



PRESENTS

THE PRESIDENT OF BREWERIES



Question: In November, 2017, should Lane County replace its system of plurality primary and runoff elections with a single Score Runoff Voting General Election?

Economic Development meets Voter Education

In November, 2017, Lane County will be the first political jurisdiction in the world to consider adopting Score Runoff Voting to replace the plurality rule in public elections. In order to educate the electorate about the new system, we propose Lane County run a mock election in the May, 2017 primary election using the new system. The mock election will determine which Lane County Brewery can claim the title “President of Breweries,” and contestants will include organizations that have received economic development support from the county, as well as geographically representative companies.

Score Runoff Voting

Score Runoff Voting (SRV) is a new voting method developed in Lane County, by some of the nation’s top voting reform experts and promoted by the Equal Vote Coalition (<http://equal.vote>), a grassroots Oregon-based election reform advocacy group. Instead of limiting the voter to supporting just one of the candidates, SRV allows voters to rate all the candidates just like we rate books on Amazon, restaurants on Yelp and songs on iTunes. Scoring is a thoroughly-understood, ubiquitous method of expressing a fine degree of opinion on a subject.

The two highest scoring candidates advance to an instant runoff. Your runoff vote goes to the one of the top two you scored higher.										
	LEAST SUPPORT	MOST SUPPORT								
Hop Valley	0	1	2	3	4	5	6	7	8	9
Oakshire	0	1	2	3	4	5	6	7	8	9
Ninkasi	0	1	2	3	4	5	6	7	8	9
Claim 52	0	1	2	3	4	5	6	7	8	9
Brewer’s Union	0	1	2	3	4	5	6	7	8	9
Florence Brewing	0	1	2	3	4	5	6	7	8	9
Plank Town	0	1	2	3	4	5	6	7	8	9
Sam Bond’s	0	1	2	3	4	5	6	7	8	9

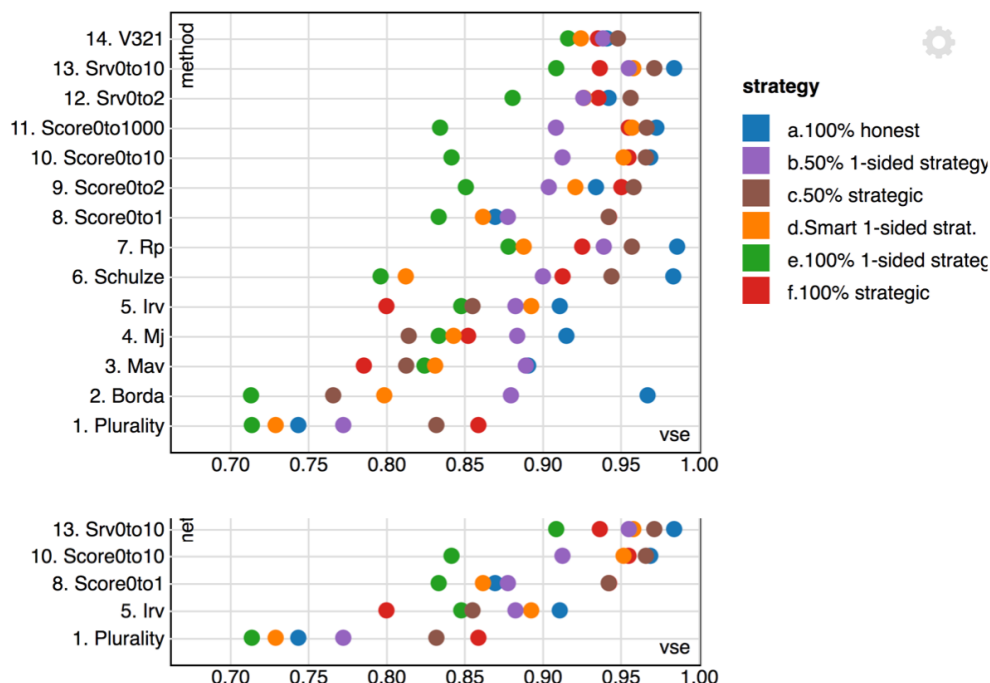
Every Score Runoff Voting election is resolved in two simple steps. First, all the scores for all the candidates are added up. The second step is an automatic instant runoff between the two highest scoring candidates. Your full runoff vote goes to whichever of the top two you originally scored higher. Voters who gave the top two candidates identical scores abstain from the runoff.

Score Runoff Voting (SRV) provides several advantages over how we vote today:

- SRV provides the voters an equal say, no matter how many candidates are in the race.

- SRV accurately reflects the will of the voters in the outcome - by the most cutting edge measures of voting system efficacy, SRV performs as well or better than any other voting method.
- SRV is easy for voters to ballot and for elections officials to tabulate.
- SRV allows voters to honestly express their nuanced opinions on the outcome, without worrying about the spoiler effect or tactical voters gaining the upper hand.

VOTER SATISFACTION EFFICIENCY



Recent research by Harvard Statistics PhD candidate Jameson Quinn shows that with both honest and strategic voters, Score Runoff Voting outperforms every other voting system he characterized. After adding Score Runoff Voting to his simulation system, Quinn reported that Score Runoff Voting is “unquestionably a top-shelf method.”

Who Wins: Candidates, Voters and the County

Score Runoff Voting can more accurately determine the will of the electorate in a single election than our current system can in two discrete elections. So not only will we see more accurate democratic outcomes, but candidates, voters and the county will be able to save considerable time and money by determining the election of local offices in a single vote.

Enter The Breweries

Public houses hold a hallowed place in our democracy as gathering and organizing spaces for campaigning and reform. Lane County has successfully used its economic development tools to help build a thriving craft brewing industry here. This ballot will both help showcase Lane County's successful economic development efforts, as well as pit local ventures in a friendly competition to educate their Lane County citizen patrons on a winning new election process and determine who gets bragging rights as the President of Breweries. Win/Win.