

# Actionable Options and Ideas

## Increasing Voter Turnout in the Kenai Peninsula Borough

### Voter Turnout Working Group

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**TO:** Brent Johnson, Assembly President  
Assembly Members

**FROM:** Voter Turnout Working Group

**DATE:** March 19, 2024

**RE:** Prioritized List of Actionable Recommendations

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On August 1, 2023, the Borough Assembly enacted Resolution 2023-053 forming the Voter Turnout Working Group. The working group’s scope of work was to explore actionable options and ideas to present to the Assembly that are aimed at increasing awareness, participation, and voting in local elections, including but not limited to changing the Borough election day to align with the State of Alaska.

The Voter Turnout Working Group was tasked to present a list of prioritized actionable recommendations to the Borough Assembly no later than the first meeting in March 2024.

The working group held 6 meetings. Below is the working group’s prioritized list for the Assembly’s consideration.

RECOMMENDATION NO. 1..... Passed: Unanimous

- **Survey the borough residents** – Conduct a survey with borough residents and ask if they vote, and if not, why. This would allow residents to provide their thoughts and ideas on how to increase voter turnout.

It was suggested to hire a contractor to conduct a thorough survey that would include phone and door-to-door services, peer-to-peer text services and email follow-up. Costs for these services would need to be included in the election operating budgets.

RECOMMENDATION NO. 2..... Passed: Unanimous

- **Public Outreach / Education Campaign** – This concept would have several possible components that would provide different ways to inform residents when local elections are held and provide residents education of the election process.

# Actionable Options and Ideas

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Contract service costs should be included in the election operating budgets. Ideas for public outreach and education campaigns include the following:

- Collaborate with local chambers of commerce and their membership to assist with getting the word out to residents.
- Hold mock elections at the schools to help educate up and coming voters on the election process and potentially provide for discussions at home.
- Contract a professional marketing firm to create and present education materials to the voters on the election process, such as "The life of a ballot", "Filing for Office", etc. Suggest adding marketing, promotion and contract service costs in the election operating budgets.
- Provide easier instructions and information on election materials. Include pictures and/or diagrams with processes and instructions.
- Ensure voters are aware of the different ways to cast a ballot (absentee in-person, absentee by-mail and special needs voting)
- Provide robo-alerts/calls or SMS messaging with the status of voted absentee ballots.
- Create a mobile app to keep residents informed of the status of election processes.
- Provide pre-recorded video clips of the canvassing process.

RECOMMENDATION NO. 3..... Passed: Unanimous

- **Promotion** – The working group felt strongly that there is a need to promote local elections and suggested the marketing, promotion and contract service costs be included in the election operating budgets. Potential promotional items included the following:

- Joint "Vote Local" campaign with the borough and cities
- "I Voted" sticker contest
- Ads on Local Radio stations, Spotify, Pandora and similar platforms
- Announcements on Reader Boards throughout the Community
- Advertisements in municipal publications
- Display banners, balloons, and swag
- Contract Marketing Services for Promotion

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---

RECOMMENDATION NO. 4..... Passed: Unanimous

- **Offer Early Voting prior to the election** – The State of Alaska offers early voting at some of their absentee in person polling locations. Early voting allows voters to sign the register and run their voted ballot through a tabulator just like they would on election day. Those ballots are included in vote tallies on the day of the election, whereas absentee ballots are counted on the day the election is canvassed. Early voting would require a change to borough and city codes (and home-rule charters). Software costs would need to be included in the election operating budgets to assist with marking the precinct registers of who voted early.

This option would offer early voting in conjunction with absentee in person voting and would eliminate the paperwork involved with absentee in person. However, absentee in person would still remain part of the process as early voting would conclude several days prior to the election so precinct registers could be updated with those who voted early.

RECOMMENDATION NO. 5..... Passed: Unanimous

- **Develop partnerships with businesses in the community** – It was suggested that local businesses could offer 10% discount or perhaps a free cup of coffee when they presented their “I voted” sticker.

Mr. Steinhage informed the working group that more research would be needed to determine if this item would be the proper use of public funds. It was shared that a business in Homer and Seldovia offers a free cup of coffee when voters present their “I voted” sticker. These business offer this on their own with no prompting from the city.

RECOMMENDATION NO. 6..... Passed: Unanimous

- **Email Distribution of Ballots** – Electronic transmission of absentee ballots is currently allowed in both borough and city codes. Electronic transmission includes fax and email. This process allows election officials to deliver an absentee ballot to the voter by email. The City of Homer accepts voted ballots by return email, while others deliver absentee ballots by email but require voted ballots to be returned by fax or mail.

# Actionable Options and Ideas

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Other cities and the borough could consider accepting voted ballots by email. There were concerns about having voter's personal information on email servers that could not be removed. Personal information and identifiers are located on a voter information page and affidavit that is filled out by the voter and returned with the voted ballot.

RECOMMENDATION NO. 7..... Passed: Unanimous

- **Change statute language from "Special Needs" to "Additional Needs"** – State Statute defines "Special Needs Voting" as a qualified voter with a disability who, because of that disability, if unable to go to a polling place to vote may vote a special needs ballot. A personal representative may come to a polling location, complete the required paperwork and pick up a ballot for the voter.

The personal representative then delivers the ballot to the voter. The voter votes the ballot, seals it in the envelope provided and returns the voted ballot to the polls for the voter.

The working group discussed that some voters may not identify with the name of this ballot type and would like it changed to "Additional Needs". It was also suggested to offer this ballot type to anyone who needed a ballot delivered for any reason. This would require a change to state statute and both borough and city codes.

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#### **The following items were discussed by the working group but were not included with the prioritized recommendations:**

MOTION: INCLUDE WITH RECOMMENDED ITEMS..... Failed: 0 Yes, 10 No, 4 Absent

- **Change the candidate filing period** – The candidate filing period is currently held August 1 through August 15 for both borough and city candidates (except for Kachemak City).

Moving the candidate filing period to July would allow election officials to receive ballots from the printer sooner so absentee ballots and other voting material could be mailed to the applicant not later than 45 days before the election. This would help accommodate military and overseas voters.

# Actionable Options and Ideas

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### Voter Turnout Working Group

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The group discussed some of the downsides to this option, such as July being a busy month for residents with the fishing season. Any ballot measures would need to be ready sooner which would back up the dates for assembly and councils to evaluate and pass items to be placed on the ballot.

MOTION: INCLUDE WITH RECOMMENDED ITEMS... Failed: 2 Yes, 7 No, 1 Abstained, 4 Absent

- **Align Local Election Day with the State of Alaska's Election Day** – This option would change the local election day from the first Tuesday in October to the Tuesday after the first Monday in November. This would require a change to borough code, and if the cities decided to change their election date as well, a change to city code would be required, and in the case of certain home-rule municipalities voter approved amendments to the municipal charter would be required.

Concerns from the clerks regarding this item included the following:

- 1) Many of the polling locations are not large enough to accommodate multiple election boards (one for state and one for local).
- 2) The majority of election workers currently work both the state and local elections. If both the local and state elections were held on the same date, finding enough election workers to work the election would be challenging. The borough and cities cannot share election workers with the state.
- 3) During even number years, when both the local and state elections are occurring, the lines at polling sites may be long and may actually deter voters from waiting their turn to vote.
- 4) It would be a challenge for voters to be adequately informed with each election's candidates and ballot measures. The dominance of state elections may overshadow local elections and local issues.

The group also reviewed recent voter turnout information from the Matanuska-Susitna Borough that changed their election day to the Tuesday after the first Monday in November, and noticed that while voter turnout increased during state election years (even numbered years), election turnout in odd numbered years was low, similar to before the date change.

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## Increasing Voter Turnout in the Kenai Peninsula Borough

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In regard to combined municipal and state elections, Alaska Administrative Code (6 AAC 27.175) provides that municipalities may request the state election director conduct a special election on behalf of the municipality. The request must be submitted 150-days prior to the state election.

MOTION: REMOVE ALL TOPICS LISTED BELOW FROM RECOMMENDED ITEMS

.....Passed: 9 Yes, 1 No, 4 Absent

- **Changing the Election Day to Saturday** – This idea would change the local election day from the first Tuesday in October to the second Saturday in October. This would require a change to borough code, if the cities decided to change their election date as well, a change to city code would be required, and in the case of certain home rule municipalities voter approved amendments to the municipal charter would be required.

Instead of holding the local election on a weekday, during the work week, a Saturday election day might improve voter turnout. It was discussed that this concept would have a significant fiscal impact on election budgets.

Further, it was discussed that both the state and the borough used to have Absentee in Person voting offices open on weekends; however, that practice ceased due to lack of participation from the voters.

- **Combine Borough & City Ballots** – This concept would eliminate the cities and borough having separate ballots. All ballot contests and measures would be on one ballot. This would require a change to borough code and city code (and home-rule city charters).

It was suggested that this may eliminate voter confusion. However, there were concerns about how the cities and borough canvassing process would be conducted without having the borough canvass for everyone. It was stated that the cities would lose local control of their elections.

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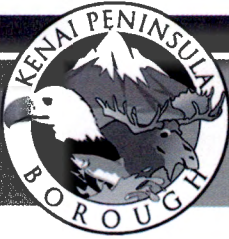
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- **Vote By Mail** – This option would implement a vote by mail election where every registered voter in the borough would receive their ballot in the mail. Absentee in-person polling locations would be open to voters per usual.

This item was discussed by the working group. The working group believed this matter was outside the scope of work as provided by KPB Resolution 2023-053, however, the group supports vote by mail.

The working group recognized that the "vote by mail" topic was discussed and recommended by the Election Stakeholders Group in 2019. In the 2020 election, the borough voters indicated they were not in favor of by-mail elections and repealed Ordinance 2020-24 by 59.76%. The working group noted that the Borough has vote by mail precincts currently in place and felt that vote by mail was a viable option to increase voter turnout, as demonstrated by the Municipality of Anchorage and locations in other states, even though the prior actions had taken place.





February 22, 2024

3:00 PM

Betty J. Glick Assembly Chambers  
George A. Navarre Kenai Peninsula  
Zoom Meeting ID: 847 2293 8171 Passcode: 976289

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**Working Group Members:** Donna Aderhold, Teri Birchfield, Barb Blakeley, Johni Blankenship, Pat Case, Linda Cusack, Liz Diamant, Leslie Hamman, Melissa Jacobsen, Alex Koplin, Brad Parsons, Kris Peck, Shellie Saner, Michele Turner, Laurie Wallace

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**A. CALL TO ORDER**

Michele Turner, KPB Borough Clerk called the meeting to order at 3:01 PM.

**B. ROLL CALL**

There present were:

Barb Blakeley, Community Member  
Johni Blankenship, Soldotna City Clerk  
Linda Cusack, KPB Canvass Board Co-Chair  
Melissa Jacobsen, Homer City Clerk (Zoom)  
Alex Koplin, Kenai Peninsula Voters Group (Zoom)  
Brad Parsons, Independent Living Center Advocate (Zoom)  
Kris Peck, Seward City Clerk (Zoom)  
Michele Turner, Kenai Peninsula Borough Clerk  
Shellie Saner, Kenai City Clerk (Zoom)  
Laurie Wallace, Kachemak City Clerk (Zoom)  
Donna Aderhold, League of Women Voters (Zoom)  
Teri Birchfield, KPB Canvass Board Co-Chair

comprising a quorum of the working group.

Members Absent:

Pat Case, Independent Living Center Advocate  
Leslie Hamman, Community Member  
Liz Diamant, Seldovia City Clerk



Support staff in attendance:

Walker Steinhage, KPB Deputy Borough Attorney (Zoom)

**C. APPROVAL OF AGENDA**

Ms. Blankenship moved to approve the agenda.

Ms. Cusack seconded.

The agenda was approved without objection.

**D. APPROVAL OF MEETING SUMMARY**

Ms. Wallace moved to approve the December 21, 2023 meeting summary.

Ms. Saner seconded.

The February 2, 2024 meeting summary was approved without objection.

**E. ITEMS NOT COMPLETED FROM PRIOR AGENDA**

1. Discuss Actionable Options and Ideas List

a. Continued Review of the Item Narratives/Descriptions

MOTION: Ms. Blankenship moved "Survey borough residents" as item number 1.

SECOND: Ms. Cusack.

SURVEY BOROUGH RESIDENTS AS  
ITEM NUMBER ONE PASSED: Without objection.

MOTION: Ms. Blankenship moved "Public Outreach / Education Campaign" as item number 2.

SECOND: Ms. Jacobsen.

Ms. Blankenship stated elections could be promoted all day long, but if public members do not understand the process their concerns or anxiety may not be resolved.

PUBLIC OUTREACH/EDUCATION CAMPAIGN

AS ITEM NUMBER TWO PASSED: Without objection.

MOTION: Ms. Blankenship moved "Promotion" as item number 3.

SECOND: Ms. Saner.

PROMOTION AS ITEM  
NUMBER THREE PASSED: Without objection.

MOTION: Ms. Saner moved "Offer Early Voting prior to the Election" as item number 4.

SECOND: Ms. Jacobsen.

EARLY VOTING AS ITEM  
NUMBER FOUR PASSED: Without objection.

MOTION: Ms. Blankenship moved "Develop partnerships with businesses in the community" as item number 5.

SECOND: Ms. Cusack.

DEVELOP PARTNERSHIPS  
WITH BUSINESSES AS ITEM  
NUMBER 5 PASSED: Without objection.

MOTION: Ms. Blankenship moved "Email distribution of ballots" as item number 6.

SECOND: Ms. Cusack.

EMAIL DISTRIBUTION OF BALLOTS  
AS ITEM NUMBER 6 PASSED: Without objection.

MOTION: Ms. Jacobsen moved "Change statute language from 'Special Needs' to 'Additional Needs' as item number 7.

SECOND: Ms. Aderhold.

CHANGE STATUTE LANGUAGE  
AS ITEM NUMBER 7 PASSED: Without objection.

MOTION: Ms. Cusack moved "Change candidate filing period" as item number 8.

SECOND: Ms. Wallace.

Ms. Jacobsen suggested the items that members do not want to include on the list could be listed separately with the vote noted for that item.

Ms. Saner agreed that the assembly should know all the items the working group discussed, but they should also know which items were supported and which items were not.

Ms. Aderhold appreciated the working group's unanimous support of each item thus far. She stated it should be clear if items were voted on to be included in the prioritized list or were voted on to not be included in the prioritized list.

Mr. Parsons agreed with Ms. Aderhold's comments. He recommended we vote on who supports the remaining items as a recommendation and that feedback would help prioritize them.

Ms. Blakeley stated she felt the items should still be prioritized and voted on and the items that did not make the cut would move to the bottom.

#### CHANGE CANDIDATE FILING PERIOD

AS ITEM NUMBER 8 FAILED:	0 Yes:	None.
	10 No:	Aderhold, Birchfield, Blakeley, Blankenship, Cusack, Jacobsen, Parsons, Peck, Saner, Wallace
	4 Absent:	Case, Diamant, Hamman, Koplin

MOTION: Ms. Blankenship moved to include the following items as discussion items and are not prioritized items:

Align the Local Election Day with State of Alaska Election Day.

Change Election Day to Saturday.

Vote by Mail.

Combine Borough and City Ballots.

SECOND: Ms. Saner.

AMENDMENT TO THE MAIN MOTION: Ms. Jacobsen moved to remove 'Vote by Mail' from the items moved by Ms. Blankenship.

SECOND: Ms. Aderhold.

Ms. Birchfield stated it was her understanding that 'Vote by Mail' was previously studied and discussed. She stated it was good to list it as an item the advisory group discussed but should not be included in the prioritized list.

Ms. Blankenship stated she included 'Vote by Mail' on the discussion list was because she believed that item was outside the scope of work for the working group. She stated she fully supports vote by mail.

Ms. Aderhold stated if the working group had a separate discussion and vote regarding this item, it might help the assembly to understand the difference of opinion within the group.

Ms. Blakeley stated she agreed that depending on how the group voted, it should be included as a discussion and also should include how the working group voted.

REMOVE VOTE BY MAIL FROM  
THE MAIN MOTION PASSED: Without objection.

AMENDMENT TO THE MAIN MOTION: Ms. Blakeley moved to remove 'Align the Local Election Day with State of Alaska Election Day' from the items moved by Ms. Blankenship.

SECOND: Ms. Cusack.

Ms. Blakeley stated she understands that the working group has previously discussed this item, however, she would like it to be noted on the record that she supports this item.

Ms. Birchfield stated she was absent from the last two meetings and was abstaining from the vote.

REMOVE ALIGN THE LOCAL ELECTION  
DAY WITH THE STATE OF ALASKA ELECTION  
DAY FROM THE MAIN MOTION FAILED:

2 Yes: Blakeley, Wallace  
7 No: Aderhold, Blankenship,  
Cusack, Jacobsen,  
Parsons, Peck, Saner  
1 Abstention: Birchfield  
4 Absent: Case, Diamant, Hamman,  
Koplin

VOTE ON MAIN MOTION  
AS AMENDED PASSED:

9 Yes: Aderhold, Birchfield,  
Blankenship, Cusack,  
Jacobsen, Parsons, Peck,  
Saner, Wallace  
1 No: Blakeley  
4 Absent: Case, Diamant, Hamman,  
Koplin

VOTE BY MAIL MOTION:

Ms. Blankenship moved to include 'Vote by Mail' in a separate section on the final report, and add a lead in sentence to the current narrative as follows:

This item was discussed by the working group. The working group believes this to be outside the scope of work as provided by the resolution, however, the group would support vote by mail.

SECOND: Ms. Aderhold.

VOTE ON 'VOTE BY MAIL'

MOTION PASSED: 9 Yes: Aderhold, Birchfield,  
Blankenship, Cusack,  
Jacobsen, Parsons, Peck,  
Saner, Wallace  
1 No: Blakeley  
4 Absent: Case, Diamant, Hamman,  
Koplin

Ms. Blakeley stated she wanted to be sure her vote in support of 'Aligning the Local Election Date with the State of Alaska' was captured on the record and she would be contacting the assembly to make sure. She stated she appreciated all the work clerks do for elections and was supportive of that.

Ms. Jacobsen stated Ms. Blakeley's votes would be reflected in the actions taken and the meeting summary. She appreciated Ms. Blakeley sharing her perspectives as there are others that share her perspective.

Ms. Aderhold stated she appreciated Ms. Blakeley's perspective as well and wondered if this perspective could be better reflected in the narrative for this item.

MOTION: Ms. Blankenship moved to include the descending voter's comments in the narrative 'Aligning the Local Election Date with the State of Alaska'.

SECOND: Ms. Saner

VOTE ON MOTION TO INCLUDE

THE DESCENDING VOTER'S COMMENTS

IN THE NARRATIVE PASSED: Without objection.

*[Clerk's Note: After the meeting, Ms. Blakeley stated was contacting the Assembly Members directly instead of adding comments to the report.]*

**F. NEW BUSINESS** – None.

**G. PUBLIC COMMENT**

Ms. Turner called for public comment.

**Lindsay Bertoldo**, Nikiski stated she appreciated all the clerks' work for the election process. She spoke in opposition to vote by mail and the voting machines.

There being no one else who wished to speak, the public comment period was closed.

**H. MEMBERS COMMENTS**

Ms. Blankenship thanked everyone for their participation. She stated good conversations were had by all. She stated that the clerks' do hear public concerns and were addressing these matters from an administrative and fiscal perspective.

Ms. Turner thanked everyone for their participation and input on the discussion items.

**J. ADJOURNMENT**

The meeting was adjourned at 3:57 PM.