

## **Scope of Work for Distributing Informational and Promotional Materials about Ballot Proposition No. 1**

### **Objective:**

The objective of this ad campaign is to inform the Kenai Peninsula Borough (KPB) voters of our current election processes that uses electronic tabulating equipment for counting ballots. The campaign will focus on highlighting the benefits of maintaining tabulators, the efficiency they bring to the election process, and the potential risks of hand-counting ballots. This will be done in direct response to the proposed Citizen Initiative Ordinance 2024-01, which seeks to mandate hand-counting of all in-person ballots on election day.

This scope of work is to engage and educate voters in the borough, ensuring they are well-informed about the importance of maintaining tabulating equipment for a more efficient, secure, and fair election process.

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### **Goals:**

- **Inform Voters:** Educate voters on the advantages of using electronic tabulators, focusing on speed, accuracy, and transparency in the election process.
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**Timeline:** Begin as soon as possible through election day October 7, 2025.

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### **Key Messages:**

- **Efficiency:** Electronic tabulators ensure that ballots are counted quickly and accurately, minimizing the risk of delays and human error. Hand counting is significantly slower than machine tabulation. This results in delayed results, higher staffing costs and extended processing times.
- **Security and Transparency:** Electronic tabulators are equipped with robust security protocols and are tested to ensure the integrity of the election process.

In 2021, the Borough Assembly adopted a new chapter of code KPB 4.60 Election Security and Integrity, to ensure borough elections are accessible, reliable and secure. This includes random hand counts of at least three precincts to confirm the counts are tabulating correctly.

- **Cost-Effectiveness:** Maintaining tabulators is more cost-effective than relying on manual labor for hand-counting, ensuring that resources are used wisely. More election workers

(hand counting teams) will need to be hired to conduct hand-counting after the polls close at 8:00 pm.

- **Human Error Prevention:** Hand-counting increases the potential for mistakes, while tabulators are programmed to minimize human error, enhancing the accuracy of results. Repetitive tasks like counting ballots manually lead to fatigue, loss of focus and mistakes such as misreading markings, double counts or misrecording tallies.

In studies and real cases<sup>1</sup>, error rates in hand counts can be alarmingly high. For example, an attempt in Nevada saw up to 25% error in hand-counted ballots. Machine Counts typically have error rates below 1%.

It is reported<sup>2</sup> that hand counts strain administrative resources, lead to burnout among election workers, and can discourage volunteers from participating in future elections

- **Fairness:** Automated counting is consistent and impartial, avoiding potential bias or confusion during the manual counting process. Hand counts can undermine trust in the process if results are inconsistent or challenge the administrative capacity of election officials.

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## Campaign Components:

- **Digital Ads:**
  - **Platforms:** Social media platforms (Facebook), local news websites, and the KPB official website.
  - **Format:** Engaging images, infographics, and possible short video clips explaining the benefits of tabulators.
  - **Messaging:** Clear, concise, and focused on the efficiency, security, and reliability of tabulating equipment.
- **Print Ads:**
  - **Platforms:** Local newspapers distributed within the borough.
  - **Content:** Informational flyers, newspaper ads, and posters placed in strategic public locations, emphasizing the benefits of maintaining tabulators.
  - **Design:** Professional, clear, and direct, with bold headlines and visual cues about the efficiency and security of electronic tabulators.

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<sup>1</sup> Time, October 9, 2024 "Why hand counting ballots could create an election disaster"

<sup>2</sup> The Guardian, April 7, 2024 and El Dorado County, "The Reality of Full Hand Counts"