

Tuesday, August 19th, 2014

Dr. Fernando Guerra Chair, Los Angeles Municipal Elections Reform Commission 200 North Spring Street, Room 360 Los Angeles, CA 90012

Dear Chairman Guerra,

I am the co-founder of Why Tuesday?, an organization deeply committed to improving voter turnout in this country. We support a wide-range of possible solutions -- from major policy reforms like weekend voting to pop-culture initiatives to motivate young voters. I recently learned about your commission, and a new proposal that the Ethics Commission passed on to the Rules, Elections and Intergovernmental Relations Committee last week that would implement a lottery for voters in citywide elections in order to promote turnout. We were especially excited about the lottery proposal because in 2012, we began initial steps towards a national lottery incentive program we called "MegaVote."

As you're aware, voter turnout is abysmally low, not only in Los Angeles, but across the country. The United States, the world's most iconic democracy, currently ranks 138th out of 172 democracies in the world in terms of turnout. Our voting system is broken, and we applaud your commission and your city's efforts to help find and implement innovative solutions.

We are eager to learn more about your commission and the turnout promotion efforts you're considering, as well as supporting the lottery proposal in anyway we can. At a minimum, we can share the obstacles we encountered in 2012 in order to help ensure that the lottery proposal is successfully implemented. We are also connected to possible funders in this space that may be able to support this as part of a public-private partnership.

If you're interested in collaborating with us on this proposal please contact me at bill@whytuesday.org. You can find out more about our organization at WhyTuesday.org.

Sincerely,

William Wachtel
Co-founder, WhyTuesday.org