



What It Takes:
The Minneapolis Better Ballot Campaign
For Instant Runoff Voting

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Executive Summary

On November 7, 2006, Minneapolis voted by nearly 2 to 1 to adopt Instant Runoff Voting for its major municipal elections and proportional voting for the [park board and library board]. Backed by FairVote Minnesota, the Minneapolis Better Ballot Campaign led this successful ballot measure initiative. The campaign was launched in the fall of 2005 following a year of building support for the effort among key elected and community leaders. The first goal of the campaign was to get the charter amendment put on the ballot, which could be done by petition or by approval of the City Council or Charter Commission. Our strategy was to pursue all three routes, ultimately winning City Council support. Leading up to this decision, the campaign accomplished several goals, including:

- Gathering half of the 10,000 signatures required to put a question on the ballot
- Building a coalition among more than 50 civic, political and neighborhood organizations
- Winning Minneapolis Democratic-Farmer-Labor (DFL) endorsement by a vote of 86 percent at the city endorsing convention
- Gaining endorsements from over 60 elected and community leaders and candidates running for office in 2006. Among them were the Mayor and nine City Council members, three County Commissioners, 12 of 17 state legislators representing Minneapolis, and virtually all of the DFL, Independence Party and Green Party candidates running for Governor, Secretary of State, United States Congress, and School Board, including Secretary of State-elect, Mark Ritchie, U.S. Representative-elect, Keith Ellison and State Senator-elect, Patricia Torres Ray.

All of these achievements were important in securing the City Council's support. The Council took a preliminary vote of 11 to 1 in late May to put the charter amendment on the ballot and a final vote of 12 to 1 in early August, prevailing over the opposition of the Charter Commission.

Following the City Council's decision to put the charter amendment on the ballot, a general election campaign plan was developed to win "yes" votes from at least 51% of those voting on the question. Based on an analysis of turnout in the previous statewide non presidential election year, we estimated that we needed 78,000 votes to be certain of winning – and the measure ultimately passed with 78,741 votes. The plan included a mix of successful strategies focused on direct voter contact and earned and paid media. It also included taking a poll in late September to assess if the campaign was on track and to target resources the final month of the campaign. The campaign faced no significant opposition once the charter amendment was on the ballot.

Primary activities included:

- Tabling and canvassing at more than 75 community events and targeted weekend locations
- Sending weekly emails to our list of supporters
- Hosting house parties featuring "IRV dessert elections", which we also conducted at candidate events, neighborhood festivals and National Night Out block parties
- Distributing more than 125,000 pieces of literature city wide through lit dropping and newspaper inserts
- Targeting mailings to 18,000 likely voters who couldn't be reached through lit dropping
- Producing and disseminating a first-class animated flash video, including airing it several times as an advertisement on cable television
- Planting 750 lawn signs citywide
- Incorporating "Vote YES for Instant Runoff Voting" messages in candidate campaign literature
- Securing placement on the DFL sample ballot
- Gaining *Minneapolis Star Tribune* endorsement and favorable stories, op-eds and editorials in more than a dozen neighborhood and specialty papers

- Obtaining several additional endorsements from elected and community leaders and organizations
- Carrying out GOTV activities the final week of the campaign, including radio and cable TV advertisements, over 4,000 calls, and street canvassing and visibility

The campaign was set up as a ballot measure committee and led by an organizing team and board of advisors. It succeeded with the help of more than 350 volunteers and contributions from more than 150 organizational and individual donors. The campaign raised \$48,000 in cash and \$1,800 in in-kind contributions, while FairVote Minnesota raised \$37,000 on behalf of the campaign, including a \$27,500 grant from the Otto Bremer Foundation. Nearly a third of campaign resources were allocated to paid staffing and professional services and a quarter to literature printing and other publication costs. Other expenses included mailings, a video, a poll, meetings and events and advertising.

Introduction

On November 7, 2006, Minneapolis voted 2 to 1 to adopt Instant Runoff Voting for municipal elections. The Minneapolis Better Ballot Campaign led this successful ballot measure initiative, which took root two and a half years earlier when Jeanne Massey and a group of local activists, in collaboration with FairVote Minnesota, led by Tony Solgård, began meeting with and gaining the backing of local elected and community leaders for a potential charter amendment and assessing the viability and appropriate timing of a ballot measure campaign. During this time, the City Council and Charter Commission sponsored study sessions on Instant Runoff Voting and the Minnesota League of Women Voters came out with a strong endorsement of this voting method. Given this growing momentum, we moved forward with a campaign to get Instant Runoff Voting on the ballot in 2006. We developed a work plan, with clear benchmarks along the way to ensure sufficient support was developing as we moved ahead. It turned out to be the right decision.

Getting Instant Runoff Voting on the Ballot

A local charter amendment can be placed on the ballot in one of three ways: by petition, by a majority vote of the City Council or by a majority vote of the Charter Commission. Our strategy was to pursue all three routes to ensure that at least one would succeed and to build the base of support at all three levels. The key components of our plan during this phase included the following:

- 1) **Setting up an effective operation.** The campaign was set up as a ballot measure committee and registered with Hennepin County as a political committee. To lead the campaign we formed a high-profile board of advisors and an energetic, campaign-savvy and politically connected organizing committee, composed of campaign managers recruited from the recently concluded 2005 city council races. It was through their political and community connections that we gained so many endorsements so quickly. In early, 2006, we launched our website, which was hosted by FairVote Minnesota, and which became a powerful and integral organizing tool of the campaign.

See *Appendix A* for an overview of the campaign structure and leadership.

- 2) **Crafting our message.** We spent significant time preparing the charter amendment, developing a name for the campaign, honing our key messages and communications, and training our presenters, signature gatherers and canvassers with the key messages.

The campaign focused on the problem of low voter turnout in local nonpartisan primary elections (e.g., just 15% of registered voters in 2005) and promoted Instant Runoff Voting as a simpler and better voting method than the current two-round runoff method that simulates a series of runoff elections on a single ballot. The message was presented around three main benefits:

Better participation and choice. IRV eliminates low-turnout primaries and brings the most voters together with the most candidates to choose from at the same election. It also ensures that candidates will not be disqualified in primary elections who may otherwise win in a high turnout general election and reduces the cost of campaigning.

Better representation. IRV provides results that better reflect the voters' intent and ensures that as many voters as possible get to help elect someone to represent them, increasing political access among underrepresented communities. It also eliminates the problem of splitting votes among like minded voters and empowers voters to vote sincerely without being concerned about wasting their vote and, in turn, allows candidates to run on their issues and get an accurate tally of support.

Better Campaigns. IRV invigorates campaigns and reduces polarization by bringing multiple viewpoints into the debate and it promotes positive, issue based campaigns.

Our message also included the benefit of long-term cost savings to the tax payer by elimination of the primary, but this was not a primary message as the cost savings (about \$200,000 per election) is not as significant as that in places like San Francisco, where the city spent millions of dollars administering December runoff elections. This message was also downplayed because it was being challenged by the city elections director's proposals for implementing the voting method in costly ways.

Instant Runoff Voting was proposed and adopted for single-seat elections (Mayor, City Council and Park and Recreation District Commissioner) and multi-seat elections (Park Board, Library Board and Board of Estimate and Taxation), introducing proportional voting to Minneapolis.

The campaign also provided a step-by-step overview of how IRV works for single and multi-seat elections at <http://www.betterballotcampaign.org/BBC/irv>.

- 3) **Creating a broad-based grassroots coalition.** As a non-partisan issue-based campaign, we sought the formal support of various organizations and created a coalition of more than 50 civic, political, neighborhood and business organizations that could help carry our message, collect petition signatures and serve as resources to the campaign. Nearly every endorsement involved a presentation and official vote by the organizational board, which was almost always overwhelmingly in favor of the charter amendment. Only a few organizations had the capacity to actively help the campaign, but most were minimally able to disseminate our communications to their constituents and provide opportunities to present or table at events. Key organizational endorsers included FairVote Minnesota, Minnesota Public Interest Research Group (MPIRG), League of Women Voters, Take Action Minnesota, Minneapolis Urban League, and Sierra Club.
- 4) **Growing our list of endorsers.** We sought support from a long list of elected officials, community leaders and candidates running for office in 2006, gaining endorsements from nearly all of them, and then some. This high profile, broad base of support not only helped promote the visibility and legitimacy of the campaign, it also insulated the campaign against potential opposition.

Among the 60 plus endorsers were the Minneapolis Mayor and nine City Council members, three County Commissioners, 12 of 17 state legislators representing Minneapolis, and virtually all of the DFL, Independence Party and Green Party candidates running for Governor, Secretary of State, United States Congress, and School Board, including Secretary of State-elect, Mark Ritchie, U.S. Representative-elect, Keith Ellison and State Senator-elect, Patricia Torres Ray.

See *Appendix B* for a complete list of endorsements.

- 5) **Collecting petition signatures.** Nearly 5,000 signatures (of the 10,000 required to put a charter amendment on the ballot) were collected, before the city council decided to put the question on the ballot and we ended the petition drive. The petition became a tremendously effective organizing tool, giving volunteers and advocates a way and a reason to talk to their neighbors, friends and family about Instant Runoff Voting and creating converts as they went along. The petition signatures also formed the base of our supporter list, which eventually grew to over 6,000 people, 1,156 of whom are listed on the website as public supporters.
- 6) **Pursuing Democratic-Farmer-Labor (DFL) party endorsement.** On May 13, 2006, nearly 1,000 party delegates convened at the city DFL convention and endorsed Instant Runoff Voting by a vote of 86.3 percent. It was the turning point of the campaign because it paved the path for approval by the DFL-dominated City Council and placement on the coveted DFL sample ballot. It was achieved through months of building support among DFL elected officials, party units and school board candidates seeking endorsement at the city convention. We passed resolutions of support at 65 percent (85 of 131) of DFL precinct caucuses in March, and gained the support of the rank and file through petition signatures at six senate district conventions preceding the city convention. We had a

well organized city convention plan and over 75 volunteers donning “Ask me about IRV” t-shirts and effectively working the convention floor.

The presentation of the proposed endorsement to the convention included a professionally produced video that included interviews with DNC chairman Howard Dean, Minnesota DFL chair Brian Melendez, and State Senator John Marty who was the party’s 1994 candidate for governor. From the podium, four elected officials spoke on behalf of the proposal, including Ralph Remington, Neva Walker, Robert Lilligren, and Elizabeth Glidden. They were backed by scores of supporters, including Mayor R.T. Rybak, in the blue campaign T-shirts holding signs each naming a different organizational endorser.

- 7) **Securing city council support to put Instant Runoff Voting on the ballot.** We believed that the most powerful route to getting Instant Runoff Voting on the ballot was through the City Council and we started to recruit council member support early on. We met with incumbent and new candidates running for city council seats in 2005, created awareness about Instant Runoff Voting at candidate forums and conducted a candidate questionnaire regarding Instant Runoff Voting and other charter issues. Six of the 13 candidates who won election had become supporters of the Instant Runoff Voting charter amendment, which meant that we had a near majority of support on the City Council going into 2006.

We continued to build council support throughout the first half of 2006 and recommended a city study process to assess costs and other implications of implementing a new voting system. This process did not go as well as we anticipated. Though chaired by IRV supporter Councilmember Cam Gordon, the final task force report prepared by the city elections director contained misleading and worst-case-scenario information regarding the costs and other issues relating to the implementation of Instant Runoff Voting. Despite the task force report, the charter amendment moved forward. Sponsored by Councilmember Scott Benson, it was heard by the Intergovernmental Relations Committee, chaired by Councilmember Betsy Hodges before advancing to the City Council. During this process, we effectively responded to the city elections director’s report, with the help of letters from national experts. We retained the support of the City Council and won preliminary council approval to put the charter amendment on the ballot by a vote of 11 to 1 in May, 2006. This council meeting was a highlight of the campaign, as council members and the mayor engaged in an inspiring discussion about local democracy. When the final vote was read by the city clerk, the gallery exploded with a standing ovation. Several council members went on to become key spokespeople for the campaign.

The charter amendment was sent for review and recommendation by the Charter Commission, which was chaired by a long-time opponent of Instant Runoff Voting. Despite our success in recruiting some amendment advocates to fill open positions on the Charter Commission, the body ultimately voted 8-7 to reject the proposal. The City Council, meeting first as the Elections Committee (chaired by Councilmember Elizabeth Glidden) and then as the full City Council, overruled the Charter Commission decision and took a final vote of 12-1 on August 4 to put the charter amendment on the November ballot.

See *Appendix C* for a review of key communications during the city council review and approval process.

Winning the General Election

Shifting into high gear, our goal now was to reach voters city wide and win the general election. We accomplished this through solid and adaptable planning (depending on resources), energetic organizing, and some ingenuity. Key strategies and successes included:

1) **Analyzing and targeting voters.** We conducted an analysis of the number of votes needed to win the campaign and the populations to target to ensure sufficient votes. We calculated that we needed 78,000 votes to assure we would win (the measure passed with 78,741 votes) and targeted the top quartile of high turnout precincts, concentrated in South Minneapolis and the near Downtown residential neighborhoods. We also reached out to the African American, Somali and Latino communities, gaining endorsement from key organizations in each community. In late September, FairVote Minnesota conducted a poll to assess where the campaign was at and where to target resources the final month of the campaign. We found out that more than half of likely voters were still unfamiliar with Instant Runoff Voting. But among those who did know about it, most supported it and the more they knew, the more they liked it. This told us the campaign to date had been effective, gave us a good public relations tool on public support for the proposal, and told us where undecided voters were concentrated in order to target our October campaign most effectively.

2) **Gaining the backing of the media.** Back in 2002, the Minneapolis Star Tribune, the city's major newspaper, endorsed Instant Runoff Voting, following the second election in a row in which the governor of Minnesota was elected by less than a majority of voters. In mid-September, the paper published a favorable op-ed by Don Fraser, a highly regarded former Minneapolis mayor and wrote an editorial promoting the efforts of the Better Ballot Campaign. The Star Tribune ultimately endorsed the Minneapolis campaign and wrote two post-election editorials advocating the need for Instant Runoff Voting statewide in light of another gubernatorial race resulting in a minority winner.

We also targeted neighborhood and specialty newspapers, resulting in articles and op-eds appearing in over a dozen newspapers and picking up endorsements from the Minnesota Daily, the University of Minnesota student newspaper, and La Prensa, a major Latino newspaper.

With a couple of exceptions, the press coverage of the campaign was positive. While individual opponents were often cited in news stories, they did not seriously impact the message of the campaign.

See *Appendix D* for a list of primary media coverage.

3) **Recruiting and organizing volunteers.** The campaign was largely a volunteer-based operation. In addition to FairVote Minnesota's paid staffing, the campaign was able to hire a part-time paid organizer for part of the summer and then for the final three months of the campaign. Beyond this minimal staffing, the campaign was organized by and run with volunteers. Beginning with a small group of activists, we created an extraordinary grassroots effort, with an effective and adaptable campaign organizing team and a base of more than 350 volunteers.

Our volunteer organizing committee was professional, committed and hardworking. It included people with expertise in Instant Runoff Voting, media and communications, volunteer coordination political campaigns, and web design and management. We added new members as others left and as needs changed.

The legion of volunteers, who became the legs and voices of the campaign, grew throughout the campaign. Volunteers recruited other volunteers, primarily through campaign events and canvassing. Some came through the website. Most were from Minneapolis, but some were from surrounding communities and some of the phoners were from out of state.

See *Appendix E* for a list of key volunteer activities and core volunteers.

Most of the volunteer organizing was done through email and our web-based database made it possible for various coordinators to query and email volunteers for different projects and events. Volunteers were well organized and given frequent, meaningful and varied ways to participate. Better democracy is a cause most volunteers feel deeply passionate about and motivated them to become highly engaged and effective in carrying out the myriad of campaign strategies and carrying our message citywide.

- 4) **Getting our message out.** We didn't have the resources to door knock city wide and so our strategy was to go to where the crowds of people were – at the supermarkets, farmers markets, parks and events. If there was a neighborhood or city festival or event on the calendar, we were there. We tabled, canvassed, and presented at more than 75 summer and fall parades, festivals, neighborhood meetings and other events; and we street canvassed at targeted locations on the weekends whenever possible.

If we weren't at an event, we were hosting our own house party and demonstrating how Instant Runoff Voting works in a simple – and tasty – way through our signature “IRV dessert election”.

In addition to direct voter contact, we distributed more than 125,000 pieces of literature to targeted likely voters in most wards of the city and through newspaper inserts in low turnout wards. The lit dropping campaign involved more than a hundred volunteers during the final five weeks of the campaign and was done in coordination with other campaigns when possible.

We mailed a letter from former mayor and former congressman Don Fraser to 15,000 households with likely voters aged 55 and older (identified by the poll as having the highest concentration of undecided voters). Another mailing went to 3,000 likely voters living in apartments who we couldn't reach through lit dropping. We would have done more mailings if we had the money.

We produced and disseminated a first-class animated flash video (<http://www.betterballotcampaign.org/BBC/video>) and aired it several times as an advertisement on cable television.

We planted 750 lawn signs, and could have responded to the demand for more if we had had the resources.

We sent out weekly e-updates to our supporters, to our coalition partners for distribution to their constituencies and to DFL discussion groups. We also posted select announcements and press releases to the Minneapolis Issues Forum and responded to questions raised by Forum members.

Endorsement of the ballot question appeared on the DFL sample ballot, which was mailed to most identified DFL voters in the city.

The final week of the campaign we put paid advertisements on Air America and cable TV, conducted 4,000 GOTV calls from the list of identified supporters we gathered throughout the campaign, sent multiple emails to our supporters and through our coalition partners, canvassed at several locations throughout the city and recruited dozens of volunteers to hold signs on the streets on Election Day.

- 5) **Piggybacking on candidate campaigns to help carry our message.** This was a central strategy of the campaign as we recognized early on that a ballot measure would have a difficult time competing with candidate campaigns for media attention, volunteers and funding. We asked our candidate friends to include an IRV message in their literature and on the campaign trail, drop our literature with theirs and bring us in to conduct IRV dessert elections at their fundraisers. While not all candidates embraced this idea, many did and were very effective in helping the campaign, particularly the candidates (from the DFL, Green and Independence parties) running for Secretary of State and for United States Congress. These campaigns competed for our existing (and potential) volunteers.
- 6) **Making Instant Runoff Voting fun and trendy.** We broke with campaign tradition and spiked the campaign with fun and innovation. We popularized the concept of the “IRV dessert election”,

conducting them at over 50 house parties, candidate events, neighborhood festivals and National Night Out block parties. We also created a catchy cartoon flash video and lit piece to match (produced by Big Time Attic), and hosted the preeminent burlesque fundraiser in town.

Funding

More than \$85,000 was raised and spent by or on behalf of the campaign. The Better Ballot Campaign raised \$48,000 in cash and \$1,800 in in-kind contributions, while FairVote Minnesota raised \$37,000 on behalf of the campaign, including a \$27,500 grant from the Otto Bremer Foundation. Most (65 percent) of the donations came from five major sources, contributing \$5,000 or more. The rest came from more than 150 individuals, who contributed \$1000 or less.

Combined, the campaign expenses break down as follows:

Organizer	\$ 7,750
Professional Services from FairVote MN	\$19,246
Printing & Publications	\$23,396
Mailings	\$10,642
Poll	\$ 4,785
Video	\$ 4,400
Meetings & Events	\$ 7,757
Advertisements	\$ 2,345
Supplies	\$ 4,488
<u>Fees & Misc.</u>	<u>\$ 687</u>
TOTAL	\$85,496

Challenges

Our most significant challenge was addressing concerns about and finding a simple and illustrative way to describe ranked ballot voting in multi-seat elections, especially in Minneapolis where it will be used to elect members to our already difficult-to-understand and bottom-of-the-ballot independent boards. We succeeded, but it remains a challenge to the movement to develop good communication pieces to explain how proportional representation voting works.

While the campaign did not face any organized opposition, which might have required us to divert financial resources from other strategies had we needed to counter it, there were opponents on the City Council and Charter Commission and in the DFL Party and elsewhere who actively worked against the campaign. There was also a persistent contributor to the Minneapolis Issues Forum, who was often cited in news articles representing the opposing point of view. The press picked up on the efforts of another group, called the Minnesota Voters Alliance, which appears to be a very small ad hoc group opposed to nonpartisan elections and, by extension, getting rid of local nonpartisan elections. Their arguments and efforts at opposing the campaign were ineffective and our strategy was to ignore them. We didn't need to spend money to counter any of this opposition, but organizing committee members spent time and energy responding to these distractions.

Lastly, we bit off plenty of finger nails worrying about funding. Remarkably, we raised the money we wanted and needed, but it was never a given that we could accomplish this and we didn't give this aspect of the campaign the attention it needed early on. In retrospect, we should have made it a top priority to bring on a volunteer professional fundraiser from the very beginning of the campaign.

Ten Tips for Other Campaigns

The process and components of the Minneapolis campaign worked very successfully because they were rooted in the local culture and political environment. Each jurisdiction is different and the campaign plan should be adapted to fit the conditions and backdrop of each. With that qualifier, here are 10 tips for other charter amendment campaigns based on the lessons we learned on the Minneapolis campaign:

- 1) Work closely with FairVote Minnesota and the Center for Voting and Democracy for the strategic support they can provide.
- 2) Make the plan first (outlining tasks and who will do each task), separate into distinct phases, modifying each phase depending on the outcomes along the way. Include benchmarks of success to make sure the campaign is evolving the way it should. Reassess the plan and the campaign's ability to move forward if benchmarks aren't being met.

The first piece of the plan should be charting out the base of support necessary to getting a charter amendment on the ballot. Be sure to allow for sufficient time for this piece and to not embark on a petition drive or other significant campaign efforts until this support is in place.

- 3) Build on all possible existing foundations. In the case of the Minneapolis campaign, this included the work of FairVote Minnesota and the Center for Voting and Democracy, two previous petition drives by the Green Party, the League of Woman Voters of Minnesota's study and endorsement, earlier support for the concept of Instant Runoff Voting from the Star Tribune and the long-term advocacy of former Minneapolis mayor Don Fraser. Future campaigns in Minnesota will be able to build on the messages, publications, endorsements, knowledge, and media awareness created by the Minneapolis campaign.
- 4) Secure a volunteer or paid campaign coordinator/manager as quickly as possible to ensure the plan gets made and keeps moving. Involve other key organizers as needed and appropriate, matching skills and experience to the tasks.
- 5) In most cases, a campaign will need lots of volunteers and it's important to put in place an effective and responsive volunteer coordinator (paid or volunteer) to ensure volunteer follow through and long-term commitment.
- 6) Create a dynamic website and database of supporters and volunteers once the decision is made to launch a campaign to give visibility and organization to the campaign. The Minneapolis campaign's website was hosted by FairVote Minnesota and this was a good fit for the campaign.
- 7) When pursuing endorsements, don't assume opposition when not certain. It's best to ask a prospective endorser rather than assume the person's position. The Minneapolis campaign received a number of unexpected and important endorsements. But make sure the right person does the asking – the messenger matters. Likewise, don't assume support when not certain. Again, it's best to ask a prospective endorser for support rather than assume it. And again, make sure the right person does the asking.
- 8) Involve elected and community leaders as well as candidates to help carry the message through presentations, participation in campaign events, hosting house parties, among other ways. This gives legitimacy to the campaign and helps the message travel further, faster.
- 9) Create a budget for each phase of the campaign, develop a funding proposal for prospective funders and fundraise from the very beginning. Recruit a volunteer devoted specifically to this task.
- 10) Lastly, have fun and celebrate successes! Volunteers working on the common cause love to get together.

Appendices

Appendix A: Campaign Leadership

Board of Advisors:

- Don Fraser – Former Minneapolis Mayor and former Member of Congress
- Scott Dibble – State Senator
- Keith Ellison – State Representative
- Frank Hornstein – State Representative
- Neva Walker – State Representative
- Phyllis Kahn – State Representative
- Gail Dorfman – Hennepin County Commissioner
- Jim Moore – Chair, Independence Party
- Darrell Gerber – Green Party, Former 5th Congressional District Chair
- David Weinlick – Chair, Mpls DFL Party
- Walter Rockenstein – Former Minneapolis City Council and partner in the Faegre & Benson law firm
- Jim Niland – Legislative & Political Action Director, American Federation of State, County, and Municipal Employees (AFSCME) and Former City Council Member
- Tony Solgard – President, FairVote Minnesota
- David Brauer – Journalist, Former Editor Southwest and Downtown Journals and List Manager of the Minneapolis Issues Forum
- Rachel Bartleson – Executive Director, Minnesota Public Interest Research Group (MPIRG)
- Mohamed Jibrell – Chair, Confederation of Somali Communities and Director, DFL State Exec Cmte
- Jorge Saavedra – Former Lead Attorney, Centro Legal and Board Member of the Resource Center of the Americas
- Cara Letofsky – Political and community organizer and 2005 Candidate for Minneapolis City Council
- Mary Lou Hill – League of Women Voters of Minneapolis

Lead Campaign Team:

- Jeanne Massey – Campaign Chair, Treasurer and Lead Organizer
- Tony Solgard – President, FairVote Minnesota, and Campaign Consultant
- Kelly O'Brien – Media & Communications Coordinator
- BethMarie Ward – Events Director
- Shaun Laden – Field Organizer
- Eric Pusey – Volunteer Coordinator
- Kevin Kinneavy – Web Manager

Other Organizing Committee Members:

- Bill Barnett
- Sarah Burt
- Michael Guest
- Dakotah Johnson
- Jay L Hatlen Linnell
- Leon Mott
- Jim Ramnaraine
- Molly Richardson
- Carol Rudie
- Jason Stone
- Amanda Tempel
- Leif Utne
- Tina Wade

Appendix B: Endorsements

Media Endorsements

- Minneapolis Star Tribune, <http://www.betterballotcampaign.org/node/490>
- Minnesota Daily, <http://www.betterballotcampaign.org/node/523>
- La Prensa, Latino Communications Network, <http://www.betterballotcampaign.org/node/500>

Organizational Endorsements

Nonprofit, Civic and Union Organizations

- League of Women Voters of Minnesota
- League of Women Voters of Minneapolis
- FairVote Minnesota
- Minnesota Public Interest Research Group
- Center for Civic Participation
- Institute for Local Self Reliance
- Resource Center of the Americas
- Foundation for Global Community-Minnesota
- Friends for a Non-Violent World
- Twin Cities Gray Panthers
- Minnesota Alliance of Peacemakers
- Tikkun Community of Minneapolis & St. Paul
- Growing Communities of Peace
- Confederation of Somali Communities of Minnesota
- Minneapolis Democracy for America Group
- Vets for Peace, Chapter 27
- Citizens for Election Integrity
- TakeAction Minnesota
- Sierra Club, North Star Chapter
- First Unitarian Society of Minneapolis
- Twin Cities League of Pissed Off Voters
- Minneapolis Urban League
- United Steel Workers of America, District 11

Political Parties

- Independence Party of Minnesota
- Green Party of Minnesota
- Libertarian Party of Minnesota
- Minneapolis DFL Party
- DFL Progressive Caucus
- Stonewall DFL
- MN Young DFL Executive Committee
- DFL Senate District 59 Central Committee
- DFL Senate District 60 Executive Committee
- DFL Senate District 61 Central Committee
- DFL Senate District 63 Central Committee (Minneapolis Delegation)
- University of Minnesota-Twin Cities Democrats (UDFL)

Neighborhood Associations

- East Harriet Farmstead Neighborhood Association
- Kingfield Neighborhood Association
- Fulton Neighborhood Association
- Powderhorn Park Neighborhood Association
- Longfellow Community Council
- Linden Hills Neighborhood Council
- Holland Neighborhood Improvement Association
- Windom Park Citizens in Action
- Lyndale Neighborhood Association
- Lynnhurst Neighborhood Association
- Armatage Neighborhood Association
- Field, Regina, Northrop Neighborhood Association

Community Businesses

- Mayday Bookstore
- Arise! Bookstore
- Northern Sun
- Innovative Power Systems

Individual Endorsements

Elected Officials

State Office

- Mike Hatch, Minnesota Attorney General

Current Mayor and Minneapolis City Council

- R.T. Rybak, Minneapolis Mayor
- Paul Ostrow, Ward 1
- Cam Gordon, Ward 2
- Don Samuels, Ward 5
- Robert Lilligren, Ward 6
- Elizabeth Glidden, Ward 8
- Gary Schiff, Ward 9
- Ralph Remington, Ward 10
- Scott Benson, Ward 11
- Betsy Hodges, Ward 13

Past Minneapolis City Officials

- Don Fraser, Mayor
- Joan Campbell, Ward 2
- Walter Rockenstein, Ward 11
- Jim Niland, Ward 6
- Dean Zimmerman, Ward 6
- Dan Niziolek, Ward 10
- Joan Niemiec, Ward 10

Current School and Independent City Boards

- Alan Hooker, Library Board
- Rod Krueger, Library Board
- Joe Erickson, School Board

- Peggy Flanagan, School Board
- Judy Farmer, School Board
- Audrey Johnson, School Board
- Lydia Lee, School Board
- Colleen Moriarty, School Board
- Jill Schwimmer, Board of Estimate and Taxation
- Tracy Nordstrom, Park Board
- Annie Young, Park Board
- Tom Nordyke, Park Board

Hennepin County Commissioners

- Gail Dorfman
- Peter McLaughlin
- Mark Stenglein

Minneapolis Legislative Delegation

- Senator Larry Pogemiller, SD 59
- Senator Scott Dibble, SD 60
- Senator Jane Ranum, SD 63
- Representative Keith Ellison, LD 58B
- Representative Phyllis Kahn, LD 59B
- Representative Margaret Anderson Kelliher, LD 60A
- Representative Frank Hornstein, LD 60B
- Representative Karen Clark, LD 61A
- Representative Neva Walker, LD 61B
- Representative Jim Davnie, LD 62A
- Representative Jean Wagenius, LD 62B
- Representative Paul Thissen, LD 63A

2006 General Election Candidates

Federal Office

- Michael Cavlan, U.S. Senate
- Keith Ellison, U.S. House of Representatives, CD 5
- Jay Pond, U.S. House of Representatives, CD 5
- Tammy Lee, U.S. House of Representatives, CD 5

Statewide Office

- Mike Hatch, Governor
- Peter Hutchinson, Governor
- Sue Jeffers, Governor
- Mark Ritchie, Secretary of State
- Bruce Kennedy, Secretary of State
- Joel Spoonheim, Secretary of State
- Rebecca Otto, State Auditor

Minnesota Senate and House of Representatives

- Patricia Torres Ray, SD 62
- Dan Larson, SD 63

Minneapolis School Board

- Pam Costain
- Tom Madden
- T. Williams
- Chris Stewart

Hennepin County

- Gregory Gray, Commissioner, District 2
- Gail Dorfman, Commissioner, District 3
- Farheen Hakeem, Commissioner, District 4
- Peter McLaughlin, Commissioner, District 4
- Mike Freeman, County Attorney
- Andy Luger, County Attorney
- Juan Lopez, County Sheriff

Other

- Al Franken

Appendix C: Key communications during the city council review and approval process

- Webcast of the May 26th City Council meeting: <http://www.betterballotcampaign.org/node/392>
- Action Alert: City staff report threatens IRV proposal: <http://www.betterballotcampaign.org/node/340>
- Letters to the Charter Commission: <http://www.betterballotcampaign.org/node/393>
- Rob Richie Letter to the City Council: <http://www.betterballotcampaign.org/node/395>
- Review of Charter Commission meeting: <http://www.betterballotcampaign.org/node/402>
- Press release of council decision to put IRV on the ballot:
<http://www.betterballotcampaign.org/node/407>

Appendix D: Media coverage

Minneapolis Star Tribune endorsements, stories, op-eds and letters

- Oct 9th endorsement <http://www.betterballotcampaign.org/node/490>
- Sept 23rd opinion: <http://www.betterballotcampaign.org/node/467>
- July 9th editorial: <http://www.betterballotcampaign.org/node/373>
- Letters to the editor: <http://www.betterballotcampaign.org/node/497>
- Larry Jacob's article: <http://www.betterballotcampaign.org/node/498>

Post Election pieces:

- Star Tribune: Minnesota needs new voting system, <http://www.betterballotcampaign.org/node/537>
- Star Tribune: Much work ahead for Minneapolis instant runoff voting,
<http://www.startribune.com/587/story/811799.html>
- Star Tribune, Measure to overhaul municipal races passes,
<http://www.startribune.com/587/story/787059.html>
- Star Tribune: Instant Runoff Voting, a case study, <http://www.startribune.com/462/story/811740.html>
- Star Tribune columnist Nick Coleman cites need for IRV at state level,
<http://www.betterballotcampaign.org/node/534>,
- Star Tribune: Pawlenty should reserve IRV judgment,
<http://www.startribune.com/561/story/833076.html>

Stories, op-eds in targeted neighborhood and specialty newspapers

- City Pages: <http://www.betterballotcampaign.org/node/512>
- Women's Press: <http://www.betterballotcampaign.org/node/511>
- Kingfield News: <http://www.betterballotcampaign.org/node/458>
- Northeast article: <http://www.betterballotcampaign.org/node/444>
- Whittier Globe: <http://www.betterballotcampaign.org/node/353>
- League of Women Voters: <http://www.betterballotcampaign.org/node/293>
- Downtown & Southwest Journal op-ed: <http://www.betterballotcampaign.org/node/282>
- Downtown & Southwest Journal articles: <http://www.betterballotcampaign.org/node/246>
- Northeast op-ed: <http://www.betterballotcampaign.org/node/235>

Post election pieces:

- Timberjay.com: Time for better choices: the case for Instant Runoff Voting.
<http://www.betterballotcampaign.org/node/538>
- St. Cloud Times: our view – instant runoff voting deserves a hard look,
<http://www.betterballotcampaign.org/node/539>

Television News

- Kare 11 News: <http://www.betterballotcampaign.org/node/514>

Radio

Very little coverage occurred on radio, despite efforts to get more coverage on MPR and KFAI. We had one interview on KFAI Northern Sun News <http://www.betterballotcampaign.org/node/285> and two brief interviews on Air America Minnesota Matters.

Appendix E: Core volunteers

It is not possible to record the activities of all the volunteers involved in the campaign, but the efforts of some core volunteers are worth highlighting.

Record-breaking signature gatherers: Karen Cooper, Kelly O'Brien, Sandy Sandell, Cynthia Callanan, Bill Hannon, Wendy Haan, MPIRG and Arise Bookstore.

Devoted lit droppers who wore down some shoe rubber pounding the pavement: Rebekah Smith (and other members of the DFL Progressive Caucus), Karen and Tony Solgard, Laura Blubaugh, Cynthia Callanan, Karen Pieper, Cam Gordon and Robin Garwood, Todd Eddy, Troy Trooien, Diane Steen-Hinderlie, Matthew Strait, Ellen Weinstock and Bill Hannon.

Star phoners who actually liked to phone!: Jim Ramnaraine, Bill Barnett, Dakota Johnson, Josh Dibley, and some out of town folks too – Zo Tobi, Barbara Klein, Ken Rothschild, David Macko, Michael Fabius, Bill Redpath, and James Sharp.

Presenters with a knack for persuasion: Council Member Elizabeth Glidden, Carol Rudie, Leif Utne, Jim Ramnaraine, Tina Wade, Bridget Cusick, Tony Solgard, Jason Stone, Darrell Gerber, and Jay Hatlen.

Compulsive canvassers, now searching for all those people who voted NO for IRV: Dakotah Johnson, Shaun Laden, Cynthia Callanan, Sandy Sandell, Karen and Tom Pieper, Galen Treuer, Lucy Lyon, Mandy Tempel and Leon Mott.

Behind the scenes: Kelly O'Brien – media; BethMarie Ward – events; Kevin Kinneavy, David Krewinghaus and Jesse Mortensen – website; Jason Samuels and Tony Solgard – data analysis; and Eric Pusey – volunteer organizing. Other key strategists and advocates included David Brauer, Doug Kress, Jason Stone and Michael Guest.