



California Public Employees' Retirement System
P.O. Box 942715 | Sacramento, CA 94229-2715
888 CalPERS (or 888-225-7377) | TTY: (877) 249-7442
www.calpers.ca.gov

Board of Administration

Circular Letter

August 3, 2018

Circular Letter: 310-051-18

Distribution: VI

To: CalPERS Public Agency Employers
Subject: 2018 Board Election Toolkit Now Available

Purpose

The purpose of this Circular Letter is to inform your communications team of the availability of the turnkey Board Election Employer Toolkit they can use to publicize the upcoming Public Agency Member Election to your active member employees.

Voter Turnout Effort

We are making a major push to increase voter turnout and we need your help. Voter turnout has fallen in recent board elections, and members born in 1982 and later have an especially low voting rate. We want to improve these numbers and encourage our millennial members to vote.

Board Election Key Dates

- Ballots will be mailed August 31, 2018, to all active public agency members eligible to vote.
- Candidate statements, in video and written form, also will be available August 31, 2018, on the CalPERS website at www.calpers.ca.gov/boardelections.
- A Candidate Forum will be held September 5, 2018, from 6:00 to 7:00 p.m. It can be viewed live in the CalPERS Auditorium, Lincoln Plaza North, 400 P Street, Sacramento, or on our website. A video of the forum will also be posted on the CalPERS website for later viewing.
- Voted ballots must be received no later than October 1, 2018, to be counted. This includes votes cast online, by phone, or by mail.

Toolkit Contents

The toolkit is designed to be convenient and easy to use. Most components simply require printing and posting, or uploading to your employee website.

Our recommendation is that the toolkit be used to promote the Board Election and encourage member voting during the period of August 31 through October 1, 2018.

The toolkit includes the following elements:

- [Posters](#) that can be printed and posted in the workplace. They can also be sized smaller and used in advertisements in employee publications
- [Web button](#) that can be placed on your internal and external websites that will click through to the CalPERS Board Elections webpage
- Website [banner ads](#)
- A [newsletter article](#) that can be customized for your employees
- [Social media](#) messaging
- [Ready-to send emails](#) to engage your employees about the election and to remind them of key election dates
- [Public Service Announcement \(PSA\) video](#) that promotes member voting in the election

The toolkit can be found on the Board Elections page of our website at www.calpers.ca.gov/boardelections.

Our Office of Public Affairs staff is available if you need assistance with the toolkit. You can reach us at 916-795-2886 or by [email](#).

Kimberly A. Malm, Chief
Operations Support Services Division