



# Ranked-Choice Voting

## Communications Plan Summary

### Project Overview

The City of Fort Collins is implementing ranked-choice voting (RCV) in the November 2025 municipal election following a 2022 voter-approved charter amendment. The City Clerk's Office and Communications & Public Involvement Office will lead voter and candidate education efforts in collaboration with the Larimer County Clerk & Recorder.

### Goal

Ensure a smooth transition to ranked voting, resulting in informed voters, increased candidate participation and minimal ballot errors.

### Messaging Themes

- Informing voters about the transition to RCV, emphasizing when and how it will be used in Fort Collins elections.
- Explaining how RCV works, including the ranking process, tabulation rounds and how a winner is determined.
- Addressing common questions and concerns, including ballot completion and potential ballot errors.
- Providing clear, accessible instructions on how to fill out an RCV ballot correctly, with resources available in English and Spanish.

### Phase 1: Preliminary Information – February-April 2025

Key Audiences: Candidates/potential candidates, voters

#### Key Activities:

- Develop website content & key messaging
- Create explainer video
- Promote Candidate Information Session

### Phase 2: Awareness & Familiarity – May-August 2025

Key Audiences: All voters, candidates, Spanish-speaking community, historically marginalized communities, students

#### Key Activities:

- Outreach & tabling at City and community events throughout the late spring and summer.
- Outreach & education campaign via owned and paid media (i.e., City communication tools, social media, paid advertising, etc.)
- Citywide mailings (e.g., postcard, utility bill insert)

- Practice ballots
- Outreach to Spanish-speaking community, historically marginalized community members, and CSU students in collaboration with community connectors and partner organizations.

### Phase 3: Voting Instruction – September-November 2025

Key Audiences: All voters, candidates, Spanish-speaking community, historically marginalized communities, students, media

#### Key Activities:

- Continued outreach & tabling at City and community events throughout the early fall.
- Continued outreach & education campaign via owned, paid and earned media (i.e., City communication tools, social media, paid advertising, news coverage, etc.)
- Citywide mailings (e.g., postcard, voter guide)
- Practice ballots
- Open houses and practice sessions in collaboration with community partners.
- Outreach to Spanish-speaking community, historically marginalized community members, and CSU students in collaboration with community connectors and partner organizations.

#### Tools & Tactics

Throughout the three phases, staff will leverage multiple channels for outreach and education, including:

- Digital: Website, FAQs, videos, social media, newsletters
- Print: Postcards/mailers, flyers, rack cards, ballot instructions & sample ballots
- Events: Community events, farmers markets, candidate sessions, forums/open houses
- Media: Local print and radio, paid advertising
- Community Outreach: in collaboration with the Equity Office & partner organizations