

JUNEAU VOTES CHARTER

Summary

Juneau Votes is a non-partisan collaborative community project whose goal is to increase voter registration, voter education, and voter turnout.

Background

The percentage of registered Juneau voters casting ballots in municipal elections has slowly eroded since 2010 and, while the population has gradually increased, the number of registered voters has not. Participation in primaries, state, and national elections follows this trend.

Lack of civic engagement is a concern to local officials and Juneau community leaders alike. Financial and other challenges loom that will likely require us, collectively, to make some difficult decisions. For the continued health of our community it is necessary to increase every resident's involvement as a stakeholder in community decision-making through the voting process.

The project, **Juneau Votes**, was initiated in the spring of 2014, after concerns about falling voting participation were raised in conversations among Assembly members, CBJ Library staff, school personnel, and members of the League of Women Voters of Juneau (LWV).

The project was formalized in early May, 2014.

Collaborating Organizations

Juneau Votes seeks to pool the resources of non-partisan civic and media organizations and, through them, to reach all Juneau residents with voting information and encouragement.

Participating organizations are added over time. The project's online presence is found at <https://www.facebook.com/JuneauVotes> where a current list of collaborating organizations is maintained.

Project Goals

The specific project goals are:

- To develop a database that can be used to compare registration and voting turnout in Juneau over time:
- To increase the number of voters registered prior to each primary, municipal, and general election:
- To increase the voter turnout at each primary, municipal, and general election as compared to similar elections in prior years.

Project Strategy

The **Juneau Votes** strategy is to increase community residents' awareness and understanding of:

1. Why voting matters for our community;
2. The nature of, and information about, the choices being made in each election;
3. The annual electoral calendar.
4. How to register and vote in each election.

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5. What to expect on each ballot.

This strategy will be implemented by a number of activities and participation in community events. Examples include but are not limited to:

1. Voter registration drives for new and first-time voters
2. Production and distribution of informational materials
3. Production of banners, ads, buttons for distribution at community events
4. Float in 4th of July Parade
5. Public Service Announcements
6. Voter education forums and guides
7. Creation of and information sharing through Facebook
8. Print and online media coverage

Project Evaluation

Data will be collected so as to learn lessons and measure success. This will include:

1. Inputs - # of partners, count of materials printed or produced, number of community events or discrete activities engaged in, etc.
2. Outputs - # of people participating at events, counts of informational materials distributed, amount of media coverage by type, etc.,
3. Outcomes - # of new voters registered, total # of registered voters at each election, # of ballots cast in each election. These outcomes will be compared with prior years.

Project Oversight

The project will be overseen by a Steering Committee consisting of representatives from stakeholder organizations. The Steering Committee will establish ground rules and responsibilities for ensuring its own functioning.

The Steering Committee will make decisions about:

- Initiatives (which initiatives will be identified as belonging to **Juneau Votes**)
- Priorities (the relative important of each **Juneau Votes** initiative)
- Funding (how to pay for any costs that arise)
- Assignments (who will be responsible for completing which **Juneau Votes** initiative)
- Conflicts (what to do about issues that may arise)

Attachments

- Juneau Municipal Election Voting Patterns
- 2014 Municipal Election Calendar
- 2014 State Election Calendar

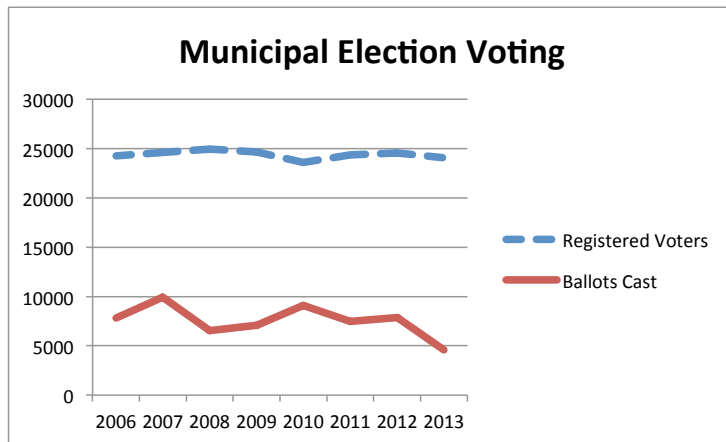
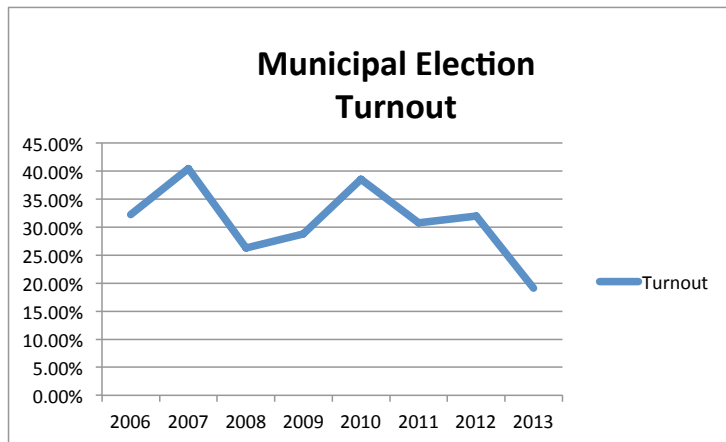
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City Borough of Juneau Voting History

Juneau Voting Patterns

October Municipal Elections

Date	Turnout	Registered Voters	Ballots Cast
2006	32.21%	24239	7808
2007	40.40%	24613	9936
2008	26.31%	24925	6557
2009	28.80%	24666	7101
2010	38.50%	23593	9087
2011	30.80%	24334	7501
2012	32.00%	24565	7864
2013	19.10%	24081	4591



Source: <http://www.juneau.org/clerk/elections/documents>

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City Borough of Juneau Municipal Election Calendar - 2014

Quick Reference Dates for October 7, 2014 Regular Election

January 1	Absentee-by-mail ballot applications available
June 9	First day for Assembly to adopt or the clerk to certify a petition for a Charter amendment proposition
July 14	Last day for Clerk to certify initiative or referendum petitions to submit to Assembly
August 11	Last Regular Assembly Meeting to Introduce Ballot Proposition
August 8	Last day for Assembly to adopt or the clerk to certify a petition for a Charter amendment proposition
August 8	Filing for Municipal and School Board Candidacy opens - 8:00 a.m.
August 18	Filing for Municipal and School Board Candidacy closes - 4:30 p.m.
August 25	Last Regular Assembly Meeting to Adopt Ballot Proposition
August 28	Last day for candidates to withdraw their name from the printed ballot – 4:30 p.m.
August 26	Earliest Ballot sent to Printer (latest August 28)
September 3	Last day to submit Notice of Election to media for publication
September 7	Notice of Election Posted / Published
September 22	Ballots available for Absentee Voting Absentee Voting Stations Open Earliest day to accept fax ballot applications Earliest day for personal representative voting
September 30	Last day to receive applications for absentee by-mail ballots in Clerk's office
October 2	Last day to file "write-in" candidacy letter of intent.
October 6	Last day to submit application for fax ballot - 5 p.m.
October 7	Election Day - Polls open 7 a.m. - 8 p.m. Election Central – City Hall Assembly Chambers – 7:00 p.m. - 10:30 p.m.
October 10	Final Count - Absentee & Questioned Ballots - TBA
October 14	Canvass Board Election Certification - TBA
October 14	Last Day to Contest Election – must be filed before or during review of election returns
October 16	Last Day to request Recount
October 20	First Regular Assembly meeting scheduled for New Assembly Members
October 24	Last Day to file for Judicial Review of Election in Superior Court



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Alaska State and Federal Election Calendar

5/7/14, 3:13 PM

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2014 Election Dates and Hours

Primary Election

- Election Day - Tuesday, August 19, 2014 - Polls are open from 7:00 a.m. – 8:00 p.m.
- Registration and Registration Updates Deadline – Sunday, July 20, 2014
- Early and In-Person Absentee, Special Needs and By-Electronic Transmission Voting Begins – Monday, August 04, 2014
- Absentee By-Mail Application Deadline – Saturday, August 09, 2014
- Absentee by Electronic Transmission Application Deadline – Monday, August 18, 2014, 5:00 p.m. Alaska Time

Regional Educational Attendance Area (REAA)

- Election Day - Tuesday, October 7, 2014 - Polls are open from 8:00 a.m. – 8:00 p.m.
- Registration and Registration Updates Deadline – Sunday, September 7, 2014
- In-Person and Special Needs Voting Begins – Monday, September 22, 2014
- Absentee By-Mail Application Deadline – Monday, September 29, 2014

General Election

- Election Day - Tuesday, November 4, 2014 - Polls are open from 7:00 a.m. – 8:00 p.m.
- Registration and Registration Updates Deadline – Sunday, October 5, 2014
- Early and In-Person Absentee, Special Needs and By-Electronic Transmission Voting Begins – Monday, October 20, 2014
- Absentee By-Mail Application Deadline – Saturday, October 25, 2014
- Absentee by Electronic Transmission Application Deadline – Monday, November 3, 2014, 5:00 p.m. Alaska Time