Better government policies and spending

Supporting/guiding research

Alternative voting method initiatives*

Smarter voting methods

Better elected officials

Better government policies and spending

Voting method knowledge dissemination & increased common use

Parallel education campaigns with grassroots support

*Must include a 501(c)4 CES arm or collaboration with another 501(c)4 org
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.