25th Annual National Conference
San Diego, California

2009 Professional Practices Program

Get Your Vote On!

Sacramento County
California

Submitted by:

Brad R. Buyse
Campaign Services Manager
7000 65th Street Suite A
Sacramento CA 95823-2315
916-875-6365
buyseb@saccounty.net
WWW.elections.saccounty.net
IDENTIFYING THE NEED FOR THE PROGRAM

In many communities in Sacramento County, the number of high school seniors eligible to register actually surpasses the number of registered 18-19 year olds. These communities represent a substantial number of people who do not take advantage of their right to vote. In response to this, Sacramento County Voter Registration and Elections Outreach Division has been diligently working to create programs that encourage the civic engagement of youth from these communities and to encourage them to make their voices heard by participating in the electoral process. We believe that it is extremely important for youth to take an active role in their community. Sacramento County Voter Registration and Elections Outreach Division focused heavily in the school districts in 2008 to get the youth energized for the upcoming historic election.

Prior to the implementation of the GET YOUR VOTE ON! program, statistics showed a dismal 5,131 registered voters between the ages of 18 and 19 on the voting rolls. Sacramento County at this time had a population over 1,000,000 people with a voter registration base of 604,000. In the 2005 election, only 65.2% or 3,350 of the registered 5,131 youths between the ages of 18-19 voted.

By the November 2006 General Election, these numbers increased to 6,056 registered voters with 66.9 or 4,056 turning out to vote in that election. The February 2008 Presidential Primary election registration for 18-19 year olds had doubled to over 13,142 registered voters while only 36.9% or 4,853 turned out to vote.

The idea of a Capitol event with the premise of ‘Why not have the students learn directly from the state leaders about the importance of voting?’ After identifying the venue, a collaborative team was formed with representatives from Sacramento County Voter Registration and Elections Outreach Division, Sacramento City Unified School District, Californians Count, and CSUS’ Legischool, and then the “GET YOUR VOTE ON!” program was born.

DESCRIPTION OF THE PROGRAM

Sacramento County Voter Registration and Elections Outreach Division in a collaborative effort with Sacramento City Unified School District, Californians Count, and CSUS’ Legischool created the GET YOUR VOTE ON! program to encourage high school seniors to become engaged in the voting process.

The GET YOUR VOTE ON! team members, Sacramento County Voter Registration and Elections Outreach Division, Sacramento City Unified School District, Californians Count, and CSUS’ Legischool started meeting approximately 10 months prior to the event slated for October 3, 2008. The team laid out their primary mission, which was to get students to see first-hand how the electoral process works and getting them involved in a hands-on experience with lawmakers at the Capitol.

Once the school district and the State Capitol were on board, logistics had to be worked out, such as getting the 500 students into the Capitol in the morning for the first workshop, and then out onto the south steps of the Capitol for the noon rally where lunch and mock voting would take place. After the lunch rally, it was another huge feat moving the students back through security and to the designated hearing rooms where the afternoon workshop sessions would take place.

Debbie Woods and Baldemar Garcia of the Sacramento County Voter Registration Outreach Division implemented the idea of red and blue tee-shirts for the students to wear, which identified them by two groups. The students designed the GET YOUR VOTE ON! shirts and a local vendor donated them for this event. The students were then divided into two groups of 250 students by shirt color, which made the students more easily identifiable for the workshops and moving in and out of the Capitol.

On Friday, October 3, 2008, approximately 500 McClatchy High School Seniors descended on the Capitol to attend non-partisan workshops on civic engagement and the importance of voting and participating in the electoral process. They arrived en-masse in two groups, the first group all in red shirts followed 15 minutes later by the second group in blue shirts.

The morning workshops in the Senate and Assembly hearing rooms prepared the students for the mock election held just prior to the noon rally on the steps of the Capitol. Students used ballots that reflected the November issues such as candidates, propositions and local measures.
A lunchtime rally (on the south steps of the Capitol) hosted by local elected school board member, Cortez Quinn, introduced State Superintendent of Public Schools, Jack O’Connell, who engaged students on the importance of voting. Senate Pro Tem Darrell Steinberg, Assemblymember Anthony Adams as well as Carrie Lopez, Director of California Department of Consumer Affairs and other local elected officials spoke regarding the difference one vote can make. Master of Ceremonies Cortez Quinn noticed local Sacramento County Supervisor Roger Dickinson and Olympian Ruthie Bolton in the audience and convinced them to speak. Supervisor Dickinson and Ms. Bolton encouraged the students to stay involved, register and vote.

Californians Count and Sacramento County Elections provided a bag lunch to the students during the rally as they sat and listened to elected officials speak. After the speeches, master of ceremonies, Cortez Quinn questioned the students on the topics from the morning workshops. Those who answered his questions correctly were awarded donated gifts such as IPods and gift certificates to Jamba Juice.

The afternoon workshops focused on issues such as “What happens if young voters do not vote or become civically engaged?” hosted by Alex Barrios, field director for Assemblymember Dave Jones’ office. They also met with Kim Alexander, President of California Voter Foundation and discussed how the internet, blogs and webcast have changed elections. During the afternoon, the political party workshop discussions were about political party platforms and what each recognized political party in the State of California represents.

The day ended with voices raised in unison on promises of community involvement and future political participation.

The main focus of the rally was encouraging students to participate in the electoral process and letting them know that they can make a difference in the world around them by voting. Many students do not think their vote counts. Active participation helps them understand the laws we have in place and allows them to understand how our political system works and what each political party stands for and represents.

**THE COST OF THE PROGRAM**

The GET YOUR VOTE ON! program was a low-cost event. The goal of the team was to get most of the items needed for the event donated from local merchants. The team donated their time and resources. Some of the costs are:

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Lunches</td>
<td>$3600.00*</td>
</tr>
<tr>
<td>Tee-Shirts</td>
<td>$3600.00*</td>
</tr>
<tr>
<td>DJ</td>
<td>$500.00*</td>
</tr>
<tr>
<td>Capitol Site Permit</td>
<td>$500.00</td>
</tr>
<tr>
<td>Prizes</td>
<td>$750.00*</td>
</tr>
<tr>
<td>Media &amp; Press packets</td>
<td>$700.00</td>
</tr>
<tr>
<td>Printing of the Ballots</td>
<td>$300.00</td>
</tr>
<tr>
<td>Advertising on Buses</td>
<td>$400.00</td>
</tr>
<tr>
<td>Regional Transit Train</td>
<td>$1125.00*</td>
</tr>
<tr>
<td>Staff Event Costs</td>
<td>$1250.00</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$12,725.00</td>
</tr>
</tbody>
</table>

* The above items were donated for the event. The cost of donated items, $9575.00, reduced the actual program cost to a very manageable $3,150.00.

**THE RESULTS**

By November 2008 registration of 18-19 year olds increased 64 percent in Sacramento County to 20,400. Of those registered, over 15,541 voted in the General Election which was a 76 percent turnout of registered 18-19 year olds. Our outreach is working!
Youth Voter Registration/Engagement and Turnout
“Why Your Vote Matters” Workshop
Track 1 (9:30 a.m. to 11:00 a.m.) 1 hr. 30 min./Room 4202
Track 2 (1:00 p.m. to 2:15 p.m.) 1 hr. 15 min./Room 4203

Target: 12th Grade American Government and Economic Classes.
Facilitator/Moderator: Hector Preciado, Policy Director, The Greenlining Institute

9:30 a.m. - 1:00 p.m.
Facilitator/Moderator begins workshop with a summary of Youth Voting Survey. Facilitator/Moderator asks students how many students will be eligible to vote in the November 2008 election. Asks how many students are eligible and registered to vote/not registered to vote.

Facilitator/Moderator introduces panelists and provides an overview of format and rules.
9:40 a.m. - 1:10 p.m.
Tess Mason Elder, Assistant Deputy Secretary, Secretary of State, Voter Outreach Division
“Why civic engagement and voter participation shape public policy, the State budget and the economy in California.”

9:55 a.m. - 1:20 p.m.
Lance Christensen, Legislative Director, Office of Senator Tom McClintock
Provide a quick summary of how statewide elections would change if all eligible 18 year old + youth voted. Breakdown by region and City.

10:05 a.m. - 1:30 p.m.
Kim Alexander, President, California Voter Foundation
“How the Internet, Blogs and Webcasts have changed elections.” What works to get your attention and get you to the polls?

10:20 a.m. - 1:40 p.m.
Alex Barrios, Senior Field Representative, Office of Assemblymember Dave Jones
“What happens if young voters do not vote or become civically engaged – wrap up.”

10:35 a.m. - 1:50 p.m.
Facilitator/Moderator thanks panelists and begins question and answer session.

10:50 a.m. - 2:10 p.m.
Facilitator/Moderator winds down question and answer session and asks each panelist for a 1 minute closing statement.

10:55 a.m. - 2:15 p.m.
Facilitator/Moderator ends session and provides instruction/direction to students.

Youth Voter Registration/Engagement and Turnout
“Political Parties” Workshop
Track 1 (9:30 a.m. to 11:15 a.m.) 1 hr. 45 min. /Room 4203
Track 2 (1:00 p.m. to 2:25 p.m.) 1 hr. 15 min. /Room 4202

Target: 12th Grade American Government and Economic Classes.
Facilitator/Moderator: Tim Hodson, Executive Director, Center for California Studies.

9:30 a.m. - 1:00 p.m.
Facilitator/Moderator begins workshop. Introduce panelists and provide overview of format.

Five questions will be asked to each panelist representing a political party. (The rules of what can and cannot be said will be provided to the panelists in advance).

They provide a quick summary of how your political party views the following issues:
1. Economy;
2. Gasoline prices and new fuel alternatives;
3. War in Iraq;
4. Cost of secondary education;

9:45 a.m. - 1:10 p.m.  David Spencer/Edward Krigbaum -American Independent Party
9:52 a.m. - 1:17 p.m.  Greg Larkins -Democratic Party
9:59 a.m. - 1:25 p.m.  Cress Vellucci -Green Party
10:06 a.m. - 1:32 p.m.  Douglas Tuma -Libertarian Party
10:13 a.m. - 1:39 p.m.  CT Weber/Debra Reiger -Peace and Freedom Party
10:20 a.m. - 1:46 p.m.  Carl Burton-Republican Party
10:22 a.m. - 1:53 p.m.  Facilitator/Moderator thanks panelists and begins question and answer session.

Potential Questions for Panelists:
1. What is your party doing to engage new young voters? Please provide examples.
2. What is your party doing to engage Latino, Asian and other minority voters? Please provide examples.
DJ sets up at 11:00 to 11:15 a.m. Tests system and microphone.

DJ begins to play music at 11:15 a.m.

MC is Mr. Cortez Quinn

12:00 p.m. Cortez Quinn introduces himself. Talks about the importance of civic engagement and voting. Gets the students excited.

Asks the first of three prize questions to the students.

12:05 p.m. Introduces State Superintendent Jack O'Connell

12:13 p.m. Introduces Senate President Pro Tempore Darrell Steinberg.

12:21 p.m. Introduces Carrie Lopez, Director, California Department of Consumer Affairs

12:30 p.m. Asks student second prize question.

12:34 p.m. Introduces Assembly Member Anthony Adams.

12:42 p.m. Asks student third prize question.

12:45 p.m. MC thanks for their participation and gives directions to next part of day and departure instructions. MC wraps up and sends students to next destination.
STATE SUPERINTENDENT JACK O’CONNELL

STUDENT MOCK ELECTION
### PROPOSITION 8
**PROPUESTA ESTATAL 8**

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
</table>

**Eliminates Right of Same-Sex Couples to MARRY. INITIATIVE CONSTITUTIONAL AMENDMENT.**

Changes California Constitution to eliminate the right of same-sex couples to marry. Passengers that allow marriage between a man and a woman to remain intact. It currently allows marriage in California. Fiscal impact: Over next few years, potential revenue loss, mainly sales taxes, totaling in the several tens of millions of dollars to the state and local governments. In the long run, likely lead to fiscal impact on state and local governments.

**SUMA EL DERECHO A CASARSE DE LAS PARES DE SEXO IGUAL. ENMIENDA CONSTITUCIONAL POR INICIATIVA.**

Cambia la Constitución de California para abolir el derecho a casarse de las parejas del mismo sexo. Cabe que abolir el matrimonio entre los hombres y una mujer u hombres a matrimonio en California. Impacto fiscal: A lo largo de los próximos años, el impacto fiscal sería más bajo. Pasarías tasas de reducción de ingresos; reducción de ingresos para los gobiernos estatales y locales. A largo plazo, probablemente no impactaría fiscal sobre los gobiernos estatales y locales.

### PROPOSITION 11
**PROPUESTA ESTATAL 11**

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
</table>

**Restricts Right to Vote Statewide on Proposals to Establish Representative Initiative. Establishes multi-member process to select commissioners from registered voter pool. Commission composed of Democrats, Republicans, and independents, to select commissioners to assess initiative petitions for validity. Appointed voting members for every five years. Any increase in costs probably would not be significant.**

**RESTRINGE EL DERECHO A VOTAR APLICANDO LA INICIATIVA CONSTITUCIONAL A ESTATAL POR INICIATIVA.**

Cambia la capacidad de establecer fuentes de votos electorales para representar a una entidad. Establece un proceso de múltiples niveles para seleccionar comisiones de voluntarios registrados de la puesta de votar propuestas de iniciativa, las cuales son escogidas por los demócratas, republicanos y no afiliados. Los partidos recibirán de cada grupo de votantes optativos. Impacto fiscal: Probablemente no cambiaría en los costos de redistribución de los votos de los votantes para el estado una vez cada dos años por un proceso de revisión cada veinte años. A largo plazo, probablemente no tendría ningún impacto significativo.

**END OF BALLOT FOR THE BALLOT.**