why it matters? ● When will we get results? ● How can you help? ● How can you learn more? ● Voter education messages... 	<ul style="list-style-type: none"> ● Team to discuss strategy 	<ul style="list-style-type: none"> ● Cost TBD
Fall	<ul style="list-style-type: none"> ○ <i>CONSIDER</i> partnerships for “free advertising”. [<i>sponsorship strategy</i>] 	<ul style="list-style-type: none"> ○ 	<ul style="list-style-type: none"> ● Your City Your Vote, Nov. 5, 2013 <ul style="list-style-type: none"> ○ Voting is different for City 	<ul style="list-style-type: none"> ● Team to discuss strategy 	<ul style="list-style-type: none"> ● Cost TBD

	<p><i>required ... would need to start in summer, but if successful, advertisements would appear in the fall]</i></p> <ul style="list-style-type: none"> ○ ClearChannel (electronic billboards) ○ Metro Transit (bus shelters or interior bus posters) 		<p>elections.</p> <ul style="list-style-type: none"> ○ Still easy. ● Why Ranked Choice? ● How it works? ● Why it matters? ● When will we get results? ● How can you help? ● How can you learn more? ● Voter education messages... 		
October	<ul style="list-style-type: none"> ○ Where to vote postcard/reminder <ul style="list-style-type: none"> ○ Mailer <p>Content also web friendly & downloadable (with how to find out where to vote, rather than “where to vote”</p>	<ul style="list-style-type: none"> ● All Minneapolis households 	<ul style="list-style-type: none"> ● We want every voter out on Election Day! ● Your City Your Vote, Nov. 5, 2013 ● Where to vote. ● We’ll be there to help. ● Expect high turn-out. Plan when to vote. Lines are good (?) ... they mean everyone’s voting!! ● 	<ul style="list-style-type: none"> ● Comms drafts, team approves. Enhanced language block from NCR 	<ul style="list-style-type: none"> ● \$\$
October 1 – Nov. 5	<ul style="list-style-type: none"> ○ New Facebook, Twitter cover photo 	<ul style="list-style-type: none"> ● Facebook fans, Twitter followers 	<ul style="list-style-type: none"> ● Your City Your Vote, Nov. 5 2013 ● vote.minneapolismn.gov 	<ul style="list-style-type: none"> ● Communications develops/posts to social media 	<ul style="list-style-type: none"> ● \$0
Oct. 15	<p><i>What:</i> Preregistration closes. Announce date as approaches using:</p> <ul style="list-style-type: none"> ● Web news item ● Newsbites ● News Release ● Social media ● E-message/postcard/piece, Get pre-registered! English, Spanish, Somali, Hmong. <ul style="list-style-type: none"> ○ 	<ul style="list-style-type: none"> ● All (some translation – prereg message specifically) 	<ul style="list-style-type: none"> ● Preregister to vote – will make voting faster! ● Major messages around Your City Your Vote & RCV voter education. ● Nov. 5, 2013 	<ul style="list-style-type: none"> ● Communications drafts – new release and related. ● Comm drafts, team approves & NCR translates “Get registered” message 	<ul style="list-style-type: none"> ● \$0

<p>Oct. - DATE TBD</p>	<p>News briefing/s. What to expect for Election Returns.</p>	<ul style="list-style-type: none"> • News media 	<ul style="list-style-type: none"> • RCV basics (if necessary/depending on audience/s) • What's happening on Election Day • Access at the polls • Election Judges (and our work to recruit diverse pool to include multi-language) • Process for absentee and election day ballots • How counting works • Process for the count • How results will be shared • Other? 	<ul style="list-style-type: none"> • Communications orchestrates. Elections and NCR staff participate 	<ul style="list-style-type: none"> • \$0
<p>DATE TBD</p>	<p>Editorial board briefing/engagement.</p>	<ul style="list-style-type: none"> • Strib writer, perhaps others 	<ul style="list-style-type: none"> • RCV basics (if necessary/depending on audience/s) • What's happening on Election Day • Access at the polls • Election Judges (and our work to recruit diverse pool to include multi-language) • Process for absentee and election day ballots • How counting works • Process for the count • How results will be shared • Other? 	<ul style="list-style-type: none"> • Communications orchestrates. Elections and NCR staff participate 	<ul style="list-style-type: none"> • \$0

<p>Oct. 29 –</p>	<p>Internet chat – take election-related questions from residents. City experts answer. Promote in advance via:</p> <ul style="list-style-type: none"> • Web news item • Newsbites • Social media 	<ul style="list-style-type: none"> • All 	<ul style="list-style-type: none"> • <p>Potential topics to discuss during chat:</p> <ul style="list-style-type: none"> • RCV basics (if necessary/depending on audience/s) • What’s happening on Election Day • Access at the polls • Election Judges (and our work to recruit diverse pool to include multi-language) • Process for absentee and election day ballots • How counting works • Process for the count • How results will be shared 	<ul style="list-style-type: none"> • Communications creates/promotes • Team moderates chat in same room, answers questions together 	<ul style="list-style-type: none"> • \$0
<p>Oct. 29 –</p>	<p><i>CONSIDER: Spanish Internet chat -</i> take election-related questions from residents in Spanish. NCR and City experts answer. Promote in advance <i>IN SPANISH</i> via:</p> <ul style="list-style-type: none"> • Web news item • Newsbites • Social media • NCR emails to Spanish-speaking audience 	<ul style="list-style-type: none"> • All (Spanish speaking) 	<p>Potential topics to discuss during chat:</p> <ul style="list-style-type: none"> • RCV basics • What’s happening on Election Day • Access at the polls • Election Judges (and our work to recruit diverse pool to include multi-language) • Process for absentee and election day ballots • How counting works • Process for the count • How results will be shared • 	<ul style="list-style-type: none"> • Communications creates/promotes • Team moderates, • NCR translates 	<ul style="list-style-type: none"> • \$0

Week of Oct. 29 –	New Facebook, Twitter profile picture	<ul style="list-style-type: none"> All 	<ul style="list-style-type: none"> Your City Your Vote, Nov. 5, 2013 Change your profile picture 	<ul style="list-style-type: none"> Communications develops, Communications posts 	<ul style="list-style-type: none"> \$0
Week of Oct. 29, Nov. 4 -	Facebook - Internet “meme-style” humorous photo	<ul style="list-style-type: none"> All 	<ul style="list-style-type: none"> IDEA: Cat picture with caption: “You’re voting Nov. 5, right?” 	<ul style="list-style-type: none"> Communications develops, Communications posts 	<ul style="list-style-type: none"> \$0
Nov. 2	<p><i>What:</i> Saturday absentee voting. Announce date as approaching using:</p> <p><i>What:</i> Absentee voting begins. Announce date as approaches using:</p> <ul style="list-style-type: none"> Web news item Newsbites News Release Social media [if ‘no excuse’ language passes ...] E-message/postcard/piece, Absentee Saturday! English, Spanish, Somali, Hmong. 	<ul style="list-style-type: none"> All 	<ul style="list-style-type: none"> Vote absentee if you ... (if “no excuse” absentee passes, expanded language) Major messages around Your City Your Vote & RCV voter education. Nov. 5, 2013 	<ul style="list-style-type: none"> Communications drafts – new release and related. Comm drafts, team approves & NCR translates “absentee day” 	<ul style="list-style-type: none"> \$0
Nov. 5	<p>Election Day.</p> <ul style="list-style-type: none"> News media updates (news releases) Social media Web updates 	<ul style="list-style-type: none"> All 	<ul style="list-style-type: none"> It’s Election Day How it’s going at the polls What to expect for returns What to do if problems? Thanks for hardwork of volunteers and patience of voters (all pre-written messages that will be easy to update and use on Election Day – particularly social media. Encourage voting 	<ul style="list-style-type: none"> Communications drafts 	<ul style="list-style-type: none"> \$0

			throughout the day)		
Nov. 6 – END	PLACEHOLDER: If counting process continues beyond Nov. 5. Communications plans will consider: <ul style="list-style-type: none"> • Briefings with reporters (daily? Initially?, etc). • News releases as results counted (TBD) • Social media updates • Media staging/expectations 	<ul style="list-style-type: none"> • Media • Public 	<ul style="list-style-type: none"> • What to expect • Thanks to the hardwork of volunteers & employees. • Thanks for patience City's commitment to fair, accurate, transparent election	•	•
	•	•	•	•	•

DRAFT