Ranked Choice Voting
Voter Outreach & Education Plan

2023 DEMOCRATIC PRIMARY

BACKGROUND

The Arlington Office of Voter Registration & Elections will be conducting the first election in Virginia using ranked choice voting for the 2023 Democratic Primary for the office of County Board. While other party-run nomination events have been held in Virginia; this is the first time an office will conduct an election using ranked choice voting adhering to all the requirements in Virginia code section 24.2. Based on previous primaries, we anticipate voter turnout will be around 25,000.

What is Ranked Choice Voting:

Ranked choice voting (RCV) is a voting method in which voters rank candidates in order of preference (1st choice, 2nd choice, 3rd choice). Ranked choice voting allows your vote to count towards another candidate if your 1st choice candidate is eliminated. For example, if your 1st choice candidate is eliminated, your vote is transferred to your 2nd choice candidate. If your 2nd choice candidate is eliminated, your vote is then transferred to your 3rd choice candidate.

Important Dates:

- Early Voting: May 5 – June 17, 2023
- Voter Registration Deadline: May 30, 2023
- Deadline to request a Mail Ballot: June 9, 2023, 5pm
- Election Day: June 20, 2023

OUTREACH & EDUCATION GOALS

Our goal is to inform voters, candidates, and the election community about implementing ranked choice voting in the Commonwealth of Virginia.

In order to best inform voters, candidates, and the election community about implementing ranked choice voting, this Ranked Choice Voting Outreach and Education Plan will aim to:

No. 01 — Provide detailed information about voting an RCV ballot, so voters are prepared when marking their ballots during the election.

No. 02 — Provide information on the background and benefits of RCV and why Arlington has adopted this method of voting.

No. 03 — Provide detailed information about the tabulation process of RCV and when results will be reported.

No. 04 — Ensure community outreach partners are trained and have the tools needed to educate the public about the use of ranked choice voting in Arlington County.

Audiences

Voters
Outreach and education targeting this audience will focus on how to mark a ballot and why Arlington County is implementing RCV.

Election Officers & Outreach Partners
Outreach and education targeting this audience will focus on how to mark a ballot, why Arlington County is implementing RCV, and the basics of tabulation.

Election Enthusiasts
Outreach for this audience will focus on more of the specifics on conducting an election using RCV such as logic and accuracy testing, auditing the election, and the legislative process to implement RCV.

Candidates & Media
Outreach and education will focus on tabulation and what to expect with results reporting.

Voter Outreach and Education Activities

No. 01 - Work with Virginia Department of Elections to develop consistent messaging and outreach materials to target different audiences.

Output	Measurement	Dates	Responsibility
• Social media messages • Training videos	Completion of deliverables	Jan-April	Department of Elections

No. 2 - Leverage different platforms to deliver RCV messaging.

Output	Measurement	Dates	Responsibility
• Update vote.arlingtonva.gov website with RCV education page	Monitor feedback loop of voters Adjust content as needed		
• Establish email newsletter to disseminate more detailed information on RCV	Subscribers	April-June	Arlington Elections Office
• Social media education calendar	Views, shares, subscribers		

No. 3 - Train Election Officers & Outreach Teams

Output	Measurement	Dates	Responsibility
• Train 300 community partners and Election Officers for in-person education events	Attendance at trainings, post-test to rate effectiveness	April-June	Arlington Elections Office

• Create informational materials for community partners to use for outreach
  ○ Tool kits for in-person training
  ○ Informational flyers
	Post-test to ensure understanding		

No. 4 - Conduct Outreach Events

Output	Measurement	Dates	Responsibility
• RCV Open Houses ○ Informational sessions for candidates/voters • Farmers Markets • Civic Associations • Mock Elections • RCV training events for candidates	Attendance at events and pre/post surveys	April-June	Arlington Elections Office & Community Outreach Partners