



March 10, 2021

**MEMORANDUM**

TO: CADEM Candidates/Campaigns for Statewide Officer positions

FR: Yvette Martinez, CADEM Executive Director  
Gail Pellerin, CADEM Liaison to Candidates

RE: Officer Elections – Campaign Liaison, Ballot, Video Statements & Timeline

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**Election Oversight & Campaign Liaison**

In past cycles, CADEM has hired an independent consultant to work with staff to administer Party Officer and Regional Director Elections. During the 2019 cycle, Dennis Raj was hired to work with staff and oversee the in-person voting operation in San Francisco.

Since the 2021 convention will be in a virtual space and voting will not be in-person, CADEM has hired Merriman River Group (MRG), an experienced and reputable consulting firm to assist in the administration of the balloting process.

MRG is a respected election management firm with two decades of expertise running fair, accurate and transparent election systems. MRG is a national firm with offices around the country and a California office located in Los Angeles. MRG comes to us highly recommended by the DNC and has recently handled delegate and member voting elections for the Democratic Party of Hawaii, the Teamsters and SEIU International.

MRG will administer a balloting process with three options to vote: secure online, mailed paper ballot or by telephone. Detailed instructions will be provided for each option. Advance technology, barcoding and security systems are in place for a user-friendly, accurate and secure election.

To provide an additional layer of election integrity and oversight, we have tapped a committee of 5 respected California leaders who will be tasked to provide additional support for the election. The group will provide an additional layer of transparency and accountability to the Party's formal structures for reviewing and adjudicating any issues that may arise. Gail Pellerin will serve as the liaison to candidates and campaigns.

Gail Pellerin can be reached via email: [glpsv@cruzio.com](mailto:glpsv@cruzio.com) OR by phone: (408) 316-9745.

The Committee of 5 Election Observers are:

- **Gail Pellerin** – Gail Pellerin will lead this committee and be your liaison to the balloting process. Gail is a voting rights expert and recently retired after serving 27 years as the County Clerk for Santa Cruz County Elections. Gail is highly revered in election integrity circles and has expertise in accessibility and elections procedures. Gail resides in Santa Cruz County. <https://pajaronian.com/county-clerk-gail-pellerin-retiring/>
- **Charlotte Hill, FairVote** – Charlotte Hill sits on the Boards of FairVote and RepresentUs. She is based at UC Berkeley and she’s an expert on election reform, voting laws and how electoral reforms can increase voter participation. Hill previously served as Vice President of the San Francisco Elections Commission. [https://www.fairvote.org/board#charlotte\\_hill](https://www.fairvote.org/board#charlotte_hill)
- **Congresswoman Barbara Lee** – Congresswoman Lee is a progressive champion and is knowledgeable on CADEM party matters and politics. Congresswoman Lee has not endorsed in any of the Officer races and has agreed to serve the CDP in this capacity. Congresswoman Lee resides in Oakland. <https://lee.house.gov>
- **Efrain Escobedo** – Efrain Escobedo is Vice President of Public Policy & Civic Engagement at the California Community Foundation. Efrain is a respected voting rights expert and has years of experience working at the Los Angeles Registrar of Voters and with the National Association of Latino Elected Officials (NALEO). Efrain resides in LA County. <https://www.calfund.org/education-immigration>
- **Karthick Ramakrishnan** – Karthick Ramakrishnan is a respected civic leader from the Inland Empire. He’s a public policy and political science professor at UC Riverside and specializes in immigrants’ rights and racial equity. Ramakrishnan is also the Director of the Center for Social Innovation-UCR & AAPI Data. Karthick resides in San Bernardino County. (<http://karthick.com>).

CADEM Ombudsperson Pat Shiu will serve as a resource to this group if there are any Code of Conduct violations related to the Officer and Regional Director elections.

### **Campaign Video Statements**

CADEM is offering statewide Officer candidates the opportunity to work with our convention production team, Fronrunner Productions, to create a two-minute video that will be shared on our website. In this video, candidates will have a chance to share their story, why they are running for office and how they plan to carry out the values of CADEM. The video will be hosted on [CDPconvention.org](http://CDPconvention.org) on the officers’ elections page starting March 20, 2021.

## Here's How It'll Work

- Starting on March 10, a representative from Frontrunner Productions will reach out to your campaign to set up an appointment to record your video via Zoom.
- Once the appointment is made, Frontrunner will provide you with technical information you'll need for the appointment via Zoom.
- During the appointment, Frontrunner will ensure that you have everything you need for the recording.
- CADEM will post the videos onto [cdpconvention.org](http://cdpconvention.org) on 3/20/21

## Some Questions to answer in your 2-minute video:

- Name
- Office You're Running For
- Why are you running for office?
- What do you want people to know about you?
- If elected, how do you plan to carry out the values of the California Democratic Party?

## Timeline

Attached is a timeline with all pertinent deadlines and dates.

We would like you and your designated campaign representative to join us on a Zoom meeting on Wednesday, March 17<sup>th</sup> from 5pm-6:30pm to meet with MRG, Gail Pellerin and members of the oversight committee, participate in a demonstration on how voting will work, and answer your questions about the elections process. We will send out a Zoom invitation for the call.

Please feel free to contact Gail or me if you have any questions. Gail can be reached at: [glpsv@cruzio.com](mailto:glpsv@cruzio.com) or by phone: (408) 316-9745. I can be reached via phone at: (323) 841-9608 or email: [yvette@cadem.org](mailto:yvette@cadem.org).