

King County Elections

From: Egan, Bobbie
Sent: Wednesday, September 20, 2006 6:43 PM
To: Marks, Al; Frank, Tiffany
Cc: Bruskland, Anne; Moore, Lisa
Subject: FW: Ambassador Program Update

Good work!

From: Robert Gara [mailto:Robert@connectionsgroup.org]
Sent: Wednesday, September 20, 2006 5:16 PM
To: Egan, Bobbie; Coppersmith, Megan; Huff Menees, Sherril; Bouffiou, Sean; Jones, Natasha
Cc: Randy Pepple; Cathy Allen; Stanley Tsao; Lauren Sancken; mikki.choman@hillandknowlton.com; Scott Whiteaker; Tiffany.franks@metrokc.org
Subject: Ambassador Program Update

Dear Elections Team, Hill and Knowlton and Connections Group,

The Ambassador Program concept was inspired from what previous focus group participants told us about vote-by-mail (VBM). They said, "Well if King County is going to move to vote-by-mail, then start telling us now – as soon as possible." In response to that request and along with an effort to voluntarily sign up voters to switch to VBM, the Ambassador Program went to 32 of the busiest polling locations yesterday. Ambassadors – dressed in official KCE t-shirts – talked to over **2,000** voters, handed out over **350** absentee registration forms and actively signed up **595** voters. They distributed information and as part of KCE's ongoing effort to educate voters – made that first step.

All the forms collected yesterday have already been returned to KCE.

Ambassadors covered areas throughout King County in Seattle, West Seattle, North Bend, Issaquah, Snoqualmie, Bothell, Woodinville, Renton, Federal Way, Sammamish, Shoreline, and Vashon Island.

Yesterday's efforts were spearheaded by Lauren Sancken from the Connections Group and Mikki Choman from Hill and Knowlton. The two oversaw the location of each ambassador, recruited the entire force, made sure people were on task and properly equipped throughout the day.

According to Lauren and Mikki, yesterday was a success with a lot of positive feedback from poll voters anxious to learn more and to sign up to VBM. These voters were excited both by the convenience and the facility of voting by these means. Some voters, however, had concerns with the system and the ambassadors did a great job of compiling and reporting these to Lauren and Mikki. The most frequent concerns were security issues associated with mailing a ballot and the inability to go back (or be notified in time for their vote to count) if mistakes were made on a ballot. Ambassadors assured voters their concerns would be voiced to elections officials.

KING 5 news and KUOW covered yesterday's program. Both reports were straightforward in their coverage.

<http://www.kuow.org/DefaultProgram.asp?ID=11465>

What's next? Well, the Ambassador Program will be readily accessible to attend key events, meetings and other public gatherings to continue distribution of information, getting voters aware and to continue keeping the VBM campaign visible in the public's eye until Oct 7. We will update and send you our Ambassador schedule as it develops. Please send me or Stanley ideas for upcoming opportunities for the Ambassadors.

A special thanks to Lauren and Mikki for a job well done. Also, thanks to all the folks at Elections, especially Al and Tiffany for their training on such short notice and for all the materials needed.

3/13/2007

Sincerely,

Robert Gara and Stanley Tsao