

Why do we need to **modernize our elections** in Santa Clara County?

Primary voters chose the winner in 5 out of 13 county elections since 2000.

The people who voted in the November elections didn't even get a choice.

THE PROBLEM: PRIMARIES ARE UNREPRESENTATIVE

74%

more voters participate in the November general election than primaries in Santa Clara County.



Latino, Asian American, and Black voter turnout **more than doubles** from the primary to the general election.

Do we really want our leaders chosen by an electorate that does not reflect our wonderfully diverse county?

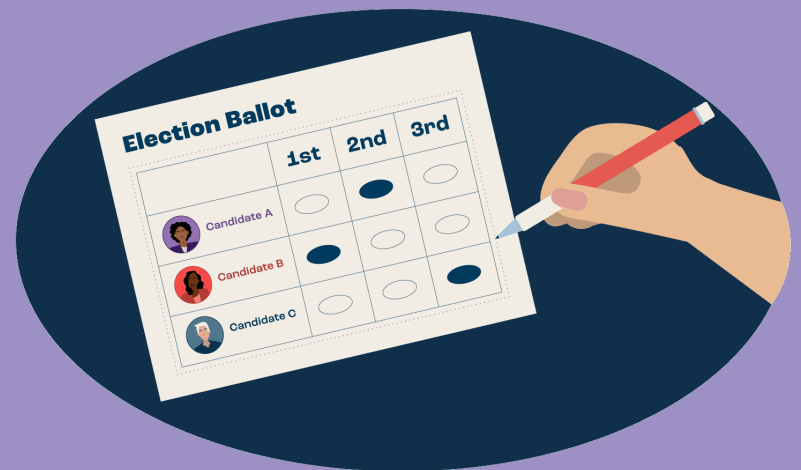
THE SOLUTION: EVERYONE VOTES ONCE IN NOVEMBER USING RANKED CHOICE VOTING

Ranked Choice Voting ensures a majority winner with one higher-turnout and more representative election.



HOW RANKED CHOICE VOTING WORKS

It's straightforward: RCV lets you rank candidates 1st, 2nd, 3rd and so on instead of being forced to choose just one. If your first choice can't win, your vote automatically transfers to your second choice.



MORE CHOICE = MORE POWER

1

Lower barriers to entry for women & candidates of color

With RCV, candidates aren't pressured to wait their turn, nor do they risk serving as "spoilers" for other candidates. A study of recent RCV elections found that candidates of color were more likely to win RCV elections, particularly in races featuring multiple candidates of color.

2

More positive campaigning

With RCV, candidates have to compete for the second-choice votes from their opponents' supporters. This gives them an incentive to reach out positively to as many voters as possible.

3

Easy to learn & use

Voters in cities that use RCV report high levels of understanding and high satisfaction. After New York City conducted our nation's largest RCV election in 2021, 93% of polled voters said RCV ballot instructions were easy to understand, with high levels of understanding reported across race and ethnic groups.

SIGN THE PETITION: calrcv.org/petition