



Woodford.Vote

#GetToKnowYourCandidates

Woodford County's unified voter guide:
a joint effort for the community



The Purpose

"Woodford.Vote" is a comprehensive voter guide for Woodford County residents to understand the candidates' positions on the issues facing our community.

How it Works

- All the local groups that historically published separate voter guides will combine forces to create just one simple, easy to access voter guide with questions they all agree on
- The guide will consist of the candidate's written responses to questions
- The guide may include video introductions to candidates
- Woodford.Vote will cover all local Woodford County elections for the 2022 year (Versailles City Council, Midway City Council, WC Fiscal Court), and may also include state, school board, and judge elections

Accessibility

- The voter guide and materials will appear online at "Woodford.Vote"
- The voter guide will be shared by all partners on social media
- Woodford Sun has agreed to publish a print version of the voter guide





Woodford.Vote is a cooperative effort of local organizations, including (but not limited to):

- The Woodford Sun
 - The Midway Messenger
 - Woodford Forward Foundation
 - The WC Chamber of Commerce
 - WC Council of Neighborhood Associations
 - WC Education Association
 - other WC organizations
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Significance

Woodford.Vote addresses a significant community challenge. In the past, several organizations have produced their own voter guides for Woodford County. In this case, more is not better.

- Multiple voter guides in the past asked different, but overlapping, sets of questions and were published at different times.
- Candidate responses to the multiple surveys were inconsistent. Candidates would burn out answering so many similar but different questions or, felt some surveys were biased on certain issues.
- Then, the results of these surveys were published at different times so the public did not know where and when to find information on candidates.
- As a result, the public did not know where and when to find information on candidates and rarely was the information complete.
- Woodford.Vote is an effort to ensure that our citizens go to the voting booth with enough information to be confident they really understand their candidate's position.
- With all the candidates responses to one common set of questions in one place, voters will be able to quickly compare the candidates' perspectives on key community issues.
- The groups involved in this project have agreed not to publish separate voter guides.



There is an unmet need for basic information about candidates in local elections available in one location for easy voter access.

An internet-available voter guide will be easily accessible to most Woodford County households at www.Woodford.vote

A printed version of the guide will be distributed for those without internet access.



90.4% Households with a computer,
percent, 2015-2019

83.3% Households with a broadband
Internet subscription, percent, 2015-2019

<https://www.census.gov/quickfacts/fact/table/woodfordcountykentucky/COM100219>

A PRINTED VERSION OF THE GUIDE WILL ALSO BE AVAILABLE FOR THOSE WITHOUT INTERNET ACCESS.



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Desired Outcomes



- Increase voter awareness and education
- Increase candidate participation in a voter questionnaire
- Simplify and consolidate where the public finds information on candidates and elections, while improving access
- Bring the community together by uniting different interest groups in addressing common concerns
- Improve voter turnout in Woodford County because voters feel more knowledgeable about their candidates.



The work will continue



- The Woodford.Vote voter guide will have longevity well beyond 2022
- The goal is for the partners to continue for all Woodford County elections going forward
- "Woodford.Vote" will have a committee of members with at least one representative from each participating organization
- After the initial costs of establishing the web site, maintaining Woodford.Vote is inexpensive, requiring mostly time
- Partners may be asked to continue supporting Woodford.Vote with small-scale fundraising or making a modest line item in their annual budget
- This will ensure that future residents will have access to a collaborative voters' guide to assist them in making their most important civic decisions
- After the first year, 2022, it will be significantly easier and less expensive to carry this on because the systems will already be in place, and the institutional knowledge and memory will already have been established



"The best defense of democracy
is an informed electorate."

-Thomas Jefferson