



Office of the City Manager

September 23, 2024

To: Honorable Mayor and City Council
From: Paul Buddenhagen, City Manager
Subject: Youth Voting Outreach Efforts

In 2016, Berkeley voters passed Measure Y1 to provide for youth voting in School Board elections. Under the law, persons 16 and 17 years old can pre-register to vote and be eligible to vote for the office of School Board Director.

In 2016, the City of Oakland adopted a similar measure for youth voting for Oakland Unified School District (OUSD) Board elections. Through the efforts of advocates, the Alameda County Registrar of Voters, OUSD, the Cities of Oakland and Berkeley, and the Berkeley Unified School District, youth voting will be in place for the November 5, 2024 election.

The Berkeley City Charter prohibits the City from incurring direct or indirect costs related to youth voting. However, the City has been a significant partner with the other agencies to work with the County on the implementation process. The City will continue supporting the youth voting outreach efforts within the constraints of the City Charter. For example, the City included youth voting in its recent [community message](#) regarding voter registration that was released last week. The City also added a banner to the [Voting Information](#) webpage to publicize youth voting. The City's community message and banner contain a link to the BUSD [website for youth voting](#).

The Alameda County Registrar of Voters (ROV) is taking the lead on outreach efforts to youth voters. Recently, the City and BUSD received an update from the ROV on the planned outreach, which is summarized below.

- In-Person Events (nights and weekends) – ROV will incorporate youth voting materials in all in-person outreach performed in Berkeley and Oakland.
- Direct Mailer – The ROV sent a targeted mailer to all 16- and 17-year-old pre-registered voters as of 90 days before the election (August 7, 2024).

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- Voter Information Guide – The Voter Information Guides for Berkeley and Oakland will include information specific to youth voters.
- Direct Mailer – The ROV will send another targeted mailer to all pre-registered youth voters in Berkeley and Oakland 30 days before the election (October 6, 2024).
- Vote-by-Mail Insert – The ROV will include a special informational insert in all vote-by-mail ballots sent to youth voters with voting instructions. As new youth voters register, they will receive the direct mailer and also their vote-by-mail ballot with the additional insert.
- Social Media – The ROV will publicize youth voting in Berkeley and Oakland through their social media accounts (Instagram and Facebook) to publicize youth voting to youth voters and the adults in their household.

If you have any questions about youth voting in Berkeley, please contact Mark Numainville, City Clerk, at (510) 981-6900 or elections@berkeleyca.gov. The City Clerk can assist with directing you to the best available resource.

cc: LaTanya Bellow, Interim City Manager
Anne Cardwell, Deputy City Manager
Jenny Wong, City Auditor
Farimah Brown, City Attorney
Mark Numainville, City Clerk
Matthai Chakko, Assistant to the City Manager