



County of Santa Cruz

BOARD OF SUPERVISORS

701 OCEAN STREET, SUITE 500, SANTA CRUZ, CA 95060-4069

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SECOND DISTRICT

MARDI WORMHOUDT
THIRD DISTRICT

TONY CAMPOS
FOURTH DISTRICT

JEFF ALMQUIST
FIFTH DISTRICT

AGENDA: 5/23/00

May 16, 2000

BOARD OF SUPERVISORS
County of Santa Cruz
701 Ocean Street
Santa Cruz, CA 95060

RE: REQUEST OF LEAGUE OF WOMEN VOTERS FOR JOINT
VENTURE WITH THE COUNTY ELECTIONS DEPARTMENT
TO ESTABLISH AND FUND THE SMART VOTER PROJECT

Dear Members of the Board:

Attached is a letter from Don Gottesman and Kate McGuire of the League of Women Voters of Santa Cruz County requesting that County funding be provided to finance a joint venture with the local chapter of the League and the County Elections Department to support a Smart Voter web site for residents of Santa Cruz County. Also attached are background materials discussing the Smart Voter web-based information site and associated budgetary issues.

As Board members are aware, our County Elections Department has designed an outstanding web site which receives extensive use during, and after, election season. However, the League believes that the Smart Voter Project would further enhance the on-line service afforded to Santa Cruz County voters. In order to participate in this program, the League is requesting funding in the amount of \$5,000 for the November, 2000 election.

I believe that it would be appropriate for the County Clerk-Recorder to have an opportunity to consider this request in connection with the budget for his department. Accordingly, I recommend that the Board refer the request of the League of Women Voters of Santa Cruz County for funding in the amount of \$5,000 for participation in the Smart Voter program to the County Clerk-Recorder for his consideration and any recommendation he would

BOARD OF SUPERVISORS
May 16, 2000
Page 2

care to offer for Board deliberation in connection with our
fiscal year 2000-01 budget hearings.

Sincerely,

A handwritten signature in black ink that reads "Mardi Wormhoudt". The signature is written in a cursive, flowing style.

MARDI WORMBOUDT, Chair
Board of Supervisors

MW:ted
Attachments

cc: League of Women Voters of Santa Cruz County
Richard Bedal, County Clerk-Recorder
County Administrative Officer

2031A6

**THE LEAGUE
OF WOMEN VOTERS**
OF SANTA CRUZ COUNTY

W
0219



May 2, 2000

Ms. Mardi Wornhoudt
Chair - Board of Supervisors
County of Santa Cruz
County Government Center
701 Ocean Street, Room 500
Santa Cruz, CA 95060

Dear Supervisor Wornhoudt:

Since I last talked with you about possible funding for the League of Women Voters joint venture with the Elections Office for Smart Voter Project, I have suffered a moderate heart attack, had an angioplasty and am currently recovering from a recent triple heart bypass surgery.

In spite of the delay, I wanted to provide the information you suggested to achieve permanent funding with the Elections Office or other sources. As background, I would like to share the following information about the Smart Voter Project with you.

The League's internationally acclaimed Smart Voter Project is designed to deliver election information efficiently to on-line citizens by:

- providing a free nonpartisan, personalized guide to elections, helping voters assess the qualifications of state and local candidates and ballot measures;

- providing a free web site for candidates to share their biographical information, list of endorsements, priorities and in-depth position papers - taking the money out of politics and leveling the playing field for low budget campaigns with little media attention;

- providing a communication vehicle for election officials, librarians, city and county staff by helping voters register to vote, find their polling place, request an absentee ballot and obtain their election returns; and by

- providing a reliable election guide accessible through the inter-net 24 hours a day, 7 days a week from any location in the world.

**THE LEAGUE
OF WOMEN VOTERS**
O F S A N T A C R U Z C O U N T Y

0220



Smart Voter, www.smartvoter.org, is a one-stop election information source for voters. It is a portal to election related web sites; government, nonprofit and media. All voters have to do is simply enter their street address and, with one click, their own sample ballot appears. It is clear, clean, easy to navigate, fast, and with excellent content of reliable, quality information that voters demand.

You may be interested to know that in the November 1999 election in Santa Cruz County that our County's page received more than 700 visits in an election in which more than 1,600 votes were cast. Although the web site statistics from the March 7 Primary election have not yet been calculated, Santa Cruz County had 64 percent participation by the candidates running for the various offices. That rate makes our efforts a tremendous success as participation in Smart Voter is typically around 40 percent in the first election cycle.

As I explained, each county is required to pay a share of the costs involved in creating the project. Santa Cruz County has been assessed \$5,000 to help pay for contacting candidates by mail and phone, coordination of volunteers, the web server and programming and management costs. A more detailed description of the history of the League's Education Fund, as well as the project and the financial needs are attached for your review and consideration. Given the League's limited resources, it is impossible for us to meet this financial obligation without assistance from the Board of Supervisors and other community resources.

Thank you for your consideration of this request, and if you have any questions, please call me at (83 1) 425-2276.

Sincerely,

A handwritten signature in black ink, reading 'Don Gottesman'. The signature is fluid and cursive, with the first name 'Don' being more prominent.

Don Gottesman, President
Kate McGuire, Smart Voter Coordinator

Enclosures

Thank you for giving members of the League of Women Voters Smart Voter team an opportunity to present these materials. We very much appreciate your interest in our civic service project. This section should provide you with the clarification and amplification regarding marketing and accessibility.

As you know Smart Voter is a California League of Women Voters web based information site which allows every citizen the opportunity to “look up” their individual ballot by entering their address. Smart Voter also provides every voter with their polling place. Upon entering the address the voter will have access to information about candidates which is provided by each individual candidate. The League does not alter the candidate information. In addition the voter may look at information about ballot measures, about pertinent news stories or link to candidate or ballot measure sites. The purpose of Smart Voter is to provide an online opportunity for voters to educate themselves about their choices at the ballot box. It is the Leagues belief that accessible voter information will increase voter turnout.

Because Smart Voter is a statewide project of the League of Women Voters each local League, such as the Santa Cruz County League must raise the necessary funds to support the site and provide the appropriate local information. On a statewide level three persons are employed to manage the project:

- ⌚ A project director responsible for working with local Leagues, Registrars of Voters, and the statewide candidates.
- ⌚ A webmaster responsible for site management including navigation, advise to local Leagues for establishing their sites, graphics and layout of the site as well as launch of Smart Voter for each election.
- ⌚ A programmer responsible for the site infrastructure including all of the necessary technological underpinings to support Smart Voter.

It is this support and support of the local League’s expenses that this request addresses. Because the local organization is all volunteer effort our request covers the out of pocket expenses of our members, including telephone, postage, office supplies, and evaluation.

Marketing the site will be done on both a statewide and local level. Smart Voter will provide press releases, camera ready art work and other give **aways** for the local Leagues to use in marketing their sites. Smart Voter will work closely with County Registrar of Voters to insure that Smart Voter is used a reference for all interested voters. League members in Santa Cruz will be provided with Smart Voter information to take to each of the registration tables, to the various public forums and other voter information events. The League will provide its local collaborators with Smart Voter information for their members and clients. These include but are not limited to the Latino Chamber of Commerce, the NAACP, Defensa de las Mujeres, the Food and Nutrition Programs, Senior Centers, and neighborhood associations. The local League will provide print and broadcast media with public service announcements in English and Spanish. Local League


members will solicit corporate contributions for English and Spanish ads in all local print media.

There are interesting local statistics regarding accessibility to Smart Voter. The most recent Community Assessment survey indicates that 77% of Santa Cruz County households have at least one member that uses a computer. Location of use varies from availability through the work place, at home, at school, at the library and other locations. Surprisingly, 21% of those surveyed use a computer at a library. By far the greatest number use computers at work, and 36.4% use a home computer. Eighty point six percent of users are online. Sixty seven point eight percent vote in every election and 78.5% believe that voting is very important. Of the respondents to use of online services, 50.9% of the **Latino** respondents are online. When asked about language preference 92.3% preferred English and 7.7% Spanish. What is most interesting is how rapidly everyone in Santa Cruz County is getting online. In 1998, 60% of residents reported having access to the Internet, in 1999 it was 80%, including 50% of the Latinos.

The other accessibility issue that Smart Voter needs to address is translation. In Santa Cruz providing Spanish web pages is a priority. Smart Voter has access to all the ballot measures in Spanish and will provide that however candidate profiles in Spanish will need to be generated by each candidate. Smart Voter will provide both languages.

I believe that marketing and accessibility were the key areas needing clarification and amplification however it might interest you know that Santa Cruz County had a very successful March election. Smart Voter Santa Cruz County had sixty eight pages of information for the voter, with candidates from the 27th and 28th Assembly Districts and the 15th and 17th State Senate Districts participating as well as candidates for local elective office. With your support we look forward to a terrific November 2000.

If I may help you with further information or concerns, please contact me at my home number 425-2276. Thank you again for considering this voter education project.

Cordially,

 Don Gottesman, President
 League of Women Voters Santa Cruz County



The Board of the League of Women Voters of Santa Cruz County appreciates the interest the Board of Supervisors of Santa Cruz County has shown in the Smart Voter Project, and respectfully submits the following proposal for funding consideration.

Organizational Qualifications

Founded in 1920 just after women gained the right to vote, the League of Women Voters is an outgrowth of the suffragist movement. It was founded by Carrie Chapman Catt during the convention of the National American Woman Suffrage Association. The convention was held only six months before the 19th amendment to the U.S. Constitution was ratified giving women the right to vote after a 57-year struggle.

Similar to the League itself, the League of Woman Voters Education Fund (LWVEF) provides local and state Leagues, as well as the wider public, with information and educational services on elections and on current public policy issues. The League of Women Voters Education Fund is renowned for its ability to make complex and controversial issues accessible to the nonexpert citizen in a balanced, evenhanded way.

Moreover, the LWVEF is an experienced trainer of community leaders and activists. A special and familiar focus of the League's educational work is voting and elections. Leagues in communities across the nation are known for providing voters with factual, nonpartisan information on candidates and ballot issues, whether through voter's guides, candidate forums, town meetings or debates, and now, Smart Voter, which offers voters electronic access to candidate and elections information via the Internet. Much of the League's campaign to "Make Democracy Work" is spearheaded by the League of Women Voters Education Fund.

A steering committee of League members designed the project, hired a project manager and programmer and coordinated the volunteer effort to gather information from candidates. They also worked with project partners to publicize and add content to the site supporting elections in November 1997, June 1998, and November 1998.

The Smart Voter site allows users to find their custom ballot and polling place by entering their street address and zip code. Users may also access “home pages” of each participating candidate that include their biography, endorsements, top priorities if elected, and position papers. All candidates in the county are invited to participate. Each page in a contest also includes links to relevant news or analysis articles written by online local media organizations or from other nonpartisan individuals or organizations.

All candidates are invited to participate by letter by providing data for a free web page. Candidates supply the information by entering the data on a web form or by filling out a hard copy form and mailing it to the Smart Voter Coordinator.

The LWVEF of Santa Cruz County partially participated in the Smart Voter Project in the November 1999 election, and fully participated in the March 7, 2000 Primary election cycle. It plans to participate, if funding is provided, in the November 2000 General Election.

The LWVEF’s Smart Voter Project Coordinator will work over the summer with the League committee to prepare the site for the November elections. A debriefing on the Primary election results is planned for late May or early June. At that time, the entire project will be evaluated and necessary changes or corrections or expansions will be identified and remedied.

A team of volunteers will be recruited to write letters to candidates, do follow up calling, raise funds, conduct public relations activities and do other public outreach on Smart Voter. By September, it is expected that the Smart Voter web pages will be ready for public viewing.

Goals and Objectives

As it has since it was founded 80 years ago, the League of Women Voters has designed the Smart Voter Project to help voters understand their choices better during local elections by offering extensive background information on candidates in Santa Cruz County, as well as information on state and local ballot measures.

By creating Smart Voter and offering candidate and issue information online, the League is using the latest technology to reach a broader, more diverse audience. Many in that audience may be young and more likely to participate in our Democracy if the information is presented in an electronic format. Others may be older but unable to attend the traditional candidate forums, debates, or town hall meetings. Many others may appreciate an alternative method of reviewing information at their leisure and in the privacy of their homes. For those who do not own a computer, access is available free of charge at local libraries. Smart Voter information has been distributed to libraries throughout the county.

While the League continues its efforts by sponsoring candidate forums and moderating candidate debates, the Smart Voter Project furthers the aims of the organization by reaching another level of voter or potential voter through this new technology.

Methodology and Timeline

Smart Voter was first produced for the November 1996 election in Santa Clara and San Mateo Counties and was the first web site to offer personalized election information based on a voter's address. It is a result of a unique collaboration between government, nonprofit organizations, and the media. The Smart Voter Project Team, led by the League of Women Voters of California, coordinated the project based on technology and procedures originally developed by Smart Valley, Inc.

In addition, during the Primary Election cycle which ended on March 7, Smart Voter was fully implemented for the first time. And, the results were exceptionally successful in Santa Cruz County. LWVEF volunteers were able to persuade 64 percent of the candidates to participate. Smart Voter officials typically expect a 40 percent rate of participation during the first full election cycle. Statistics that indicate how many visits were made to the County's Smart Voter page are currently being analyzed and some of those results are included.

The LWVEF is uniquely positioned to provide the nonpartisan, factual information in this new, electronic format for various reasons. First, it continues the League's legacy for providing in-depth, unbiased information on candidates and public policy issues. Secondly, the League has a legion of volunteers who are high skilled in conducting public outreach. As part of Smart Voter, these volunteers write and mail letters to all candidates, and conduct a continuous campaign of follow-up calling to encourage candidates to participate. They provide candidates support in interpreting the Smart Voter instructions, making changes and updates to campaign information, providing links to each candidate's home page and other related and relevant sources of information. They also write and release information regularly to the local press about the status of the Smart Voter Project and other newsworthy events and issues. Specific outreach is made to minority groups through libraries and the press.

Under the LWVEF rules candidates are prohibited from mentioning other candidates in their Smart Voter information. This allows the voters reviewing the Smart Voter pages an opportunity to learn about the candidates, the issues they support and other pertinent information without negative attacks on rival candidates.

While the Santa Cruz County Elections Office has an excellent web site that provides candidate information, it only provides a candidate statement. With its in-depth presentation of candidates and issues, Smart Voter picks up where the Elections Office stops and thereby compliments the efforts of the Elections Office.

In Santa Cruz County, the LWVEF serves constituents in every community in the county, and links with local civic and ethnic leaders and organizations to expand its voter education, registration and information to all residents.

In addition, the LWVEF works cooperatively with the Santa Cruz County Elections Office to increase awareness and participation in local elections. Prior to each election cycle, the County Elections Office makes candidate lists, mailing labels, and supporting information available to the LWVEF Smart Voter Project Coordinator. The Coordinator uses the information to contact all candidates in all County races to offer them an opportunity to submit their candidate information to Smart Voter.

Throughout the election cycle the County Elections Offices supports the Smart Voter Project by communicating changes in the candidate list, various filing deadlines, and general information about the impact of new elections rules and regulations.

Need Statement

According to reports in highly respected national media such as the New York Times, 70 percent of the electorate in the United States will have Internet access by the national General Election in November 2000. Smart Voter is poised to fill the need to provide the voters in Santa Cruz County with in depth, nonpartisan, factual information on candidates and ballot issues on the Internet. There is already evidence that voters and candidates in Santa Cruz County are ready and willing to use this new technology to become better informed when making their electoral choices.

Santa Cruz County launched Smart Voter on a trial basis during the November 1998 election which had only two small races in the Watsonville area. One was to fill one seat on the Pajaro Valley Unified School Board and the other was to fill three seats on the Salsipuedes Sanitary District Board. A total of nine candidates were running. While only two candidates chose to provide Smart Voter with campaign information online, the response by voters during that election cycle was significant. In an election where only slightly more than 1,600 votes were cast, the Smart Voter page received more than 700 visits.

Budget

Each county participating in the Smart Voter project is typically assessed a project cost based on the number of registered voters in the county. Santa Cruz County has been assessed \$5,000 for the Smart Voter Project for the November, 2000 General Election. The expenses associated with the Smart Voter Project are as follows:

Item	Cost
Project Director*	\$1,000
Programmer*	\$800
Webmaster*	\$450
Coordinator	\$500
Marketing*	\$400
ISP-Best*	\$100
Candidate contact, postage, stationery	\$250
Office expenses, telephone, supplies	\$300
Follow-Up Evaluation	\$200
Indirect Costs	I \$1,000
Total Costs	\$5,000

*Pro-rata of statewide costs

Sustainability

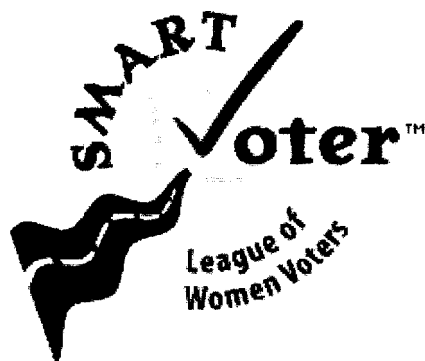
The LWVEF plans to continue participating and developing the Smart Voter Project into the foreseeable future and as a result a permanent fund-raising committee will be appointed to develop a strategic plan that will include an ongoing development program. As its key focus, the committee will raise the necessary funds to continue Smart Voter as well as other projects that are designed to grow the local League and attract new, young, diverse members.

Evaluation Plan

The success of the Smart Voter project is measured in two major ways. How many candidates participate and how many voters visit the Smart Voter web pages. After each election cycle, the project director and webmaster collect and analyze the data and present it to the participating counties at an ah-day debriefing session. At that time, the entire project is reevaluated collectively and necessary changes are made. Items that do not work are discarded and new ones are designed. Often, county coordinators provide valuable suggestions which are collected from candidates and individuals who visit the web pages. Their feedback is encouraged and comments are solicited during every visit to the page.

Other

Attached to this proposal is a copy of the Smart Voter web page, comments from the Secretary of the State of California, Bill Jones, whose office is a co-sponsor of the Smart Voter Project. In addition, there are letters of support from Warren Slocum, the Chief Elections Officer & Assessor-County Clerk-Recorder of San Mateo County, and some feedback from Smart Voter users. We believe you will find the comments interesting and encouraging, and that they will agree that the Smart Voter Project is indeed a worthwhile project and deserves to be funded at the level requested.



2000 Elections⁰²³⁰

SMART VOTER

..State-of-the-Art Citizenship

LEAGUE of WOMEN VOTERS 

ON THIS SITE...

For contests and candidates, use "My Ballot" or "Directory of Contests" on county pages.

[REGISTER TO VOTE](#)

[ON VOTING](#)

[CANDIDATE FAQs](#)

[VOTER FAQs](#)

[LINK TO US](#)

[CONTACT US](#)

[ARCHIVES](#)

[WHAT OUR USERS SAY...](#)

"...This is one of the best uses of the internet I've found"

[SUPPORT US](#)

[ABOUT OUR WEB SITE](#)
(Quiview)_

2000 ELECTIONS

Smart Voter covers local June 6 elections in Los Angeles County. See also April 11 contests.

What were the results of the March 7 primary? To browse elections, go to statewide or county information.

- **California** -- [Find a county](#)
- **Ohio** -- [Butler](#)
[Clermont](#) [Hamilton](#)
[Warren](#)

ARCHIVES

See our [archive of previous elections](#) for other past results.

☒ MY BALLOT

To see your ballot choices, select the election date, and enter* your

Street Address:

Zip Code:

I - - - -

Election:

06/06/2000 Los Angeles Co. ▼

Past elections include results if available.

[Go for it!](#)

[Your address is confidential.](#)

FIND A CANDIDATE

Name:

Election: **06/06/2000** ▼ [Find](#)

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Smart Voter was judged a finalist in the Global Bangemann Challenge in 1999.



WELCOME to SMART VOTER

► **June 6 Los Angeles Elections** Do you live in Los Angeles County? To find information on your ballot, key in your address and zip code above or [browse the election list](#). *Local Bond Measures will be added about mid-May.*

023 1

LEAGUE of WOMEN VOTERS

For more
information about
our organization,
visit:

[CWifornia](#)
[LWV Ohio](#)
[LWV United States](#)

PAST ELECTIONS

See Smart Voter
archived sites for

April 11, 2000

Local Los Angeles

March 2000

*Presidential primary
elections in California
& Ohio*

December 1999

*San Francisco City
Runoff Elections*

November 1999

*Local elections in 20
counties*

August 1999

*Davidson County
(Nashville), Tennessee*

March 1999

*San Luis Obispo,
California*

November 8

*Major general
election in 17 counties*

June 1998

*Primary
election in 6 CA
counties*

November 1997

All candidates in the city elections are invited to build their own Smart Voter web pages at no cost to them.

Candidates for these elections: See [Frequently Asked Questions](#) for more information.

Have questions or comments for us? Check our "[FAQs for Voters](#)" or [send us a feedback](#). We'd love to hear from you.

QUESTION: Which type of page gives access to the most information on the Smart Voter site?

ANSWER: The page for a **single contest** or ballot measure. That page lists an overview of candidates or a ballot measure and may contain additional information from known sources outside of Smart Voter.



QUICK VIEW of SMART VOTER

Information from candidates and your county elections department with links to news media and other election sites.

Your ballot

Enter your address, get just your choices anytime you want them

Information on races

Read statements directly from candidates

Links to other sources

Conveniently organized by contest

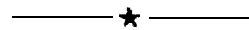
Local election resources

For **your** county

How do I get all of this data?

Fill in your address and zip code above.

(Not all data available for all counties)



REGISTER to VOTE

It's never too early to register for the general election in November. Your county may have specific registration information.

► [How to Register to Vote](#)

► [Download Registration Form](#) From the FEC. (requires [Adobe Acrobat Reader](#)) About the form

November 99 /

Local elections in 2

CA counties

November 1996

(Currently

unavailable)

0232



ON VOTING

► Voting & Registration in California t l y A s k e d
Questions on the subjects of Voter Registration, Political Parties, Sample
Ballot/Ballot Pamphlet, Polling Information, Primary and General Elections

► Get Out and Vote! encouraging people to go to the polls.

From LWVEF

► How to Judge a Candidate

► How to Pick a Candidate

► How to Watch a Debate

**We thank our funders
who have donated to our project**

C. Hage Associates

Intel Corporation



Pacific Bell, a company of SBC
Communications

PACIFIC BELL

**Help
Support
Smart
Voter!**

Special thanks to Smart Voter's founder Smart Valley,
Inc.



Smart Voter™ <<http://www.smartvoter.org/>>

Smart Voter System Design by C. Hage Associates

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Fund

*The League of Women Voters neither supports nor opposes
candidates for public office or political parties.*

At certain places on this League Internet site, live "links" to other Internet addresses can be accessed. Such external Internet addresses contain information created, published, maintained, or otherwise posted by institutions or organizations independent of the League and are only included to provide convenient access to additional information for viewers of the website who wish to obtain such information. The League of Women Voters does not endorse, approve, certify, or control these external Internet addresses and does not guarantee the accuracy, completeness, efficacy, timeliness, or correct sequencing of information located at such addresses. Use of any information obtained from such addresses is voluntary, and reliance on it should only be undertaken after an independent review of its accuracy, completeness, efficacy, and timeliness. Reference therein to any specific commercial product, process, or service by trade name, trademark, service mark, manufacturer, or otherwise does not constitute or imply endorsement, recommendation or favoring by the League of Women Voters.

DIVISIONS

Archiver
Business Programs
Business Filings
Notary Public
Uniform Commercial Code
Elections
Information Technology
Management Services
Political Reform



0233

ELECTIONS DIVISION

(916) 657-2166
1500 - 11th STREET
SACRAMENTO, CA 95814
Voter Registration Hotline
1-800-345-VOTE
For Hearing and Speech Impaired
Only 1-800-833-8683
Internet address: www.ss.ca.gov

BILL JONES
Secretary of State
State of California
December 10, 1999

Kathleen Weisenberg
League of Women Voters
826 J Street, #515
Sacramento, CA 95814

Dear Kathleen:

Thank you for your letter of November 27, 1999, requesting (1) continued Secretary of State co-sponsorship of Smart Voter; (2) access to election night reporting results without the customary fee, and; (3) a list of candidates running for state offices. I am pleased to be able to respond positively on all three of these issues.

The Secretary of State will be delighted to once again co-sponsor the Smart Voter program. This program is an excellent effort to inform voters, to assist them in getting to their polling place on election day, and provide information about the results of the contests they are interested in. In terms of access to election night vote results, we are happy to be able to, as a partner in the Smart Voter program, contribute this access as a portion of our participation. Your letter also requests information --- as soon as we know it --- on who is running for what offices. Please contact Melissa Warren at 916/657-2166 both to arrange for access to election night results as well as to obtain the Certified List of Candidates we produce on December 30, 1999.

If I can be of any further assistance, please do not hesitate to contact me.

Sincerely,

A handwritten signature in cursive script, appearing to read "John Mott-Smith".

JOHN MOTT-SMITH
Chief, Elections Division

cc: Melissa Warren
Judy Riley
Beth Miller

corr/lowv-129

Internal Revenue Service
District Director

Department of the Treasury

P O BOX 36001 STOP SF-L-4-46
SAN FRANCISCO, CA 94102

0234

Date: JUL. 17, 1987

LEAGUE OF WOMEN VOTERS OF
CALIFORNIA EDUCATION FUND
926 J STREET SUITE 1000
SACRAMENTO, CA 95814

Employer Identification Number:
68-006 1260

Case Number:
957168007

Contact Person:
ROLAND FORTIER

Contact Telephone Number:
(4 15) 556-0319

Our Letter Dated:
Nov. 7, 1985
Caveat Applies:
NO

Dear Applicant :

This modifies our letter of the above date in which we stated that you would be created as an organization which is not a private foundation until the expiration of your advance ruling period.

Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Internal Revenue Code, because you are an organization of the type described in section 509(a)(1) and 170(b)(1)(A)(vi). Your exempt status under section 501(c)(3) of the code is still in effect.

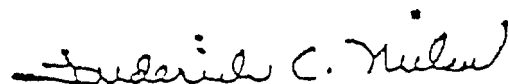
Grantors and contributors may rely on this determination until the Internal Revenue Service publishes a notice to the contrary. However, a grantor or a contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act that resulted in your loss of section 509(a)(1) status, or acquired knowledge that the Internal Revenue Service had given notice that you would be removed from classification as a section 509(a)(1) organization.

Because this letter could help resolve any questions about your private foundation status, please keep it in your permanent records.

If the heading of this letter indicates that a caveat applies, the caveat below or on the enclosure is an integral part of this letter.

If you have any questions, please contact the person whose name and telephone number are shown above.

Sincerely yours,



Frederick C. Nielsen
District Director

DIVISIONS:
Archives
Corporate Filings
Elections
Information Technology
Management Services
Notary Public
Political Reform
Uniform Commercial Code



BILL JONES
Secretary of State
State of California

ELECTIONS DIVISION
(916) 657-2166
1500 - 11th STREET
SACRAMENTO, CA 958 14
1-800-345-VOTE
For Hearing and Speech Impaired Only
1-800-833-8683
e-mail: Elections@ss.ca.gov

0235

March 4, 1998

TO: All County Clerks/Registrars of Voters (98095)

PROM: JOHN MOTT-SMITH
Chief, Elections Division

SUBJECT: SMART VOTER

Our office has agreed to co-sponsor and support the "Smart Voter" polling place look up program conducted by the League of Women Voters (LOWV). Developed jointly by the County Clerks Association and the LOWV this program offers county elections officials a simple and convenient way to increase service to voters.

Briefly, the LOWV assists your **office** in establishing an Internet polling place look up system, so that voters can **find** the location of their polling place, thereby reducing the number of queries you have to handle on election day.

When the LOWV contacts YOU in regards to this program, please give it serious consideration.

The program has been very successful in San Mateo and Santa Clara counties and you may want to contact elections officials in those counties for their advice and counsel in terms of participation in the program.

In addition, our office will operate a bank of phones on election day, with each staffer connected to the Internet. If a county agrees to this program, rather than just referring the caller to your already busy phone lines, we will have our staffers obtain polling place information off your Internet site and provide it to the voter.

Please let me know if you have any questions or if I can provide any further information on this or any other subject (916/653-3228).

You may indicate in any materials you distribute that the Secretary of State supports this program.

Please let us know if there is anything further we can do.

If I can be of further assistance, or if you need any additional information, please feel free to contact me directly at 916/653-3228.

Sincerely,

0236

[signed]

JOHN MOTT-SMITH
Chief, Elections Division

Vote/smart.038

“Ensuring the Integrity of California’s election process”



Warren Slocum

Chief Elections Officer &
Assessor-County Clerk-Recorder

Shape The Future. Register. Then Vote!

2200 Broadway
Redwood City, CA 94063

Voice: 650.363.4988

Fax: 650.363.1903

E-mail: wslocum@care.co.sanmateo.ca.us

Web: www.care.co.sanmateo.ca.us

0237

May 1999

To Whom It May Interest,

As San Mateo County's Chief Elections Officer, I am constantly trying to envision and implement new strategies aimed at engaging people in the practice of democracy. I am sure you struggle with the same questions that I do, "why don't more people register to vote and then actually vote on Election Day?"

While the answers are complex, I **firmly** believe that three of the reasons are:

1. People are extremely busy and just don't have lots of "free" time;
2. Many **find** the "official" voter educational material too lengthy, too confusing and at odds with their fast-paced life styles; and,
3. The delivery of voter information has not kept pace with private sector service and information distribution strategies like **ATMs**, online book ordering or the buying/selling Internet auction sites.

In short, voter information and voter services are delivered the same way they were 25, 50 or even 100 years ago.

Judging from the e-mail that I receive, people want government and democracy to function a different way. They want 24 x 7 government that delivers services electronically, around the clock. They don't want to take time off work to come to the courthouse and they don't have time on the weekends to wade through tons of paper.

Fortunately, there is resource that provides tested solutions to those problems!

For the last couple of years I have had the good fortune of working with the League of Women Voters on a project called Smart Voter. Basically Smart Voter is a Web based resource for voter education. The way it works is quite simple. After a voter types in their address on the Smart Voter Web Site, the program returns an electronic "Sample Ballot" with links to the candidates and issues along with polling place information. Once the visitor clicks on a candidate name, they are greeted with a wealth of candidate information that is supplied by the candidate.

Imagine the possibilities.

No more complaints like “there is not enough information” about the candidates and ballot measures. And, a resource that can help reduce the number of “where do I go vote” questions that all Registrars of Voters receive. And perhaps as important, a resource that closely reflects the lifestyle and customer demands of a large and growing number of constituents.

My experience has been that Smart Voter offers the voters a fantastic information resource and saves us money in the long run.

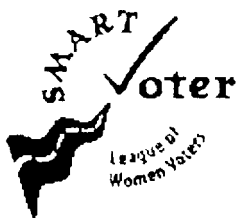
I should also mention that working with the League of Women Voters has always been a pleasure and I believe that this type of networking and collaborative working arrangement sets the standard for how government’s work will be done in the future.

I encourage you to consider Smart Voter. Not only will you provide a quality, modern service to constituents but you will also distinguish your office as an Information Age leader.

If you would like to chat personally about the League, Smart Voter or how the Web can be used to engage voters - - just e-mail me or give me a call. I would be happy to share my experiences and perspectives.

Sincerely,

Warren Slocum



Our Feedback ... What Our Users Told Us

LEAGUE OF WOMEN VOTERS



From our Users...

"Thank you for this website. I would not have voted if I hadn't heard about this..." --Santa Clara

"Thanks again for providing the best election resource since the invention of the newspaper." --Hamilton County, OH

"This website is one of the best applications of the Internet that I have ever come across. It is clear, informative, provides information without overkill, and allows me to form my own conclusions without outside bias. Thank you for providing this service!" --Santa Clara

"This site has been of enormous use to me as I plan my voting. I especially value the links which gave me information on supreme court justices. ... Thanks for your help in voting as intelligently as I ever have!"
--Alameda (county had no local election info)

"This is truly incredible. I don't know how you have managed to make voting information available in such an accessible and cognitive way.. Great job! ." --Marin

"Thanks for the convenient layout and personalized capacity of your Web site. I was struggling to put together the official ballot and find my polling place, and everything was either inaccessible or in an unhelpful format. I went to your page and suddenly everything heretofore arduous became a breeze." --San Francisco

"BRAVO!! Your site got me exactly the info I needed in one step. I've been procrastinating and dreading the process of trying to [find] my voter info online ever since I lost my print version. Thank you!" --San Mateo

"I hope to see some information for my county here soon. Otherwise, this is an excellent site and resource, and you are featured at the top of my government page. Thanks again for the resource. --New Haven

"This is not only what the Internet was meant for, it is what proactive citizenship is all about!!! Thanks for making my first-time vote in CA so much easier..." --San Francisco

"...This is one of the best uses of the internet I've found." --Marin

Sure wish we had this here in Minnesota. What a great way to get all the info in one place. -- Sherburne Co., MN

"An EXCELLENT resource! The information is presented in a logical and organized manner, I have always found exactly what I was looking for within moments. This web page is one of the most useful and timely I've seen. I will be sending a donation in support of the League of Women Voters Education Fund! Thank you very much for a job well done." --Humboldt

"Very much appreciated the "smart voter" features that took me directly to candidates & issues for MY district. What a fantastic time-saver! The links to newspaper articles, speeches, etc. were also greatly appreciated. It was wonderful to go directly to the further detailed information I wanted instead of spending hours scanning newspapers & rummaging thru mountains of irrelevant data. I have noted this website for future use...
THANK YOU SO VERY MUCH FOR PROVIDING THIS VALUABLE SERVICE!!"
--Hamilton Co.. OH

"WOW! Thank you VERY much! An OUTSTANDING service from one of the great organizations left."

From Candidates...

"I haven't a single suggestion! Just having this available is beyond anything I would have expected (I am a U.S. Senatorial candidate)!" --Arizona

"As a school board candidate, I am very grateful to the League of Women voters for