

Date: November 14, 2023

From: Commissioner Jerdonek

To: Elections Commission

RE: Low-cost RCV website for future "I Voted!" sticker contests

The purpose of this memo is to let the Commission and the Department know about a low-cost RCV website that could be used for future "I Voted!" sticker contests.

### **Executive Summary**

RankedVote,<sup>1</sup> which for example the Alaska Division of Elections used for a similar "I Voted" sticker contest for youth in 2022, charges \$20 per month for its "Pro" plan (unlimited voters) and \$60 per month for its "Premium" plan (also supports customization and integration into your own website).

### **Background**

Last month, in October 2022, the Department conducted its first "I Voted!" sticker contest. After a panel narrowed the submissions down to ten finalists, members of the public were invited to choose their favorite design either online or in person. People could select one out of the ten designs, and people were allowed to submit a choice up to once per day. Online, choices were submitted using the website SurveyMonkey.<sup>2</sup>

On the following page is a screenshot of the results:<sup>3</sup>

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<sup>1</sup> RankedVote: <https://www.rankedvote.co/>

<sup>2</sup> SurveyMonkey: <https://www.surveymonkey.com/>

<sup>3</sup> Sticker contest results page: <https://sf.gov/reports/october-2023/i-voted-sticker-design-contest-results>

Finalist	Selections Received
<a href="#">Hollis C.</a>	3,174
<a href="#">Alice L.</a>	1,247
<a href="#">Jimmy L.</a>	1,039
<a href="#">Nihar M.</a>	739
<a href="#">Carolyn C.</a>	728
<a href="#">Allyson C.</a>	725
<a href="#">Angela N.</a>	645
<a href="#">Patrick P.</a>	513
<a href="#">Hugh N.</a>	367
<a href="#">Original Sticker</a>	154
Total:	9,331

As you can see, the design with the most choices got 3,174 out of 9,331, or 34%. This means 66% of participants favored other choices. With 10 choices, it's possible the leading design could have won with as little as just over 10%. If a ranked-choice selection and tabulation had been used instead, the winning design would have been guaranteed to be selected by a majority, or more than 50%.

**One low-cost option: RankedVote**

During last month's October 18 Commission meeting, I suggested using one of the various low-cost websites for doing online RCV elections and polls. Not only would this ensure the winner is decided by more than 50%; it would also provide a good educational opportunity since San Francisco uses RCV for local races like Mayor and Supervisor.

The day after last month's Commission meeting, I spoke on the phone with Chris Hughes of the Ranked Choice Voting Resource Center<sup>4</sup> (RCVRC). RCVRC is a nonprofit that offers free advice to jurisdictions about RCV, including on RCV education and administration. I described San Francisco's "I Voted!" contest to Mr. Hughes and asked him about RCV website options. Mr. Hughes pointed me to RankedVote (<https://www.rankedvote.co/>), a

<sup>4</sup> Ranked Choice Voting Resource Center: <https://www.rcvresources.org/>

website specializing in online RCV elections and polls. He told me that the Alaska Division of Elections had used RankedVote for something similar in 2022. They conducted a youth “I Voted” sticker contest for students between the ages of 5 and 13 years. This was in part to educate voters about RCV, which at the time Alaska would be using for the first time. Here’s a webpage from the Alaska Division of Elections about their contest:

<https://www.elections.alaska.gov/voteboldly.php>

and here’s a page about it from RankedVote:

<https://www.rankedsite.co/stories/how-alaska-division-of-elections-educates-thousands-with-creative-rankedvote-contests>

Note that Alaska isn’t the first US jurisdiction to have conducted a sticker contest using RCV. New York City did such a contest in 2017<sup>5</sup> (though I’m not sure if it was done using RankedVote).

RankedVote’s website shows their pricing to be \$20 per month (or \$180 per year) for their “Pro” plan. Their Pro plan includes up to 10 contests and an unlimited number of voters (San Francisco would need only one contest). Their next level is “Premium,” which costs \$60 per month (or \$500 per year). The Premium plan includes up to 75 contests (as well as an unlimited number of voters). The features available for “Pro” and “Premium” can be seen in the 3-pages attached below. On top of the base Pro and Premium features, RankedVote will even develop jurisdiction-specific customizations for an additional fee, if necessary, which Alaska chose to do.

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<sup>5</sup> New York City “I Voted” Sticker Contest (May 2017): <https://www.nycfb.info/media/press-releases/nyc-votes-announces-the-winning-design-in-the-i-voted-sticker-contest/>

PRICING

# Select your plan below

Trusted by over 47,000 users. Get started for free!

Individual

Team

STARTER

**\$0**/mo

NO CREDIT CARD REQUIRED

For getting to know how ranked choice can be used effectively for decisions, contests, and elections.

CONTEST LIMIT

**1**

CANDIDATE LIMIT

**10**

VOTER LIMIT

PRO

**\$20**/mo

OR \$180 BILLED ANNUALLY

For those looking to make real decisions using ranked choice with granular voter and data controls.

CONTEST LIMIT

**10**

CANDIDATE LIMIT

**Unlimited**

VOTER LIMIT

PREMIUM

**\$60**/mo

OR \$500 BILLED ANNUALLY

# 100

GET STARTED

## Starter Features

- ✓ Multiple contest types
- ✓ Multiple categories per contest
- ✓ Candidate descriptions
- ✓ Results calculation
- ✓ Multiple winners
- ✓ Multiple ballot types
- ✓ Voter registration
- ✓ Allowed voter list
- ✓ Duplicate voter detection
- ✓ Randomized ordering
- ✓ Private results
- ✓ Set end date
- ✓ Multiple languages (only available on elections)

GET STARTED

# Unlimited

GET STARTED

## Pro-Only Features

- ✓ Unlimited candidates
- ✓ Candidate photos
- ✓ Data download
- ✓ Remove individual votes
- ✓ Upload allowed voter lists
- ✓ Build voter lists

## Plus everything in Starter...

- ✓ Multiple contest types
- ✓ Multiple categories per contest
- ✓ Unlimited candidates
- ✓ Candidate descriptions
- ✓ Results calculation
- ✓ Multiple winners
- ✓ Multiple ballot types
- ✓ Voter registration
- ✓ Allowed voter list

For those looking to customize and integrate RankedVote into their sites.

## CONTEST LIMIT

# 75

## CANDIDATE LIMIT

# Unlimited

## VOTER LIMIT

# Unlimited

GET STARTED

## Premium-Only Features

- ✓ Embed RankedVote in your site
- ✓ Customize URL
- ✓ Customize brand color
- ✓ Customize action banner
- ✓ Simulate real-world elections
- ✓ Final-Five election format
- ✓ Premium support

## Plus everything in Pro...

- ✓ Unlimited candidates

- ✓ Duplicate voter detection
- ✓ Randomized ordering
- ✓ Private results
- ✓ Set end date
- ✓ Multiple languages (only available on elections)

GET STARTED

- ✓ Candidate photos
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