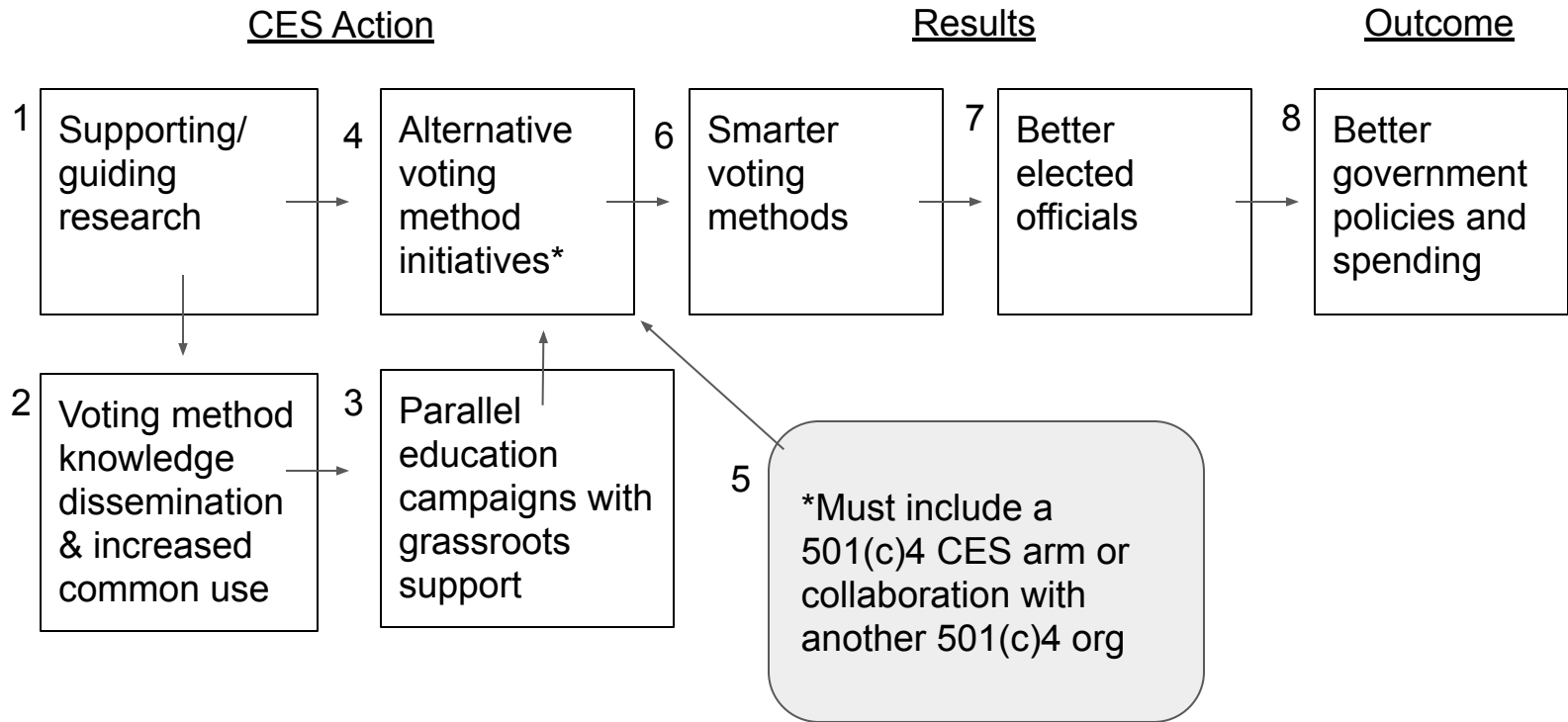


CES Organizational Logic Model



1. **Supporting/Guiding Research**

This work is a combination of internal and collaborative work. Examples of research include:

- Polling that compares voting methods
- Identifying key target cities for reform
- Computer modeling comparing different voting methods & identifying key metrics (ex// utility, proportionality)
- Strategic phrasing for acceptability of new voting methods
- Testing better policy through voting methods hypothesis
- Collaboration with other research institutions

2. **Voting method knowledge dissemination & increased common use**

Voting method knowledge dissemination:

- Articles and content on voting methods
- Strategically built website
- E-mail list building, social media presence, and marketing
- Presence at key events
- Presence in media

Increased common use:

- Developing relationships and consulting for key organizations that use voting to make internal decisions
- Ready-to-go materials and software for organizations to use smarter voting methods

3. Parallel education campaigns with grassroots support

Campaigns supporting ballot initiatives:

- Using research to identify key geographies where strategic ballot initiatives make sense
- Educational campaigns on specific voting method
- Coordination with grassroots support
- Purchased media saturation and public speaking
- Identifying key leaders who are well connected to local stakeholders
- Providing materials and advertising specific to targeted localities
- Geographically targeted advertising to build support

4. Alternative voting method initiatives*

Locality targeted using information from internal research:

- Referendum available if council is persuadable
- Initiative requires signature gathering effort if council doesn't vote for referendum
- Specific issue advocacy using local consulting agency (Estimated \$100k per initiative)
- Historically, success has been from saturating localities within home-rule states that allow ballot initiatives and building upwards

*Requires c4 organization. See activity box #6

5. **501(c4) development**

Significant lobbying activity for ballot measures requires a c4 organization:

- If local activity is significant, tactically convenient, and coordinated, then we may be able to use a local c4 or encourage a new one to form and work with them
- Coordination for initiatives and direct advocacy (This supports activity box 4).
- Associated average cost per ballot is \$50K

6. **Smarter voting methods**

Change from worst voting method (plurality) to better alternatives:

- Approval voting strong strategic candidate for single-winner methods given increased utility, secondary benefits, and simplicity
- Multi-winner methods are inherently more complicated when desiring proportionality. Proportional approval voting is a good candidate at this time offering proportionality and relative simplicity
- Voting method reform typically occurs at the local level, builds saturation, and then moves up

7. **Better elected officials**

Move from status quo quality representatives to improved quality:

- Data suggest that within the electorate that is not highly financially wealthy, there is no measurable influence on these officials for determining policy
- Approval ratings for congress and president continue to touch near record lows
- Elected official quality would change at the local level first and then move up
- Robustness of voting methods to vote splitting and lowered barrier to entry will encourage new candidates who would otherwise not run

8. **Better government policies and spending**

Higher-utility policies will efficiently impact large numbers of people as the scale increases:

- Some policies are directly opposed despite popular public opinion. Popular policies would now be supported by those in office
- Many popular policies experience a long lag before government action takes place. This lag would shorten
- Many policies are marginalized because third parties and independents are given little traction. With better voting methods, a more accurate reflection of support for these candidates can better allow new policy ideas to grow