



Ranked Choice Voting

And the Path Forward in
New Jersey

Who We Are

A non-partisan,
non-profit organization



- Dedicated to providing information about ranked-choice voting
- Promoting its adoption for all elections in New Jersey

Problems With Today's System

Problem:

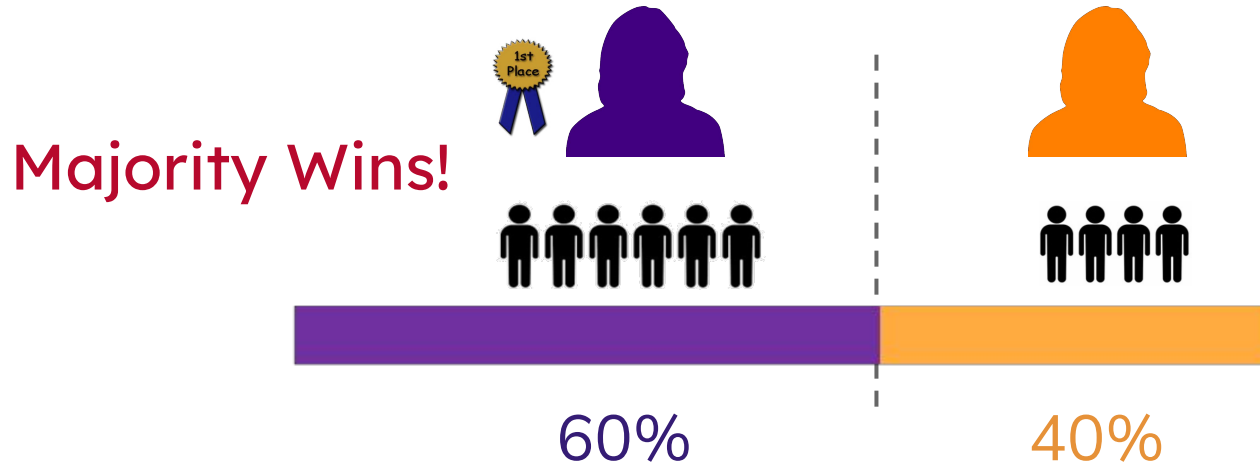
- Lack of choices on the ballot
- Toxic polarization
- Low voter turnout
- Minority rule
- “Wasted votes”, “spoiler effect” & “strategic voting”

Solution: Ranked-Choice Voting

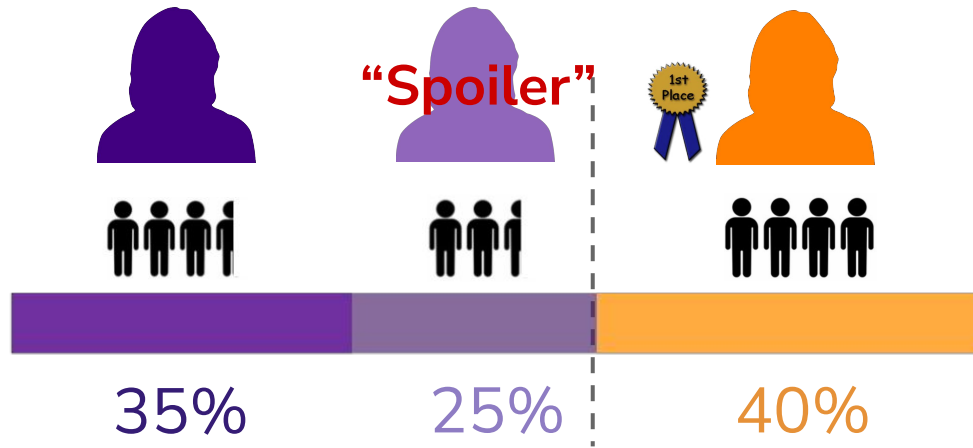
Our Current Voting Method, Plurality Voting, Contributes to the Problem



With 2 Candidates in a Race, Majority Support from Voters is Easy to Determine



But not with 3 or more candidates...



Majority Loses!

The Solution is Ranked-Choice Voting (RCV)

- A voting method that gives voters freedom of choice to rank candidates on the ballot in order of preference instead of choosing just one candidate
- Ensures the winning candidate earns majority support from the electorate (50% + 1 to win)

Ballot Name: Bagel Club President

	1 1st Choice	2 2nd Choice	3 3rd Choice	4 4th Choice	5 5th Choice
Mike	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sofia	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Liz	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jess	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Andrew	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The Benefits of Ranked Choice Voting

Encourages More
Candidates to Run

BALLOT

- ☐ Candidate A
- ☐ Candidate B
- ☐ Candidate C
- ☐ Candidate D

MANY CHOICES

There are more candidates for me to choose from because no one can be a “spoiler”

Reduces Strategic Voting
and Wasted Votes



I can vote my true preference without fear I'm throwing my vote away for a candidate who can't win

The Benefits of Ranked Choice Voting

Discourages Negative
Campaigning

WE NEED TO COMPROMISE
AND WORK TOGETHER



*Candidates have to reach out
to me, beyond their base, to
win with a majority*

Reduces Election Costs

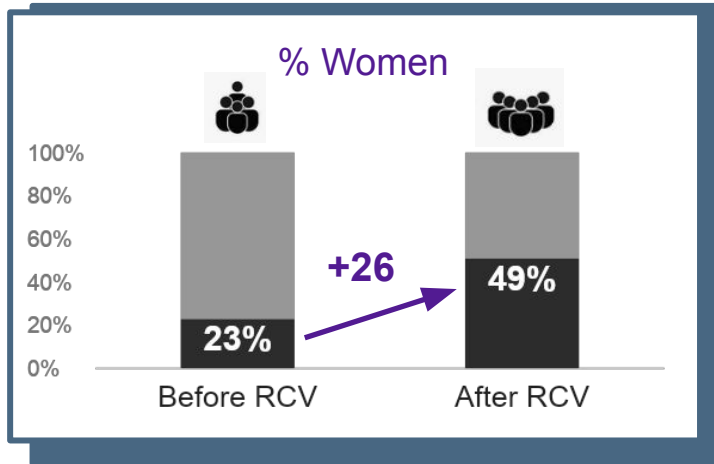


*My taxpayer dollars can be
allocated to education, health
services, transportation, and
public services*

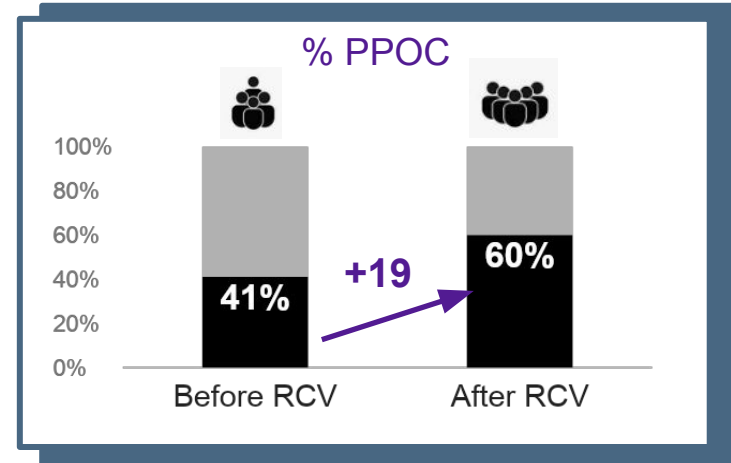
Better Outcomes with RCV

Case Study: California Jurisdictions, Representation on City Councils

Expanded Access to Elected Office



Increased Representation for Women & PPOC

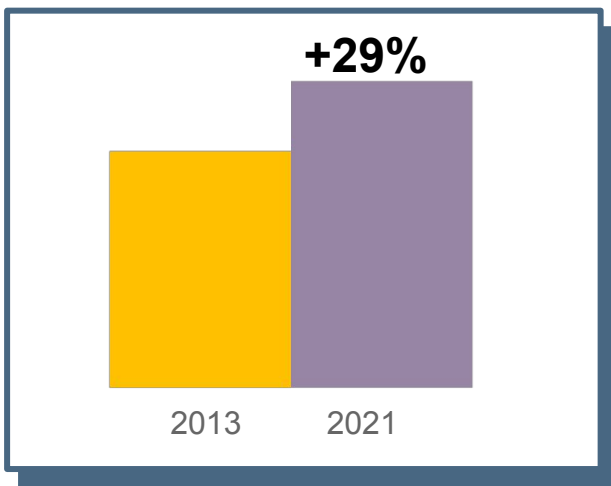


Source: *How Ranked Choice Voting Affects Women and People of Color Candidates in California*. Retrieved from FairVote.

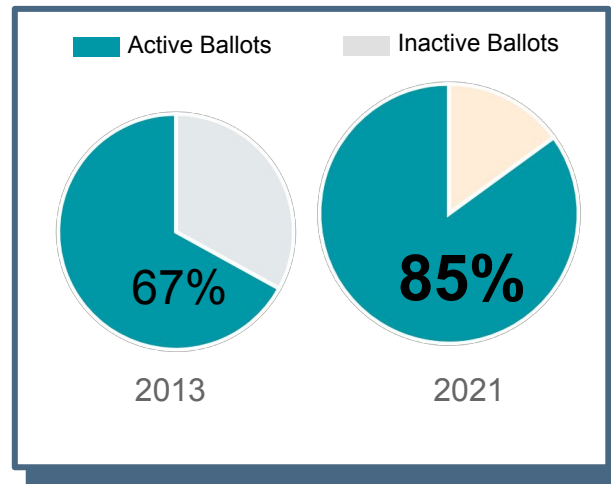
Better Outcomes with RCV

Research: NYC Mayoral Primary

Increased Voter Turnout

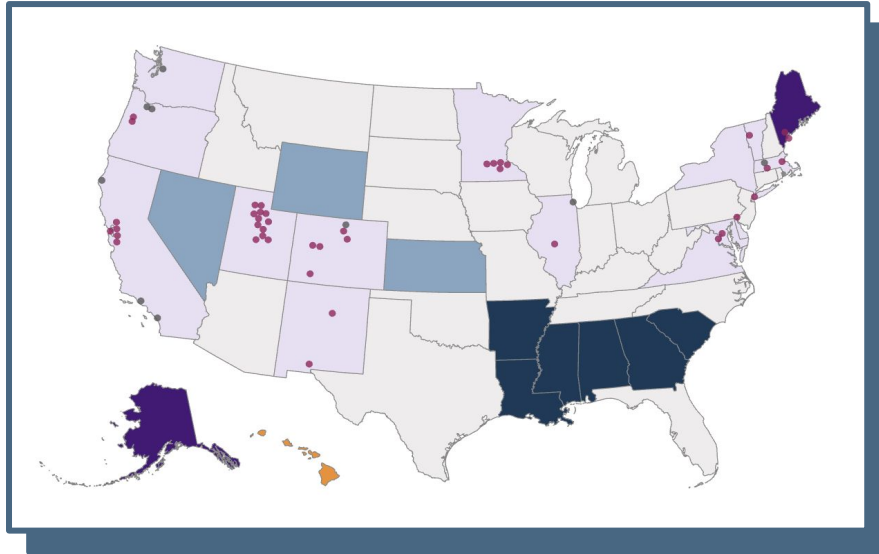


Increase in Active Ballots; Decrease in Wasted Votes



Source The City, "Did Ranked Choice Voting Work in NYC?". Read as "In 2013, 33% of voters cast ballots for candidates who didn't make it to the top 2 spots. In 2021, only 15% of voters had inactive ballots in final elimination round."

RCV Usage in the US and Worldwide



Cities and counties: ● In use ● Upcoming use

States: ■ Used statewide ■ Local elections in some jurisdictions

■ Military and overseas voters ■ 2020 Democratic presidential primary

Special elections

Local Elections:

- New York City Primaries (2021)
- Cambridge, Massachusetts: (1941)
- Minneapolis, Minnesota (2009)
- San Francisco, California (2004)
- Santa Fe, New Mexico (2018)
- 12 Municipalities in Utah (2022)
- Eureka, California (2024)
- Portland, Oregon (2024)

Worldwide:

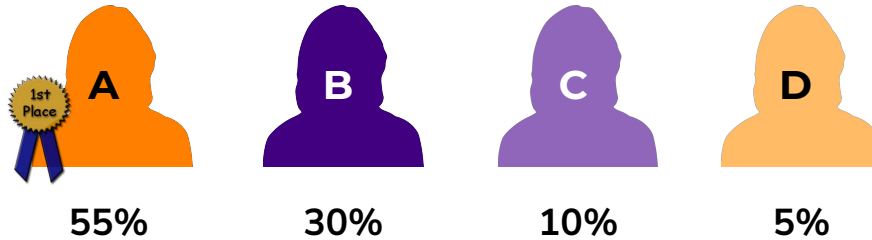
All elections in Australia & Ireland

Some elections in Scotland, New Zealand, India & Papua New Guinea

Source: Where is ranked-choice voting used?. Retrieved from FairVote.

Counting RCV Votes

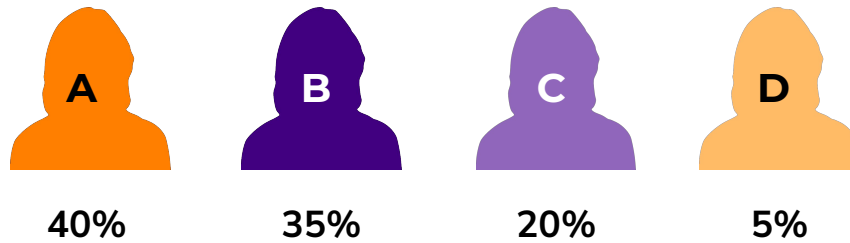
Round 1



Count only the 1st choice votes.

Majority in First Round!

Counting RCV Votes

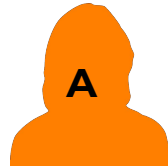


Count only the 1st choice votes.

No Majority in First Round

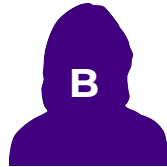
Counting RCV Votes

Round 1



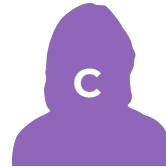
A

40%



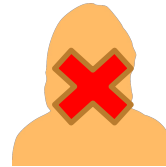
B

35%



C

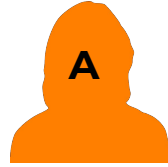
20%



5%

+4%+1%

Round 2



A

44%



B

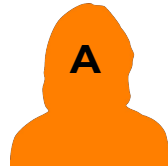
36%



20%

+1%+19%

Round 3



A

45%



B

55%

Majority in Third Round!



CAMPAIGN STRATEGY

Campaign Overview

Short-term Goal: Enable RCV for use in local elections

Strategic Plan + Objectives:

1. **Pass state-enabling legislation by June 2024:** The Municipal and School Board Voting Options Act (S1622/A4042)
2. **Pass local trigger ordinances** in key strategic municipalities

NJ's Legal Environment Informs our Campaign Design

- State legislation
 - Localities not currently empowered to choose RCV
 - State bills *S1622 and A4042* aim to fix this
 - Introduced by Sen. Zwicker and Greenstein, Asm. Allen
- Local trigger ordinance:
 - Would put a ballot question to voters to approve use of RCV for municipal elections
 - Ordinance is “triggered” into effect once the state bill passes

...

Approach and Execution

- **Legislative outreach and advocacy** to gain support from state and local officials and administrators
- **'RCV mock election events' and local organizing** to increase voter awareness and build grassroots power
- **Relationship building and partnership development with organizations**

Local Organizing

- Launch town teams
- Provide a support structure for local activists
 - Resources & sample materials
 - Issue expertise & training
 - Strategic guidance & state connections
- Organize!
 - Local petitions and recruitment
 - Candidate & local official engagement
 - Visibility through digital organizing, events, & media

How to Get Involved!

- Sign our petition: https://www.voterchoicenj.org/jersey_city_rcv_petition
- Join our team: <https://www.voterchoicenj.org/volunteer>
 - Or speak to one of our event organizers tonight!
- Speak with your city council member about RCV



APPENDIX

Take Action Now!

Sign up as a
VCNJ volunteer
or supporter

www.voterchoicenj.org/join



Like/Share on
Facebook and
Twitter

Make calls to
activate our
supporters



Facebook: Voter Choice NJ



Instagram: @VoterChoiceNJ



Twitter: @VoterChoiceNJ

PLURALITY VOTING FLAW: Spoiler Effect & Vote Splitting

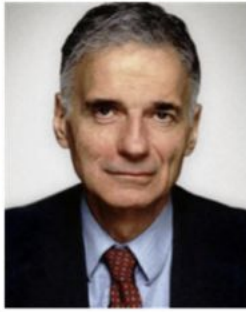
2000 U.S. General Election
- Florida



48.85%



48.84%



1.64%

1992 U.S. General Election



43.28%



37.69%



19.03%