

# **Strategic Plan for Voter P.R.E.P Program Current as of May 4th, 2020**

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## **Executive Summary**

The strategic plan for the Broken Arrow Youth City Council consists of the following high-level objectives:

### **Objectives:**

To produce a respectable percentage of participants & interest in the program from residents within the city of Broken Arrow in preparation for 2021 local elections, to proficiently educate young voters on the importance on civic engagement to promote voting activity within this specific age demographic (ages 18 - 25), and to see a visible rise in voter turnout figures with an emphasis on the young vote through implementing our innovative techniques that offer a hands-on approach to civic engagement. This project will last from July 2020 - April 2021.

### **Action Steps:**

Once the project is approved and authorized to commence, we will then form a youth advisory board from the existing pool of youth counselors to plan, coordinate, and host the events listed in the document. They will be responsible for a majority of this project and their action plan will follow a month-to-month blueprint of events, meetings, and partnerships to maintain throughout the time of this project. Their goal will be to increase voting activity in residents age 18 - 25 and, in turn, increase the percentage of voter engagement for our 2021 local elections

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## **Vision Statement**

The strategic plan for the Broken Arrow Youth City Council aims to further the following organizational vision:

To prepare young Broken Arrow Residents for the future of voting and political success. The Voter P.R.E.P (Political Registration through Education and Preparation) Program will act as a 10-month program with three tiers to encourage young voter engagement and reinvigorate our local democracy so as to convince those who are disconnected from our political system that their vote matters. The three tiers of this program are as follows:

1. A youth advisory board to plan, coordinate, and host the educational events outlined in this document.
2. A cultivated partnership with the Oklahoma State Election Board to supply materials such as voter registration applications and educational materials that meet voter registration guidelines within the law.
3. The approval of public events that are publically and financially supported by the City of Broken Arrow.

## **Mission Statement & Overview**

The mission of the Broken Arrow Youth City Council is to take an innovative approach to introduce active voter procedures to our next generation of voters. Oklahoma is 5th in the nation for the lowest voter turnout figures (according to [worldpopulationreview.com](http://worldpopulationreview.com) for the 2016 presidential election) at 52.30%. Because of such a low turnout for the biggest election in our nation, our youth council saw the need for change. The youngest voters (ages 18 - 25) have had the lowest turnout rate in every presidential election since the legal voting age was lowered to 18. In local elections, polling results from OK Election Results indicated that there were 10,776 total votes between Wards 3, 4, and the At Large seat in 2019 & 6,880 total votes between Wards 1 and 2 in 2017. These figures do not reflect the population density of Broken Arrow (109,171 in 2018, according to the U.S Census Bureau). It appears that less than 1/6th of our population is acting on the choices a vote can make for our community. Our goal is to increase voter turnout figures for the April 6th, 2021 election (Wards 1 and 2) by at least 10% and the increase will be measured by OK Election Results, an entity within the Oklahoma State Election Board.

## **Partnership and Team Summary**

The primary partnerships of the Broken Arrow Youth City Council consists of the following:

**Broken Arrow City Council - Municipality**

*Hopeful public & financial support - Houses the Broken Arrow Youth City Council*

**Oklahoma State Election Board**

The core team members of the Broken Arrow Youth City Council - Big Idea Presentation are as follows:

1. Sophie Arroyo  
Youth City Councilor  
Founder, Voter P.R.E.P Program
2. Taylor Eudey  
Youth City Councilor  
Co-founder, Voter P.R.E.P Program

### **Analysis of Strengths, Weaknesses, Opportunities, and Threats**

<b>Strengths</b>	<b>Opportunities</b>
Motivated operations team	The projected rise in voter turnout figures

<b>Weaknesses</b>	<b>Threats</b>
Residents are unfamiliar with the program	COVID-19 social restrictions

### **Analysis of Marketing Strategy and Target Customers**

The marketing strategy of the Broken Arrow Youth City Council consists of the following elements:

Email list-building through social media targeting & advertising (Ex: Facebook, Messenger, and Instagram) at no cost to the city of Broken Arrow.

Target customers include:

Broken Arrow residents ages 18 - 25 & residents that are eligible to vote.

### **Immediate Goals**

**Create an internal youth advisory board for the continuation of the program. This project follows the core value phrase, “for youth, by youth.” and will be assembled through the existing pool of youth councilors.**

**Strategy & Overview:** Utilize the youth advisory board applications provided by the core team members at no cost to the city of Broken Arrow. The selection process shall be based on interest in the program and schedule availability.

**Financial Projections:** N/A

**Execution Person(s):** Sophie Arroyo & acting youth city council sponsors

**Evaluation Person(s):** Mackenzie Jones (or acting youth city council sponsor) and/or Thor Rooks

**Time-frame:** The selection process will close Monday, June 29th, 2020.

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The long-term goals consist of actions that will engage our residents in learning about the importance of civic and voter engagement. These events will be hosted for the public & our local school district(s) that choose to allow their students to participate. **NOTE:** These events will be open to the public and we will be adhering to the law surrounding voter registration events. We will NOT exclude or withhold anything from any individual if they make the choice to not fill out an application.

## **Long-term Goals**

### **My Vote Matters Week - Educational Opportunity**

**Strategy & Overview:** Members of the youth advisory board will plan, coordinate, and host three one-hour activity sessions (one per day over a three day period) for high school students that are interested in learning about the following topics: how to vote & why it matters, the importance of voter registration & its impact on communities, and the power of youth voice within our community. If we can empower students to be a part of the political conversation and introduce them to these key-topics through open conversation, hands-on activities, and critical thinking, we will have a more stable

population of civically active adults that can make informed decisions for their communities. **NOTE:** This event is for schools within the Broken Arrow City limits that choose to participate (Broken Arrow and Union High Schools) and for students that may not be old enough to register to vote. Voter registration will be promoted, but applications will not be distributed at these events. However, online voter registration will be encouraged. Arrangements will be made specifically for the COVID-19 crisis if the situation arises.

**Financial Projections:** N/A

**Execution Person(s):** Members of the youth advisory board & Sophie Arroyo

**Evaluation Person(s):** Mackenzie Jones (or acting youth city council sponsor) and/or Thor Rooks

**Time-frame:** The exact date is TBD due to the COVID-19 crisis and its impact on schools. We will plan for the end of September 2020.

### **Public Voter Registration - National Voter Registration Day**

**Strategy & Overview:** Members of the youth advisory board will plan, coordinate, and host a National Voter Registration Day event. Applications will be supplied from the Oklahoma State Election Board and will be distributed to attendees that choose to take one. This event will include games/activities, refreshments, and a fireside chat with current city councilors (Parks, Eudey, and Gillespie) if they choose to attend/participate. **NOTE:** This event is open to the public and we will be adhering to the law surrounding voter registration events. We will NOT exclude or withhold anything from any individual if they make the choice to not fill out an application. We hope to use the Central Park Community Center for this event.

**Financial Projections:** The cost of this event will include: refreshments/paper-ware, promotional material (signage), music-speaker, chairs, and tables.

**Execution Person(s):** Members of the youth advisory board & Sophie Arroyo

**Evaluation Person(s):** Mackenzie Jones (or acting youth city council sponsor) and/or Thor Rooks

**Time-frame:** Tuesday, September 22nd, 2020 is National Voter Registration Day.

### **Winter Voter Registration Drive - Ballot Filling Simulation**

**Strategy & Overview:** This public event will allow residents of any age to participate in a ballot-filling simulation for non-partisan voting (ex: vote for dogs or vote for cats, vote for mountains or vote for beaches) to familiarize first-time voters with the physical act of filling a ballot. Voter registration applications will be distributed to attendees that choose to take one. This event will also include refreshments. **NOTE:** This event is open to the public and we will be adhering to the law surrounding voter registration events. We will NOT exclude or withhold anything from any individual if they make the choice to not fill out an application. We hope to use one of the Broken Arrow community centers for this event.

**Financial Projections:** The cost of this event will include: refreshments/paper-ware, promotional material (signage), printed copies of the ballot outline (drafted and designed by the youth advisory board), pens, chairs, and tables.

**Execution Person(s):** Members of the youth advisory board & Sophie Arroyo

**Evaluation Person(s):** Mackenzie Jones (or acting youth city council sponsor) and/or Thor Rooks

**Time-frame:** The exact date is TBD, but we are planning for the last Monday of January 2021.

<b>Voter Engagement Town Hall</b>
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**Strategy & Overview:** This event will be planned, coordinated, and hosted by the youth advisory board and will require a multi-room facility to hold workshops “for youth, by youth.” This will be an event for students ages 15 - 23 (ideally) to, once again, be offered a hands-on approach to civic engagement with an emphasis on voter engagement. The workshop topics include, but are not limited to public policy informational sessions, understanding the importance of registration, and election simulations. Registration applications will not be distributed at this event and any potential partisanship or political affiliation will not be tolerated.

**Financial Projections:** The cost of this event will include: seating for up to 100 people, printed copies of any activity that the youth advisory board drafts/designs, tables, promotional material (signage, posters, etc), and event registration materials (tables, clipboards, registration forms, sticky name tags, and pamphlets.)

**Execution Person(s):** Members of the youth advisory board & Sophie Arroyo

**Evaluation Person(s):** Mackenzie Jones (or acting youth city council sponsor) and/or Thor Rooks

**Time-frame:** The exact date is TBD, but we are planning for the last Saturday in March 2021.

<b>“Party for the Polls” - Election Day Celebration</b>
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**Strategy & Overview:** Our final event is our “Party for the Polls” celebration! We will host a non-partisan event to celebrate the projected rise in local voter turnout figures, NOT who is in the race. This event is open to the public and we will welcome everyone, regardless of whether or not they have voted, and will include refreshments, games, and good conversation. We will request a facility separate from where residents are casting their votes to avoid any partisan dialogue, conflict, or affiliation.

**Financial Projections:** The cost of this event will include: refreshments/paper-ware, promotional material (signage), tables, chairs, a source to stream election coverage, and minimal security personnel.

**Execution Person(s):** Members of the youth advisory board & Sophie Arroyo

**Evaluation Person(s):** Mackenzie Jones (or acting youth city council sponsor) and/or Thor Rooks

**Time-frame:** April 6th, 2021 - Election Day