

2014 Oakland Mayor Election

A Visual Demonstration by FairVote

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

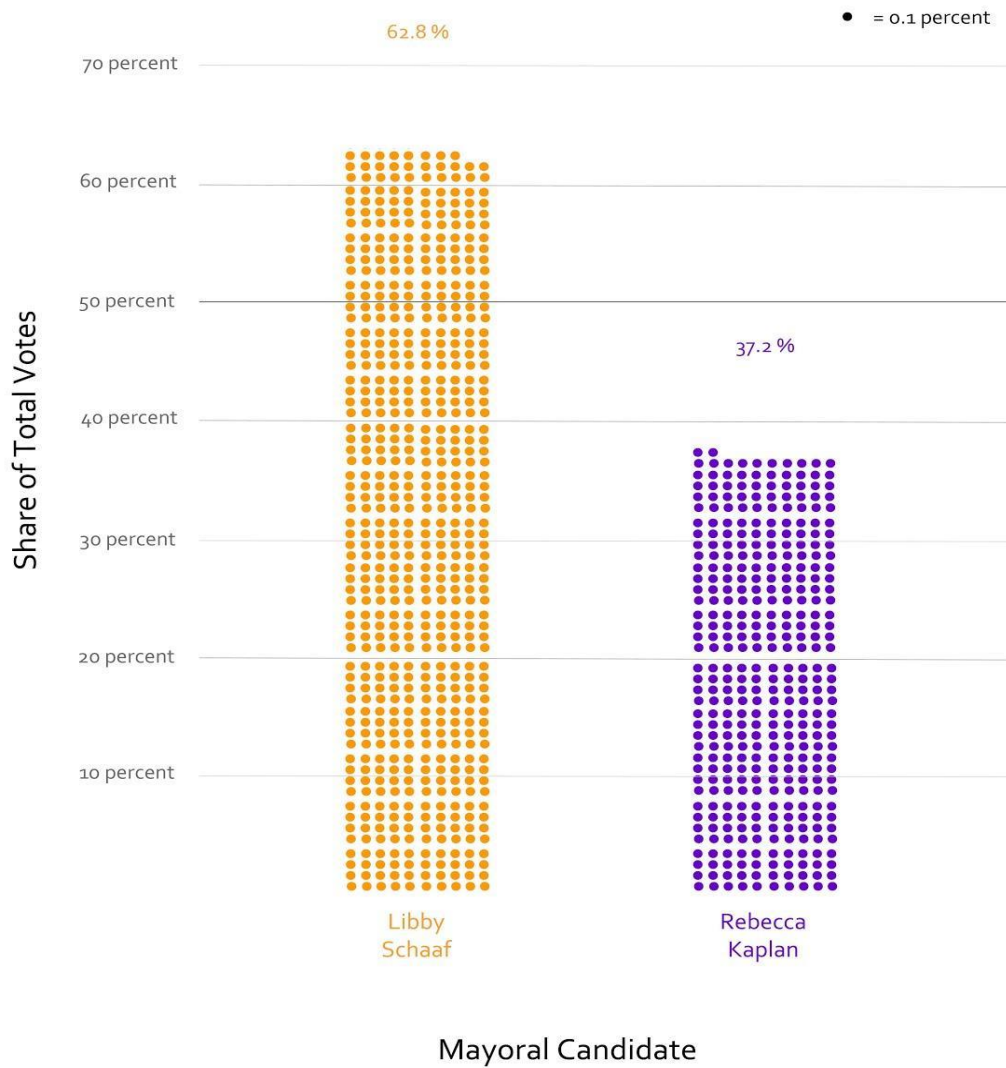
Ranked choice voting was adopted for all elected offices by a charter amendment in 2006 and was first used for mayor in 2010. With 2010 winner Jean Quan running for re-election, this year's election captured a great deal of attention within Oakland as well as from regional and national media. A large 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 won nearly 30% of first choices. After the ranked choice voting tabulation, she greatly expanded her margin -- it became clear that 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 elected with 62.8% in the final 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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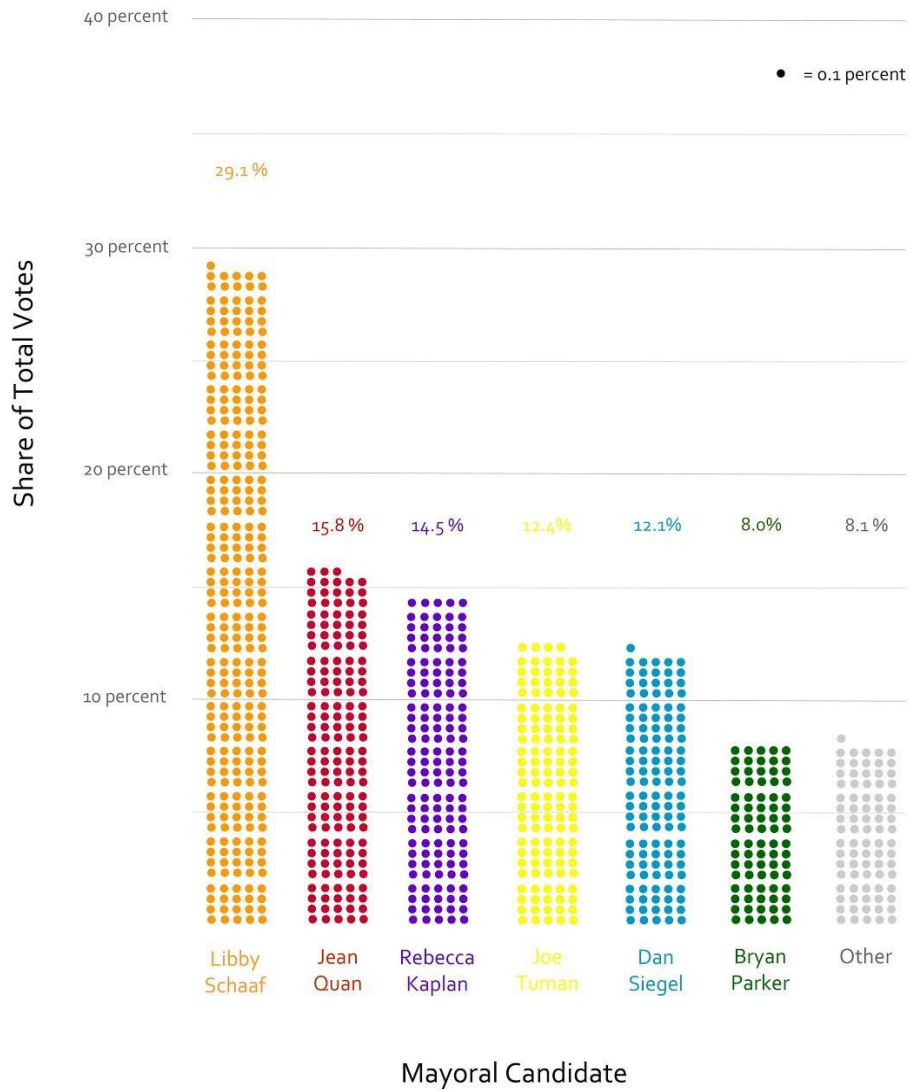
2014 Oakland Mayor Election, Final Tally



Libby Schaaf wins a solid victory in the final round against Rebecca Kaplan, 62.8% to 37.2%.

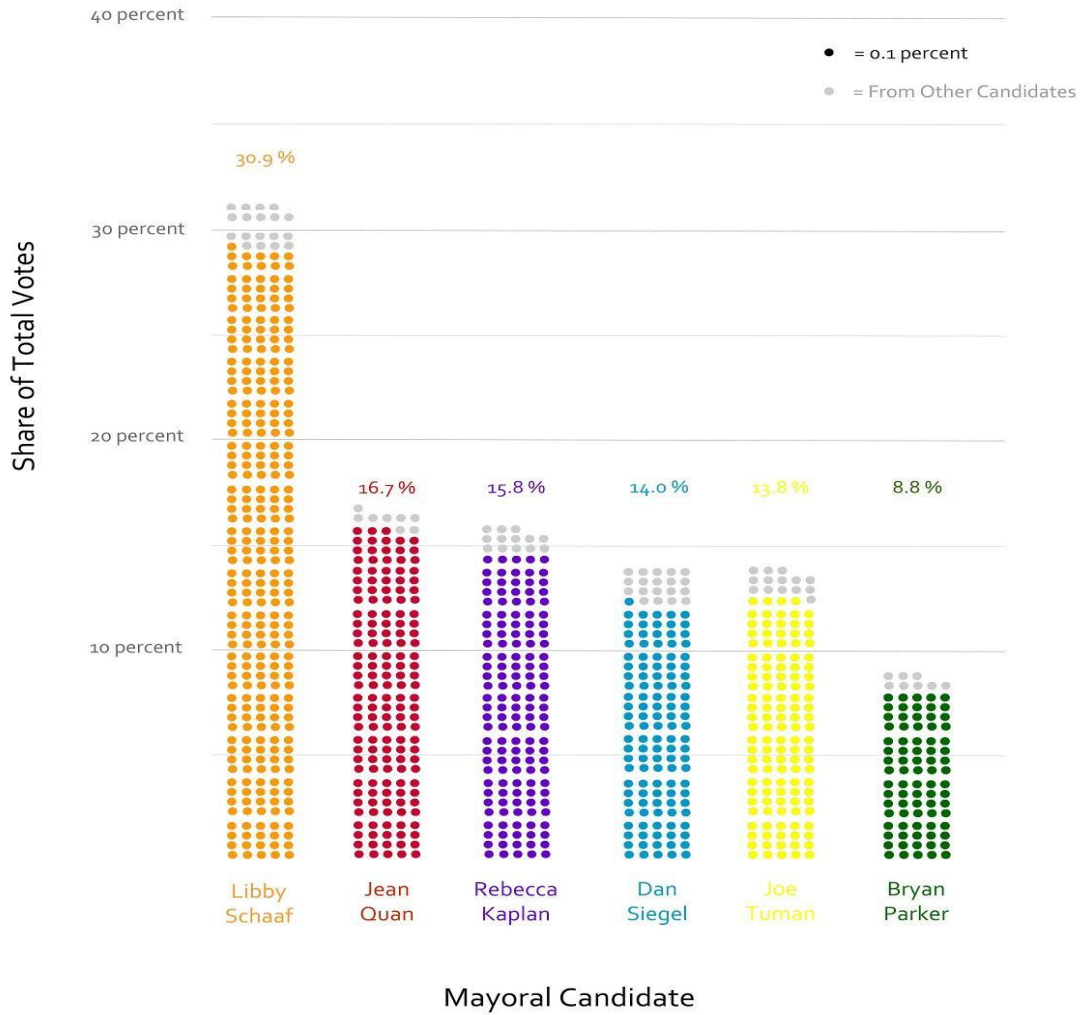
Let's look at a round-by-round breakdown of the ranked-choice voting election.

2014 Oakland Mayor Election, 1st Preference Votes by Candidate



Libby Schaaf was the 1st preference of nearly 30% of voters and the clear front-runner. Five other candidates received over 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.

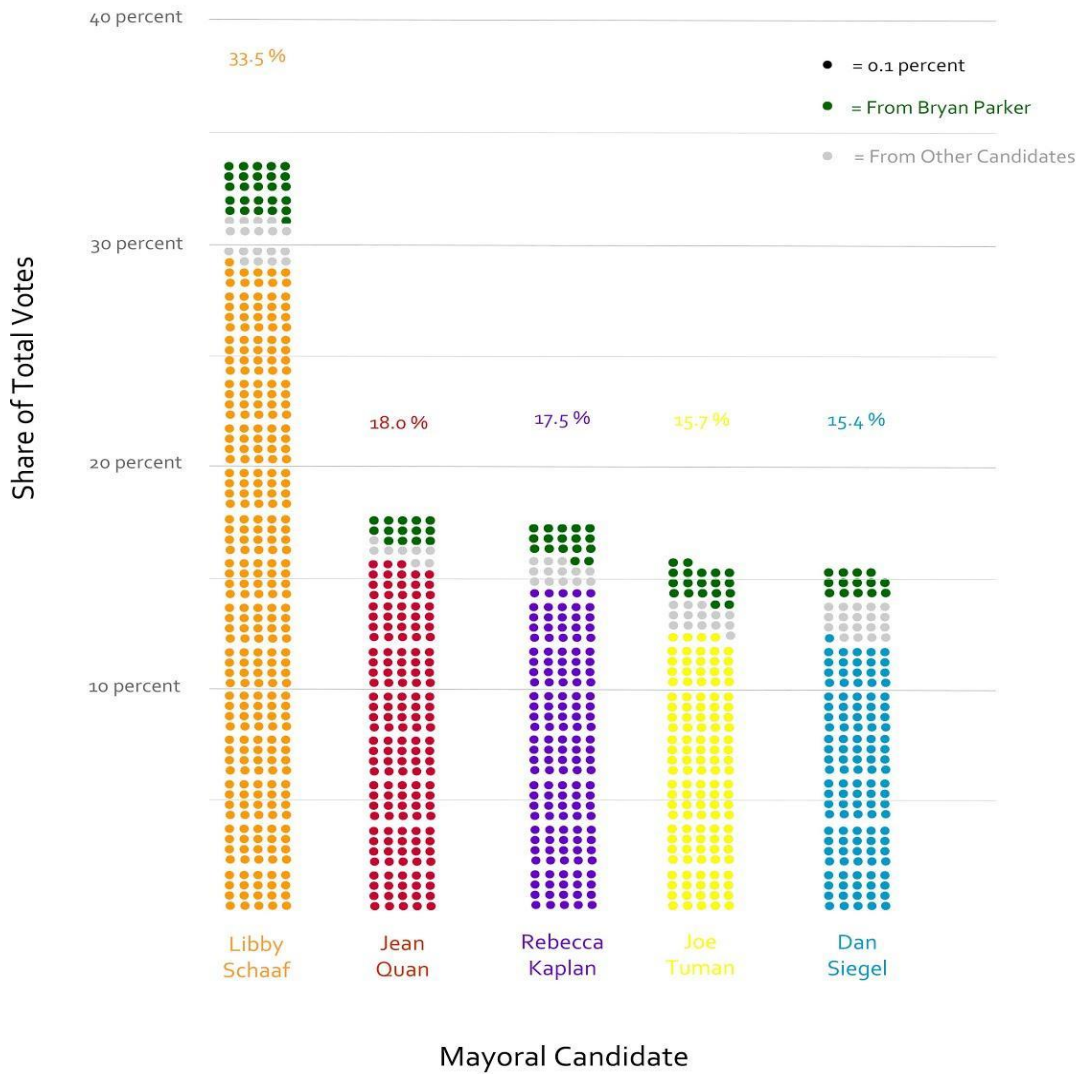
2014 Oakland Mayor Election, Final Six Candidates by First Preference (Round 11)



After ten rounds of elimination, six candidates emerged with the most support. Schaaf retained her lead, yet as the graph indicates, each of the six strongest candidates collected additional support from backers of other candidates who ranked them second or third on their ballots.

With 8.8% of the vote, Bryan Parker was then eliminated.

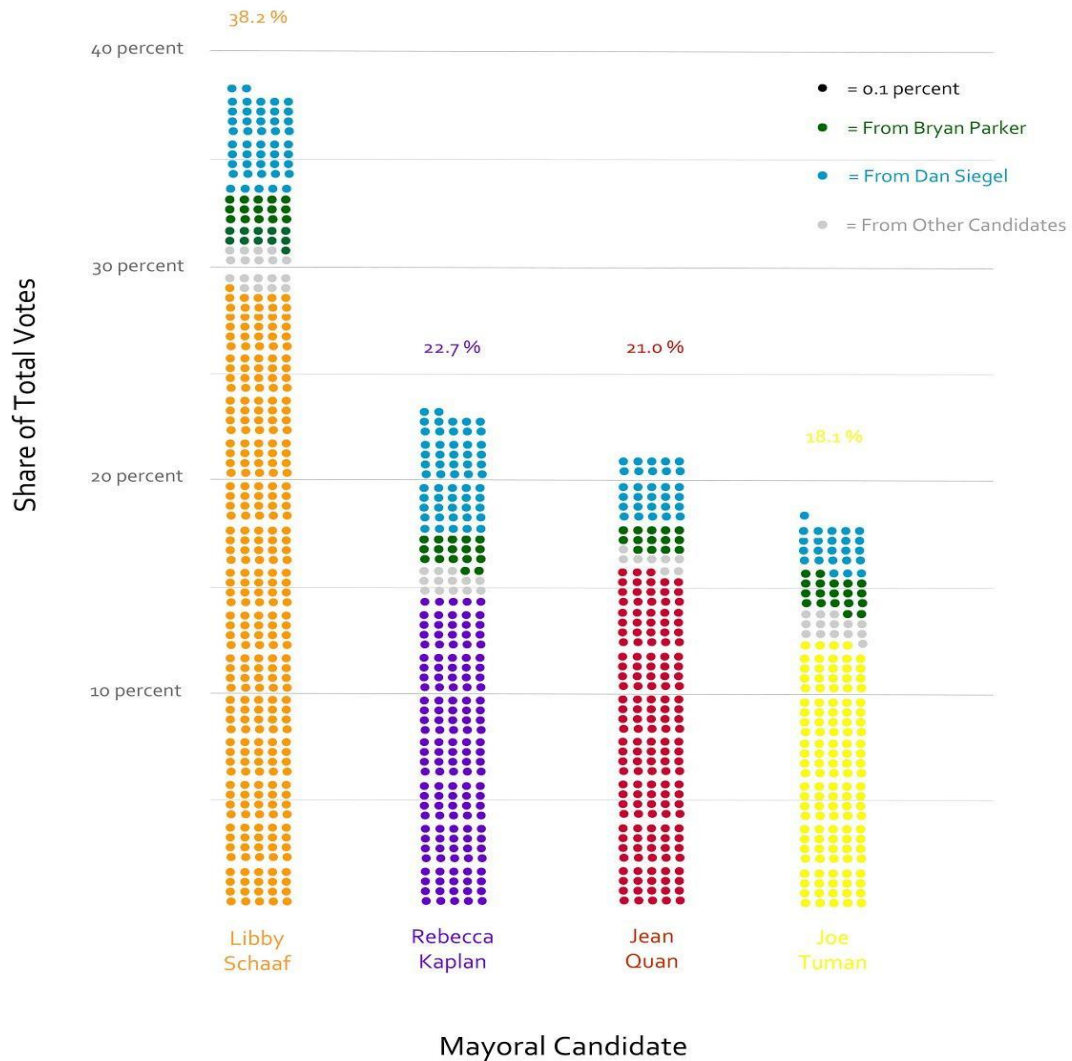
2014 Oakland Mayor Election, Final Five Candidates by First Preference (Round 12)



Parker supporters were fairly evenly split among all five of the remaining candidates, though Schaaf collected the most support after Parker's exit.

Support from Parker voters was enough to push Joe Tuman past Dan Siegel, who was eliminated with 15.4% of the vote.

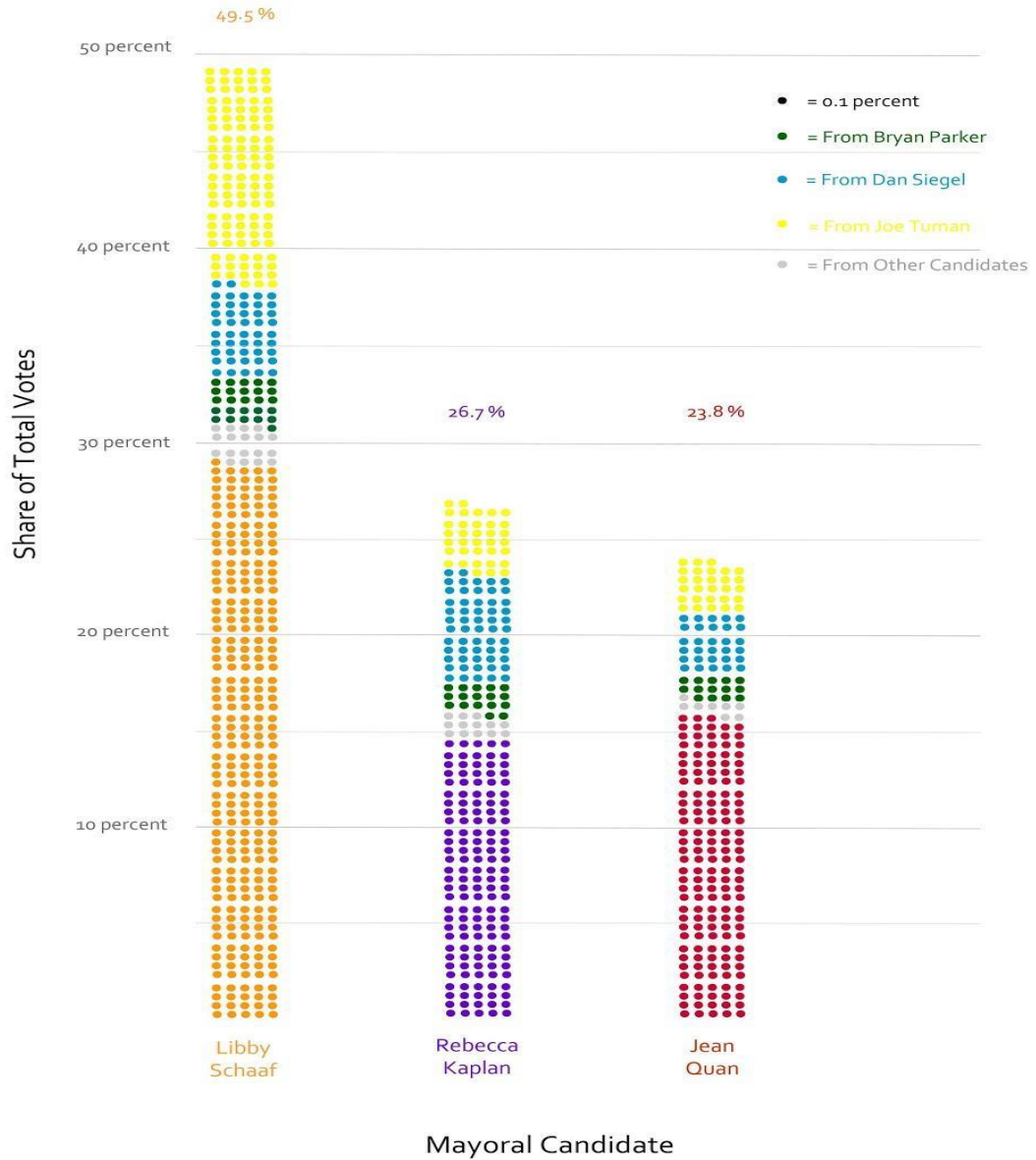
2014 Oakland Mayor Election, Final Four Candidates by First Preference (Round 13)



Of the four remaining candidates, Siegel supporters preferred Kaplan and Schaaf the most. The support pushed Schaaf closer to 50% and elevated Kaplan into 2nd place.

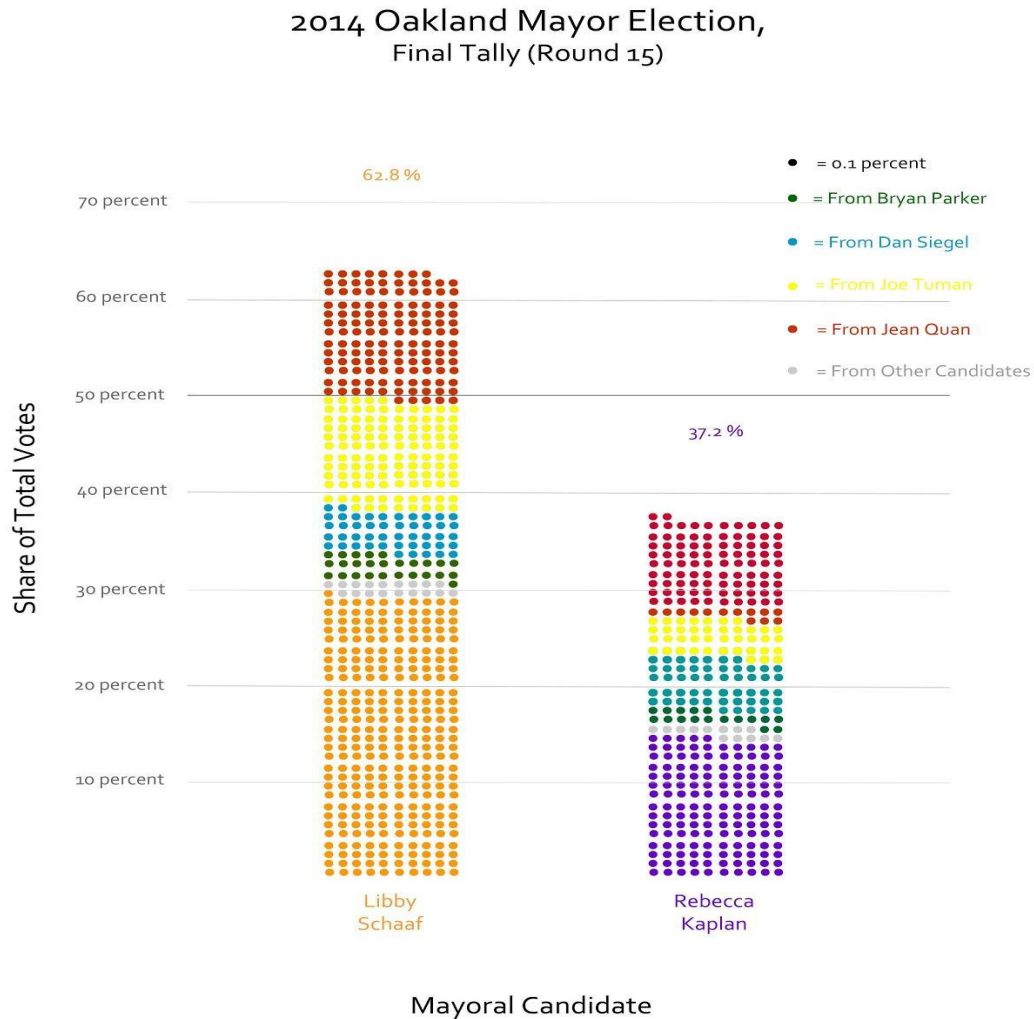
Joe Tuman received only a 2.4% bump from Siegel supporters and was eliminated with 18.1% of the vote

2014 Oakland Mayor Election, Final Three Candidates by First Preference (Round 14)



After Tuman was eliminated, his supporters preferred Libby Schaaf by a wide margin. Her support grew by 11.4% up to 49.5%, far outpacing the 4.0% and 2.8%

gains by Kaplan and Quan, respectively. Now in third place, incumbent Jean Quan was eliminated with 23.8% of the vote.



Quan’s supporters were about evenly split between Schaaf and Kaplan. Her elimination elevated Schaaf well over the winning threshold 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 strong second and third preference support from many of her opponents after they were defeated.