

November 6, 2014



2014 Oakland Mayor Election

A Visual Demonstration by FairVote.org

On November 4th, the voters of Oakland (CA) went to the polls and used ranked choice voting for the third time.

Ranked choice voting (RCV) was adopted for all elected offices by a charter amendment approved by 68% of voters in 2006 and was first used in elections for mayor, city council and school board in 2010. With 2010 winner Jean Quan running for re-election this year, the election captured a great deal of attention within Oakland as well as from regional and national media. A large field of 15 candidates entered the race, with several strong, well-financed contenders.

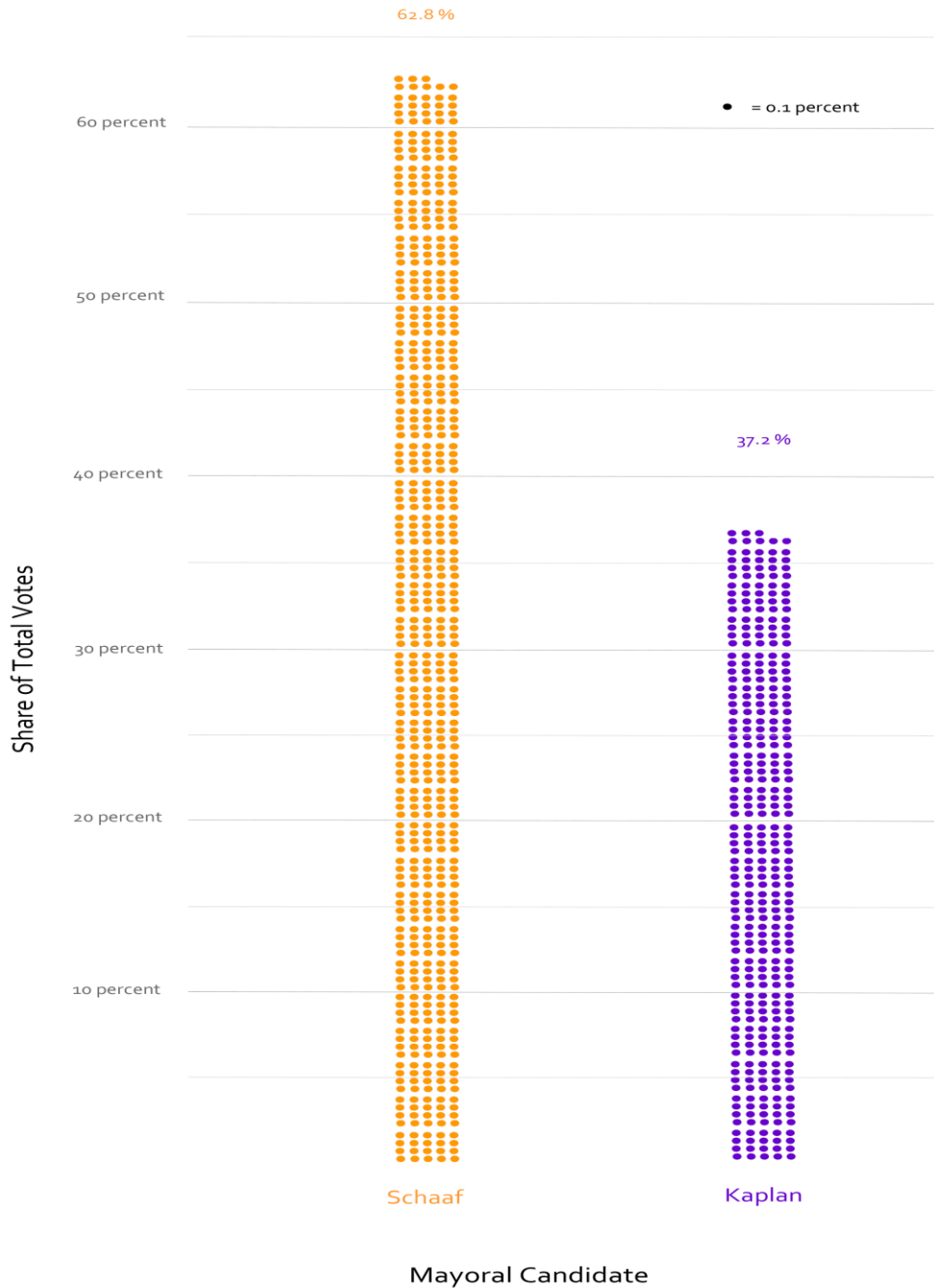
Throughout a highly competitive campaign season, Oaklanders witnessed a lively, civil, issue-focused, inclusive discussion about Oakland's future -- one notable for positive campaigning focused on candidates' plans for the city.

District 6 City Councilmember Libby Schaaf led the field with nearly 30% of first choices. After the ranked choice voting tabulation, she greatly expanded her margin over her top competitors. Schaaf's strategy of building a strong base of support, garnering endorsements throughout the community, and an inclusive campaign that worked to engage all voters, no matter who they supported, paid off. She was ranked either second or third by at least 30% of the backers of each of our six strongest opponents and was elected by 63% to 37% when matched against fellow city councilor Rebecca Kaplan in the final "instant runoff" round.

Here is a round-by-round visual demonstration of ranked choice voting in action. (Note that more ballots are being scanned by election officials in the days to come, so percentages may ultimately change -- but not the outcome.)

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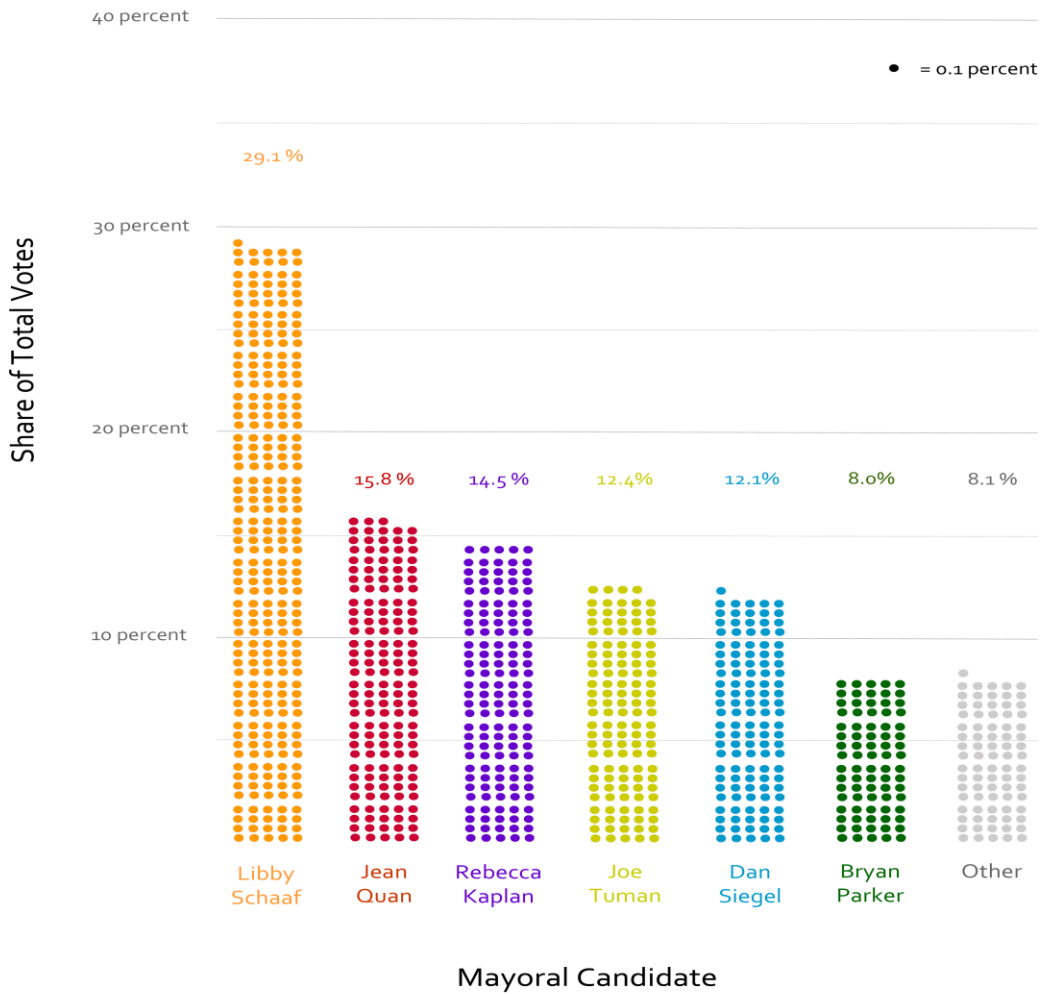
2014 Oakland Mayor Election, Final Tally



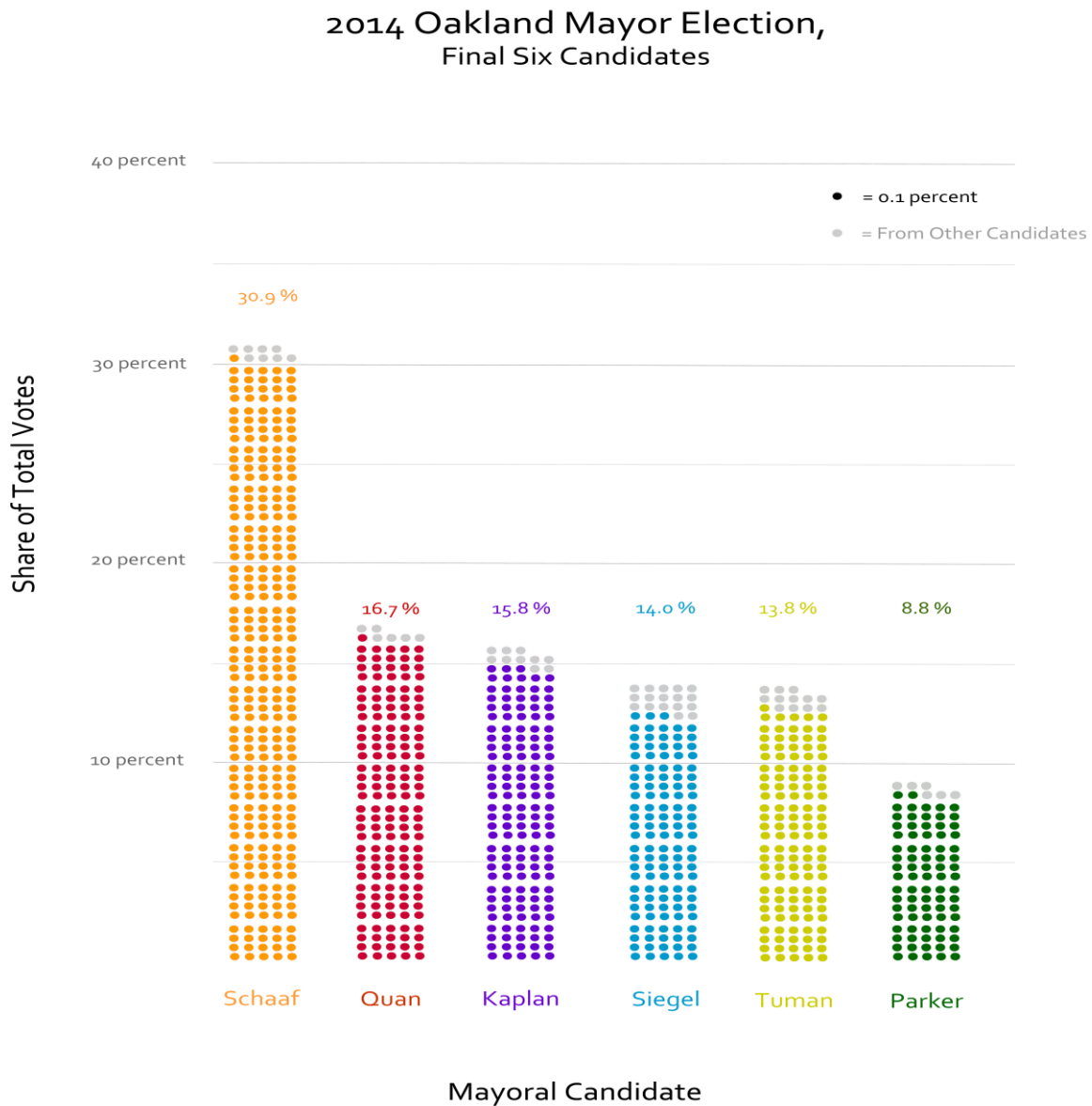
Libby Schaaf wins a solid victory in the final round against Rebecca Kaplan, 62.8% to 37.2%. Let's look at a round-by-round breakdown of the ranked-choice voting election.

The First Round: Libby Schaaf was the 1st preference of nearly 30% of voters, well ahead of other candidates. Five other candidates received more than 8% of the vote, including Jean Quan, Rebecca Kaplan, Joe Tuman, Dan Siegel, and Bryan Parker. The other nine candidates received 3% or less of first choice rankings. These candidates were then eliminated one by one from the race, with their ballots being added to the totals of the next choice candidate.

2014 Oakland Mayor Election,
1st Choice by Candidate



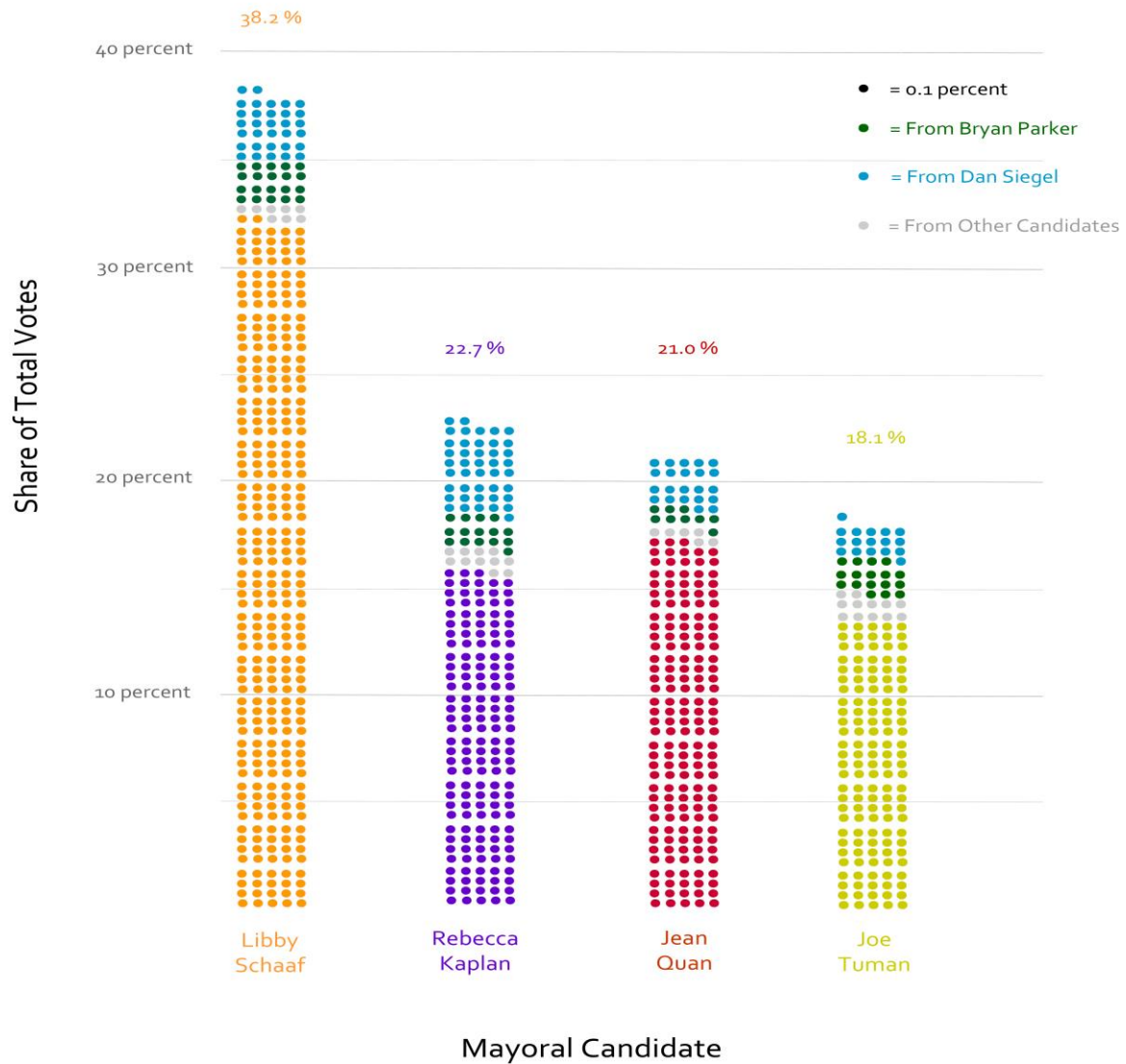
Bryan Parker is defeated: After ten rounds of elimination of candidates, six candidates remained with the most votes. Schaaf retained her lead, yet as the graph indicates, each of the six strongest candidates collected additional support from backers of defeated candidates who had ranked them 2nd or 3rd on their ballots. With 8.8% of the vote, Bryan Parker was the next candidate eliminated.



Dan Siegel is defeated: Parker supporters were fairly evenly split among all five of the remaining candidates, although Schaaf collected the most support after Parker's exit. Support from Parker's voters was enough to push Joe Tuman past Dan Siegel, who was eliminated with 15.4% of the vote.

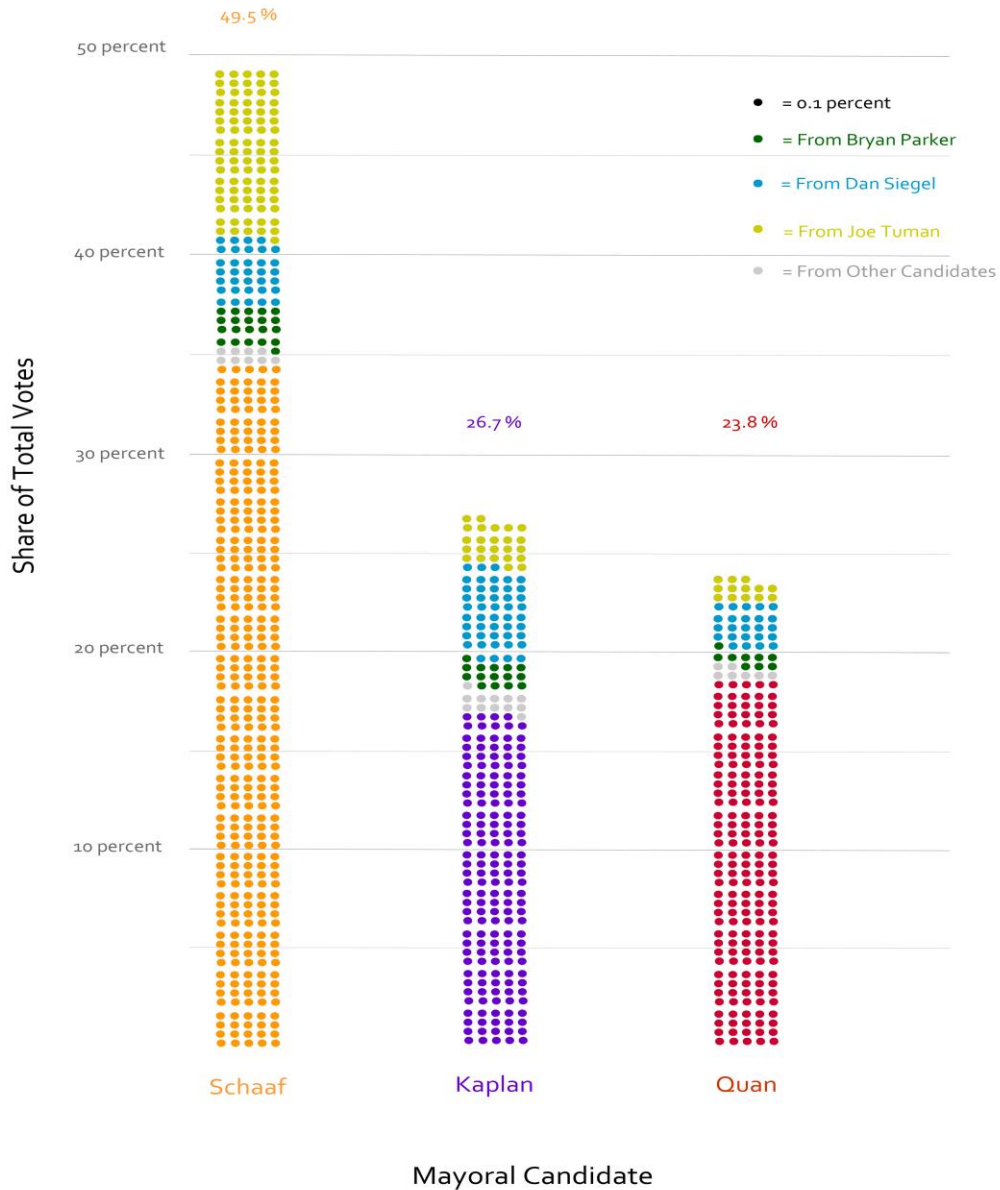
Joe Tuman is defeated: Of the four remaining candidates, Siegel supporters preferred Kaplan and Schaaf the most. The support pushed Schaaf close to 40% and elevated Kaplan into 2nd place. Joe Tuman received only a 1.7% bump from Siegel supporters and was eliminated with 18.1% of the vote.

2014 Oakland Mayor Election, Final Four Candidates



Jean Quan is defeated: After Tuman was eliminated, his supporters preferred Libby Schaaf by a wide margin. Her support grew by 8.6% up to 49.5%, far outpacing the 2.4% and 1.2% gains by Kaplan and Quan, respectively. Now in third place, incumbent Jean Quan was eliminated with 23.8% of the vote.

2014 Oakland Mayor Election, Final Three Candidates



Jean Quan is defeated: Quan’s supporters were closely split between Schaaf and Kaplan. As a result, her elimination elevated Schaaf well over the victory threshold of 50% plus one and added to her margin. Libby Schaaf was decisively elected Oakland mayor with over 62% of the final round vote, adding to her strong initial

lead by earning substantial second and third preference support from the backers of all of her opponents after they were defeated.

