



MEMORANDUM

Beverly Anthes, Chairwoman
Joseph W. Mullen
Thomas F. O'Brien
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TO: Eileen M. Donoghue, City Manager *EMD*
FROM: Eda Matchak, Director of Elections

SUBJECT: 3/6/18 10.9 C. Nuon - Req. City Mgr. Have Elections Department And Any Other Department Work With UML And The Lowell Plan Regarding Developing A Plan To Increase Civic Engagement In The City.

City of Lowell Election and Census Division

Since 2013, the City of Lowell Election and Census Division, has been working under the oversight of the City of Lowell Law Department to implement and achieve compliance of MGL c.54 and 950 CMR 51 to ensure that the election process is customer friendly, community centric and economically sustainable. Additionally, we have implemented new hiring, training and staffing protocols using statistical analysis to document the impact of new policies and procedures. We have hired and trained over two-hundred election workers annually, in addition to two fulltime staff members in the Election and Census Office.

In 2016, the Election and Census Division implemented Early Voting and held twelve Community Voting Events in addition to ninety hours of early voting at City Hall, earning the Massachusetts Election Modernization Coalition Gold Medal Award for providing substantial Early Voting opportunities to the citizens of Lowell. The early voting model created in Lowell has been recognized as a cost effective, inclusive approach that provided a variety of geographically diverse options that were equally accessible to all residents.

Community outreach has been a priority of the Election and Census Division and we have actively partnered with more than twenty groups and organizations to promote and increase accessibility to the voting and electoral system. In total, the Election and Census Division has participated in over eighty outreach events including radio and television appearances, neighborhood meetings and presentations, has hosted thirty-seven trainings for thirteen elections, held forty-seven Election Commission meetings and interacted with countless members of the public.

Flagship partnerships have formed with Megan's House and Lowell High School PALS Program to provide young people work experience in the Election and Census Office on Election Day as Phone Bank liaisons and throughout the year by providing project base support for the annual street listing, voter registration data entry and election equipment and supply inventory. The Lowell Police Department's Shannon Grant and the summer funding from the State with the YouthWorks grant provide paid opportunities for young people that would otherwise not be possible. With funding secured by the Lowell High School PALS Program, six Lowell High

School students worked thirty hours each during April vacation shadowing and assisting fulltime staff members process the 2018 Annual Street Listing. Additionally, one young person is currently employed as an Election Intern working twenty-five hours per week through the Workforce Innovation and Opportunity Act (WIOA), a federal program designed to help job seekers access employment, education and training.

This collaborative hiring model has increased employee diversity and language resources within our temporary workforce that can be applied to other city departments and programs as well as hiring practices for future fulltime employees.

In addition to Megan's House and Lowell High School PALS Program, the City of Lowell Election and Census Division regularly partners with the below groups and originations. Past collaborations include, participating in neighborhood meetings, tabling at community events, poll worker recruitment, providing voter education and outreach and hosting early voting.

- ACTION Neighborhood Group
- Belvidere Neighborhood Association
- Cambodian Mutual Assistance Association
- Career Center of Lowell
- Centralville Community Council
- Centralville Neighborhood Group
- Coalition for a Better Acre
- Commonwealth Seminar
- Greater Lowell Technical High School
- Highlands Circle Neighborhood Group
- Lowell Commission on Disability
- Lowell Council on Aging
- Lowell Downtown Neighborhood Association
- Lowell High School
- Lowell Telecommunication Corporation
- Lowell VOTES
- Middlesex Community Charter School
- Middlesex Community College Paralegal Student Association
- Middlesex Community College Transition Program
- Pawtucketville Citizens Council
- Pollard Memorial Library
- Sacred Heart Neighborhood Improvement Group
- United Teen Equality (UTEQ)
- University of Massachusetts Lowell Office of Community Relations
- Western Avenue

Voter registration drives have been held annually at Lowell High School, Greater Lowell Technical High School and the Lowell Farmers' Market and voter registration drive trainings have been held for individuals and groups interested in hosting voter registration drives.

University of Massachusetts Lowell

In addition to working in conjunction with University of Massachusetts Lowell's Office of Government Relations to recruit poll workers, organize voter registration drives, promote absentee voting and host early voting events; the Office of Government Relations has been an active community partner working collaboratively with the Election and Census Division. The Office of Government Relations' goal of building and maintaining excellent relationships between the university and elected and appointed officials in municipal, state and the federal government compliments the Election and Census Division's mission to provide election services for the citizens of our community; to protect the integrity of votes; and to maintain a transparent, accurate, and fair electoral process. Although the Office of Government Relations is the main point of contact for the Election and Census Division, UML hosts a verity of student organizations and events that promote civic engagement, voter education, political awareness and community leadership.

University of Massachusetts Lowell has 156 student organizations and clubs including:

- The Political Science Club
- The Sisters of Integrity Striving Towards Empowerment, Respect, and Success
- The Student Government Association
- UML College Democrats
- UMass Lowell College Republicans

Student clubs and organizations work to organize various on campus events. For example, the UML College Democrats and the UML College Republicans teamed up and tabled for UML's Hate Has No Home here campaign on February 15, 2018. Additionally, the UML Office of Student Activities and Leadership creates cultural, social, educational and leadership opportunities, enhancing the overall learning and development of students. These initiatives embrace diversity and collaboration, shaping visionary leaders of tomorrow.

As the City of Lowell Election and Census Division prepares for the 2018 state election cycle, we look forward to partnering with existing and new community partners to bring the residents of Lowell a positive and easily assessable voting experience and increasing while increasing the number of registered voters and voter turnout.

cc: City of Lowell Election Commission
Christine P. O'Connor, City Solicitor
Carla Correa, PALS Mentoring Program Director
Heather Donovan, Young Adult Department Supervisor
Patty Coffey, Assistant Director of Community Relations, UML
Kimberly Fairweathe, LPD Grant Research Analyst