

# Appendix F

## California Secretary of State

### Voter's Choice Act Report for the 2020 Primary and General Elections

University of Southern California  
Center for Inclusive Democracy

Appendix F1: California Voter's Choice Act 2020 Primary Election:  
Voter Outreach and Education

Appendix F2: California Voter's Choice Act 2020 General Election:  
Voter Outreach and Education

# Appendix F1

## Secretary of State's Office Summary

### California Voter's Choice Act 2020 Primary Election: Voter Outreach and Education

The Secretary of State's office commissioned research from the University of California Center for Inclusive Democracy (USC) to analyze how VCA counties implemented education and outreach efforts and the effectiveness of these strategies. This report from USC, *California Voter's Choice Act 2020 Primary Election: Voter Outreach and Education*,<sup>1</sup> also provides a survey analysis of 6,109 eligible voters in the 15 VCA counties<sup>2</sup> to explore the effects on voters resulting from county outreach efforts. These results were also cross analyzed by race, ethnicity, and age.

### Background

The research provides the Secretary of State's (SOS) office with a better understanding of the education and outreach efforts identified and implemented by VCA county election offices to ensure voters are empowered through their knowledge of voting options and ability to exercise their voting preferences. Additionally, this research enabled SOS' ability to highlight marginalized communities in VCA counties, which allows SOS and county election officials to tailor targeted outreach and education efforts to help support those communities.

### Findings

VCA counties attempted to reach voters through multiple outreach methods, including partnerships with community groups, which helped to inform their efforts.<sup>3</sup> VCA counties reported a desire for increased participation from language minority community members and worked to site vote centers around

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<sup>1</sup> Romero, M., Chami, B., (March 2022). *California Voter's Choice Act: 2020 Primary Election Voter Outreach and Education*. University of Southern California Center for Inclusive Democracy.

<sup>2</sup> California Voter's Choice Act: 2020 Primary Election Voter Outreach and Education (p.10)

<sup>3</sup> California Voter's Choice Act: 2020 Primary Election Voter Outreach and Education (p.4-5)

voters' needs.<sup>4</sup> Community groups recommend targeted outreach and additional county resources to enhance already robust voter outreach and engagement efforts.<sup>5</sup> Only a third of voters were aware of changes in voting options, and they learned in various ways; county voter information guides, county websites, and vote by mail packets were the methods survey respondents cited learning about their options most in the 2020 Primary Election.<sup>6</sup>

## **Recommendation**

Based on their findings, USC suggests that counties interested in adopting the VCA election model carefully consider the extent of education and outreach needed to be successful. Such efforts include early engagement with a broad range of community groups to develop robust outreach plans as well as allocating county staff and resources for education and outreach.<sup>7</sup>

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<sup>4</sup> California Voter's Choice Act: 2020 Primary Election Voter Outreach and Education (p.5)

<sup>5</sup> California Voter's Choice Act: 2020 Primary Election Voter Outreach and Education (p.6)

<sup>6</sup> California Voter's Choice Act: 2020 Primary Election Voter Outreach and Education (p.7)

<sup>7</sup> California Voter's Choice Act: 2020 Primary Election Voter Outreach and Education (p.8)



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# California Voter's Choice Act: 2020 Primary Election Voter Outreach and Education



**This research was commissioned by the California Secretary of State's Office and was independently conducted by the Center for Inclusive Democracy.**

### About the Center for Inclusive Democracy (CID)

Center for Inclusive Democracy (CID), formerly California Civic Engagement Project, is a nonpartisan research center serving the U.S. Founded and directed by Dr. Mindy S. Romero, CID moved to the USC Price School of Public Policy, Sacramento, California in 2018. CID conducts a range of national and multi-state research initiatives exploring voting behavior, civic engagement, electoral and economic research, the intersection of social justice and democracy, and more. Inclusive civic and political participation is critical in addressing disparities in social and economic well-being, and can improve health, education and employment outcomes.

### Voter's Choice Act Study Research Team

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## Executive Summary

In 2020, fifteen California counties, consisting of half the state's registered voter population, chose to conduct elections under the Voter's Choice Act (VCA). This voting model replaces neighborhood polling places with multi-service vote centers available up to ten days before Election Day. VCA counties send vote-by-mail (VBM) ballots to all registered voters (with exceptions for Los Angeles County 2020 in the primary) who can return them by mail, at a vote center, or at a secure ballot drop box.

To provide research legally required by the VCA for the 2020 primary election, the California Secretary of State commissioned a series of five reports (in advance of the election) from university-based researchers. This research report is one of three conducted independently by the Center for Inclusive Democracy (CID) at the University of Southern California. The report focuses on voter outreach and education in VCA-adopting counties during the March 2020 primary election. For a discussion of the study's methodology, please see the report (page 9). Findings are organized into three sections reflecting three different perspectives:

1. VCA counties' voter outreach efforts (data from county elections offices)
2. Community groups' perspectives on the effectiveness of voter outreach (data from community advocates)
3. Voters' experiences with the VCA (data from voter survey)

### 1. VCA Counties' Voter Outreach Efforts

Findings in this section are based on a survey of the county elections offices in all 15 VCA counties.

#### VCA counties employed multiple methods to reach voters with VCA and election information

VCA counties employed multiple methods to reach voters with VCA and election information. The majority of VCA counties reported reaching voters through direct mail, community meetings, advertisements, social media, outdoor signage, signage at vote centers, and through collaboration with community groups. All VCA counties reported that they:

- Conducted a county-wide media campaign to educate voters about VCA changes,
- Advertised in traditional and social media outlets,
- Hosted community meetings to inform residents of the VCA, and
- Collaborated with community groups on VCA-related outreach.

Most VCA counties (12 of 15) also reported posting outdoor signage (e.g., bus, billboard), and seven counties reported reaching out to community members through direct digital communication (e.g., email, personalized text message).

VCA counties differed in the level of resources they allocated for voter outreach. Larger, more populous counties (Los Angeles, Orange, and Sacramento) tended to allocate more funding per registered voter for outreach-related activities compared to smaller VCA counties. About two-thirds of the VCA counties (9 of 15) dedicated a specific staff person to education and outreach for the 2020 primary election.

#### Some VCA counties targeted outreach to voters of specific demographic groups

All 15 counties reported conducting a general outreach campaign that reached all demographics countywide. In addition, nine counties also had a more targeted approach and focused outreach and education efforts on non-English language groups, voters with disabilities, young voters, and/or seniors. Although counties were generally uncertain about which types of information were most successful in reaching specific voters, five counties reported that translating voter material was effective in reaching language minority groups. Other counties reported that digital communications were more effective for reaching young voters than other age groups and that print materials were effective with older voters.

### Stakeholders and partnerships assisted with VCA education and outreach

All VCA counties reported that they met or collaborated with community leaders and voter advocacy groups to discuss VCA changes. In most cases, counties reported that these stakeholders played effective roles in outreach and education efforts. Every VCA county also partnered with community groups, government agencies, private groups, and/or media organizations in their efforts to provide public outreach and education about the election. The following table summarizes types of assistance counties reported receiving from these different groups; bold-type indicates that the majority of VCA counties reported that type of assistance.

Types of Education and Outreach Assistance from County Partners Reported by VCA Counties			
Community Groups	Government Agencies	Private Groups	Media Organizations
✓ <b>Outreach</b>	✓ <b>Outreach</b>	✓ Outreach	✓ <b>Outreach</b>
✓ Resources	✓ <b>Resources</b>	✓ Resources	✓ Resources
✓ Feedback	✓ Feedback	✓ Feedback	✓ Feedback

### Partnerships yielded benefits but have room for improvement in most counties

Even beyond supporting outreach and education, collaboration with community stakeholders provided benefits to VCA counties. Nearly half of the VCA counties reported that such collaboration increased their knowledge or resources for implementing their Election Administration Plan. In addition, seven counties reported that stakeholder collaboration influenced community trust and six said it assisted with siting location or poll worker recruitment.

One VCA-mandated mechanism for stakeholder input is the establishment of a Language Accessibility Advisory Committee (LAAC) to advise the county elections office on electoral access for voters with limited English proficiency. Most counties reported that in the 2020 primary election, the LAAC benefitted their outreach and education strategy by supporting community outreach and administrative implementation, as well as by providing community knowledge and feedback.

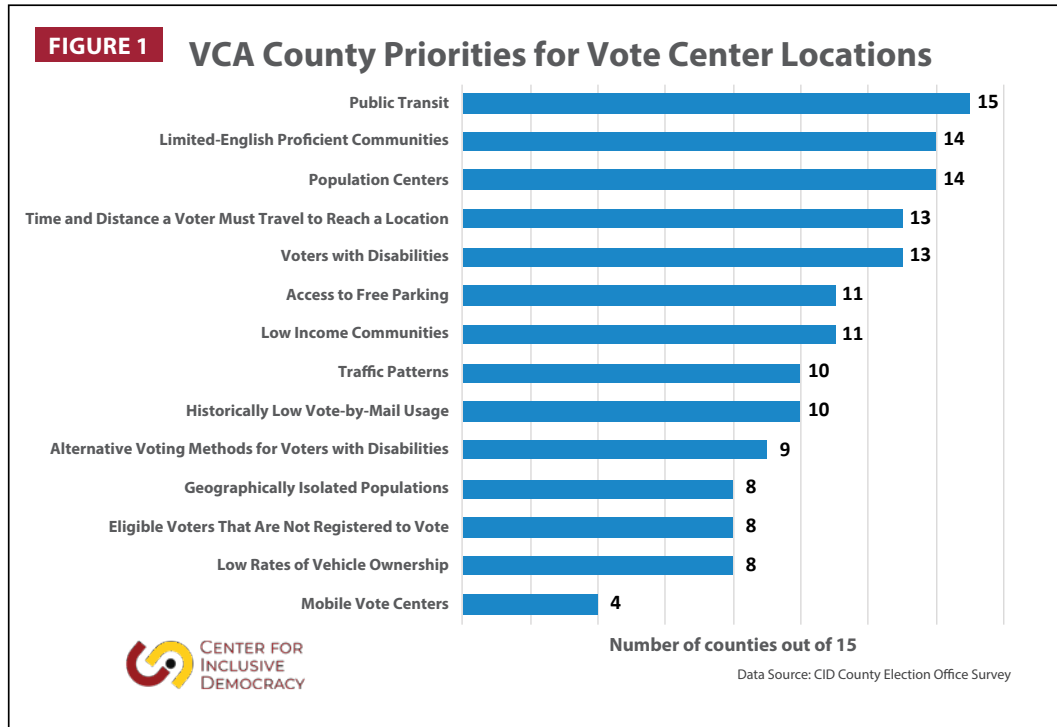
In addition to noting benefits, multiple VCA counties made the following suggestions for improving partnerships:

- Increase participation from community members, particularly limited-English proficient groups. Over one-third of VCA counties reported that language minority groups were missing from their outreach and education efforts.
- Increase meeting attendance or membership in the LAAC and the Voting Accessibility Advisory Committee (VAAC).

### Counties considered many priorities when siting vote centers

All 15 VCA counties said that being in close proximity to public transportation was a priority in choosing locations of vote centers. As shown in the chart below, other common priorities included proximity to language minority communities, population centers and voters with disabilities, as well as time and distance a voter must travel to reach the vote center.





## 2. Community Groups' Perspectives on Voter Outreach

Findings in this section are based on interviews with ten voter advocates and community leaders involved in VCA implementation.

### Community groups provided key support for effective voter outreach

Throughout VCA implementation for the March 2020 primary election, community groups provided support in the form of input on counties' Election Administration Plan, voting location site selection, and voter outreach and education. Interviewed community advocates identified important benefits that community groups brought to the outreach process, namely:

- **Coalition building.** VCA implementation is a long process requiring sustained collaboration among community groups and election officials. A notable group that supported cross-sector collaboration was the nonpartisan, nonprofit organization Future of California Elections (FoCE).
- **Targeted outreach materials.** Community groups' contributions helped outreach materials more closely meet local communities' needs, including designing materials for historically underrepresented groups and translated materials for language minority groups. Interviewed advocates acknowledged that although they know their communities well, it was difficult to know how salient and effective voter outreach messages were.
- **Reaching voters.** Community advocacy groups identified social media advertising as one of their most significant and cost-effective tools for reaching voters. They also reported focusing on one-on-one contact with voters, for example, passing out flyers at community events.

### Additional targeted outreach is needed

Although they noted that both county elections offices and community groups engaged in extensive outreach efforts, interviewed community advocates also stated that substantial outreach needs remained unmet. In particular, they identified communities of color, people with disabilities, youth, and low-income communities as needing additional voter outreach under the VCA.

### Community outreach is under-resourced

Several community advocates noted that neither the county elections offices or community groups were sufficiently staffed and resourced for the significant work needed for effective voter outreach. With county resources and other funding sources limited, some groups reported that the time and expertise asked of community groups exceeded the financial support available.

## 3. Voters' Experiences with the VCA

Findings in this section are based on selected findings of a CID statewide survey examining the 2020 primary election with 11,913 eligible voter respondents, including 6,109 from VCA counties (see report for methodology).

### Most voters were unaware of VCA changes to how and where they could cast a ballot

Despite significant voter outreach campaigns in each VCA county and the inclusion of new voting information in official county elections materials, only about one third of eligible voters in VCA counties reported that they knew their county had changed the options for how and where they could cast their ballot in the March 2020 primary. Black voters were much more aware of these changes than voters of other racial or ethnic groups. Voters in the 35-44 age group were also more aware than other age groups, especially those 55 and older.

### Voters varied in how they heard about new voting options

Across all voters that were aware of new voting options, sources of this information varied widely, with media as the most common source (reported by 14% of respondents), followed by political campaigns and social media (12.4% each). While Black eligible voters most commonly heard of the voting changes through political campaigns, the most common messenger for both Latinos and Asian Americans was the media. Voters ages 18-24 most commonly reported hearing about voting options through social media. Those under age 45 cited political campaigns or candidates and social media at higher rates than those 45 and older, who were more likely to learn about voting options through a mailed flyer or county elections officials.

### Voters learned about the place where they voted or dropped off their ballot from their county voter information guide, county website, or VBM packet

Across eligible voters in VCA counties, three sources stood out as where voters most commonly learned about the in-person voting location where they could vote or drop off their vote-by-mail (VBM) ballot: their county voter information guide, county website, and their VBM packet. These three information sources were the most common sources for all racial or ethnic groups. Among different age groups, younger voters were more likely to use the county website or VBM packet while older voters were more likely to use the county voter information guide.

## Conclusion

In the 2020 primary election, as required by the new voting system, VCA county elections offices reported engaging in robust education and outreach efforts. Larger, more populous VCA counties generally allocated more funding to voter outreach and employed more diverse outreach methods compared to counties with smaller populations.

Overall, the VCA implementation process saw significant collaborative efforts in counties. Nearly all counties conducted community meetings, met with and had ongoing collaboration with community leaders. Further, nearly all counties said collaboration with stakeholders improved some aspect of the implementation process, including increased knowledge, resources, community trust, outreach efforts, or siting locations. However, nearly all counties also indicated that the collaborative process could be improved in future elections with more community participation needed.

Despite outreach efforts, survey data show that overall, only small percentages of voters were aware of the voting changes that occurred in their counties with variation by race, ethnicity, and age. The findings suggest that counties implementing the VCA in future elections should not underestimate the degree of voter outreach and engagement needed to successfully implement the new voting system. To meet this need, community advocates interviewed suggested the following action steps for county elections offices and stakeholders:

- Connect with community groups early, long before the voting period begins, to ensure they are aware of their county's adoption of the VCA and are prepared to participate in voter outreach efforts;
- Develop a VCA community coalition early in the VCA implementation process in order to help build a strong voter outreach effort;
- Increase engagement by significantly broadening the number and type of organizations involved in a county's VCA efforts, particularly from communities underrepresented among potential voters in a county;
- Collaborate with community groups to conduct wide-reaching outreach efforts to inform voters of vote center and drop box locations, including through one-on-one contact with voters and outreach at existing community events;
- Provide extensive staff time and resources towards voter outreach and education.

## Introduction

In the 2020 primary election, fifteen California counties administered a new election system as prescribed by the Voter's Choice Act (VCA). The VCA provides that vote-by-mail (VBM) ballots are automatically sent to all registered voters in a county (Los Angeles County was not required to and did not automatically send all registered voters VBM ballots in the 2020 primary). Voters have the option to submit their ballot by mail, drop it off at a designated drop off location or at a newly established vote center. Voters can also vote in person at a vote center up to ten days before Election Day.<sup>1</sup>

The VCA requires that counties conduct outreach to community members in order to educate them about the voting changes occurring in their county and to encourage the use of the new voting options. With this report we provide an analysis of the impact of voter outreach and education efforts in VCA-adopting counties during the March 3rd, 2020 primary election.

We address the following research questions:

1. What voter outreach efforts did VCA counties engage in for the 2020 primary election?
2. What factors played a role in the effectiveness of community outreach efforts in VCA counties?
3. What were the experiences of voters in the 2020 primary election?

## Glossary

- **Language Accessibility Advisory Committee (LAAC):** VCA-adopting counties are required to establish a county LAAC to advise the county elections office as it relates to access to the electoral process for voters with limited English proficiency. Some non-VCA counties also have a LAAC.
- **Voting Accessibility Advisory Committee (VAAC):** VCA-adopting counties are required to establish a county VAAC to advise the county elections office as it relates to access to the electoral process for voters with disabilities. Some non-VCA counties also have a VAAC.
- **Election Administration Plan (EAP):** VCA-adopting counties are required to establish an Election Administration Plan. This plan must detail how the county intends to meet all requirements of the VCA, including how the elections office will engage the public and conduct outreach.

## About the Study

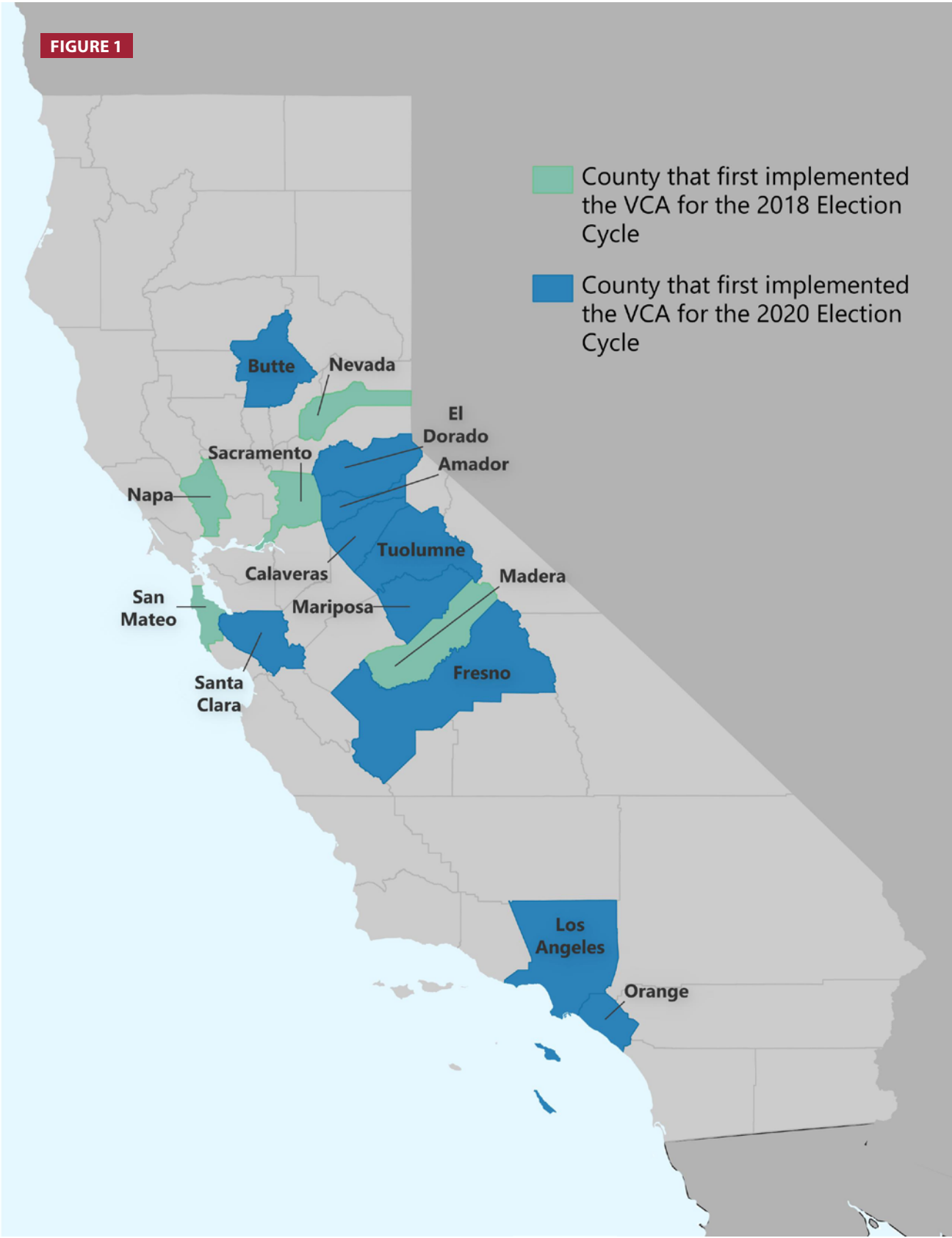
The VCA requires research be conducted that provides insight into the impact of the new voting model on each election. To meet this requirement for the 2020 primary election, the California Secretary of State commissioned a series of five reports from university-based researchers with an expertise in state elections. This research report is the second in a three-part series produced for the California Secretary of State's Office and independently conducted by the Center for Inclusive Democracy (CID) at the University of Southern California examining the Voter's Choice Act's implementation in the 2020 primary election. The two other reports from CID examine voter registration and turnout, and the specific impact of the VCA on the electoral experience for voters with disabilities.

The California Secretary of State also commissioned two VCA research reports by other university researchers: 1) A report by UCLA researchers examining VCA implementation in the primary election specifically with regard to the language preference of voters, and 2) a report by researchers at Cal Tech providing a detailed examination of Los Angeles County's 2020 primary VCA implementation.

For this report, as requested by the Secretary of State's office, we collected data on the outreach methods employed by VCA county election offices. Because these data are limited to the records kept by counties and their awareness of the reach of their outreach efforts, we utilized findings from a CID statewide voter survey in order to examine some of the impact of county outreach efforts from voters' perspectives as specified by race, ethnicity, and age. The survey utilized an unusually large representative sample (6,109 eligible voters in the 15 VCA counties) in order to include the four largest racial and ethnic groups in California (Latino, white, Asian American and Black) and also all age groups.

The sample size allowed us (by design) to break out the analysis for Los Angeles County and all VCA counties combined for comparative purposes. We note here that the sample did not allow us to break out the analysis for each individual VCA county, nor did we have a representative sample of other racial or ethnic groups, or for formerly incarcerated voters. In addition, we conducted confidential, in-depth interviews with statewide voter advocacy groups and community groups involved in implementing the VCA.

# About the Voter’s Choice Act



The Voter's Choice Act provides an optional voting system for California counties. In counties choosing to adopt the new system, every registered voter is mailed a vote-by-mail (VBM) ballot, which voters can either mail in, or return at a ballot drop box or a newly established vote center.

At vote centers, which replace traditional neighborhood polling places, voters can cast their ballots in person, drop off their completed VBM ballots, access conditional voter registration, receive replacement ballots, and access additional resources, such as language assistance and accessible voting machines. While there are fewer vote centers than polling places by design, vote centers are open to voters for up to ten days prior to Election Day and available for all voters to utilize countywide.<sup>2</sup>

In 2020, Los Angeles County adopted the model but did not mail all registered voters VBM ballots. Los Angeles was the only county allowed such an exception under the VCA.<sup>3</sup> The county was required to offer more voting locations per voter during the primary. We note here that this policy decision influenced the content and possibly the scope of outreach efforts conducted by the county elections offices, as well as community groups.

In addition to Los Angeles County, the following counties adopted the VCA for the 2020 election cycle: Amador, Butte, Calaveras, El Dorado, Fresno, Mariposa, Orange, Santa Clara and Tuolumne. Five other counties, Madera, Napa, Nevada, Sacramento, and San Mateo did so in the previous election cycle of 2018. In total, 15 California counties conducted elections under the Voter's Choice Act in 2020—approximately half the state's current registered voter population (Figure 1).<sup>4</sup>

## 2020 Primary Election Context

The 2020 California primary was noteworthy for a number of contextual elements, including the presence of a highly competitive Democratic primary race for U.S. President. This competitive context was enabled by the California State Legislature's decision to move the state's primary election up three months to March 3rd (Super Tuesday) in order to provide California voters with greater influence over the early stages of the presidential primary. Additionally, we note that California's presidential primary voting rules allowing crossover voting create unique election administration and voter education challenges.<sup>5</sup> In addition, the primary was held just as awareness of COVID-19 was growing among the public and approximately two weeks before the state entered the pandemic lockdown. However, while some counties reported minimal challenges with regard to maintaining polling place staff due to fears of contracting COVID-19 from voters, election officials largely did not need to adjust their administration of the election at any level near what was needed during the general election.

In addition to the significant changes voters experienced in VCA-adopting counties, the 2020 primary also saw several other state election reforms that came into effect statewide. These included, most notably, the expansion of conditional voter registration to every polling place and vote center in the state.

## Vote-by-Mail Use in California

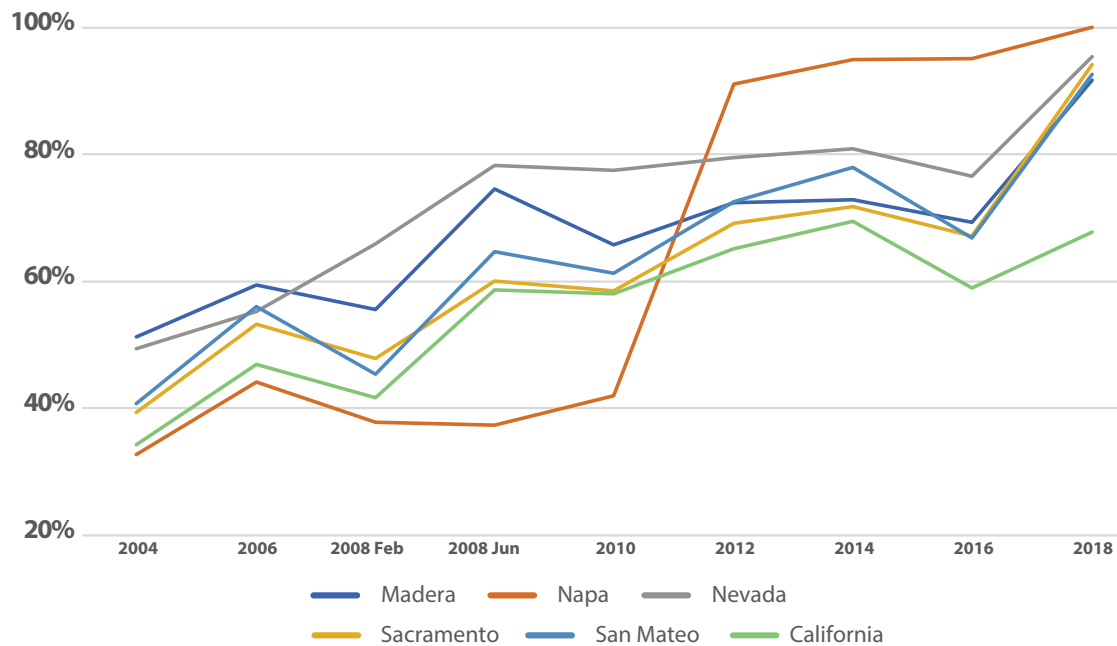
Vote-by-mail (VBM) was already a frequently chosen method of voting for Californians before the VCA became law in the state. The use of VBM ballots steadily increased in the state's elections since 2002, when Californians were given the ability to register as permanent VBM voters.<sup>6</sup> In the 2016 primary, prior to the first county implementation of the VCA, VBM ballots comprised 58.9% of all votes cast, up from 26.1% of ballots in the 2002 primary.

Figures 2 and 3 show the percent of votes cast over time that used VBM ballots for the counties first adopting the VCA in 2018 and 2020 election cycles. All five counties that implemented the VCA in 2018 had use rates far above the statewide average in the primary, (ranging from 92% in Madera to 99% in Napa), but counties first implementing the VCA in 2020 varied more significantly in their voters' experiences with VBM - 45% VBM use rate in Los Angeles to 83% in Tuolumne in the 2018 primary.<sup>7</sup>

FIGURE 2

### California Vote-by-Mail Use: 2004-2018 Primary Elections

Counties that First Implemented the Voter's Choice Act in 2018

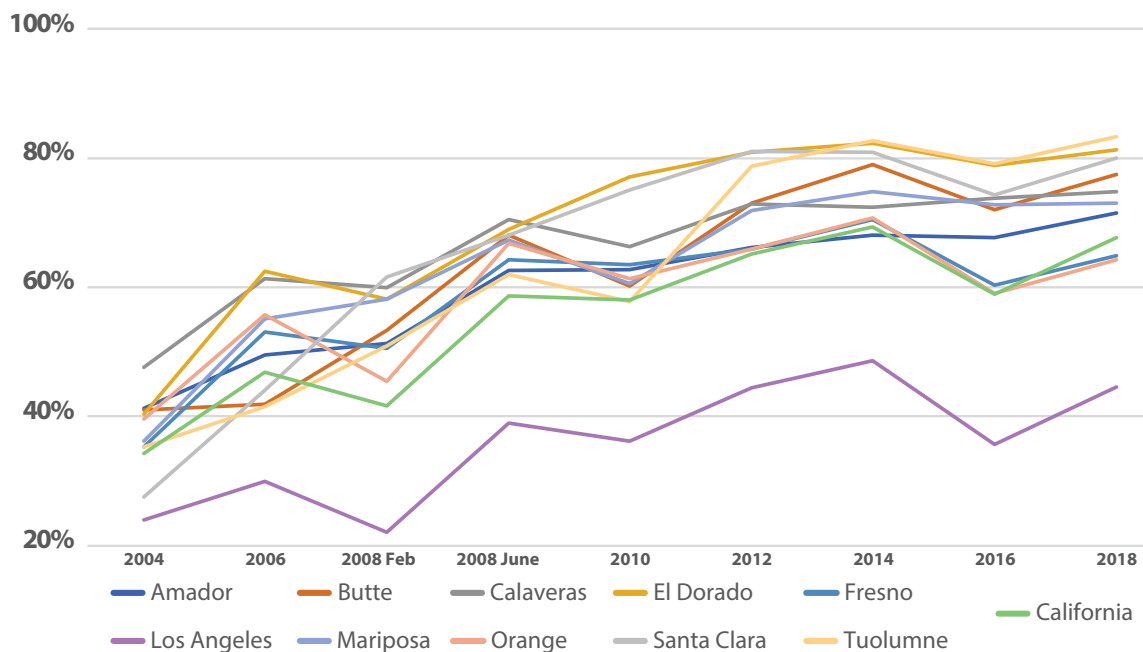


Data Source: California Secretary of State's Office

FIGURE 3

### California Vote-by-Mail Use: 2004-2018 Primary Elections

Counties that First Implemented the Voter's Choice Act in 2020



Data Source: California Secretary of State's Office

Chart Note: Between 2010 and 2012 Napa County converted a large number of registered voters to permanent vote by mail.



## Demographic Variation Across VCA Counties

Because the VCA is an election reform implemented with a goal to better serve the needs of voters and to increase voting access for historically underrepresented groups, understanding the diversity of county populations is an important component in the assessment of whether implementation was successful. This is especially critical when considering the diversity of education and outreach to county residents and eligible voters. Counties adopting the VCA have populations that range from small and rural (Amador, Butte, Calaveras, El Dorado, Madera, Mariposa, Napa, Nevada, and Tuolumne) to two of the largest metropolitan counties in the state and nation: Los Angeles and Orange.

In Table 1, we see that VCA counties are more racially diverse across Latino, Asian-American, and Black populations than non-VCA counties. Madera, Fresno, and Los Angeles have a significantly larger Latino population at 57.8%, 53.1%, and 48.5%, respectively, compared to the California average of 39.0%. The Asian-American populations in Santa Clara (36.3%) and San Mateo (28.3%) counties are nearly double that of the statewide proportion (14.3%). However, the white, non-Latino populations in Amador, Calaveras, El Dorado, Mariposa, Nevada, and Tuolumne are over twice the statewide total of 37.2%.<sup>7</sup>

Table 2 shows the distribution in the racial and ethnic composition of VCA counties, specifically for those eligible to vote (adult citizens). When compared to the general population, the percentage of Latino eligible voters in VCA counties is lower, from 39.9% compared to 32.2%, highlighting that the Latino population is underrepresented among eligible voters. At the same time, representation is higher for non-Latino white (33.2% compared to 40.8%), Asian-American (17.4% compared to 18.1%), and Black eligible voters (5.7% compared to 7.4%).

In Table 3 we see the proportion of each VCA county that is foreign born, limited English proficient, and those that report a disability. The foreign-born population ranges from 4.8% in both Calaveras and Tuolumne to 39.2% in Santa Clara and limited English proficient population ranges from 2.1% in Calaveras to 25.3% in Los Angeles. While racially and ethnically diverse populations tend to live in larger metropolitan areas communities in California, residents with disabilities tend to be more concentrated in less-populous areas.<sup>8</sup>

Overall, eligible voters in counties adopting the VCA in 2020 are more racially and ethnically diverse, and have higher proportions of the population who are foreign-born and who are limited English proficient than California, at large. However, Tables 1-3 show that diversity varies across VCA counties and the larger metropolitan areas tend to be more racially diverse and have higher percentages of residents that are foreign-born and identify as limited English proficient as compared to the smaller counties adopting the VCA which tend to have higher percentage residents that have a disability.

**Table 1: Total Population by Race and Ethnicity  
Voter's Choice Act Counties**

	Latino % Population	White, Non-Latino % Population	Asian-American % Population	Black % Population	American Indian and Alaska Native % Population	Native Hawaiian and Other Pacific Islander % Population	All Others Combined % Population
Amador County	13.9%	78.2%	1.2%	2.2%	0.6%	0.1%	3.7%
Butte County	16.3%	72.0%	4.5%	1.5%	0.8%	0.2%	4.8%
Calaveras County	12.1%	80.9%	1.5%	0.7%	0.4%	0.0%	4.4%
El Dorado County	12.8%	77.8%	4.5%	0.8%	0.5%	0.3%	3.3%
Fresno County	53.1%	29.4%	10.1%	4.5%	0.5%	0.1%	2.3%
Los Angeles County	48.5%	26.2%	14.4%	7.8%	0.2%	0.2%	2.6%
Madera County	57.8%	34.1%	1.9%	3.1%	1.0%	0.1%	2.0%
Mariposa County	11.3%	80.0%	1.2%	1.5%	1.9%	0.3%	3.9%
Napa County	34.1%	52.4%	8.0%	2.0%	0.3%	0.2%	3.0%
Nevada County	9.4%	85.2%	1.1%	0.5%	0.4%	0.1%	3.3%
Orange County	34.1%	40.6%	20.3%	1.6%	0.2%	0.3%	3.0%
Sacramento County	23.2%	44.7%	15.4%	9.5%	0.4%	1.1%	5.7%
San Mateo County	24.4%	39.2%	28.3%	2.2%	0.2%	1.3%	4.4%
Santa Clara County	25.5%	31.5%	36.3%	2.3%	0.2%	0.3%	3.9%
Tuolumne County	12.2%	80.2%	1.4%	1.8%	1.4%	0.2%	2.8%
VCA Counties	39.9%	33.2%	17.4%	5.7%	0.2%	0.4%	3.1%
VCA (w/o LA County)	30.6%	40.8%	20.7%	3.4%	0.3%	0.5%	3.7%
Non-VCA	38.2%	41.0%	11.2%	5.3%	0.5%	0.4%	3.4%
State	39.0%	37.2%	14.3%	5.5%	0.4%	0.4%	3.3%

**Table 2: Eligible Voter Population by Race and Ethnicity\***  
**Voter's Choice Act Counties**

	Latino % Eligible Voter Population	White Non-Latino % Eligible Voter Population	Asian-American % Eligible Voter Population	Black % Eligible Voter Population	American Indian and Alaska Native % Eligible Voter Population	Native Hawaiian and Other Pacific Islander % Eligible Voter Population	All Others Combined % Eligible Voter Population
Amador County	13.1%	78.0%	0.9%	3.8%	0.7%	0.1%	3.4%
Butte County	13.0%	78.0%	4.3%	1.7%	0.9%	0.2%	2.0%
Calaveras County	10.0%	83.7%	1.1%	1.4%	0.5%	0.1%	3.2%
ElDorado County	10.3%	82.8%	3.8%	1.0%	1.1%	0.2%	0.8%
Fresno County	44.0%	38.0%	10.2%	6.1%	0.5%	0.1%	1.1%
LosAngeles County	39.9%	32.9%	16.0%	10.3%	0.3%	0.3%	0.4%
Madera County	44.1%	46.0%	2.2%	4.8%	1.3%	0.1%	1.5%
Mariposa County	9.6%	82.1%	1.4%	1.4%	1.7%	0.4%	3.5%
Napa County	25.6%	62.0%	8.1%	2.2%	0.4%	0.3%	1.5%
Nevada County	8.8%	84.9%	1.9%	1.8%	0.4%	0.2%	2.0%
Orange County	25.8%	49.7%	21.6%	2.1%	0.2%	0.3%	0.2%
Sacramento County	18.0%	52.4%	14.8%	11.6%	0.4%	1.0%	1.8%
SanMateo County	21.0%	45.1%	28.3%	3.2%	0.2%	1.3%	1.0%
SantaClara County	22.4%	37.4%	35.3%	3.0%	0.2%	0.4%	1.4%
Tuolumne County	11.2%	81.6%	0.8%	3.0%	0.2%	0.2%	3.0%
VCA Counties County	32.2%	40.8%	18.1%	7.4%	0.3%	0.4%	0.7%
VCA (w/o LA County)	24.3%	49.0%	20.3%	4.4%	0.4%	0.5%	1.1%
Non-VCA	27.4%	52.1%	9.5%	5.8%	0.6%	0.4%	4.2%
Statewide	29.8%	46.6%	13.7%	6.6%	0.4%	0.4%	2.5%

Data Source: American Community Survey, 5-year Estimates- 2015-2019

\*Eligible voter population defined as adult citizens

**Table 3: Selected Demographics**  
**Voter's Choice Act Counties**

	Foreign-Born % Population	Limited English % Population*	Disability % Population**
Amador County	6.0%	3.2%	18.9%
Butte County	7.3%	5.1%	17.1%
Calaveras County	4.8%	2.1%	21.1%
El Dorado County	9.2%	4.4%	13.2%
Fresno County	21.2%	19.0%	13.1%
Los Angeles County	34.0%	25.3%	9.9%
Madera County	20.2%	18.5%	13.0%
Mariposa County	5.8%	2.9%	20.3%
Napa County	22.1%	16.7%	11.7%
Nevada County	4.8%	2.6%	14.3%
Orange County	30.1%	20.4%	8.5%
Sacramento County	20.9%	13.6%	11.8%
San Mateo County	34.8%	18.7%	8.2%
Santa Clara County	39.2%	21.1%	8.0%
Tuolumne County	4.8%	11.1%	19.6%
VCA Counties	31.1%	21.6%	10.0%
VCA (w/o LA County)	27.9%	17.6%	10.1%
Non-VCA	22.6%	13.9%	11.09%
Statewide	26.8%	17.7%	10.5%

Data Source: American Community Survey, 5-year Estimates- 2015-2019

\*The percent of the population with limited English proficiency. Limited English proficiency is defined as people who speak English "less than very well".

\*\*The percent of residents (age 5 to over 75) with disabilities out of the total population.

## 1. VCA Counties' Efforts to Serve Voters

VCA-adopting counties are required to establish an Election Administration Plan (EAP) for each election, which details how the county intends to meet all requirements of the VCA, including how the elections office will engage the public and conduct outreach (for VCA county EAPs, see the California Secretary of State's website or see appendix for excerpts). The county must open the EAP to public comment before it is finalized. VCA-adopting counties must also establish a Voting Accessibility Advisory Committee (VAAC) to advise the county elections office as it relates to access to the electoral process for voters with disabilities. Counties must also establish a Language Accessibility Advisory Committee (LAAC) to advise the county elections office as it relates to access to the electoral process for voters with limited English proficiency. Some non-VCA counties also have a VAAC and/or LAAC.<sup>10</sup>

In order to understand the scope and reach of voter education and outreach efforts that VCA counties actually engaged in during the 2020 primary election (not what they planned), we conducted a survey of the elections offices of all 15 VCA-adopting counties. Details on specific outreach efforts can be found in a county's EAP or through direct contact with the county elections office.

As is common with surveys collecting self-reported data, a small number of counties completing the survey did not answer some survey questions or gave incomplete responses on others (noted as N/A in each data table below). In section two of this report, we present analysis of the in-depth interviews with statewide advocacy groups and community leaders conducted for this study. These interviews provide additional perspectives on the outreach work employed by VCA counties.

For findings specific to how VCA county elections offices served voters with a disability, including and in-depth analysis of VAACs, please see CID's report, *California Voter's Choice Act: 2020 Primary Election - Election Access for Voters with Disabilities*.

### County Outreach Budget

In order to meet the requirements of the VCA, county election offices allocated funding specified for outreach-related activities in California's 2020 primary election. Table 4 shows that spending on voter outreach efforts ranged from \$2,441 in El Dorado County to over six million in Los Angeles County. The budget cost per registered voter ranged from \$0.04 (Nevada) to \$4.98 (Mariposa). We note here that Madera and Mariposa reported that they did not track hours spent on education and outreach while Butte, El Dorado, and Fresno did not create a budget.

In nine out of the 15 VCA counties – Butte, El Dorado, Los Angeles, Mariposa, Napa, Orange, Sacramento, San Mateo, and Santa Clara – there was a specific staff person dedicated to the county's education and outreach efforts. Total staff hours spent on education and outreach ranged from 40 hours in Amador County to 500+ hours in El Dorado, Fresno, Los Angeles, Orange, San Mateo, and Santa Clara counties.

We note here that Los Angeles County did not mail every registered voter a VBM ballot in the 2020 primary (63.3% of Los Angeles County's registered voters were mailed a VBM ballot). This was the only VCA county allowed such an exception under the VCA. This policy decision may have influenced the vote-by-mail use rates seen in the county and the content of outreach efforts. We also note that eligible voters in the five counties (Sacramento, San Mateo, Madera, Napa, and Nevada) that adopted the VCA in 2018 have the additional exposure to VCA related outreach efforts in that election cycle compared to eligible voters in the counties adopting the VCA for the first time in 2020.

Due to Los Angeles County's large proportion of the total number of California's VCA eligible voters in the 2020 Primary, we present data in this report for VCA counties, as well as Los Angeles County alone. Please note that raw response counts are below 100 on some subgroup responses in Los Angeles County.

**Table 4: County Voter Outreach Staffing and Budget**

	Dedicated VCA Staff Person	Total Staff Hours for VCA Outreach	Education & Outreach Budget*	Calculated per Registered Voters**	Education & Outreach Spending*
Amador County	-	40	\$14,250	\$0.60	\$15,000
Butte County	Yes	80	\$27,450	\$0.24	\$65,000 for VCA mailers + postage
Calaveras County	-	200	\$55,000	\$1.84	\$57,000
El Dorado County	Yes	500+	-	-	\$2,441
Fresno County	-	500+	-	-	\$461,427 for education and outreach + \$413,618 was spent on services/supplies + \$47,809 was spent on labor
Los Angeles County	Yes	500+	\$7,000,000	\$1.26	\$6,250,000
Madera County	-	-	\$15,000	\$0.24	\$25,000
Mariposa County	Yes	-	\$60,000 total election budget	\$4.98	\$60,000 total election budget
Napa County	Yes	45	\$2,500	\$0.05	\$2,500 + around \$35,000 for VCA mailers & postage
Nevada County	-	100	\$3,000	\$0.04	\$3,000
Orange County	Yes	500+	\$403,804	\$0.20	\$2,393,703 total spent (utilized grant funding to allow for higher spending than originally budgeted)
Sacramento County	Yes	57	\$75,000 (not including staff time or direct mailers)	\$0.40	\$75,000 + \$250,000 for VCA mailers & postage
San Mateo County	Yes	500+	\$450,000	Around \$2.40	\$437,517
Santa Clara County	Yes	500+	N/A	N/A	N/A
Tuolumne County	-	80	\$20,000	\$0.61	\$14,471

Data Source: CID County Elections Office Survey

A dash (-) indicates a county answered no or answer wasn't in that survey category (e.g., did not have a dedicated staff person, did not track hours, or did not have an outreach budget).

\* Budget information is subject to the accuracy of counties' survey answers. For most counties, publicly available budgets do not specify outreach spending related to the VCA.

\*\* Mariposa, Napa, Nevada, and San Mateo provided their budget per voter, all other were calculated by Center for Inclusive Democracy based on county provided budget data. Registered voters as of 15-day Report of Registration, 2020 primary election.

## Outreach Demographics

As required by the VCA, all counties conducted a general outreach campaign to voters, however the demographic reach of VCA counties' efforts varied significantly. About half of the counties shared specifics regarding their outreach efforts such as, "We partnered with the Community Leaders Coalition/Voter Choice Napa (CLC/VCN) to target underserved populations such as the disabled, youth, language minorities and seniors" while the other half of VCA counties gave more general responses including, "Countywide and all demographics."

Table 5 shows that 9 out of 15 counties (Amador, El Dorado, Fresno, Los Angeles, Napa, Orange, Sacramento, San Mateo, and Santa Clara) indicated that their outreach efforts targeted at least one specific voter group beyond a general audience. Seven counties indicated targeting either voters with disabilities or senior voters. Amador, Fresno, Los Angeles, Napa, Orange, Sacramento, and San Mateo reported direct outreach to non-English language groups. San Mateo reported special outreach programs such as mass texting to young voters and a flyer program in Samoan and Tongan that reached beyond the county's legally required groups for language translation. El Dorado worked with a community partner and used radio communications to reach its Latino community. In addition to the groups already mentioned, Los Angeles County reported that they reached out to experienced voters, new voters, voters experiencing homelessness, and incarcerated voters. We note here that larger, more demographically diverse counties tended to have a more targeted outreach approach. Please refer to Tables 1-3 for demographic data by county.

**Table 5: Demographic and Geographic Voter Outreach in the 2020 Primary Election**

	Non-English Language Groups	Racial or Ethnic Groups	Residents with Disabilities	Young Voters	Seniors
Amador County	Yes	-	Yes	-	-
Butte County	-	-	-	-	-
Calaveras County	-	-	-	-	-
El Dorado County	-	Yes	Yes	-	Yes
Fresno County	Yes	-	Yes	-	Yes
Los Angeles County	Yes	-	Yes	Yes	Yes
Madera County	-	-	-	-	-
Mariposa County	-	-	-	-	-
Napa County	Yes	-	Yes	Yes	Yes
Nevada County	-	-	-	-	-
Orange County	Yes	-	Yes	Yes	Yes
Sacramento County	Yes	Yes	Yes	Yes	-
San Mateo County	Yes	-	Yes	Yes	Yes
Santa Clara County	-	-	-	Yes	Yes
Tuolumne County	-	-	-	-	-
<b>Total</b>	<b>7/15 counties</b>	<b>2/15 counties</b>	<b>8/15 counties</b>	<b>6/15 counties</b>	<b>7/15 counties</b>

Data Source: CID County Elections Office Survey

Table was created from responses to the open-ended question, "What was the demographic and geographic reach of voter outreach in the 2020 primary election?" A dash (-) indicates a county answered no or answer wasn't in that survey category.

## Outreach Methods

In the 2020 primary election, all VCA counties reported engaging in an advertising campaign in both traditional and social media outlets. Table 6 shows that all counties also reported meeting VCA requirements for hosting community meetings to inform residents about the VCA, while also directly collaborating with community groups on VCA-related outreach (except Tuolumne). All counties, except for Amador, Napa, and Santa Clara, reported that they posted outdoor signage (e.g., bus, billboard, etc.) to reach voters. Only seven counties (Amador, Calaveras, El Dorado, Los Angeles, Napa, Orange, and San Mateo) reported informing community members about the VCA through direct digital communication (e.g. email, social media, online ads). Note: We do not have detailed data regarding the types of advertising campaigns, nor data on their effectiveness in reaching community members.

We also asked counties about their outreach efforts (e.g. workshops or meetings) and targeted communication specific to Black, Indigenous, or formerly incarcerated voters in the primary election. Table 7 shows that ten counties (Amador, Calaveras, El Dorado, Madera, Mariposa, Napa, Nevada, San Mateo, Santa Clara, and Tuolumne) reported that they did not specifically conduct outreach efforts for these groups. Los Angeles and Orange counties reported reaching out to all three groups, while Butte reached out to both Black and Indigenous voters. Fresno and Sacramento both reported reaching out to Black voters. Napa did not target these groups but noted that their community partners did.

Methods of outreach to Black, Indigenous, or formerly incarcerated voters included:

- Having representatives from groups as part of the VAAC (Butte),
- Presentations for Native American tribes (Butte),
- PSA outreach on local radio stations (Butte),
- Unique regional posters in neighborhoods that are predominately Black (Fresno),
- Advertisements in media geared towards Black voters (Sacramento),
- Hosted or attended events for Black voters (Orange and Sacramento),
- Printed materials shared by community partners (Sacramento), and
- Worked with the ACLU and sheriff to provide information to incarcerated individuals (Orange).

**Table 6: Outreach Methods by County Elections Officials in the 2020 Primary Election**

	Collaboration with Community Groups	Advertisements In the Media	Outdoor Signage	Social Media	Signage at Vote Centers	Direct Mail	Direct Digital Communication	Community Meetings
Amador County	Yes	Yes	-	Yes	Yes	Yes	Yes	Yes
Butte County	Yes	Yes	Yes	Yes	Yes	Yes	-	Yes
Calaveras County	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
El Dorado County	Yes	Yes	Yes	Yes	-	Yes	Yes	Yes
Fresno County	Yes	Yes	Yes	Yes	Yes	Yes	-	Yes
Los Angeles County	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Madera County	Yes	Yes	Yes	Yes	Yes	Yes	-	Yes
Mariposa County	Yes	Yes	Yes	Yes	Yes	Yes	-	Yes
Napa County	Yes	Yes	-	Yes	Yes	Yes	Yes	Yes
Nevada County	Yes	Yes	Yes	Yes	Yes	Yes	-	Yes
Orange County	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Sacramento County	Yes	Yes	Yes	Yes	Yes	Yes	-	Yes
San Mateo County	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Santa Clara County	Yes	Yes	-	Yes	Yes	Yes	-	Yes
Tuolumne County	-	Yes	Yes	Yes	Yes	Yes	-	Yes
<b>Total</b>	<b>14/15 counties</b>	<b>15/15 counties</b>	<b>12/15 counties</b>	<b>15/15 counties</b>	<b>14/15 counties</b>	<b>15/15 counties</b>	<b>7/15 counties</b>	<b>15/15 counties</b>

Data Source: CID County Elections Office Survey

The CID survey asked "What traditional and social media methods were used in voter outreach and education for the 2020 primary election? Mark all that apply."

Respondents could mark all that apply from a list of choices.

A dash (-) indicates a county answered no or answer wasn't in that survey category.

**Table 7: Outreach and Targeted Communications Efforts in the 2020 Primary Election**

	Black	Indigenous	Formerly Incarcerated	Did Not Specifically Target These Groups
Amador County	-	-	-	Yes
Butte County	Yes	Yes	-	-
Calaveras County	-	-	-	Yes
El Dorado County	-	-	-	Yes
Fresno County	Yes	-	-	-
Los Angeles County	Yes	Yes	Yes	-
Madera County	-	-	-	Yes
Mariposa County	-	-	-	Yes
Napa County	-	-	-	Yes
Nevada County	-	-	-	Yes
Orange County	Yes	Yes	Yes	-
Sacramento County	Yes	-	-	-
San Mateo County	-	-	-	Yes
Santa Clara County	-	-	-	Yes
Tuolumne County	-	-	-	Yes
<b>Total</b>	<b>5/15</b>	<b>3/15</b>	<b>2/15</b>	<b>10/15</b>

Data Source: CID County Elections Office Survey. Table was created from responses to the following two open-ended questions: 1) "Did your office specifically conducted outreach efforts (eg. workshops or meetings) to Black, indigenous, or formerly incarcerated voters?" 2) "Did your office specifically targeted communications efforts to Black, indigenous, or formerly incarcerated voters?" A dash (-) indicates a county answered no or answer wasn't in that survey category.

## Outreach Partnerships

Nearly all VCA counties, with the exception of Nevada, reported conducting community meetings and meeting with community leaders and advocacy groups to discuss VCA changes. Table 8 shows that with the exception of Tuolumne, all counties created what they indicated was an ongoing collaboration with community leaders and voter advocacy groups to discuss VCA changes.

When also asked about the most effective roles played by stakeholders in VCA implementation, nearly all counties (except Nevada and Tuolumne) noted collaboration on education and outreach efforts in the community. Two-thirds of VCA counties – Amador, Butte, Calaveras, Fresno, Los Angeles, Napa, Orange, San Mateo, Santa Clara, and Tuolumne – found providing EAP feedback to election staff was the most effective role played by stakeholders. Amador, Butte,



Calaveras, Fresno, Los Angeles, Mariposa, Napa, San Mateo, Santa Clara and Tuolumne all reported that stakeholders providing input on the voting location siting process was an effective role played in implementation.

**Table 8: Educating Voters About VCA-Related Changes in the 2020 Primary Election**

	Conducted Community Meetings	Met with Community Leaders and Voter Advocacy Groups	Created an Ongoing Collaboration with Community Leaders and Voter Advocacy Groups	Conducted a County-Wide Media Campaign
Amador County	Yes	Yes	Yes	Yes
Butte County	Yes	Yes	Yes	Yes
Calaveras County	Yes	Yes	Yes	Yes
El Dorado County	Yes	Yes	Yes	Yes
Fresno County	Yes	Yes	Yes	Yes
Los Angeles County	Yes	Yes	Yes	Yes
Madera County	Yes	Yes	Yes	Yes
Mariposa County	Yes	Yes	Yes	Yes
Napa County	Yes	Yes	Yes	Yes
Nevada County	-	-	Yes	Yes
Orange County	Yes	Yes	Yes	Yes
Sacramento County	Yes	Yes	Yes	Yes
San Mateo County	Yes	Yes	Yes	Yes
Santa Clara County	Yes	Yes	Yes	Yes
Tuolumne County	Yes	Yes	-	Yes
<b>Total</b>	<b>14/15 counties</b>	<b>14/15 counties</b>	<b>14/15 counties</b>	<b>15/15 counties</b>

Data Source: CID County Elections Office Survey

The CID survey asked "What methods did your office use to educate voters on VCA-related election changes and to minimize voter confusion in the 2020 primary election?" Respondents could mark all that apply from a list of choices.

A dash (-) indicates a county answered no or answer wasn't in that survey category.

Counties were asked to describe their partnerships with community groups, government agencies, media entities, and private groups. Their responses were organized as follows (Table 9):

- i. **Community groups:** Over two-thirds of VCA counties (Butte, El Dorado, Los Angeles, Madera, Mariposa, Napa, Nevada, Orange, Sacramento, San Mateo, Santa Clara, and Tuolumne) said that community groups were helpful with outreach. Forty percent of counties said that community groups provided resources. Six counties (Amador, Calaveras, Fresno, Napa, Sacramento, and San Mateo) said that community groups provided feedback and seven counties (Butte, El Dorado, Napa, Nevada, Orange, Sacramento, and San Mateo) said they provided resources.
- ii. **Government agencies:** Eight out of 15 of the VCA counties (Butte, Los Angeles, Madera, Nevada, Orange, Sacramento, San Mateo, and Santa Clara County) said government agencies (e.g. as part of city and county governments) provided resources in the VCA implementation process; while Amador and Fresno said government agencies provided feedback; Tuolumne did not partner with government agencies. Nearly all counties said government agencies helped with outreach, but Calaveras, Fresno, Los Angeles, Mariposa, Napa, and San Mateo noted specifically that partnering with other agencies or neighboring municipalities helped amplify messaging.
- iii. **Private groups:** El Dorado, Madera, Mariposa, Napa, and Tuolumne either did not collaborate with private groups or did not find the collaboration they undertook with private groups useful. On the other hand, Amador, Butte, Nevada, Orange, San Mateo, and Santa Clara said private groups were helpful for outreach and advertisements; Butte, Los Angeles, Sacramento, and San Mateo said they provided resources including vote center locations and volunteers; and Amador, Calaveras, and Fresno said they helped by providing feedback on the implementation process.
- iv. **Media organizations:** Every VCA county utilized media organizations for outreach and advertisements and El Dorado, Fresno, San Mateo, and Tuolumne said it helped them to reach new or hard-to-reach voters. San Mateo county noted that media entities offered them free ad space.

**Table 9: Partnership Enhancement on Voter Outreach Strategy for the 2020 Primary Election**

	Community Groups			Government Agencies			Private Groups			Media Entities		
	Outreach	Feedback	Resources	Outreach	Feedback	Resources	Outreach	Feedback	Resources	Outreach	Feedback	Resources
Amador County	-	Yes	-	-	Yes	-	Yes	Yes	-	Yes	-	-
Butte County	Yes	-	Yes	Yes	-	Yes	Yes	-	Yes	Yes	-	-
Calaveras County	-	Yes	-	Yes	-	-	-	Yes	-	Yes	Yes	-
El Dorado County	Yes	-	Yes	Yes	-	-	-	-	-	Yes	-	-
Fresno County	-	Yes	-	-	Yes	-	-	Yes	-	Yes	Yes	-
Los Angeles County	Yes	-	-	Yes	-	Yes	-	-	Yes	Yes	-	-
Madera County	Yes	-	-	Yes	-	Yes	-	-	-	Yes	-	-
Mariposa County	Yes	-	-	Yes	-	-	-	-	-	Yes	-	-
Napa County	Yes	Yes	Yes	Yes	-	-	-	-	-	Yes	-	-
Nevada County	Yes	-	Yes	Yes	-	Yes	Yes	-	-	Yes	-	-
Orange County	Yes	-	Yes	Yes	-	Yes	Yes	-	-	Yes	-	-
Sacramento County	Yes	Yes	Yes	Yes	-	Yes	-	-	Yes	Yes	-	-
San Mateo County	Yes	Yes	Yes	Yes	-	Yes	Yes	-	Yes	Yes	-	Yes
Santa Clara County	Yes	-	-	Yes	-	Yes	Yes	-	-	Yes	-	-
Tuolumne County	Yes	-	-	-	-	-	-	-	-	Yes	-	-
<b>Total</b>	<b>12/15 counties</b>	<b>6/15 counties</b>	<b>7/15 counties</b>	<b>12/15 counties</b>	<b>2/15 counties</b>	<b>8/15 counties</b>	<b>6/15 counties</b>	<b>3/15 counties</b>	<b>4/15 counties</b>	<b>15/15 counties</b>	<b>2/15 counties</b>	<b>1/15 counties</b>

Data Source: CID County Elections Office Survey

Table was created from responses to the open-ended question, "Describe how your partnerships with the following groups [community groups, government agencies, private groups, media entities] enhanced your outreach strategy for the 2020 primary election."

A dash (-) indicates a county answered no or answer wasn't in that survey category.

## Benefits and Challenges of Partnerships

We asked counties "Other than voter outreach and education, how did collaboration among various stakeholders influence the VCA implementation process for the 2020 primary election?" and about half the counties responded with general answers related to receiving either feedback on the EAP or VCA implementation. The other half of the counties noted specifics: community trust, outreach, and siting location or poll worker recruitment (Table 10). As a reminder, Madera, Napa, Nevada, Sacramento, and San Mateo first implemented the VCA in the 2018 election cycle, while Amador, Butte, Calaveras, El Dorado, Fresno, Los Angeles Mariposa, Orange, Santa Clara and Tuolumne did so in 2020. Therefore partnerships as well as their overall process may differ.

Noted areas for improvement on collaboration differed by county. Table 11 shows that Calaveras, Fresno, Madera, Sacramento, and Santa Clara counties all reported that they would like to see increased participation from community members. Nevada and San Mateo said VAAC and LAAC meeting attendance and/or membership could have been improved in the primary. Los Angeles and Orange counties both said that establishing siting locations could be improved. Five counties (Amador, Fresno, Mariposa, Santa Clara, and Tuolumne) said they would like to increase outreach or public meetings. However Butte, El Dorado, Napa, and San Mateo counties reported that improvements to partnerships were not needed in the primary. Tuolumne said "A more robust social media presence could have been used to share information." San Mateo said that while collaboration was successful, they desired more partnerships from language minority communities. Santa Clara said that it would be helpful if collaborators introduced more of their co-workers and peers since participants rarely attend every meeting. They added that the process could be improved if they had stronger relationships with state agencies in the county, "For example: DMV, Social Service Agencies, Covered CA, etc. It would be beneficial to all to share the same message across the board when it comes to voting and outreach."

In response to the open-ended question (Table 12), "What groups in your county were missing from voter outreach and education efforts for the 2020 primary election?", Butte, Los Angeles, Mariposa, Napa, Orange, and Sacramento said that they included all groups in their outreach and education campaigns. While six counties (El Dorado, Fresno, Nevada, San Mateo, Santa Clara, and Tuolumne) said non-English language groups, Amador and Santa Clara said youth voters were missing. El Dorado said they would like to collaborate more with voters with disabilities as well as members of the Jakarta Movement and Mi Familia Vota. Amador wanted more involvement from the School Board and City Council, and Calaveras said they needed more representation from the rural parts of the county. Santa Clara noted, educational organizations, high school principals, young voters, and the not as common language groups were hard to reach, they also noted "We did not provide a lot of voter outreach and education to our formerly incarcerated voters, or voters without a fixed address. Efforts are currently being assessed to reach these voters."



With the exception of Fresno, all counties that implemented the VCA for the first time in 2020 (Amador, Butte, Calaveras, El Dorado, Mariposa, Orange, Santa Clara and Tuolumne) reported requesting input on the VCA implementation process (beyond involvement in the EAP) from community members. Madera, Sacramento, and San Mateo also requested feedback from community members for the 2020 primary election. Napa and Nevada did not report requesting feedback.

A majority of counties found collaborating with their LAAC helped improve community outreach, administrative implementation, or feedback on how to best serve their communities (Table 13). A majority of LAAC's (10 out of 15 counties) helped in multiple capacities. For example, Mariposa's LAAC "Made suggestions for vote center/drop box locations" while Amador's LAAC "helped decode the best methods of outreach, and disseminated information to their respective communities."

**Table 10: Impact of Stakeholder Collaboration on the VCA Implementation for the 2020 Primary Election**

	Feedback on EAP/ VCA Implementation	Improved Community Trust	Improved Outreach	Assisted with Siting Locations	Recruited Vote Center Staff
Amador County	-	Yes	-	-	-
Butte County	-	Yes	-	Yes	-
Calaveras County	-	Yes	Yes	-	-
El Dorado County	Yes	-	-	-	-
Fresno County	Yes	-	Yes	Yes	-
Los Angeles County	Yes	-	-	Yes	Yes
Madera County	-	Yes	Yes	-	-
Mariposa County	-	Yes	-	-	-
Napa County	Yes	Yes	-	-	-
Nevada County	-	-	-	-	-
Orange County	Yes	-	-	Yes	-
Sacramento County	Yes	-	Yes	Yes	Yes
San Mateo County	Yes	Yes	Yes	-	-
Santa Clara County	-	-	Yes	Yes	-
Tuolumne County	Yes	-	Yes	-	-
<b>Total</b>	<b>8/15 counties</b>	<b>7/15 counties</b>	<b>7/15 counties</b>	<b>6/15 counties</b>	<b>2/15 counties</b>

Data Source: CID County Elections Office Survey.

Table was created from responses to the open-ended question, "Other than voter outreach and education, how did collaboration among various stakeholders influence the VCA implementation process for the 2020 primary election?"

A dash (-) indicates a county answered no or answer wasn't in that survey category.

**Table 11: Collaborative Improvements for the 2020 Primary Election**

	More Participation from Community Partners	More Robust LAAC/ VAAC Meetings or Membership	Establishing Siting Locations and Vote Centers	Increased Outreach	Collaborated Well/ No Improvements Needed
Amador County	-	-	-	Yes	-
Butte County	-	-	-	-	Yes
Calaveras County	Yes	-	-	-	-
El Dorado County	-	-	-	-	Yes
Fresno County	Yes	-	-	Yes	-
Los Angeles County	-	-	Yes	-	-
Madera County	Yes	-	-	-	-
Mariposa County	-	-	-	Yes	-
Napa County	-	-	-	-	Yes
Nevada County	-	Yes	-	-	-
Orange County	-	-	Yes	-	-
Sacramento County	Yes	-	-	-	-
San Mateo County	-	Yes	-	-	Yes
Santa Clara County	Yes	-	-	Yes	-
Tuolumne County	-	-	-	Yes	-
<b>Total</b>	<b>5/15 counties</b>	<b>2/15 counties</b>	<b>2/15 counties</b>	<b>5/15 counties</b>	<b>4/15 counties</b>

Data Source: CID County Elections Office Survey.

Table was created from responses to the open-ended question, "What about the collaborative process could have been improved for the 2020 primary election?"

A dash (-) indicates a county answered no or answer wasn't in that survey category.

**Table 12: Groups Missing from Voter Outreach and Education for the 2020 Primary Election**

	Youth Voters	Non-English Language Groups	Racial or Ethnic Groups	Disabled Voters	Other
Amador County	Yes	-	-	-	Yes
Butte County	-	-	-	-	-
Calaveras County	-	-	-	-	Yes
El Dorado County	-	Yes	-	Yes	-
Fresno County	-	Yes	-	-	-
Los Angeles County	-	-	-	-	-
Madera County	-	-	Yes	-	-
Mariposa County	-	-	-	-	-
Napa County	-	-	-	-	-
Nevada County	-	Yes	-	-	-
Orange County	-	-	-	-	-
Sacramento County	-	-	-	-	-
San Mateo County	-	Yes	-	-	-
Santa Clara County	Yes	Yes	-	-	Yes
Tuolumne County	-	Yes	-	-	-
<b>Total</b>	<b>2/15 counties</b>	<b>6/15 counties</b>	<b>1/15 counties</b>	<b>1/15 counties</b>	<b>2/15 counties</b>

Data Source: CID County Elections Office Survey.

Table was created from responses to the open-ended question, "What groups in your county were missing from voter outreach and education efforts for the 2020 primary election (i.e. are there groups you would like to see involved in future elections)?"

A dash (-) indicates a county answered no or answer wasn't in that survey category.

**Table 13: Role Played by the Language Accessibility Advisory Committee for the 2020 Primary Election**

	Community Outreach	Administrative Implementation	Community Knowledge and Feedback
Amador County	Yes	-	Yes
Butte County	-	-	Yes
Calaveras County	Yes	Yes	Yes
El Dorado County	Yes	-	Yes
Fresno County	-	Yes	-
Los Angeles County	Yes	Yes	Yes
Madera County	Yes	Yes	-
Mariposa County	-	Yes	-
Napa County	Yes	Yes	-
Nevada County	-	-	-
Orange County	Yes	Yes	Yes
Sacramento County	-	Yes	Yes
San Mateo County	Yes	Yes	Yes
Santa Clara County	Yes	-	-
Tuolumne County	Yes	Yes	Yes
<b>Total</b>	<b>10/15 counties</b>	<b>10/15 counties</b>	<b>9/15 counties</b>

Data Source: CID County Elections Office Survey.

Table was created from responses to the open-ended question, "What role did the Language Accessibility Advisory Committee (LAAC) play in your county's outreach and education strategy for the 2020 primary election?"

A dash (-) indicates a county answered no or answer wasn't in that survey category.

## Voting Location Site Selection

All 15 VCA counties said that being in close proximity to public transportation was a priority for siting locations (Table 14). Other priorities included being close to: population centers, language minority communities, voters with disabilities, low income communities, free parking, communities with historically low vote-by-mail usage, communities with low rates of vehicle ownership, eligible voters that are not registered to vote, and geographically isolated populations. All counties (except Fresno and Santa Clara) took into consideration the time and distance a voter would have to travel to vote and two-thirds of the counties considered traffic patterns. El Dorado, Los Angeles, Orange, and San Mateo were the only counties to report meeting the requirement to consider the placement of mobile voter centers.

Note: Los Angeles County was required under the law to consider travel time in the primary.

**Table 14: County Priorities for Siting Locations in the 2020 Primary Election**

	Public Transit	Historically Low Vote-by-Mail Usage	Population Centers	Language Minority Communities	Voters with Disabilities	Low Rates of Vehicle Ownership	Low-Income Communities	Eligible Voters That Are Not Eligible to Vote	Geographically Isolated Populations	Access to Free Parking	Time and Distance a Voter Must Travel to Reach a Location	Alternative Voting Methods for Voters with Disabilities	Traffic Patterns	Mobile Vote Centers
Amador County	Yes	Yes	Yes	Yes	Yes	-	-	-	-	Yes	Yes	-	-	-
Butte County	Yes	Yes	Yes	Yes	Yes	-	Yes	Yes	-	Yes	Yes	Yes	Yes	-
Calaveras County	Yes	-	Yes	Yes	-	Yes	Yes	-	Yes	-	Yes	-	Yes	-
El Dorado County	Yes	-	Yes	Yes	Yes	-	Yes	-	-	-	Yes	-	Yes	Yes
Fresno County	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	-	-	Yes	-	-
Los Angeles County	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Madera County	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	-
Mariposa County	Yes	-	-	Yes	Yes	-	-	-	-	-	Yes	-	-	-
Napa County	Yes	-	Yes	Yes	Yes	-	-	-	-	Yes	Yes	Yes	-	-
Nevada County	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	-
Orange County	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Sacramento County	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	-	Yes	-
San Mateo County	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Santa Clara County	Yes	Yes	Yes	Yes	Yes	-	Yes	-	-	Yes	-	Yes	Yes	-
Tuolumne County	Yes	-	Yes	-	-	-	-	-	-	Yes	Yes	-	-	-
Total	15/15 counties	10/15 counties	14/15 counties	14/15 counties	13/15 counties	8/15 counties	11/15 counties	8/15 counties	8/15 counties	11/15 counties	13/15 counties	9/15 counties	10/15 counties	4/15 counties

Data Source: CID County Elections Office Survey.

The CID survey asked, "What location characteristics were prioritized when choosing vote center locations for the 2020 primary election?" Respondents could mark all that apply from a list of choices.

A dash (-) indicates a county answered no or answer wasn't in that survey category.

## Delivery Effectiveness

Despite the voter outreach efforts employed by VCA counties, just under half (Butte, Madera, Mariposa, Napa, Sacramento, and Tuolumne) reported that they either did not know which types of outreach methods were most effective for different voter groups or did not think that different types information had an effect on different groups (Table 15). However, (Calaveras, Fresno, Orange, and San Mateo) indicated that translating languages was effective for language minority groups, while one-third of counties (Calaveras, El Dorado, Fresno, Los Angeles, and Orange) said digital communications (email, social media, online ads) were more effective, and Fresno and Orange added specifically for reaching young voters.

Conversely, Calaveras noted that printed materials (e.g. voter guide, flyers, mailers) were effective for connecting with older voters and, El Dorado, Los Angeles, and Santa Clara more generally found printed materials effective. Amador, Nevada, and Orange counties reported that public meetings were effective for their outreach goals, with Amador noting that this was because county staff could answer questions and convey more information to attendees than through advertisements or mailers. Additionally, Los Angeles county commented that, "educational information and messages performed best across all demographics and languages." Calaveras noted that a mass email campaign was effective in their county, and was supplemented with posting flyers at libraries and post offices, as well a Spanish translated voter guide. Sacramento found that "Voters with language needs often want more information about the services offered at Vote Centers, where they can use a translated reference ballot and receive assistance in their preferred language. Voters with disabilities have a number of paths to cast their ballot as they wish, so information about our RAVBM system, at-home voting [...], and our accessible Vote Centers was important."

Table 16 shows that the Secretary of State provided feedback on 11 out of 15 counties draft EAP's. The number of public comments on EAP's ranges from zero in Butte and Mariposa to 171 in Santa Clara County. Table 16 also shows the date the EAP was published. Please note EAP dates were recorded from information found on counties website, and counties may have published EAP's at an earlier date.

**Table 15: Effective Information Delivery for the 2020 Primary Election**

	Events/ Meetings	Digital Communication	Printed Flyers/ Mail	Language Specific	Clear Messaging	Don't Know
Amador County	Yes	-	-	-	-	-
Butte County	-	-	-	-	-	Yes
Calaveras County	-	Yes	Yes	Yes	-	-
El Dorado County	-	Yes	Yes	-	-	-
Fresno County	-	Yes	-	Yes	-	-
Los Angeles County	-	Yes	Yes	-	-	-
Madera County	-	-	-	-	-	Yes
Mariposa County	-	-	-	-	-	Yes
Napa County	-	-	-	-	-	Yes
Nevada County	Yes	-	-	-	-	-
Orange County	Yes	Yes	-	Yes	-	-
Sacramento County	-	-	-	-	-	Yes
San Mateo County	-	-	-	Yes	-	-
Santa Clara County	-	-	Yes	Yes	Yes	-
Tuolumne County	-	-	-	-	-	Yes
<b>Total</b>	<b>3/15 counties</b>	<b>5/15 counties</b>	<b>4/15 counties</b>	<b>5/15 counties</b>	<b>1/15 counties</b>	<b>6/15 counties</b>

Data Source: CID County Elections Office Survey

Table was created from responses to the open-ended question, "Were certain types of information more effective for different types of voters (e.g., racial and ethnic minorities, voters with disabilities, voters with language needs, young voters, older voters)?"

A dash (-) indicates a county answered no or answer wasn't in that survey category.

**Table 16: Elections Administration Plan (EAP) 2020 Primary Election**

	SOS Feedback on EAP	Date EAP was Finalized or Uploaded to County Website*	Number of Public Comments	Number of Eligible Voters**
Amador County	Yes	2020	1	27,959
Butte County	No	August 28, 2019	0	169,009
Calaveras County	Yes	October 26, 2020	1	36,048
El Dorado County	No	2019	3	141,429
Fresno County	Yes	December 5, 2019	30	605,557
Los Angeles County	Yes	February 1, 2020	50	6,184,428
Madera County	Yes	November 1, 2019	2	90,838
Mariposa County	Yes	2019	0	14,850
Napa County	Yes	January 14, 2020	1	92,164
Nevada County	No	March 2, 2020	5	77,963
Orange County	Yes	April, 2020	3	2,024,656
Sacramento County	No	January 9, 2020	5	1,026,609
San Mateo County	Yes	January, 2020	5	507,291
Santa Clara County	Yes	June, 2020	171	1,202,250
Tuolumne County	Yes	January 30, 2020	1	40,693

Data Source: CID County Elections Office Survey.

\*Date recorded from information found on counties' websites.

\*\*Registered voters as of 15-day Report of Registration, 2020 primary election

## County Elections Office Survey: Summary

In the 2020 primary election, as required by the new voting system, VCA county elections offices reported engaging in robust education and outreach efforts including the establishment of both a VAAC and LAAC to increase election engagement overall, and to specifically increase voting participation from historically underserved groups.

The majority of VCA counties reached voters through direct mail, community meetings, advertisements, social media, outdoor signage, signage at vote centers, and through collaboration with community groups. Just under half of the VCA counties also reached voters through direct digital communication (e.g., personalized text message). A majority of counties noted the demographic and geographic reach of their outreach campaign was similar to the general population, while fewer than half of the counties mentioned targeting specific voting groups such as language minority groups,

voters with disabilities, or youth voters. Counties were generally uncertain which types of information were most successful in reaching specific voting groups, however there was some consensus that digital outreach was successful with younger voters while print was more efficient for seniors. Larger, more populous VCA counties (Los Angeles, Orange, and Sacramento) generally had greater funding and employed more diverse outreach methods when compared to counties with smaller populations (Amador, Butte, Calaveras, El Dorado, Madera, Mariposa, Napa, Nevada, and Tuolumne).

Overall, the VCA implementation process saw significant collaborative efforts in counties. Nearly all counties conducted community meetings, met with and had ongoing collaboration with community leaders. Further, nearly all counties said collaboration with stakeholders improved some aspect of the implementation process – including increased knowledge, resources, community trust, outreach efforts, or siting locations. However, nearly all counties also indicated that the collaborative process could be improved in future elections with counties requesting more participation from partners or improvements to their VAACs and LAACs. Despite the outreach and collaboration that occurred in VCA counties, six VCA counties noted language minority voters were missing from their outreach and education efforts while some counties noted that youth voters, voters with disabilities, or other voting groups were missing from their efforts in the 2020 primary.

## 2. Factors in the Effectiveness of County Outreach Efforts

The VCA requires adopting counties to engage in additional voter outreach than what is specified by California election code for counties not implementing the new voting system. As noted earlier in this report, VCA counties must create an EAP, as well as establish both a VAAC and a LAAC for every election in order to help ensure a robust engagement with community groups as part of the outreach process. To learn more about the actual scope and reach of outreach efforts employed by community groups on the ground in VCA counties during the 2020 primary, we conducted 10 confidential, in-depth interviews with statewide voter advocacy groups and community leaders involved in implementing the VCA. The following is our analysis of those interviews.

### Coalition Building

Every community advocate that we interviewed cited the benefits of engaging with other community groups and stakeholders during all phases of implementation, from providing input on a county's EAP and voting location site selection to the voter education process prior to the election. Because VCA implementation is a long process leading up to the voting period, interviewees emphasized that sustained collaboration among community groups and election officials needs to be cultivated and requires time, intention and funding.

A notable group that worked to support cross-sector collaboration is Future of California Elections (FoCE), a nonpartisan, nonprofit organization. FoCE focused on developing local VCA coalitions and building collaboration with elections offices in the initial five VCA counties through its Voter's Choice California (VCC) project. As part of the project, FoCE administered the VCC grants program for the 2018 election cycle, which also provided funding to community groups to engage in VCA implementation. Funding for this program was provided to FoCE by The James Irvine. Dedicated VCA funding allowed community groups to assign staff to build local coalitions and engage with their elections office to do VCA education and outreach. Additionally, FoCE supported local VCA coalitions by working to seed relationships, providing collaboration toolkits, sharing education materials, and organizing webinars and trainings that highlighted best practices. In the 2020 primary election, FoCE had a more limited capacity to assist counties (with the exception in Los Angeles County) but still played a significant role in disseminating VCA-related information to its network. As one community advocate explained,

"The Future of California Elections put out election materials and encouraged counties to copy those and they did, which really made their own materials better, they were following best practices for design. There was this great template there and they were really able to get a lot of groups to use materials that had been designed and change it and add to it, which is great."

In January of 2021, FoCE sunset as an organization but its resource library with extensive VCA-related information remains accessible to the public. The network FoCE cultivated will continue for future election cycles in an evolved form with volunteer leadership.

### Targeted Outreach Materials

Voters need to be made aware of both the changes in their county's voting system (e.g. replacement of polling places with vote centers), as well as the new options and services available to them in order to ensure they successfully cast their ballots and have a positive experience doing so. Achieving this awareness requires intensive and ongoing outreach, including direct contact with voters.

In the 2020 primary, community groups, as part of collaborative coalitions, helped improve existing county outreach materials to more closely meet local communities' needs. These efforts also created materials for their own use that were designed to reach voters, often from historically underrepresented groups and groups that needed in-language materials. Community advocates contributed critical resources, including translating elections office materials in many VCA counties.

## Effective Messaging

Community advocates interviewed reported that they experienced challenges with messaging to voters in the 2020 primary, including how to simplify messages around a reform that consists of many components. In particular, many interviewees acknowledged that while they know their communities well, it was hard to be confident that the messages they employed were salient for all those they targeted and were effective at impacting voter behavior. As one community advocate noted, “I don’t think that people are generally aware, I don’t think people generally worry about anything related to voting. You know, I think that the amount of education required to change voter behavior is extremely high, like you have I mean, it just requires a lot of repetition. And trying to get the message out about the VCA, you know, very difficult.”

## Media Engagement

Community advocacy groups identified social media advertising as one of their most significant tools for outreach in the 2020 primary. While engagement of traditional media organizations was also cited by community advocates as important for a broader reach, it was noted that newspaper, TV, and radio placements are all costly for community partners to employ. As an alternative, some community advocates noted that they sought to provide input on the well-funded media campaigns of county elections offices.

One set of messages reported as successful by many interviewees was the More Days, More Ways slogan that several statewide and VCA coalitions utilized beginning in the 2018 election cycle. A key component of its success was its consistent use across county outreach efforts. However, it should be noted that not all groups used this messaging or found it to be as effective once translated in additional languages. As one community advocate explained,

“When you’re posting on social media, or, or you’re doing advertisements on the radio, consistency in terminology, whether it’s English and other languages is really important.”

Overall, community groups focused much of their VCA outreach efforts on targeted one-on-one contact with voters: passing out flyers at events, door-to-door community walking, and other activities. We heard from several community advocates that they found success with conducting their outreach in partnership with other types of events, rather than expecting community members to attend meetings solely focused on the VCA.

## Demographic and Geographic Reach of Outreach Efforts

All interviewees noted the extensive outreach efforts employed by both county election officials and community groups. However, there were differing views among interviewees on the reach of their county’s overall (individual and collaborative) outreach efforts and most recognized that substantial outreach needs remained unmet in VCA counties in the 2020 primary. Several community advocates interviewed explained that, particularly with regard to underrepresented groups, the reach of their efforts, and those of their county elections offices, did not extend as far as they thought was needed. Interviewees discussed the difficulty in effectively reaching all voter groups in their counties, particularly communities of color, people with disabilities, youth and low-income communities. As one community leader noted,

“It’s hard to say exactly how far our reach was. Like our Vietnamese speaking communities, our county elections office wasn’t hitting a lot of our voters that spoke Vietnamese. In the primary, we helped a lot of voters after the registration deadline use the conditional voter registration process. For us, it said that these voters didn’t get enough outreach or information registering to vote, what that deadline means in terms of getting a ballot mailed out, and what are the options. So I think we saw where things fell short.”

For many community advocates, taking the time to connect with voters, one-on-one, was the most impactful approach, although often limited due to insufficient resources.



## Significant Resource Commitment Required for Community Advocates

Voter education and outreach under the VCA model requires more intensive staff time for county election offices. In the 2020 primary election, VCA county elections offices had outreach-related funding available to them from two external sources:

- Help America Vote Act (HAVA) funds provided by the U.S. Election Assistance Commission (EAC) for various purposes, including county efforts to implement the Voter's Choice Act (VCA). These funds may be used by counties for voter outreach efforts and to purchase voting equipment.
- California Assembly Bill 74 (budget bill) provides \$3 million (\$1.5 million for the next two years) to counties as reimbursements specifically for voter outreach purposes.

Several community advocates noted that election officials they worked with expressed some frustration with the county's overall resources compared to the size of the outreach needed in their county and that these election officials sought to directly leverage the time and expertise of community groups. However, local community groups were generally understaffed and underresourced for the significant work that was needed for effective outreach to voters in the 2020 primary, while continuing to manage other priorities. As one community advocate noted,

"A lot of community partners were focusing on census. While there was a lot of benefit and overlap, the fact is that, you know, community advocates and our partners had conflicting things to focus on during that time. The election wasn't as much as a priority to some."

Available funding was limited, and by some interviewee accounts, was not sufficient to compensate for the amount of time their organizations spent on VCA implementation. Time spent on VCA work was often beyond the amount of time the nonprofit organizations initially expected.

A limited number of community grants were made in the 2018 election cycle to nonprofits in the five original VCA counties. These grants were one-time expenditures with no commitment made to provide funding to support future election cycles. The grants provided partial support for recipient's 2018 VCA implementation work. FoCE secured \$348,000 in funding from the James Irvine Foundation to establish a VCC Grants program. The grants ranged from \$2,000 to \$40,000. In addition to the VCC Grants program, many VCC steering committee members also had existing Irvine grants that they leveraged to support their VCA work. Additionally, the Silicon Valley Community Foundation provided \$84,000 to seven organizations working on VCA implementation in San Mateo County. Further, the California Endowment made small grants to support the VCA efforts of some community groups.

In the 2020 primary, nonprofits have found it challenging to acquire funding for VCA voter education from foundations even though the reach of the VCA expanded to half the state's registered voters. FoCE was unable to reopen their VCC grants program for 2020.

## Looking Forward to the General Election

We note that the scope of election-related outreach needed in California changed dramatically after the 2020 primary due to the onset of the COVID-19 pandemic. Some of the lessons learned from the primary with regard to voter education and outreach suddenly were less applicable in a socially distant and virtual landscape. Our upcoming report on VCA implementation in the 2020 general election will provide analysis of the impact of this new environment on county outreach efforts, including new additions to the landscape such the multimillion dollar voter education campaign administered by the California Secretary of State's office in the Fall of 2020.



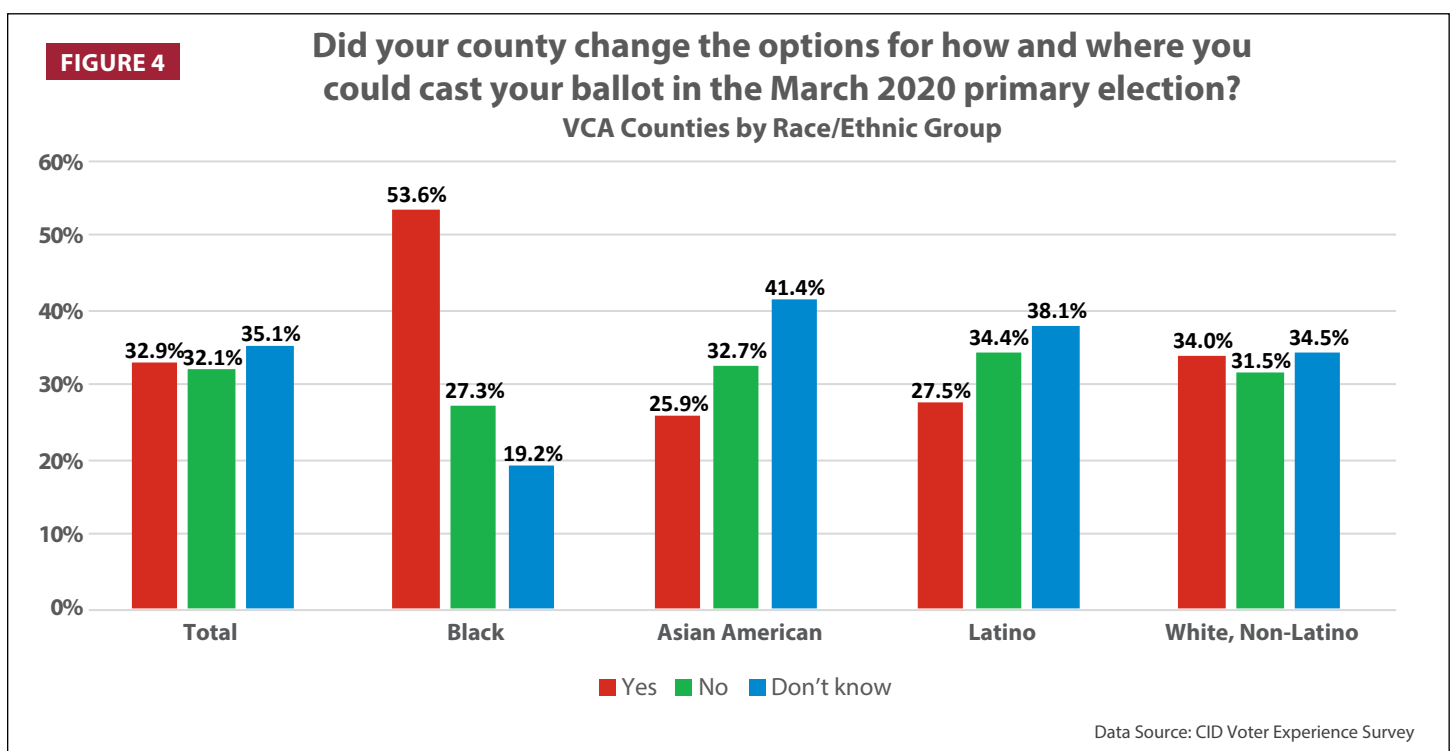
### 3. Voters' Experiences with the VCA

In order to better understand community members' (registered voters and potential voters) level of awareness of the VCA, we conducted a representative survey examining the experiences of eligible voters (adult citizens) in California counties adopting the VCA. In each of the following sections of this report, we present survey responses for the overall eligible voter population broken out by race, ethnicity, and age group. We note here, that we do not have data that allows us to identify a direct relationship between voters surveyed experiences and the specific outreach efforts of VCA counties.

This analysis is part of a larger CID statewide survey examining the 2020 primary election with a total sample of 11,913 eligible voter respondents. This large sample included outsized numbers of members of the state's largest racial and ethnic groups (self-reported by respondents). Surveys were conducted in both English and Spanish. The margin of error for the total survey sample is +/-2.9%. We fielded the survey from July 22-29, 2020, recording the views of a diverse sample in which 45% of respondents were white (non-Latino), 32% were Latino, 14% were Asian-American, and 9% were Black. Each of these figures are within 0.1 to 2.7 percentage points of the estimates for the state's citizen voting age population reported by the United States Census Bureau. To further ensure that our findings reflect this population, we created survey weights based on the demographic characteristics of this population and report all results using those weights. The total sample size for VCA counties was 6,109.

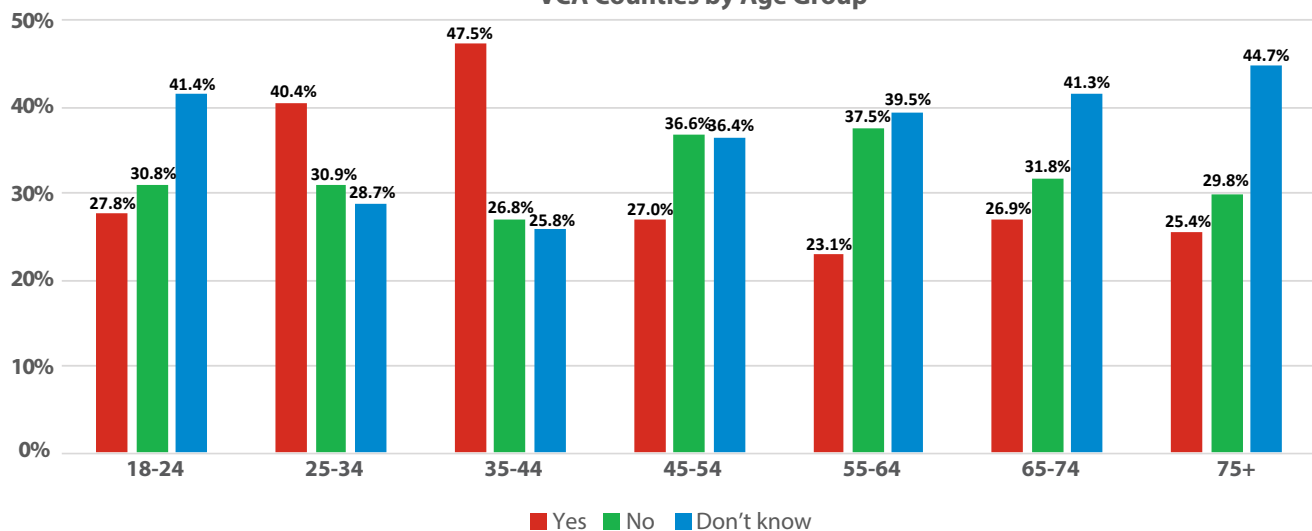
#### Did your county change the options for how and where you could cast your ballot in the March 2020 primary election?

We asked survey respondents if they knew whether their county changed the options for how and where they could cast their ballot in the March 2020 primary election. Figure 4 shows that a third acknowledged knowing that their county changed the options for casting their ballot in the primary. Two-thirds of eligible voters said their county did not make changes or they did not know this information.



**FIGURE 5**

### Did your county change the options for how and where you could cast your ballot in the March 2020 primary election? VCA Counties by Age Group



Data Source: CID Voter Experience Survey

### Eligible Voters of Color

A much higher percentage of Black eligible voters (53.6%) said their county made changes in the 2020 primary, whereas much smaller percentages of Asian-American (25.9%), Latino (27.5%) and white, non-Latino (34.0%) eligible voters reported knowing this information (Figure 4).

### Eligible Voters by Age

These findings vary by age with 47.5% of eligible voters age 35-44 knowing that their county made changes to how and where they could cast their ballot, compared with fewer than 30% of eligible voters age 45 and older (Figure 5).

Our findings show that small percentages of eligible voters knew that changes had occurred in their county, regardless of whether or not it had adopted the VCA. This low level of awareness occurred despite the presence of a significant voter outreach campaign in each of the counties adopting the VCA and the inclusion of the new voting information in official county elections materials. This finding underscores the immense challenge that is present in educating voters about VCA-related election changes (and other types of election changes) and can possibly inform expectations for the needed level of outreach going forward in VCA counties.

### Los Angeles County

A greater percentage of Los Angeles County eligible voters knew about voting changes compared to eligible voters in all VCA counties combined – 38.4% and 26.7%, respectively (Tables 17 and 18). This knowledge varied among racial and ethnic groups. Nearly 60% of Black voters knew about voting changes compared to fewer than 30% of Latino eligible voters. Conversely, eligible voters that did not know or said that there had not been voting changes ranged from 40.2% (Black) to 71.9% (Latino), while just over 30% of Asian-American eligible voters reported knowing about the voting changes in their VCA county.

We note here, again, that Los Angeles County did not mail every registered voter a VBM ballot in the 2020 primary (63.3% of Los Angeles County's registered voters were mailed a VBM ballot). This was the only VCA county allowed such an exception under the VCA. This policy decision may have influenced the vote-by-mail use rates seen in the county and the content of outreach efforts. We also note that eligible voters in the five counties (Sacramento, San Mateo, Madera, Napa, and Nevada) that adopted the VCA in 2018 had additional exposure to VCA related outreach efforts in that election cycle compared to eligible voters in the counties adopting the VCA for the first time in 2020.

Due to Los Angeles County's large proportion of the total number of California's VCA eligible voters in the 2020 Primary, we present data in this report for VCA counties, as well as Los Angeles County alone. Please note that raw response counts are below 100 on some subgroup responses in Los Angeles County.

## Los Angeles County

**Table 17: Did your county change the options for how and where you could cast your ballot in the March 2020 primary election?**  
Los Angeles County by Race/Ethnic Group

	<b>Total</b>	<b>Black</b>	<b>Asian American</b>	<b>Latino</b>	<b>White Non-Latino</b>
<b>Yes</b>	<b>38.4%</b>	<b>59.8%</b>	<b>30.3%</b>	<b>28.1%</b>	<b>42.5%</b>
<b>No</b>	<b>30.4%</b>	<b>21.5%</b>	<b>29.9%</b>	<b>35.8%</b>	<b>29.3%</b>
<b>Don't know</b>	<b>31.2%</b>	<b>18.7%</b>	<b>39.8%</b>	<b>36.1%</b>	<b>28.3%</b>

Data Source: CID Voter Experience Survey

**Table 18: Did your county change the options for how and where you could cast your ballot in the March 2020 primary election?**  
Los Angeles County by Age Group

	<b>18-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55-64</b>	<b>65-74</b>	<b>75+</b>
<b>Yes</b>	<b>32.2%</b>	<b>44.2%</b>	<b>53.7%</b>	<b>30.5%</b>	<b>27.8%</b>	<b>29.4%</b>	<b>30.5%</b>
<b>No</b>	<b>30.4%</b>	<b>29.9%</b>	<b>25.8%</b>	<b>35.6%</b>	<b>34.0%</b>	<b>29.9%</b>	<b>27.1%</b>
<b>Don't know</b>	<b>37.4%</b>	<b>25.9%</b>	<b>20.5%</b>	<b>33.9%</b>	<b>38.1%</b>	<b>40.7%</b>	<b>42.4%</b>

Data Source: CID Voter Experience Survey

More young eligible voters also knew about the voting changes in Los Angeles County compared to VCA counties, as a whole. However, proportions of youth (age 18-24) aware of voting changes were still lower than the overall eligible voter population in Los Angeles County.

## How did you hear about the new voting options in your county in the March 2020 primary election?

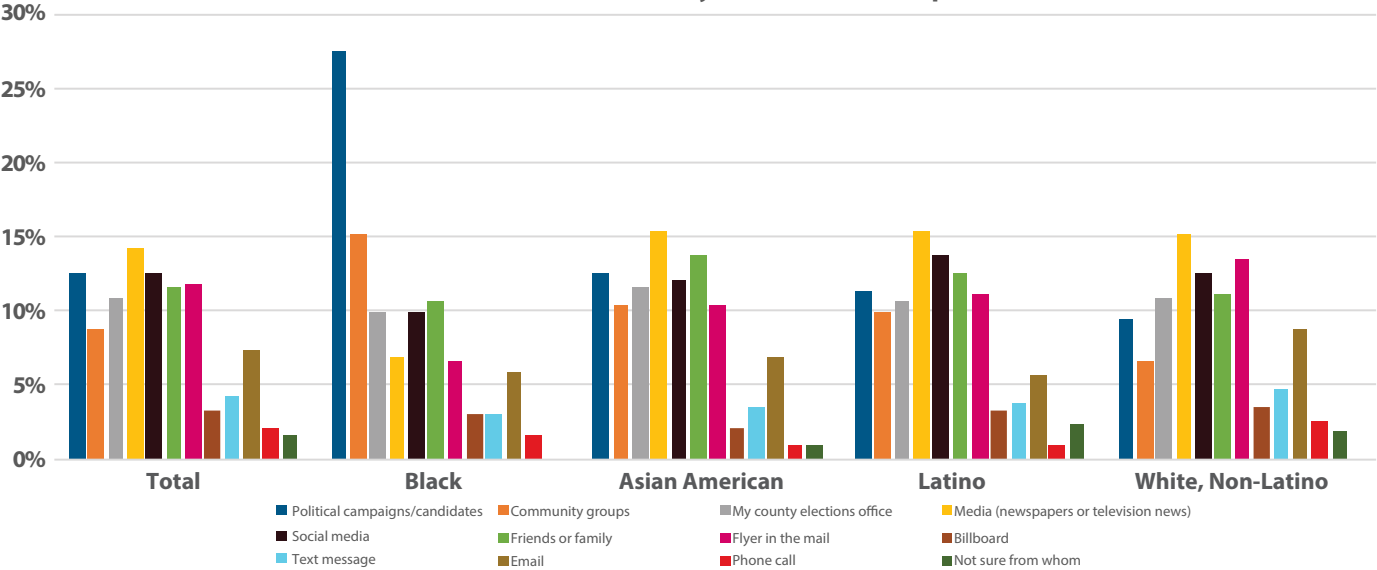
We asked voters how they heard about the new voting options in their VCA county during the 2020 primary (Figure 6). Respondents could choose all that apply from a list of relevant options with some respondents indicating more than one information source. Just over 14% of respondents who had reported knowing their county had made voting changes said that they learned of those changes through the media. Another 12.4% each said they learned this information from political campaigns and social media.

### Eligible Voters of Color

By far the most common way that Black eligible voters heard of the voting changes in their county was through political campaigns (27.4%). The most common messenger for both Latinos and Asian Americans was the media (Figure 6).

FIGURE 6

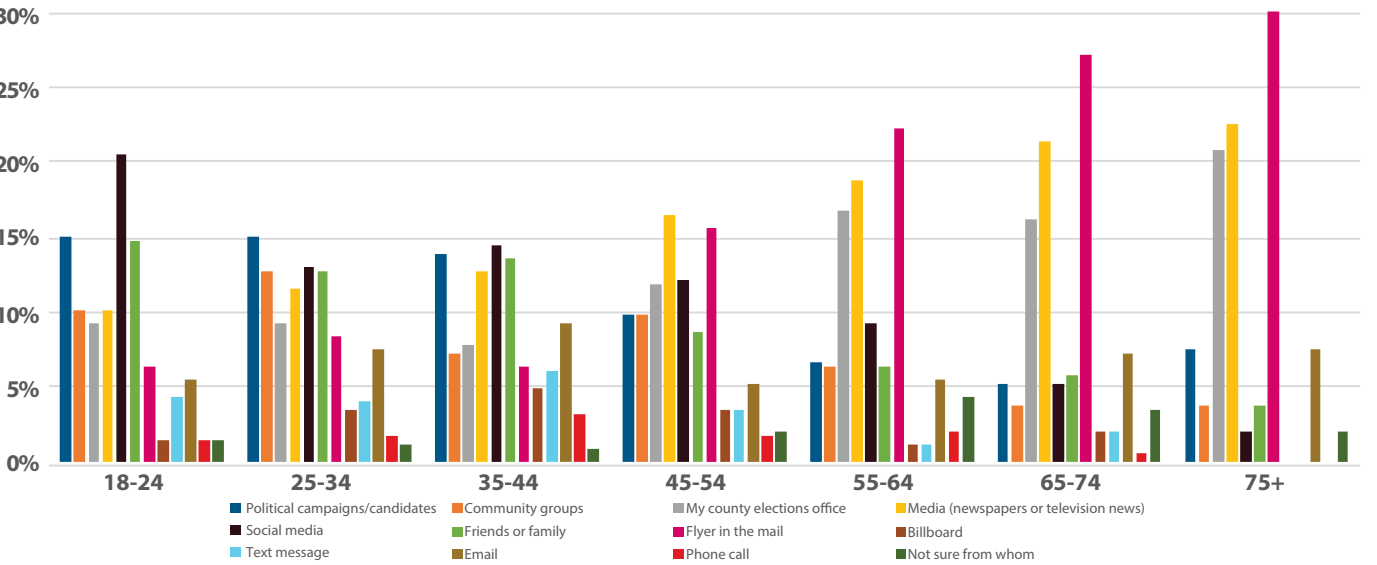
How did you hear about the new voting options in your county in the March 2020 primary election?  
VCA Counties by Race/Ethnic Group



Data Source: CID Voter Experience Survey

FIGURE 7

How did you hear about the new voting options in your county in the March 2020 primary election?  
VCA Counties by Age Group



Data Source: CID Voter Experience Survey

## Eligible Voters by Age

Figure 7 shows that information sources varied by age. Just over 20% of all eligible youth voters reported hearing about voting options through social media. Overall, voters aged 18 through 44 indicated hearing from political campaigns/candidates and social media at higher rates than eligible voters age 45 and older. At the same time, voters age 45 and older were more likely to learn about voting options through a flyer in the mail or from county elections officials.

## Los Angeles County

A somewhat greater percentage of Los Angeles County eligible voters reported learning their county had made voting changes from political campaigns (13.5%) than respondents in VCA counties, as a whole (Tables 19 and 20). This was also the case for Black and young eligible voters in Los Angeles County compared with all VCA counties. Los Angeles eligible voters most commonly learned about voting changes through the media as defined as newspapers or television news (14.7%), however media was a less common resource for Black voters (8.2%) whom reported learning about changes directly through political campaigns at higher rates (32.9%).

**Table 19: How did you hear about the new voting options in your county in the March 2020 primary election?  
Los Angeles County by Race/Ethnic Group**

	<b>Total</b>	<b>Black</b>	<b>Asian American</b>	<b>Latino</b>	<b>White Non-Latino</b>
<b>Political campaigns/candidates</b>	<b>13.5%</b>	<b>32.9%</b>	<b>13.0%</b>	<b>10.6%</b>	<b>10.4%</b>
<b>Community groups</b>	<b>8.6%</b>	<b>15.6%</b>	<b>9.3%</b>	<b>9.6%</b>	<b>6.3%</b>
<b>My county elections office</b>	<b>9.8%</b>	<b>9.9%</b>	<b>11.1%</b>	<b>10.8%</b>	<b>9.3%</b>
<b>Media</b>	<b>14.7%</b>	<b>8.2%</b>	<b>16.0%</b>	<b>15.5%</b>	<b>15.6%</b>
<b>Social media</b>	<b>12.7%</b>	<b>6.2%</b>	<b>9.3%</b>	<b>14.7%</b>	<b>13.8%</b>
<b>Friends or family</b>	<b>12.1%</b>	<b>9.9%</b>	<b>15.4%</b>	<b>12.8%</b>	<b>11.9%</b>
<b>Flyer in the mail</b>	<b>10.6%</b>	<b>6.2%</b>	<b>9.3%</b>	<b>10.8%</b>	<b>11.7%</b>
<b>Billboard</b>	<b>3.5%</b>	<b>2.5%</b>	<b>1.9%</b>	<b>3.9%</b>	<b>4.0%</b>
<b>Text message</b>	<b>4.0%</b>	<b>2.5%</b>	<b>4.9%</b>	<b>2.7%</b>	<b>4.6%</b>
<b>Email</b>	<b>7.4%</b>	<b>4.9%</b>	<b>7.4%</b>	<b>5.7%</b>	<b>8.6%</b>
<b>Phone call</b>	<b>2.1%</b>	<b>1.2%</b>	<b>1.2%</b>	<b>1.0%</b>	<b>2.9%</b>
<b>Not sure from whom</b>	<b>1.1%</b>	<b>0.0%</b>	<b>1.2%</b>	<b>2.0%</b>	<b>0.9%</b>

Data Source: CID Voter Experience Survey

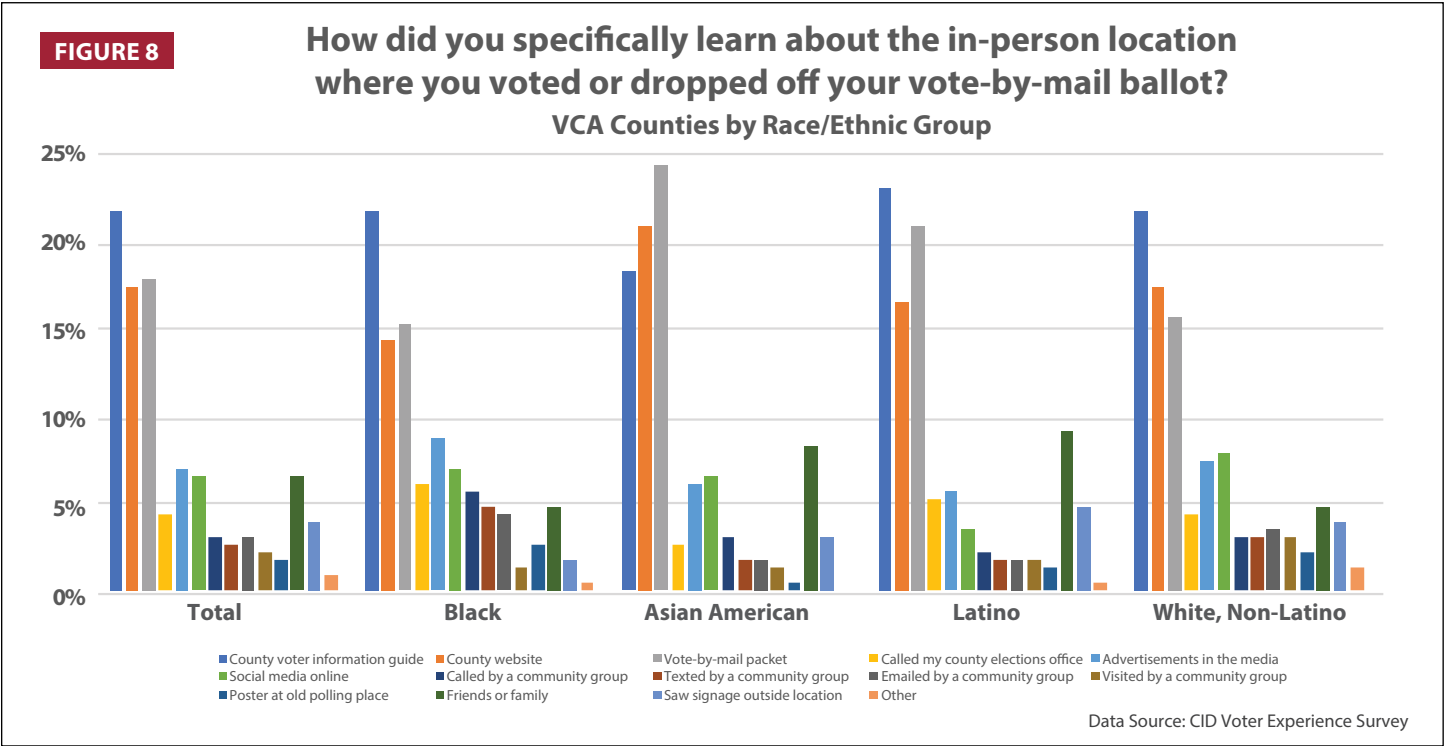
**Table 20: How did you hear about the new voting options in your county in the March 2020 primary election?  
Los Angeles County by Age Group**

	<b>18-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55-64</b>	<b>65-74</b>	<b>75+</b>
<b>Political campaigns/candidates</b>	<b>16.1%</b>	<b>16.5%</b>	<b>14.2%</b>	<b>11.6%</b>	<b>7.4%</b>	<b>4.4%</b>	<b>9.1%</b>
<b>Community groups</b>	<b>9.7%</b>	<b>13.2%</b>	<b>6.4%</b>	<b>9.8%</b>	<b>6.3%</b>	<b>3.5%</b>	<b>6.1%</b>
<b>My county elections office</b>	<b>8.9%</b>	<b>9.1%</b>	<b>7.5%</b>	<b>10.7%</b>	<b>16.5%</b>	<b>11.5%</b>	<b>18.2%</b>
<b>Media</b>	<b>11.3%</b>	<b>11.0%</b>	<b>13.6%</b>	<b>17.2%</b>	<b>18.2%</b>	<b>26.5%</b>	<b>24.2%</b>
<b>Social media</b>	<b>21.0%</b>	<b>12.5%</b>	<b>14.7%</b>	<b>12.6%</b>	<b>9.1%</b>	<b>8.0%</b>	<b>3.0%</b>
<b>Friends or family</b>	<b>14.9%</b>	<b>12.5%</b>	<b>13.9%</b>	<b>9.8%</b>	<b>6.8%</b>	<b>7.1%</b>	<b>3.0%</b>
<b>Flyer in the mail</b>	<b>5.2%</b>	<b>8.2%</b>	<b>5.8%</b>	<b>14.9%</b>	<b>23.3%</b>	<b>25.7%</b>	<b>30.3%</b>
<b>Billboard</b>	<b>1.6%</b>	<b>3.6%</b>	<b>5.3%</b>	<b>2.8%</b>	<b>1.1%</b>	<b>1.8%</b>	<b>0.0%</b>
<b>Text message</b>	<b>3.6%</b>	<b>3.4%</b>	<b>5.9%</b>	<b>2.8%</b>	<b>1.1%</b>	<b>1.8%</b>	<b>0.0%</b>
<b>Email</b>	<b>4.8%</b>	<b>7.4%</b>	<b>9.0%</b>	<b>6.0%</b>	<b>5.7%</b>	<b>7.1%</b>	<b>6.1%</b>
<b>Phone call</b>	<b>1.2%</b>	<b>1.4%</b>	<b>3.3%</b>	<b>1.4%</b>	<b>1.7%</b>	<b>0.9%</b>	<b>0.0%</b>
<b>Not sure from whom</b>	<b>1.6%</b>	<b>1.2%</b>	<b>0.4%</b>	<b>0.5%</b>	<b>2.8%</b>	<b>1.8%</b>	<b>0.0%</b>

Data Source: CID Voter Experience Survey

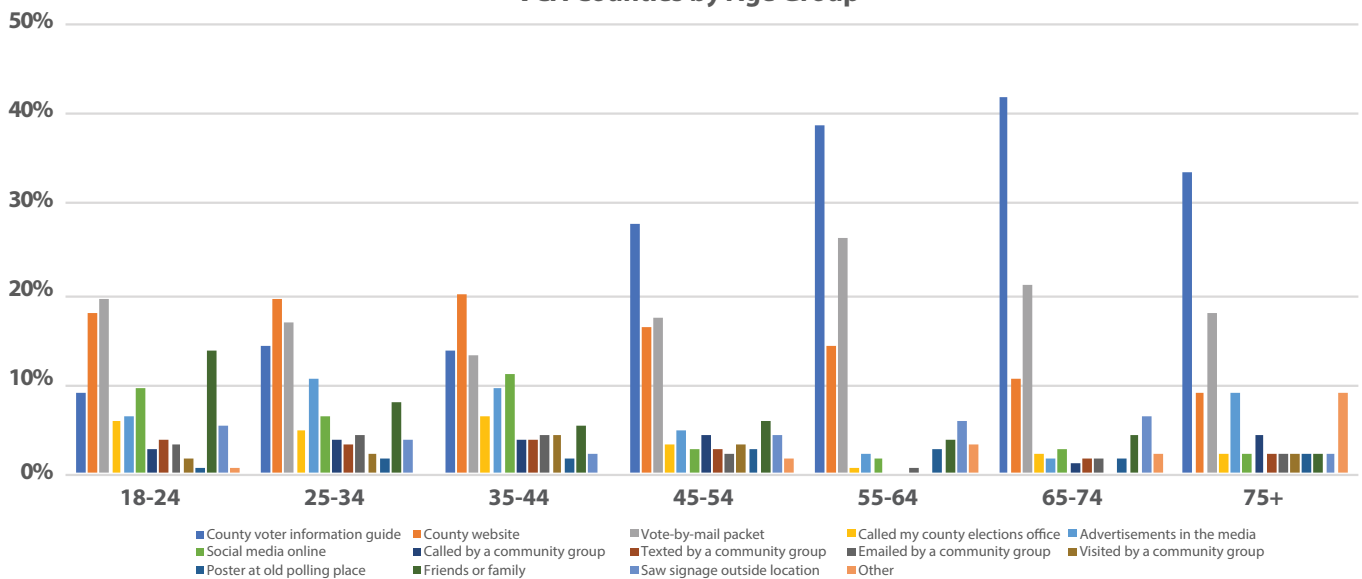
# How did you specifically learn about the in-person location where you voted or dropped off your vote-by-mail ballot?

We asked survey respondents how they heard about in-person voting locations for the March 2020 primary election. Respondents could choose all that apply from a list of relevant options with some respondents indicating more than one information source. Just over 21% of all eligible voters in VCA counties reported learning about voting locations from their county voter information guide (Figure 8). The next most common sources were their county website and their VBM packet (17% each, respectively).



**FIGURE 9**

### How did you specifically learn about the in-person location where you voted or dropped off your vote-by-mail ballot? VCA Counties by Age Group



Data Source: CID Voter Experience Survey

### Eligible Voters of Color

Most common information sources also varied by race and ethnicity. Notably for Latinos, nearly 10% of eligible voters reported learning about in-person voting locations from friends and family. Just over 8% of Asian-American eligible voters also reported hearing this information from their family and friends (Figure 8).

### Eligible Voters by Age

Figure 9 shows that three top information sources for voting locations across age groups were the county voter information guide, the county website, and the vote-by-mail packet. The county voter information guide was the top source for eligible voters age 45 and over, while younger voters were more likely to check the county website or vote-by-mail packet. Voters age 18 through 44 learned about in-person voting locations through social media or family and friends at higher rates than voters older than them (Figure 9).

### Los Angeles County

Slightly lower percentages of Los Angeles County eligible voters said they learned about in-person voting locations from official county sources (county voter guide, website and VBM packet) than respondents in all VCA counties (Tables 21 and 22). This was the case for voters of color and youth voters (age 18-24) in Los Angeles County, as well. Conversely, a slightly larger percentage of youth voters (16.0%) said they learned about in-person locations from friends and family than did young eligible voters in VCA counties combined (14.0%).

**Table 21: How did you specifically learn about the in-person location where you voted or dropped off your vote-by-mail ballot?  
Los Angeles County by Race/Ethnic Group**

	<b>Total</b>	<b>Black</b>	<b>Asian American</b>	<b>Latino</b>	<b>White Non-Latino</b>
<b>County voter information guide</b>	<b>20.4%</b>	<b>22.0%</b>	<b>17.2%</b>	<b>23.1%</b>	<b>19.5%</b>
<b>County website</b>	<b>16.9%</b>	<b>13.0%</b>	<b>16.4%</b>	<b>15.9%</b>	<b>17.9%</b>
<b>Vote-by-mail packet</b>	<b>15.8%</b>	<b>16.3%</b>	<b>22.1%</b>	<b>20.0%</b>	<b>13.3%</b>
<b>Called my county elections office</b>	<b>4.6%</b>	<b>6.5%</b>	<b>4.1%</b>	<b>4.7%</b>	<b>4.4%</b>
<b>Advertisements in the media</b>	<b>8.0%</b>	<b>9.8%</b>	<b>9.0%</b>	<b>5.1%</b>	<b>8.6%</b>
<b>Social media online</b>	<b>7.8%</b>	<b>7.3%</b>	<b>7.4%</b>	<b>3.7%</b>	<b>9.5%</b>
<b>Called by a community group</b>	<b>3.4%</b>	<b>5.7%</b>	<b>3.3%</b>	<b>2.0%</b>	<b>3.6%</b>
<b>Texted by a community group</b>	<b>3.1%</b>	<b>4.1%</b>	<b>2.5%</b>	<b>2.7%</b>	<b>3.2%</b>
<b>Emailed by a community group</b>	<b>3.0%</b>	<b>3.3%</b>	<b>2.5%</b>	<b>2.0%</b>	<b>3.3%</b>
<b>Visited by a community group</b>	<b>3.0%</b>	<b>1.6%</b>	<b>2.5%</b>	<b>2.4%</b>	<b>3.6%</b>
<b>Poster at old polling place</b>	<b>2.1%</b>	<b>1.6%</b>	<b>0.8%</b>	<b>1.0%</b>	<b>2.8%</b>
<b>Friends or family</b>	<b>7.2%</b>	<b>6.5%</b>	<b>9.0%</b>	<b>10.8%</b>	<b>5.7%</b>
<b>Saw signage outside location</b>	<b>3.8%</b>	<b>1.6%</b>	<b>3.3%</b>	<b>5.1%</b>	<b>3.8%</b>
<b>Other</b>	<b>0.9%</b>	<b>0.8%</b>	<b>0.0%</b>	<b>1.4%</b>	<b>0.9%</b>

Data Source: CID Voter Experience Survey

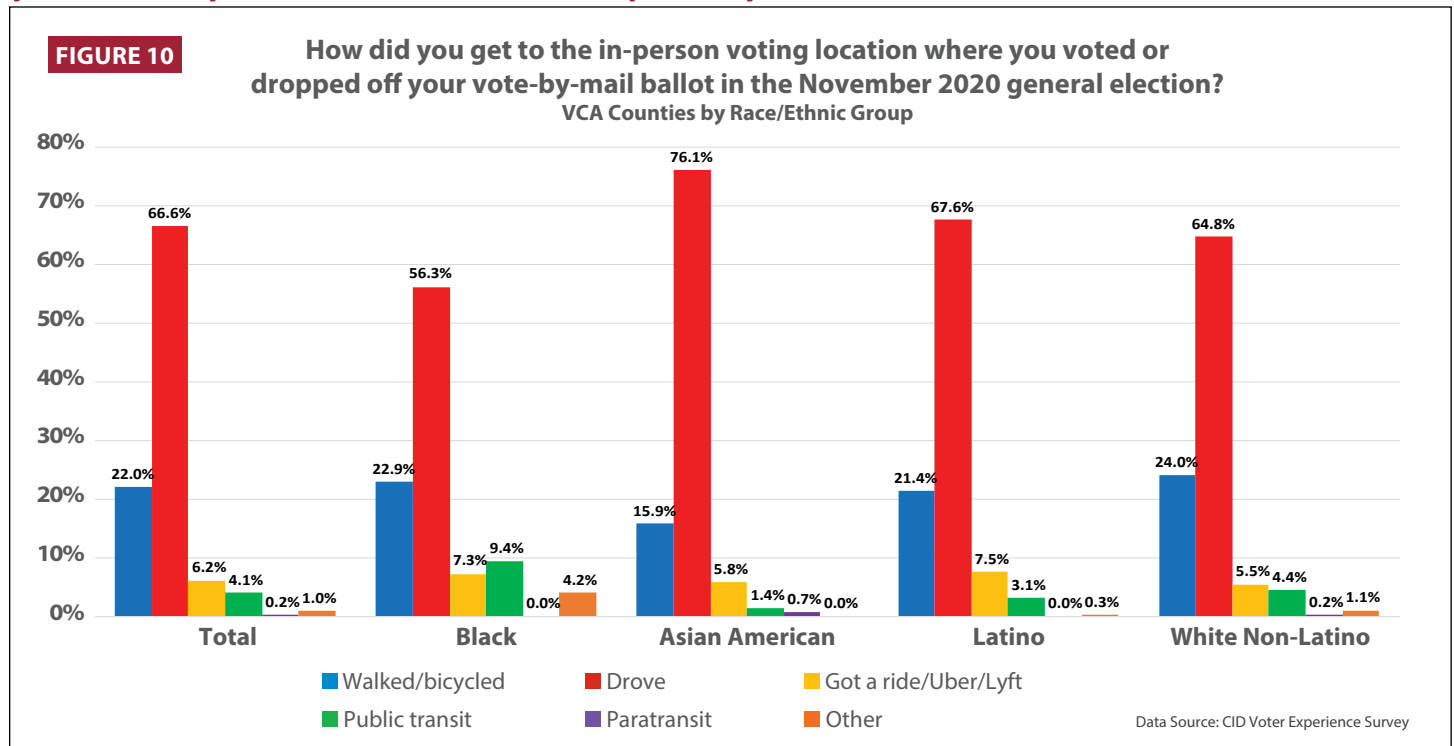
**Table 22: How did you specifically learn about the in-person location where you voted or dropped off your vote-by-mail ballot?  
Los Angeles County by Age Group**

	<b>18-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55-64</b>	<b>65-74</b>	<b>75+</b>
<b>County voter information guide</b>	<b>8.8%</b>	<b>15.3%</b>	<b>13.3%</b>	<b>27.0%</b>	<b>37.7%</b>	<b>42.9%</b>	<b>37.9%</b>
<b>County website</b>	<b>17.6%</b>	<b>17.2%</b>	<b>19.3%</b>	<b>15.8%</b>	<b>14.4%</b>	<b>11.0%</b>	<b>10.3%</b>
<b>Vote-by-mail packet</b>	<b>15.2%</b>	<b>17.5%</b>	<b>13.7%</b>	<b>14.3%</b>	<b>23.3%</b>	<b>17.6%</b>	<b>3.4%</b>
<b>Called my county elections office</b>	<b>7.2%</b>	<b>4.4%</b>	<b>6.0%</b>	<b>4.6%</b>	<b>0.7%</b>	<b>1.1%</b>	<b>3.4%</b>
<b>Advertisements in the media</b>	<b>5.6%</b>	<b>10.9%</b>	<b>10.3%</b>	<b>6.1%</b>	<b>2.1%</b>	<b>2.2%</b>	<b>10.3%</b>
<b>Social media online</b>	<b>12.8%</b>	<b>5.5%</b>	<b>12.3%</b>	<b>3.1%</b>	<b>3.4%</b>	<b>2.2%</b>	<b>3.4%</b>
<b>Called by a community group</b>	<b>1.6%</b>	<b>3.6%</b>	<b>4.2%</b>	<b>4.6%</b>	<b>0.0%</b>	<b>2.2%</b>	<b>6.9%</b>
<b>Texted by a community group</b>	<b>4.0%</b>	<b>3.3%</b>	<b>3.8%</b>	<b>3.1%</b>	<b>0.0%</b>	<b>2.2%</b>	<b>3.4%</b>
<b>Emailed by a community group</b>	<b>3.2%</b>	<b>3.6%</b>	<b>3.8%</b>	<b>2.6%</b>	<b>0.7%</b>	<b>1.1%</b>	<b>3.4%</b>
<b>Visited by a community group</b>	<b>2.4%</b>	<b>2.9%</b>	<b>4.6%</b>	<b>3.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>3.4%</b>
<b>Poster at old polling place</b>	<b>0.8%</b>	<b>1.8%</b>	<b>1.6%</b>	<b>3.1%</b>	<b>4.1%</b>	<b>2.2%</b>	<b>3.4%</b>
<b>Friends or family</b>	<b>16.0%</b>	<b>9.5%</b>	<b>5.4%</b>	<b>6.1%</b>	<b>4.1%</b>	<b>6.6%</b>	<b>3.4%</b>
<b>Saw signage outside location</b>	<b>4.8%</b>	<b>4.4%</b>	<b>1.8%</b>	<b>4.6%</b>	<b>6.2%</b>	<b>6.6%</b>	<b>3.4%</b>
<b>Other</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.0%</b>	<b>3.4%</b>	<b>2.2%</b>	<b>3.4%</b>

Data Source: CID Voter Experience Survey



## How did you get to the in-person voting location where you voted or dropped off your vote-by-mail ballot in the 2020 primary election?



We asked voters how they travelled to the location where they used a vote center, whether to vote in person or to drop off their VBM ballot. Figure 10 shows that two-thirds of voters said they drove, while another 22% walked or rode a bicycle, and just over 10% took ride share, public transit, or paratransit to their vote center.

### Eligible Voters of Color

The most common mode of transportation to a vote center in the primary varied by the race and ethnicity of voters (Figure 10). A smaller proportion of Black voters (56.3%) drove to their vote center, compared to other racial and ethnic groups. Notably, a much lower percentage of white, non-Latino, Asian-American and Latino voters took public transit to use a vote center compared to Black voters.

## Eligible Voters by Age

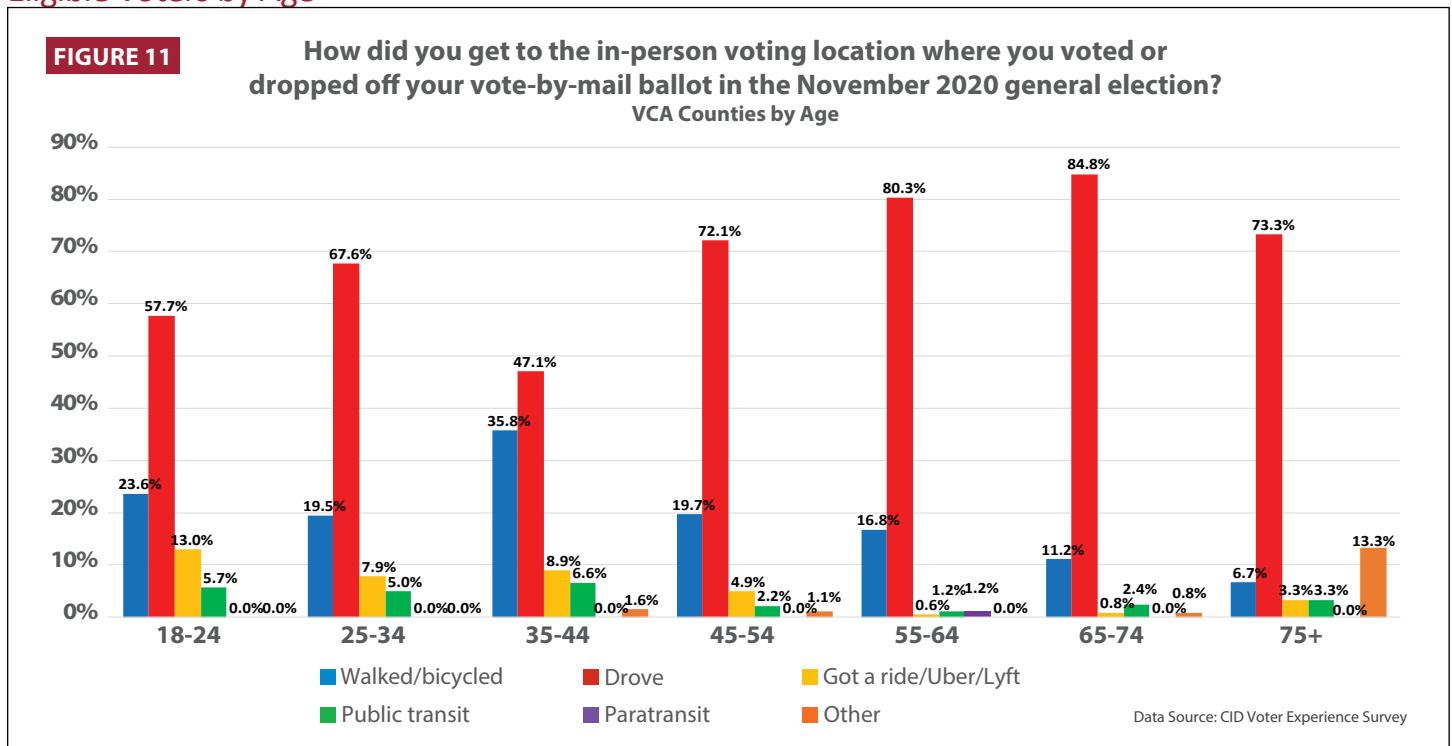


Figure 11 shows that fewer youth, age 18-24, drove (57.7%) to the vote center they used in the primary election compared to voters age 45 and older. Conversely, a higher percentage of youth walked, bicycled, used public transportation or a ride share company than did older voters.

## Los Angeles County

Los Angeles County voters used driving as their method of transportation to a vote center at lower rates (61.9%) than VCA counties, overall (Tables 23 and 24). Asian-American, Latino, white, non-Latino voters, and youth in Los Angeles County also drove at lower rates than voters in these groups in VCA counties, as a whole. Greater percentages of each of these groups walked or rode a bicycle to get to a vote center. This was particularly so for white, non-Latinos in the county. Youth in Los Angeles County, like youth in all VCA counties, used a ride share company to a much greater degree than older voters.

Table 23: How did you get to the in-person voting location where you voted or dropped off your vote-by-mail ballot in the 2020 primary election? LA County					
LA County	Total	Black	Asian American	Latino	White Non-Latino
Walked/bicycled	26.7%	24.0%	17.6%	24.8%	30.6%
Drove	61.9%	56.0%	74.1%	65.2%	57.8%
Got a ride/ Uber/Lyft	6.3%	6.7%	7.1%	7.6%	5.4%
Public transit	4.0%	9.3%	0.0%	1.9%	5.1%
Paratransit	0.1%	0.0%	1.2%	0.0%	0.0%
Other	1.1%	4.0%	0.0%	0.5%	1.1%

Data Source: CID Voter Experience Survey

**Table 24: How did you get to the in-person voting location where you voted or dropped off your vote-by-mail ballot in the November 2020 general election?**  
LA County

	18-24	25-34	35-44	45-54	55-64	65-74	75+
<b>Walked/bicycled</b>	32.1%	21.8%	36.6%	22.8%	21.6%	19.7%	12.5%
<b>Drove</b>	51.9%	66.5%	46.0%	70.7%	76.3%	72.1%	68.8%
<b>Got a ride/ Uber/Lyft</b>	14.8%	7.1%	8.4%	3.3%	0.0%	1.6%	6.3%
<b>Public transit</b>	1.2%	4.7%	6.9%	1.6%	1.0%	4.9%	6.3%
<b>Paratransit</b>	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%
<b>Other</b>	0.0%	0.0%	2.0%	1.6%	0.0%	1.6%	6.3%

Data Source: CID Voter Experience Survey

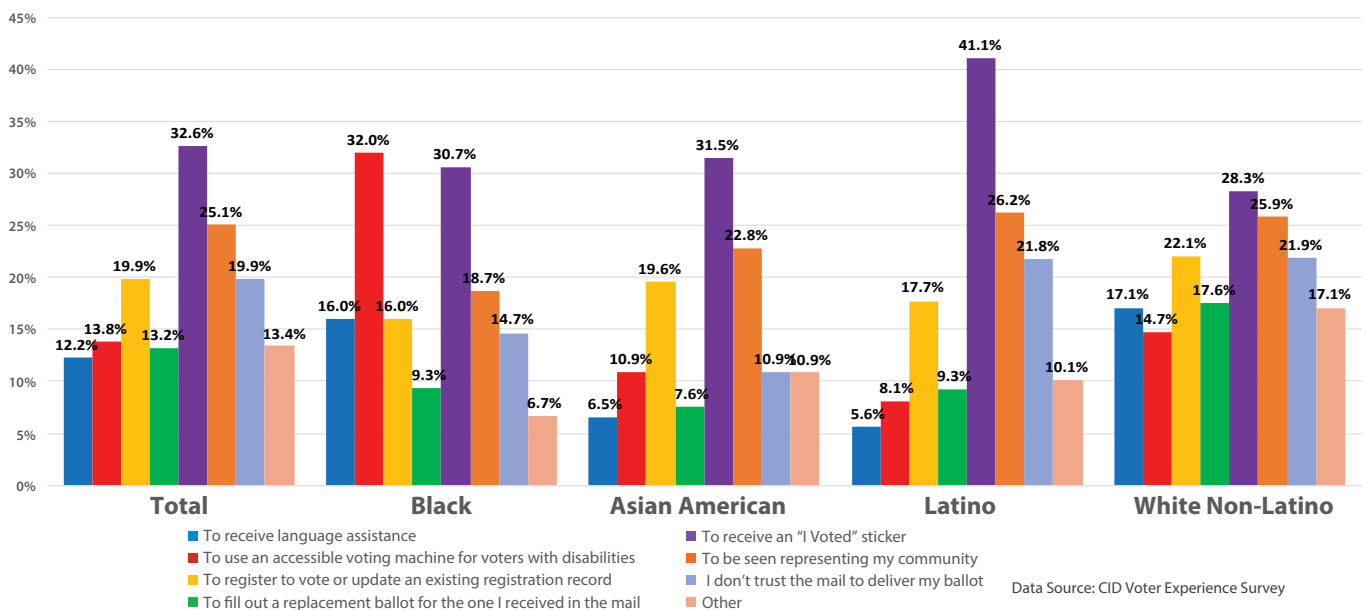
## Why did you vote in person at a voting location in the 2020 primary election?

We asked voters in VCA counties why they voted at an in-person location in the primary. Respondents could choose multiple options. Figure 12 shows that nearly a third of voters said they did so because they wanted to receive an “I Voted” sticker. Another quarter said they wanted to be seen representing their community. Just under 20% of voters said they didn’t trust the USPS to deliver their ballot, while another 20% reported using a vote center to register or update their registration.

We note here that the survey identifies the reasons voters cited for voting at a vote center and not necessarily the totality of their behavior while at the location. For instance, a voter could not cite that they voted in person to receive language assistance, although they did actually receive this assistance while voting.

**FIGURE 12**

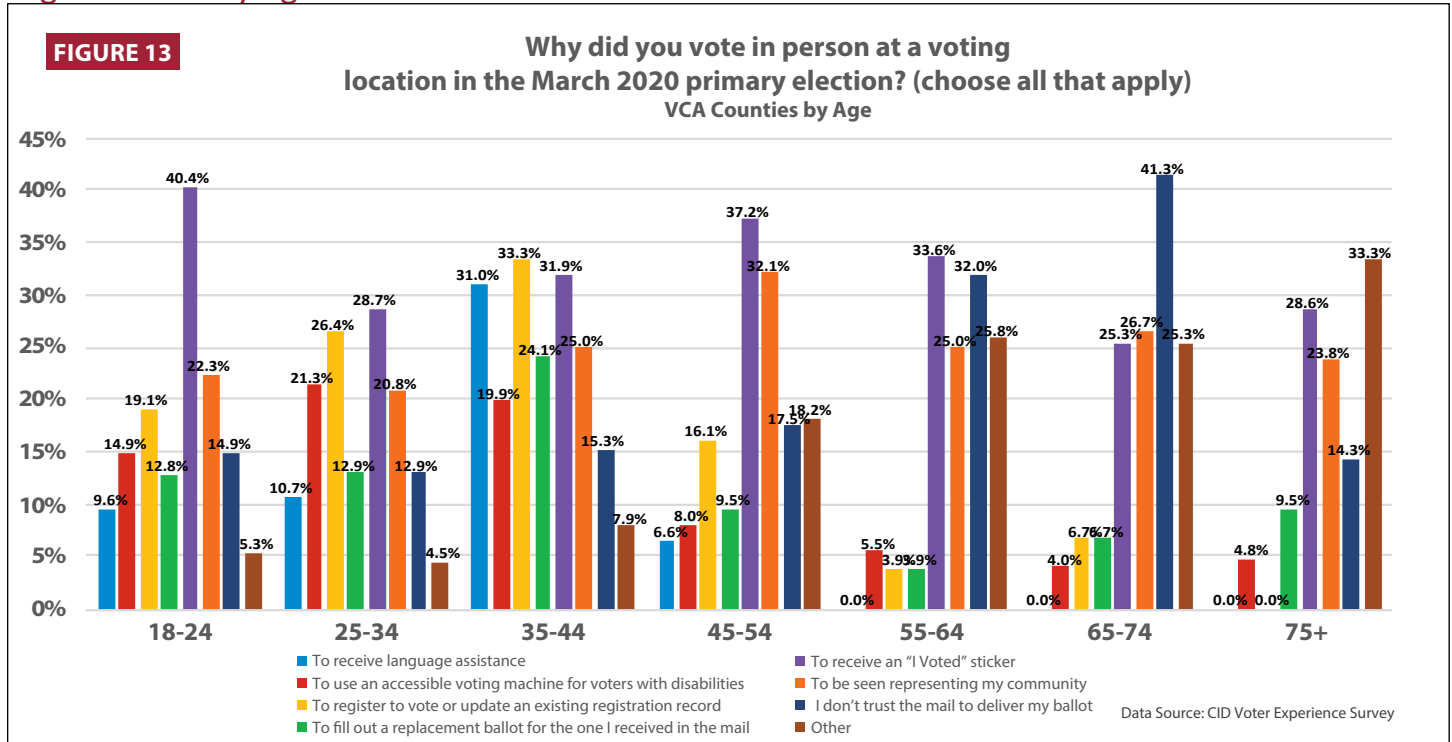
### Why did you vote in person at a voting location in the March 2020 primary election? (choose all that apply) VCA Counties by Race/Ethnic Group



## Eligible Voters of Color

Figure 12 shows that while Latino, Asian-American, and white, non-Latino voters cited wanting their “I Voted” sticker as their top reason for voting in person at a vote center, Black voters cited wanting to use an accessible voting machine. Notably, just over 41% of Latino voters said they wanted to receive a “I Voted” sticker. A higher proportion of Latinos also said they wanted to be seen representing their community while voting in person than other groups.

## Eligible Voters by Age



Just over 40% of youth voters (age 18-24) said they voted in person in the primary in order to receive their “I Voted” sticker, by far the highest percent of any age group (Figure 13). For many of the other reasons cited by respondents (language assistance, accessible voting machine, register/update registration, and to fill out replacement ballot), a clear distinction is present between voters under age 55 and those age 55 and older, with younger voters citing these reasons in much larger percentages. A notable exception is seen with distrust of mail delivery. About 41% of voters age 65-74 said they voted in person because they did not trust the mail to deliver their ballot, while just under 15% of voters age 18-24 cited this reason for in-person voting.

## Los Angeles County

As with respondents in VCA counties overall, the most cited reason Los Angeles County voters cast their ballot in person was to receive an “I Voted” sticker (33.1%). Similar patterns for Los Angeles County voters by race, ethnicity and age group were seen in Tables 25. Just over 41% of Latino voters said they wanted to receive an “I Voted” sticker and 44.6% of youth voters (age 18-24) said they voted in person in order to receive their “I Voted” sticker, by far the highest percent of any age group (Table 26).

**Table 25: Why did you vote in-person at a voting location in the 2020 primary election? (choose all that apply)**  
**LA County**

LA County	Total	Black	Asian American	Latino	White Non-Latino
To receive language assistance	13.9%	16.7%	8.3%	5.8%	19.0%
To use an accessible voting machine for voters with disabilities	13.2%	28.3%	10.0%	7.6%	13.9%
To register to vote or update an existing registration record	19.9%	11.7%	18.3%	15.8%	24.4%
To fill out a replacement ballot for the one I received in the mail	14.2%	10.0%	6.7%	10.5%	18.7%
To receive an "I Voted" sticker	33.1%	30.0%	36.7%	41.5%	28.5%
To be seen representing my community	26.3%	18.3%	20.0%	30.4%	26.3%
I don't trust the mail to deliver my ballot	17.9%	16.7%	10.0%	23.4%	17.1%
Other	14.2%	8.3%	13.3%	10.5%	17.7%

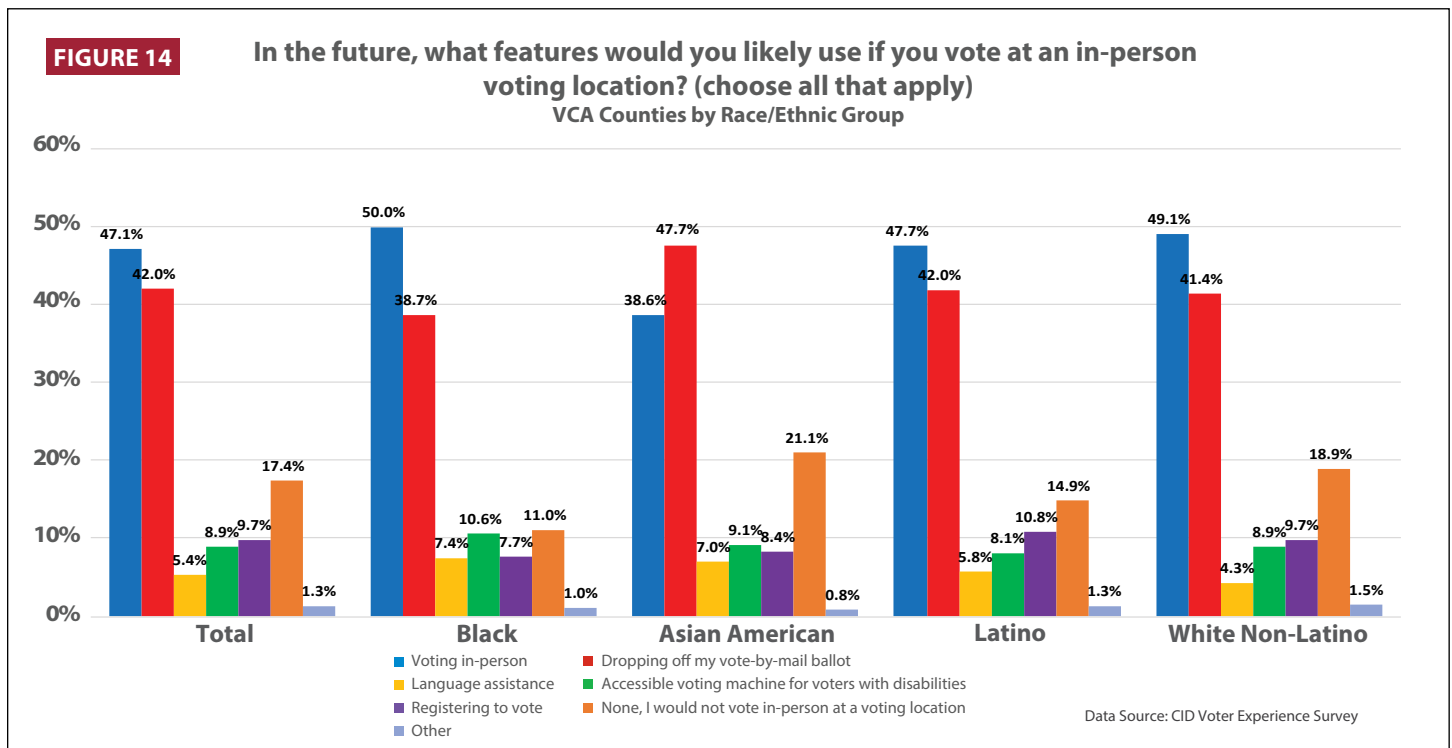
Data Source: CID Voter Experience Survey

**Table 26: Why did you vote in-person at a voting location in the March 2020 primary election? (choose all that apply)**  
**LA County**

	18-24	25-34	35-44	45-54	55-64	65-74	75+
To receive language assistance	10.8%	11.1%	33.3%	6.0%	0.0%	0.0%	0.0%
To use an accessible voting machine for voters with disabilities	16.9%	19.0%	18.4%	9.0%	2.4%	4.2%	6.7%
To register to vote or update an existing registration record	16.9%	23.0%	35.6%	15.0%	3.5%	4.2%	0.0%
To fill out a replacement ballot for the one I received in the mail	13.8%	14.3%	28.2%	7.0%	1.2%	4.2%	6.7%
To receive an "I Voted" sticker	44.6%	29.4%	31.6%	39.0%	31.8%	27.1%	20.0%
To be seen representing my community	23.1%	23.0%	24.1%	38.0%	24.7%	27.1%	20.0%
I don't trust the mail to deliver my ballot	15.4%	12.7%	14.4%	14.0%	30.6%	35.4%	13.3%
Other	3.1%	5.6%	8.0%	20.0%	29.4%	27.1%	40.0%

Data Source: CID Voter Experience Survey

## In the future, what features would you likely use if you vote at an in-person voting location?



We asked eligible voters in VCA counties (regardless of whether they voted in the 2020 primary election) what features they would likely use if they voted at an in-person voting location in the future. Respondents could choose multiple options. Figure 14 shows that just over 47% said they would vote in person, while 42% said they would drop off their VBM ballot at a vote center location. Another nearly 10% said they would likely register to vote at the voting location. About 9% would likely use an accessible voting machine and just over 5% said they would receive language assistance. Only 17.4% said they would not vote in person at a voting location in the future.

### Eligible Voters of Color

The features eligible voters would likely use in the future at an in person voting location varied by race and ethnicity. Figure 14 shows that half or nearly half of Black, Latino and white, non-Latino eligible voters said they would likely vote in person if they voted at a voting location, while 38.6% of Asian-American eligible voters cited this feature. In contrast, nearly half of Asian-American voters said they would drop off their VBM ballot, with other groups citing their likely use of this feature at lower rates.

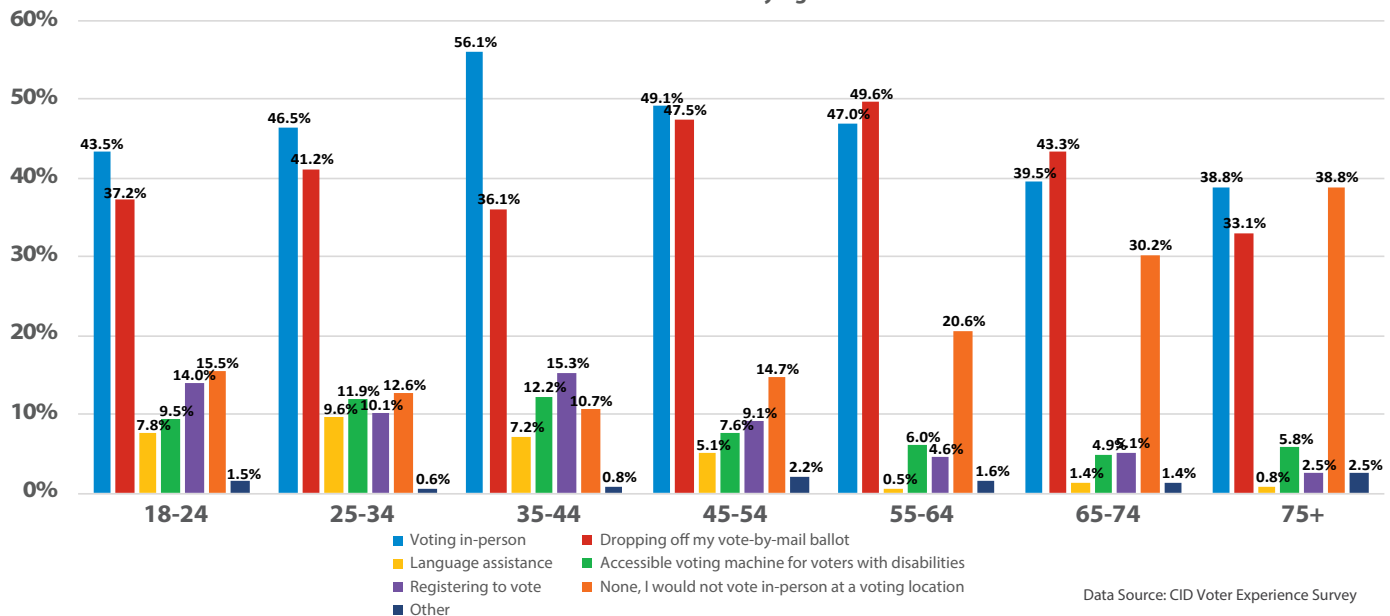
### Eligible Voters by Age

A smaller percentage of young eligible voters, age 18-24, would vote in person at a voting location or would drop off their VBM ballot compared to voters older than them (Figure 15). In contrast, greater percentages of young eligible voters would use language assistance or register to vote versus those who are age 45 and older. Only 15.5% of youth eligible voters said they would not vote at an in-person voting location, whereas just over 30% of those age 65-74 said the same.

**FIGURE 15**

**In the future, what features would you likely use if you vote at an in-person voting location? (choose all that apply)**

VCA Counties by Age



## Los Angeles County

Table 27 shows that a higher percentage of eligible voters in Los Angeles County would vote in person at a voting location (51%) compared to eligible voters in VCA counties, overall. Another 39.9% said they would drop off their VBM ballot at a voting location, while 10% said they would use an accessible voting machine. Nearly 10% of Los Angeles County eligible voters said they would register to vote. Only 14% said they would not vote in person at a voting location in the future.

A smaller percentage of young eligible voters in Los Angeles County, age 18-24, would vote in person at a voting location or would drop off their VBM ballot compared to voters older than them. In contrast, greater percentages of young eligible voters would use language assistance or register to vote than those age 45 and older. Only 13.1% of youth eligible voters said they would not vote at an in-person voting location, whereas just under 29% of those age 65-74 said the same (Table 28).

**Table 27: In the future, what features would you likely use if you vote at an in-person voting location? (choose all that apply)**  
LA County

LA County	Total	Black	Asian American	Latino	White Non-Latino
<b>Voting in person</b>	<b>51.0%</b>	<b>53.7%</b>	<b>41.7%</b>	<b>47.5%</b>	<b>56.2%</b>
<b>Dropping off my vote-by-mail ballot</b>	<b>39.9%</b>	<b>33.7%</b>	<b>46.4%</b>	<b>42.1%</b>	<b>38.8%</b>
<b>Language assistance</b>	<b>6.6%</b>	<b>7.3%</b>	<b>9.4%</b>	<b>5.9%</b>	<b>6.0%</b>
<b>Accessible voting machine for voters with disabilities</b>	<b>10.0%</b>	<b>10.2%</b>	<b>12.2%</b>	<b>8.5%</b>	<b>10.3%</b>
<b>Registering to vote</b>	<b>9.8%</b>	<b>6.9%</b>	<b>7.6%</b>	<b>10.4%</b>	<b>11.1%</b>
<b>None, I would not vote in person at a voting location</b>	<b>14.0%</b>	<b>10.6%</b>	<b>18.0%</b>	<b>14.2%</b>	<b>13.2%</b>
<b>Other</b>	<b>1.3%</b>	<b>0.8%</b>	<b>0.7%</b>	<b>1.1%</b>	<b>1.6%</b>

Data Source: CID Voter Experience Survey

Table 28: In the future, what features would you likely use if you vote at an in-person voting location? (choose all that apply) LA County							
	18-24	25-34	35-44	45-54	55-64	65-74	75+
Voting in person	47.0%	48.6%	60.0%	54.2%	49.8%	42.8%	37.9%
Dropping off my vote-by-mail ballot	35.5%	40.4%	32.8%	47.4%	48.0%	41.7%	29.3%
Language assistance	8.3%	11.4%	7.7%	6.2%	0.4%	1.1%	1.7%
Accessible voting machine for voters with disabilities	8.9%	14.3%	14.5%	8.7%	4.3%	3.2%	3.4%
Registering to vote	13.1%	9.9%	15.4%	9.0%	5.1%	2.7%	0.0%
None, I would not vote in person at a voting location	13.1%	10.5%	8.4%	11.5%	17.7%	27.8%	41.4%
Other	0.6%	0.9%	0.5%	2.2%	2.2%	2.1%	3.4%

Data Source: CID Voter Experience Survey



## Conclusion

In the 2020 primary election, county elections offices engaged in extensive outreach to voters in their counties. In order to meet the requirements of the VCA, county elections offices reported a variety of activities: hosting events, increasing digital and print advertisements, collaborating with community partners, and targeting outreach to voters with disabilities and language-minority voters. These outreach efforts generally overlap with how survey respondents learned about voting options in their county (traditional media, social media, and flyers in the mail).

However, election officials surveyed seemed unclear about the best methods for reaching specific voter groups. While some counties suggested that digital media worked best for younger voters, printed flyers for seniors, and translated material for limited-English proficient voters, about half of the counties did not target specific voting groups, including non-English language voters, youth, seniors, voters with disabilities, formerly incarcerated, indigenous, or Black voters, or did not know effective methods for reaching underrepresented voters. The findings from CID's survey of voters are consistent with this variation (Table 8). Young voters are more likely to learn about voting changes on social media and older voters through a flyer in the mail. The most common messenger for both Latinos and Asian Americans was through newspaper or television news (Figure 6).

The voter survey data show that, overall, only small percentages of voters were aware of the voting changes that occurred in their counties with variation seen by race, ethnicity, and age. Indeed, many election officials surveyed and community advocates interviewed cited the challenges to seeing substantial input on outreach from groups representing a wide range of voter perspectives and experiences, particularly those from historically underrepresented communities. The findings from this report suggest that election officials and community stakeholders implementing the VCA for the first time in future elections should not underestimate the degree of voter outreach and engagement that will be needed to successfully implement the new voting system. To meet this need, community advocates interviewed suggested the following action steps for county elections offices and stakeholders:

- Connect with community groups early, long before the voting period begins, to ensure they are aware of their county's adoption of the VCA and are prepared to participate in voter outreach efforts;
- Develop a VCA community coalition early in the VCA implementation process in order to help build a strong voter outreach effort;
- Increase engagement by significantly broadening the number and type of organizations involved in a county's VCA efforts, emphasizing communities underrepresented among likely voters in a county;
- Collaborate with community groups to conduct wide-reaching outreach efforts to inform voters of vote center and drop box locations, including through one-on-one contact with voters and outreach at existing community events;
- Provide extensive staff time and resources towards voter outreach and education.

## Notes

1. For more information on the California Voter's Choice Act, see: [http://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill\\_id=201520160SB450](http://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=201520160SB450)
2. For additional details on the requirements of the California Voter's Choice Act, see: [http://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill\\_id=201520160SB450](http://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=201520160SB450)
3. For more information on this exception for Los Angeles County in the California Voter's Choice Act, see: [http://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill\\_id=201520160SB450](http://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=201520160SB450)
4. See California Secretary of State's 15 Report of Registration for the 2020 primary election: <https://www.sos.ca.gov/elections/report-registration/15day-primary-2018>
5. For more information about the timing of the March 3rd, 2020 Primary in California, please see: [https://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill\\_id=201720180SB568](https://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=201720180SB568)
6. California Assembly Bill 1520 (2001) gave Californians the ability to register as a permanent vote-by-mail voters. Registered voters with this status receive a VBM ballot in every election without needing an excuse or having to request such a ballot. See the California Secretary of State's 2016 general election voter participation report: <http://elections.cdn.sos.ca.gov/sov/2016-general/sov/03-voter-participation-stats-by-county.pdf>
7. See California Secretary of State's report of voter participation statistics, 2004-2018 primary elections.
8. Disability population calculation: The percent of residents with disabilities out of the total population, ACS 2015-2019 5-year estimates. Percent limited English proficient population calculation: The percent of the population that has limited English proficiency, ACS 2015-2019 5-year estimates Limited English proficiency is defined as people who speak English "less than very well".
9. For additional details on the Election Administration Plan requirements of the California Voter's Choice Act, see: [http://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill\\_id=201520160SB450](http://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=201520160SB450)
10. See California Secretary of State's 15 Report of Registration for the 2020 primary election: <https://www.sos.ca.gov/elections/report-registration/15day-primary-2018>

Appendix

Voter’s Choice Act (VCA) County Election Administration Plan (EAP)  
Excerpts: 2020 Primary Election

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To review full VCA county EAP’s, see the California Secretary of State's website: <https://www.sos.ca.gov/elections/voters-choice-act/vca-counties>

## AMADOR COUNTY:

Updated Election Administration Plan, see:

<https://www.amadorgov.org/home/showpublisheddocument/34376/637145969081400000>

### 1. Outreach & Education

#### a. Partnerships

**Having a Community §4005(a)(10)(I)(i)(III)** (page 4): The Amador County Elections Office will educate the voters in Amador County by having a community presence. The primary way Amador County Elections will achieve this is by partnering with established community-based organizations to reach their target audiences via newsletters, emails, social media, websites, and/or events. Types of organizations the Amador County Elections Office will reach out to consist of, but will not be limited to, assisted living facilities, cohousing, fraternal organizations, homeowner associations, local businesses, mobile home parks, nonprofits, political organizations, retirement homes, and schools. These organizations will receive official media for purposes of education and outreach from the Amador County Elections Office.

The Amador County Elections Office will put emphasis on the availability of an accessible vote-by-mail ballot and how to request one with key organizations such as Amador Senior Center, Interfaith Food Bank, Community Compass, and the Arc of Amador.

The Amador County Elections Office has had meetings with the public and will continue to have meetings with community members. The department will also provide materials for or attend local events that are recommended by our staff and community members. Community event attendance will be published on the Elections website (<https://www.amadorgov.org/government/elections/voter-s-choice-act/public-events>) when confirmed. See Appendix B for a list of events of the Amador County Elections Office plans to attend.

**General - Media and Public Service Announcements §4005(a)(10)(I)(i)(II), §4005(a)(10)(I)(i)(VIII)** (page 3): [T]elelevision is not feasible. However, through strong relationships with community leaders such as the local newspaper and radio station, we will be able to reach the majority of Amador County voters. We will partner with community leaders to have them share our information with their already established readers, listeners and followers. We will also use available media and public service announcements in accessible formats to educate the voting-age population in Amador County, and to promote the availability of an accessible vote-by-mail ballot and how to request one. Media will include, but not be limited to, newspaper, radio, online news sources and social media including audio and video formats. The following Amador County media outlets have been chosen with consideration of their target audience, frequency of publication, reach, accessibility, and consultation with the public.

- Newspapers: The Ledger Dispatch (weekly), Buy & Sell Press (free weekly), Upcountry News (monthly publication)
- Online News Sources: Amador County Website, Amador Community News (ACN) website
- Radio: KVGC 1340AM and 96.5FM
- Social Media: Motherlode Community Connection (Facebook group), A Better Amador (Facebook group)

Significant efforts for educating potential voters through the abovementioned media will be implemented in July and August 2019 and again in January 2020. The Amador County Elections Office believes the best approach would be to educate voters now during the transition to Vote Centers and then again nearer to the March 2020 Election. Because of the limited local media resources in Amador County, we will utilize any and all available media for voter education and outreach. KVGC Radio and the Ledger Dispatch newspaper will be primary sources due to their vast audiences. Secondary newspapers (newsletters) such as the Buy & Sell Press and Upcountry News, and online sources such as Amador Community News will also be used to reach a wider audience. Amador Community News website and Facebook pages have a medium sized audience (over 7,000 followers) and can be used to reach additional voters.

Although Social Media is vastly used, the Amador County Elections Office does not currently have social media accounts.

We anticipate partnering with local entities and sharing our education materials through them. If needed, the Elections Office will create Facebook and Twitter accounts, if only for the ease of sharing our materials with our partners. Also, the NextDoor app is used by a large portion of the community, and we expect to reach a majority of our more rural voters using the application.

See Appendix C for more information regarding the choice of media sources.

#### c. Planning, Methods & Targeting

**Language Minority Communities - Media and Public Service Announcements** §4005(a)(10)(I)(i)(I), §4005(a)(10)(I)(i)(IX) (page 7): Amador County Elections Office has consulted with the public and the Amador County VLAAC to establish a list of community partners that can assist with educating the Spanish speaking communities in Amador County. This will primarily be done through the distribution of educational material in Spanish. How community partners will distribute Spanish educational material will be at their own discretion, but the Amador County Elections Office will recommend including material in emails, newsletters, and distributing flyers at public events they attend or through their daily operations. Public service announcements for purposes of informing voters and promoting the toll-free voter assistance hotline will be posted in Spanish in The Ledger Dispatch newspaper.

**Media and Public Service Announcements** (page 7): Amador County Elections Office has consulted with the public and the Amador County VLAAC to establish a list of community partners that can assist with educating the Spanish speaking communities in Amador County. This will primarily be done through the distribution of educational material in Spanish. How community partners will distribute Spanish educational material will be at their own discretion, but the Amador County Elections Office will recommend including material in emails, newsletters, and distributing flyers at public events they attend or through their daily operations. Public service announcements for purposes of informing voters and promoting the toll-free voter assistance hotline will be posted in Spanish in The Ledger Dispatch newspaper.

**Directly Contacting Voters** §4005(a)(10)(I)(i)(X) (page 4): Amador County Elections will make two direct contacts with voters for purposes of informing voters of the upcoming election. These contacts will be in addition to other required contacts with voters including, but not limited to, sample ballots and the delivery of vote-by-mail ballots.

One direct contact will be a mailing to registered voters in Amador County informing them that a vote-by-mail ballot will be sent to all registered voters regardless of vote-by-mail preference. The other mailing will be sent after ballots have been mailed informing these voters of their voting options at vote centers, if they would prefer to vote in person, and options for returning their vote-by-mail ballots.

**Identifying Language Minority Voters** §4005(a)(10)(I)(i)(V) (page 8): The Amador County Elections Office identifies language minority voters by their language preference indicated on voter registration forms. Minority language voters may also email or call the Amador County Elections Office to designate their language preference. We collect and store this data in our election management system. Furthermore, we receive information about the language minority communities from the United States Census Bureau.

#### d. Website Content

**Accessible Voting Materials and Ballots Accessible Website** §4005(a)(10)(I)(i)(IV) (page 5): The Amador County Elections website is an accessible website per standards recommended in §2053(b)(4). The Amador County Elections Office will work with the Amador County Information Services staff to ensure that all election information is available in text-based format on the accessible website. (<https://www.amadorgov.org/government/elections>) Information includes, but will not be limited to, a list of the ballot drop-off locations and vote centers with dates and hours they are open, as well as the services available at vote centers. The Amador County Elections Office is also planning a webpage to educate everyone about the accessible voting tools available.

## d. Budget

Additional money allocated for voter outreach and education will contribute to on-going costs, as Amador County Elections plans to continue educating voters on voting processes and services available for the disability and language minority communities. Costs included are outlined in the budget table below, under budget lines: 52200 – \$8000 additional funds for voter contact postcards and advertising 52400 – \$1100 additional funds for public notices for meetings and workshops

**Estimated Voter Education and Outreach costs for 2020 Primary and General Elections compared to 2018 General Election.**

Outreach Expense	2018 General	2020 Primary	2020 General
Advertising/Notices	\$500.00	\$1,500.00	\$2,000.00
In Office Materials	\$250.00	\$750.00	\$1,500.00
Outreach Postcards	No Allocation	\$8,000.00	\$12,000.00
Social Media	No Allocation	No Allocation	No Allocation
Outreach Events	No Allocation	\$2,000.00	\$2,000.00
Translation Services	\$250.00	\$2,000.00	\$3,500.00

Anticipated long-term savings include decreased costs for equipment, including the purchasing of new equipment and equipment maintenance, ballot printing, and labor.

## 2. Voting Access - VAAC + LAAC

## a. Location Planning

**Voter with Accessibility Needs** (page 5): The Amador County Elections Office formed a joint Voter and Language Accessibility Advisory Committee (VLAAC) to establish how to best educate and reach the disability community in Amador County regarding the VCA. The committee was established on June 19, 2019, and has had two meetings since. The committee members are well connected to the disability and language minority communities and will assist in developing plans to best serve these voters in Amador County. Please see Appendix D for materials regarding this committee.

**Language Minority Communities** (page 7): The committee was established on June 19, 2019, and has had two meetings since. The committee members will assist in how to best reach the Spanish speaking population in Amador County. See Appendix D for materials regarding this committee.

**Vote Centers** §4005(a)(10)(I)(vi)(I), §4005(a)(10)(I)(vi)(III), §4005(a)(10)(I)(vi)(VI) (page 9):

There will be a total of three vote centers available to all voters in Amador County. Below is a list of proposed vote centers. All vote centers will be open for at least 8 hours a day. On Election Day all vote centers will be open from 7:00 am to 8:00 pm. Exact Hours of each vote center's operation will be posted on the Amador County Elections webpage (<https://www.amadorgov.org/government/elections/vote-center-and-ballot-drop-off-locations>) and included in the Amador County Voter Information Guide.

**Ballot Drop-Off Locations** §4005(a)(1)(A), §4005(a)(10)(I)(vi)(II) (page 11): There will be at least six ballot drop-off locations in Amador County. All ballot drop-off locations will be open 28 days before the election through Election Day. All ballot drop-off locations will be open normal business hours at the least. The 24-hour ballot drop-off location will close at 8 pm on Election Day. Exact times of each drop-off location's operation will be posted on the Amador County Elections webpage (<https://www.amadorgov.org/government/elections/vote-center-and-ballot-drop-off-locations>) and included in the Amador County Voter Information Guide.

**Accessible Services Available at Vote Centers and Ballot Drop-off Locations** §4005(a)(10)(I)(vi)(X) (page 5): Each vote center will have accessible parking available and will be ADA compliant. Vote centers will be surveyed by staff to ensure that each vote center has the equipment and materials needed to be ADA compliant. .... All exterior and interior ballot drop-off locations will be accessible and as near to public transportation routes as possible. The 24-hour ballot drop-off location at the Amador County Government Building (810 Court Street) is accessible and on a public transportation route.

**Mobile Vote Centers** §4005(a)(10)(B)(xiv) (page 9): The Amador County Elections Office is considering the implementation of a mobile vote center. Amador County will look to service geographically isolated populations and assisted living facilities. The locations and hours of operation for these mobile vote centers will be available to the public on the Amador County Elections website and in voting materials sent to voters. All mobile vote centers will have the same functionality as any established vote center.

c. Staff training

**Staffing Vote Centers** §4005(a)(10)(I)(vi)(IX) (page 9): Each vote center will tentatively have at least three paid staff members with a County Elections Office staff member serving as the vote center manager.

**Toll-Free Hotline for Deaf and Hard of Hearing Voters** §4005(a)(10)(I)(vii) (page 6): Amador County Elections staff and extra office help will be trained on procedures for accepting relay calls from California Relay Service 711 (Speech and Hearing Impaired). This information will be posted on the Amador County website and in voting materials sent to voters.

**Spanish Toll-Free Voter Assistance Hotline** (page 7): The Amador County Elections Office has a toll-free voter assistance hotline (1-855-938-0486) for Spanish speakers in Amador County. This hotline goes to an interpreter relay service that will be operational 29 days before the election and up to 30 days after, Monday – Friday: 8:00 am – 5:00 pm and 7:00 am – 8:00 pm on Election Day. The number for this hotline will be posted on the Amador County Elections website and in voting materials sent to voters.

**Addressing Disparities in Voter Accessibility and Participation** §4005(a)(10)(I)(iii) (page 6): After any election that is conducted in compliance with the Voter's Choice Act, the Amador County Elections Office will make a reasonable effort to address significant disparities in voter accessibility and participation. The Amador County Elections Office will meet with the Amador County VLAAC to address and discuss any issues that ensued during the election. Furthermore, the Amador County Elections Office will survey all vote center staff to evaluate and address any disparities regarding voter accessibility and participation.

d. Workshops for Voters

**Educating the Disability Community – Voter Education Workshop** §4005(a)(10)(I)(i)(VI)(ib) (page 5): The Amador County Elections Office will be holding one voter education workshop to increase accessibility and participation of eligible voters with disabilities... During this workshop, the Amador County Elections Office will discuss the new voting process, demonstrate the ExpressVote Ballot Marking Device (replaces AutoMark), demonstrate our onsite video translation station, and discuss Remote Accessible Vote By Mail.

**Educating the Language Minority Communities Bilingual Voter Education Workshop** §4005(a)(10)(I)(i)(VI)(ia) (page 7): The Amador County Elections Office will be holding one bilingual voter education workshop to increase outreach and the participation of Amador County's Spanish speaking community...At this workshop, the Amador County Elections staff will discuss the new voting process, discuss facsimile ballots, introduce the new toll free Spanish hotline, and demonstrate our onsite video translation station.



e. Remote Accessible Vote by Mail

**Requesting an Accessible Vote by Mail Ballot** §4005(a)(10)(I)(ii) (page 6): To use AVBM, a voter must first make a request for an AVBM ballot from their County elections office either by returning the postage paid postcard they received in their vote-by-mail packet, phone, email, or online. Once the request is received, an email with a link to the AVBM will be sent to the voter. The voter must click on the link and enter their voter information (i.e. birthdate and address) in a secured portal. After entering their information, the voter must affirm they are a voter with a disability (type of disability is not asked). The voter will then download their ballot and any additional information and instructions on how to mark and return the ballot. The voter marks their ballot using their own assistive technology (jelly switches, screen readers, mouse keys, sip and puff, etc). Once the ballot is complete, the voter must print out the ballot with their selections and place it in an envelope. AVBM voters should use the envelope that is mailed with their vote-by-mail ballots. Using the vote-by-mail envelope is encouraged as it is easier to use, has holes along the signature line, and will be easier for election staff to identify. The voter must sign the envelope and then can return the ballot by mail (postmarked and received within 3 days after Election Day), drop box, or vote center by 8pm on Election Day. All registered voters will receive a vote-by-mail ballot. A postage-paid postcard for the purpose of requesting an accessible vote by mail ballot will be included in the vote-by mail-ballot materials sent to each voter. Voters needing an accessible vote-by-mail ballot will be able to request one by filling out the included postage-paid postcard and returning it to the Amador County Elections Office, or by following instructions posted on the Amador County Elections website (<https://www.amadorgov.org/government/elections/accessible-voting>). The Amador County Elections Office will be using the Democracy Live platform to distribute accessible vote-by-mail ballots.

f. Ballot Marking Device

**Educating the Disability Community – Voter Education Workshop** §4005(a)(10)(I)(i)(VI)(ib) (page 5): During this workshop, the Amador County Elections Office will discuss the new voting process, demonstrate the ExpressVote Ballot Marking Device (replaces AutoMark), demonstrate our onsite video translation station, and discuss Remote Accessible Vote By Mail.



## BUTTE COUNTY:

Updated Election Administration Plan, see: [https://clerk-recorder.buttecounty.net/elections/pdf/eap\\_draft.pdf](https://clerk-recorder.buttecounty.net/elections/pdf/eap_draft.pdf)

### 1. Outreach & Education

#### a. Partnerships

**Community Presence to Educate Voters on the Voter's Choice Act** §4005(a)(10)(I)(i)(III) (page 8): Butte County Clerk-Recorder/Registrar of Voters will establish a community presence to provide information directly to the voters and through special interest groups, committees and organizations. ... Voters will be able to learn about the Vote Center model through the following options in addition to those listed in 1-A. 1. Department's VAAC and LAAC a. Information and materials will be developed for VAAC and LAAC members so that they will be able to present them within their communities. These materials will be available in languages as provided for by Election Code §14201. 2. Presentations to various audiences: a. Community meetings b. County Board of Supervisors c. City Councils and City Clerks d. Language Communities e. Philanthropic organizations f. Student groups/organizations g. Local Companies and their employees

#### b. Planning, Methods & Targeting

**General Requirements** §4005(a)(10)(I)(i)(II), §4005(a)(10)(I)(i)(VIII) (page 7): 1. Local Television stations (including: Action News Now, KRCR, KCVU, Butte College Broadcasting Center, and Charter Media/Cable) 2. Newspapers (including: Chico News and Review, Enterprise Record, Oroville Mercury, Paradise Post, and The Orion) 3. Radio (stations to be determined) 4. Social Media (utilizing Twitter, Facebook and YouTube) 5. Department Website (buttevotes.net) 6. Community meetings and public resources designed to reach the Camp Fire survivors 7. Outreach to various other community organizations 8. Media Availability Sessions/Press Conferences 9. County Departments 10. Public Service Announcements will be distributed to all outlets listed above and any others that may become available.

\*Butte County is faced with a couple complications from a communications standpoint. The first is that we have a large college student population ... These groups tend to be more mobile, but we will make concerted efforts to reach them through social media and other readily available platforms. The second and more challenging complication is the recent wildfires that have affected residents of the county (namely the Camp Fire). Many voters in the affected area have relocated and are in temporary housing but do have points of contact that we will utilize to reach them, including regular community meetings, FEMA resource centers, other county agencies, etc.

### **Inform Voters of the Upcoming Election and Promote the Toll-Free Voter Assistance Hotline with Media Serving**

**Language Minority Communities** §4005(a)(10)(I)(i)(I) (page 9):: Information promoting the voter toll-free assistance hotline will be provided on all pre-election mailings sent out to voters, including but not limited to address confirmation mailings and voter information packets. There will also be press releases sent to local media outlets, including language minority broadcasts, as well as posted on the internet through the departmental website and social media platforms.

**Public Service Announcement for Minority Language Citizens** §4005(a)(10)(I)(i)(IX) (page 10): Butte County Clerk-Recorder/Registrar of Voters will use Public Service Announcements to inform voters in minority language communities of the upcoming election and the toll-free assistance hotline. The PSAs will be distributed through minority language mediums (including radio stations) as available. Butte County Clerk-Recorder/Registrar of Voters will work with local agencies and groups that are comprised of, or support and provide services for, language minority groups to determine the best and most effective methods to deliver this information to those individuals.

**Identifying Language Minority Voters** §4005(a)(10)(I)(i)(V): Butte County Clerk-Recorder/Registrar of Voters uses information from the census to identify language minority voters. Under the Vote Center model, all locations will have facsimile ballots in both Spanish and Hmong as required by Election Code §14201.

**Website has publicly available accessible information** §4005(a)(10)(I)(i)(IV) (page 10): Information on the Butte County Elections website is accessibly formatted and is publicly available. This will include this Election Administration Plan and

other information about VCA. The website also has links and information about registering to vote and other resources that are available. The information on the website will include, but will not be limited to: 1. An explanation that all voters will receive a vote-by-mail ballot and a return envelope with pre-paid postage 2. The availability of Vote Centers to provide assistance, including voting on accessible ballot marking devices 3. Contact information for agencies that can provide a ride to a Vote Center for voters with disabilities 4. The method to request and use the Remote Accessible Vote-By-Mail system (RAVBM)

**A description of how the county elections official will educate and communicate the provisions of this section to the public, including: the disability community, organizations and individuals that advocate on behalf of, or provide services to, individuals with disabilities. The county elections official shall hold at least one voter education workshop to increase accessibility and participation of eligible voters with disabilities.** §4000(a)(10)(l)(i)(VI), §4005(a)(10)(l)(i)(VI)(ib) (page 11): Information regarding Vote Centers, the voter hotline and voting options (including how to sign up for RAVBM) will be distributed to the disability community through the following mediums: 1. Television (including all local news networks) 2. Newspapers 3. Radio Stations 4. Social Media (Twitter, Facebook, YouTube) 5. Departmental Website 6. Workshops/presentations – coordinated with members of the disability community and those that represent those voters. 7. Public Service Announcements broadly distributed through county agencies and other outlets Butte County Clerk-Recorder/Registrar of Voters will work with local agencies and groups that support and provide services for persons with disabilities to determine the best and most effective methods to deliver this information to the affected groups.

c. Website

**Website has publicly available accessible information** §4005(a)(10)(l)(i)(IV) (page 10): Information on the Butte County Elections website is accessibly formatted and is publicly available. This will include this Election Administration Plan and other information about VCA. The website also has links and information about registering to vote and other resources that are available. The information on the website will include, but will not be limited to:

1. An explanation that all voters will receive a vote-by-mail ballot and a return envelope with pre-paid postage
2. The availability of Vote Centers to provide assistance, including voting on accessible ballot marking devices
3. Contact information for agencies that can provide a ride to a Vote Center for voters with disabilities
4. The method to request and use the Remote Accessible Vote-By-Mail system (RAVBM)

d. Budget

**Fiscal Impact** (page 5): The governor's May Revised Budget includes additional 3:1 matching funds to supplement Election Code §19402. The additional funds will help Butte County buy equipment needed for the VCA model. The department expects the proposed budget for Fiscal Year 2019/2020 to fund the rest of the costs for equipment and supplies for this election.

**1-C Use of Resources for Voter Education and Outreach** §4005(a)(10)(l)(i)(VII) (page 8): Butte County Clerk-Recorder / Registrar of Voters will spend/allocate the necessary resources to ensure voters are adequately educated and informed about the Vote Center model. This education is vital to the success of the model and will keep processes running efficiently and promote a better voter experience.

4. Voting Access – VAAC + LAAC

a. Location Planning

**Vote Center and Ballot Drop Box Locations** (page 2): The VCA requires certain considerations when choosing locations for Vote Centers and ballot drop boxes. Among these are public transportation, population centers, areas of historically low vote-by-mail usage, low-income communities, language minority populations, and accessibility.

We will use data from past elections, habits of our voters, census records, and knowledge of the area to pick the best locations for our Vote Centers and drop boxes. We understand that one location may not be able to meet all of the criteria. However, we will make a good faith effort to include as many considerations within each location choice as possible. This way our voters will have convenient and accessible resources and locations.

**Design and Layout of Vote Centers** §4005(a)(10)(I)(vi)(XI) (page 15): Each facility will be mapped to create a layout for placement of equipment and supplies. The layout will take into consideration the shape of the room, accommodations for persons with disabilities, and the voting booths and accessible ballot marking devices to be placed in a way that does not compromise the voter's right to a secret ballot.

b. Staff training

**Vote Center and Ballot Drop Box Locations** (page 3): The Vote Center staff will have real-time access to the County's Election Management System through the Vote Center web application, allowing them to see and update the status of each voter.

**Vote Center and Ballot Drop Box Locations** (page 4): The election staff will be trained to help the voters in any way. No fewer than four election workers will staff each location with more staff on site as the election gets closer. The county will make a good faith effort to recruit election workers who will provide language assistance in both Spanish and Hmong. (Elec Code §14201).

**Staffing Vote Centers** §4005(a)(10)(I)(vi)(IX) (page 15): There will be no fewer than four Vote Center staff at each location. Additional staff will be added where a greater turnout is anticipated.

**Services for Voters with Disabilities** §4005(a)(10)(I)(vi)(X) (page 15): All Vote Center staff will be trained to assist voters with disabilities. The voter will go through the check-in process and be given the option to independently mark a secret ballot on the Image Cast X (ICX) ballot-marking device in lieu of a paper ballot.

c. Workshops for Voters

**Voter Education Workshop for Minority Language Voters** §4005(a)(10)(I)(i)(VI), §4005(a)(10)(I)(i)(VI)(ia) (page 9): Butte County Clerk-Recorder/Registrar of Voters will work with our LAAC representatives to determine the best time, place, location and format of a voter education workshop in each of the languages required by Election Code §14201 and Section 203 of the Voting Rights Act. The locations and times of these workshops will be posted across our social media platforms, our departmental website, local minority language radio broadcasts, and any other communications as determined effective by LAAC.

**Voter Education Workshop for Voters with Disabilities** §4000(a)(10)(I)(i)(VI), §4005(a)(10)(I)(i)(VI)(ib) (page 10): The county elections official shall hold at least one voter education workshop to increase accessibility and participation of eligible voters with disabilities.

d. Remote Accessible Vote by Mail

**Voting Technology** (page 4): The county will use the Remote Accessible Vote by Mail (RAVBM) system for the UOCAVA (Military and Overseas) voters. Pending certification by the California Secretary of State, the RAVBM 5.10 system will allow any voter who requests to vote an accessible ballot at home to do so.

e. Ballot Marking Devices:

**Vote Center and Ballot Drop Box Locations** (page 3): Each Vote Center will have three accessible ballot marking machines and will be ADA compliant.

**Voting Technology** (page 4): The Butte County Clerk-Recorder/Registrar of Voters will use the Image Cast Voting System by Dominion Voting Systems. Each Vote Center will have three accessible ballot marking machines and will be ADA compliant. There will also be at least one Ballot on Demand (BOD) printer at each Vote Center location.

**Ballot Access** §4005(a)(10)(I)(X)(ii) (page 12): ...The Image Cast X (ICX) ballot marking device that will be deployed to

each Vote Center.

**Access to a Vote by Mail Ballot by Voters with Disabilities** §4005(a)(10)(I)(X)(ii) (page12): The county will deploy two types of equipment to assist voters with disabilities. The first type of accessible equipment is the Image Cast X (ICX) ballot marking device that will be deployed to each Vote Center.

## CALAVERAS COUNTY:

Updated Election Administration Plan, see: [https://elections.calaverasgov.us/Portals/Elections/Documents/VCA/VCA%20EAPS/2019-11-08%20Adopted%20Election%20Administration%20Plan.pdf?ver=G\\_0NmZc5aEAFc8cKGwTzTA%3d%3d](https://elections.calaverasgov.us/Portals/Elections/Documents/VCA/VCA%20EAPS/2019-11-08%20Adopted%20Election%20Administration%20Plan.pdf?ver=G_0NmZc5aEAFc8cKGwTzTA%3d%3d)

### 1. Outreach & Education

#### a. Partnerships

**Community Presence to Educate Voters on the Voter's Choice Act §4005(a)(10)(I)(i)(III)** (page 8): Calaveras County Registrar of Voter's community presence will provide Voter's Choice Act information directly to the voters at a wide variety of events. Registrar of Voters' goal is to coordinate with our community partners, and the Voting Accessibility Advisory Committee/Language Accessibility Advisory Committee to identify opportunities to educate our voters, offer demonstrations of the voting equipment, and explain how to request and obtain an accessible ballot. The County Registrar will make every effort to reach all areas of the County. Voters will have many opportunities to learn about the Voter's Choice Act and their voting options, which may include the following:

- 1) Voting Accessibility Advisory Committee/Language Accessibility Advisory Committee a. Meetings will include voting system demonstrations and informational updates b. Material development with Voting Accessibility Advisory Committee/Language Accessibility Advisory Committee members will be presented for distribution within their communities
- 2) Presentations to various audiences which may include: a. Neighborhood associations b. County Board of Supervisors c. Angels Camp City Council and City Clerk d. Elected Official's e. Town Halls f. School District Boards g. Special Districts Boards h. County Central Committees and Political Committees i. Philanthropic organizations (such as Soroptimist, Rotary, Lions Club) j. Calaveras County Public Libraries k. Nursing/Assisted Living Facilities A tentative list of events where Voter's Choice Act information will be shared publicly can be found in Appendix F.

#### b. Planning, Methods & Targeting

**Overview** (page 3): The public comment period for the draft administration plan will commence on August 5, 2019, and end September 12, 2019, at 5:00 pm, exceeding the 14-day requirement of the Voter's Choice Act. A noticed public hearing will be conducted at 10:00 am on September 13, 2019, at the Calaveras County Library in the Cheseborough Room located at 1299 Gold Hunter Road, San Andreas, CA 95249, as required by the Voter's Choice Act, to allow the community to comment publicly on the plan.

**Use of the media, including social media, newspapers, radio, and television for purposes of informing voters of the availability of a vote by mail ballot in an accessible format and the process for requesting such a ballot.** EC §4005(a)(10)(I)(i)(II), §4005(a)(10)(I)(i)(VIII) (page 9). Calaveras County Registrar of Voters will provide information about obtaining a vote by mail ballot in an accessible format and the process for requesting such a ballot utilizing outlets 9 and methods described in Section 1 – A of this document, and may also include the below list. All materials will be distributed to outlets in both English & Spanish languages. 1) Local television; 2) Newspapers; 3)\*Radio Stations; 4) Cinema West Angels Theatre: Movie theater advertisement "Before the Movie" 5) Social media and department website; 6) Outreach to such groups as community partners, disability advocate organizations, elected officials, special districts, school districts, community-based organizations, and Public Information Officers. A list of groups/organizations/agencies that the Registrar's Office plans to contact and partner with can be found in Appendix F. 7) County Departments (such as Health and Human Services, Veteran Services) 8) Public Service Announcements, broadly distributed to all media outlets serving the County.

Additionally, Calaveras County will coordinate with the Secretary of State's Office on targeted television Public Service Announcement's for distribution to Cable and Satellite Television providers. It is expected that these Public Service Announcement's will only reach Calaveras County audiences. This method will allow the use of television media while minimizing, to the greatest extent possible, voter confusion. The information to be provided will include the option to use an accessible voting device at any Vote Center, or drop-box location, how to use the device; and the method for

requesting, marking and submitting an accessible ballot using the County's Remote Accessible Vote by Mail program.

**Direct contacts with voters providing information on the upcoming election and promoting the toll-free voter assistance hotline** §4005(a)(10)(I)(i)(X) (page 12): Calaveras County Registrar of Voters will contact each Calaveras County registered voter a minimum of two times, by mail, to provide information on the upcoming election and the availability of the toll-free assistance hotline (833)536-8683. The two direct contacts will include information about an all-mail ballot election; vote center locations, ballot drop-off locations, dates and hours of availability, information about the availability of the Remote Accessible Vote By Mail System and additional information about the upcoming election. 1-E Postage-paid postcard for requesting materials in an alternate language or an accessible format vote by mail §4005(a)(8)(B)(iii) All registered voters will receive a postage-paid postcard with their County Voter Information Guide for requesting a facsimile ballot. Instructions will be included in the Guide and on the Calaveras County Registrar of Voter's website for completing and returning the postcard. Calaveras County Registrar of Voter's website (elections.calaverasgov.us) will have a page dedicated to information about the Voter's Choice Act. Information is in accessible formats (when possible) and is publicly available.

**1-E Postage-paid postcard for requesting materials in an alternate language or an accessible format vote by mail** §4005(a)(8)(B)(iii) (page 12): All registered voters will receive a postage-paid postcard with their County Voter Information Guide for requesting a facsimile ballot. Instructions will be included in the Guide and on the Calaveras County Registrar of Voter's website for completing and returning the postcard. Calaveras County Registrar of Voter's website (elections.calaverasgov.us) will have a page dedicated to information about the Voter's Choice Act. Information is in accessible formats (when possible) and is publicly available. This includes the Election Administration Plan and other information related to the Voter's Choice Act, including scheduled public presentations, developed infographics, public notices, digital versions of collateral used to educate the public and Voting Accessibility Advisory Committee/Language Accessibility Advisory Committee agendas and information. The website also has information about registering to vote and getting involved in the election process, including working at Vote Centers. Additional information found on the website is addressed in the appropriate sections of this plan.

**Inform Voters of the Upcoming Election and Promote the Toll-Free Voter Assistance Hotline using Media that Serves the Language Minority Communities** EC §4005(a)(10)(I)(i)(I) (page 13): The same voter outreach methods described in Section 1-B will be used to share information with the language minority communities in both English & Spanish languages and will be distributed to all outlets. Information will include Voter's Choice Act information, voting options (including Remote Accessible Vote by Mail), and toll-free access hotline (833)536-8683 for assistance.

**Identifying Language Minority Voters** §4005(a)(10)(I)(i)(V) (page 13):: Calaveras County Registrar of Voters primarily uses the voter's language preference selection shown on their voter registration form to identify language minority voters. The County also uses the report the Secretary of State issues under Election Code section 14201(f). This report determines the precincts where 3% or more of the voting-age residents are members of a "single language minority." Voters may also contact the Calaveras County Registrar of Voters by telephone or email to update their language preference or provide their language preference to precinct officials during an election. As required per Election Code section 14201(f) Spanish translations of the ballot will be available at all Vote Centers. Additionally, all information related to Vote Center locations, and language facsimile copies of the ballot will be translated into Spanish and posted on the County Registrar of Voters' website.

**Public Service Announcement for Minority Language Citizens** §4005(a)(10)(I)(i)(IX) (page 14): Calaveras County Registrar of Voters will use Public Service Announcements to inform voters in minority language communities of the upcoming election and the toll-free assistance hotline. The Public Service Announcements will be translated into the required language and distributed through social media, television, radio, and newspapers.

#### c. Website

Website has publicly available accessible information §4005(a)(10)(I)(i)(IV) (page 14): Information on the Calaveras County Registrar of Voters' website (elections.calaverasgov.us) is in accessible formats and is publicly available. This includes the Election Administration Plan and other information related to the Voter's Choice Act, as well as information



about registering to vote and getting involved in the election process. Election specific information is also available on the website in an accessible format.

The information to be provided will include the following: 1) All voters will receive a vote by mail ballot; 2) The option to use an accessible voting device at any Vote Center and how to use the device; 3) The method for requesting, marking and submitting an accessible ballot using the County's Remote Accessible Vote by mail program

d. Budget

**Use of Resources for Voter Education and Outreach §4005(a)(10)(I)(i)(VII) (page 11)**

**Budget Resources and Cost Comparison**

Out Reach Activity	2014 Primary Election	2016 Primary Election	2018 Primary Election	2020 Primary Election (Estimates)
Newspaper Publications (Legal Notices and Advertisements)	\$121.50	\$131.65	\$185.61	\$2,000
Radio PSA (Script development, interview availability, translation services)	\$0	\$0	\$0	\$3,000
Television PSA (Script development, interview availability, translation services), Before the Movie Advertisement	\$0	\$0	\$0	\$3,000
Direct Voter Contact Mail (Direct mail to each registered voter as described in 1-D)	\$26,702	\$35,349	\$20,830	\$40,000
Public Workshops/Meetings (Required workshops, Voting Accessibility Advisory Committee/Language Accessibility Advisory Committee Meetings, other events as referenced in 1-B)	\$0	\$0	\$930	\$2,500
Equipment Demonstrations (Voting Equipment Demonstrations at required workshops, Voting Accessibility Advisory Committee/Language Accessibility Advisory Committee Meetings, other events as referenced in 1-B)	\$0	\$0	\$0	\$5,000
Election Workers	\$13,990	\$14,393	\$14,268	\$28,800
Ballot Coding & Layout (With the new voting system we code and layout our ballots, the only fee is the annual maintenance fee.)	\$6,300	\$20,727	\$8,250	\$8,773

2. Voting Access – VAAC + LAAC

**Overview** (page 3): The Calaveras County Registrar of Voters established a combined Voting Accessibility Advisory Committee and a Language Accessibility Advisory Committee in April of 2017 which meets quarterly.

a. Location Planning

**Vote Center and Ballot Drop-Off Locations** (page 4): Vote Center and ballot drop-off locations will be selected in consultation with the Voting Accessibility Advisory Committee and the Language Accessibility Advisory Committee. Additionally, Geographic Information System (GIS) mapping software, U.S. Census Data, voter history, and any other readily available data will be utilized to ensure locations are in optimal proximity to voters... All Vote Centers will be Americans with Disabilities Act-compliant, and Elections personnel will be on-site to assist voters with specific needs.

**The Location and Hours of Each Vote Center §4005(a)(10)(I)(vi)(III), §4005(a)(10)(I)(vi)(VI) (page 17):** The process of establishing set locations continues at the time of publication of this plan. Calaveras County Registrar of Voter's goal is to locate Vote Centers in well-known, fully accessible facilities. All Vote Centers will be open continuously for a minimum of 8 hours per day and from 7 a.m. to 8 p.m. on Election Day. Based on available information at the time it is anticipated that Vote Centers will be located in the following areas: (1) Valley Springs, (2) San Andreas and (3) Angels Camp, (4)

Mokelumne Hill. The location and hours of each Vote Center will be listed in Appendix A, which will be updated as locations are confirmed for each election. The list will be included in election materials provided to each registered voter.

**2-H Services for Voters with Disabilities** §4005(a)(10)(I)(vi)(X) (page 17): Each Vote Center will have a minimum of three fully accessible touch screen voting devices. These devices are certified by the Secretary of State for use in California elections and allow each voter to mark their ballot independently and privately. Additionally, vote center staff will receive training on setting up the equipment, assisting voters with the equipment, including voters with disabilities, troubleshooting issues with the equipment and the proper storage of the equipment.

**2-I Design and Layout of Vote Centers** §4005(a)(10)(I)(vi)(XI) (page 17): Layout guidelines will be used to ensure voting booths and accessible ballot marking devices are placed in a manner that allows a voter to mark their ballot independently and privately. Layouts will be sensitive to the accessibility needs of voters and will be adjusted to accommodate the varying shapes and room sizes of each location.

**2-J The Total Number of Drop Boxes to be Established** §4005(a)(10)(I)(vi)(II) (page 18): Based on the estimated 30,444 registered voters Calaveras County Registrar of Voters plans to establish a minimum of three ballot Drop Box locations, open 28 days prior to and through Election Day.

**The Location and Hours of Operation of Each Ballot Drop Box** §4005(a)(10)(I)(vi)(IV), §4005(a)(10)(I)(vi)(VII): Calaveras County Registrar of Voters' goal is to partner with the community to locate drop boxes in well-known, fully accessible facilities. The process of establishing drop box locations continues at the time of publication of this plan. The current proposed list of drop boxes and their hours of operation are listed in Appendix C, which will be updated as drop box locations are confirmed. This list will be included in election materials provided to each voter.

b. Staff Training

**Staffing Vote Centers** §4005(a)(10)(I)(vi)(IX) (page 17) Calaveras County Registrar of Voters anticipates a minimum of four staff at each Vote Center. Calaveras County Registrar of Voters' staff will do its due diligence to recruit at least one bilingual staff member for each Vote Center.

**Toll-Free Phone Access** §4005(a)(10)(I)(vii) (page 14): Calaveras County Registrar of Voters offers toll-free phone support during all business hours. County Election staff does not have the capacity to translate all calls in the federal/state required language. However, staff can connect to an interpreter on a threeway call to be able to assist voters with translation. Toll-free hotline: (833) 536-8683

**Services for Voters with Disabilities** §4005(a)(10)(I)(vi) (page 17): (X...vote center staff will receive training on setting up the equipment, assisting voters with the equipment, including voters with disabilities, troubleshooting issues with the equipment and the proper storage of the equipment.

c. Workshops for Voters

**Voter Education Workshop for Minority Language Voters** 4005(a)(10)(I)(i)(VI), §4005(a)(10)(I)(i)(VI)(ia) (page 13): Calaveras County Registrar of Voters will hold a bilingual voter education workshop for Calaveras County's federal and state required language. At the time of preparing this plan, Calaveras's only required language, other than English is Spanish. This workshop will be held on a date to be determined, and will provide an opportunity for the County's language communities to receive information about materials and assistance available in the specified language, in addition to the Voter's Choice Act voting process. All workshops will have language-specific interpreters to assist attendees.



**Voter Education Workshop to increase accessibility and participation of eligible voters with disabilities** §4005(a)(10)(I)(i)(VI), §4005(a)(10)(I)(i)(VI)(ib) (page 14): The county elections official will educate and communicate the provisions of this section to the public, including the disability community, organizations and individuals that advocate on behalf of or provide services to individuals with disabilities. A workshop will be held on a date To Be Determined, and will provide an opportunity for the County's disability communities to receive information and materials about the Voter's Choice Act. The workshop is intended to increase accessibility and participation of eligible voters with disabilities. The same voter outreach methods described in Section 1-B will be used to share information with the disability community. Information will include Voter's Choice Act information, voting options (including Remote Accessible Vote by Mail), and toll-free access hotline (833)536-8683 for assistance.

d. Remote Accessible Vote by Mail

**Requesting a Remote Accessible Vote by Mail Ballot** (page 15) ... The electronic ballot can be downloaded to the voter's computer, marked using the voter's own assistive technology and then printed. This ballot can be returned in the same manner as any vote by mail ballot: through the mail, placed in a drop box, or returned to a Vote Center or Ballot Assistance Site. Calaveras County Registrar of Voters has used OmniBallot from Democracy Live; a California certified Remote Accessible Vote by Mail system since 2016. Use procedure instructions are provided in the County voter information guide as well as the County website and will be shared in educational materials and during public meetings.

e. Ballot Marking Device

**Voting Technology** (page 6): Calaveras County Registrar of Voters, procured Verity 3.0.1 from Hart Intercivic, Inc. in June 2019 and will deploy the new voting system for the March 2020 Primary Election. The Verity deployment will include a minimum of three accessible ballot marking devices (Verity Touch Writer), at least one in-person secure digital ballot imaging device and ballot box (Verity Scan) at each Vote Center, as well as Mobile Ballot Printing (MBP), that will allow the Calaveras County Registrar of Voters to print ballots on-demand at Vote Centers.

## EL DORADO COUNTY:

Updated Election Administration Plan, see: <https://edcgov.us/Government/Elections/Documents/EDC%202019%20English%20Final.pdf>

1. Outreach & Education
  - a. Partnerships

**Community Presence to Educate Voters on The Voter's Choice Act §4005(a)(10)(I)(i)(III)** (pages 7-8): The County will participate in community events to promote the Vote Center Model and provide information directly to the attendees of a wide variety of events. We will coordinate with our community partners, as well as LAAC and VAAC to identify opportunities to educate our voters, offer demonstrations of the voting equipment, and explain the process of how to request and obtain an accessible ballot. We will ensure we reach all areas of the community giving voters many opportunities to learn about the Vote Center Model and their voting options. Some of the events and partners include but are not limited to are:

- 1) The Election Department's VAAC and LAAC (Ongoing throughout the year)
  - a. Meetings include voting system demonstrations and informational updates
  - b. Materials development with VAAC and LAAC members, and presented for distribution within their communities
- 2) Presence at various Community Events (brief list)
  - a. Business and Showcase Film Mixer
  - b. Luau by the Pool
  - c. Kids Expo
  - d. Music on the Boulevard
  - e. Day in Paradise
  - f. El Dorado County Fair
  - g. Summer Spectacular
  - h. Sample the Sierra Marketplace (South Lake Tahoe)
  - i. Lobster on the River
  - j. Mother Lode Rehabilitation Enterprises Inc. (MORE)
  - k. 19th Annual Chili Cookoff
  - l. Park Community Music Festival and Car Show
  - m. Music in the Park-Tahoe Paradise
  - n. Living History-0Coloma
  - o. Crab and Chowder Gala
  - p. Music in the Divide
  - q. Festival of Lights
  - r. Christmas Parade
- 3) Presentations to County's diverse populations:
  - a. Neighborhood associations
  - b. County Board of Supervisors
  - c. County Disability Advisory Committee
  - d. City and Town Councils
  - e. School District Boards
  - f. Special Districts Boards
  - g. County Central Committees and Political Committees
  - h. Faith-based communities
  - i. Service providers (such as Independent Living Centers, California Council of the Blind)
  - j. Voting Advocacy groups (such as League of Women Voters, Alta California Regional Center, El Dorado County Disability Advocate Commission (DAC), Mother Lode Rehabilitation Enterprises Inc.)
  - k. Philanthropic organizations (such as Soroptimists, Rotary, Kiwanis,)
  - l. El Dorado County VAC
  - m. Community Colleges
  - n. El Dorado County Public Libraries
- 4) Recurring Outreach opportunities
  - a. Farmer's Markets (varies by season)
  - b. High School Education programs (April, September, and as invited)
  - c. New Citizen Ceremonies
  - d. Marshall Medical Educational Resources
  - e. Adult Education and English as a Second Language (ESL) programs
  - f. (Through school districts)

- b. Planning, Methods & Targeting

**Media for Access to Ballots and Public Service Announcements (PSA) For Election Notice §4005(a)(10)(I)(i) (II), §4005(a)(10)(I)(i)(VIII)** (page 6) The County will utilize multiple media outlets and PSA's in accessible formats to promote VBM and how to request one in an accessible format. The Media Outlets and methods we will use include the following:

- 1) Newspapers (regional and community)
- 2) Radio
- 3) Social Media and Department Website
  - a. Facebook: El Dorado County Elections Department - Home | Facebook
  - b. Twitter County of El Dorado (@CountyElDorado) | Twitter
  - c. County newsfeed subscription list
  - d. County Email Subscription Service
  - e. County Website: Elections - El Dorado County
- 4) Public Transit Messaging (El Dorado Transit, Paratransit, Dial a Ride, Buses, and Transit Hubs)
- 5) Engagement and sharing of materials with the VAC, community groups and partners such as disability advocate organizations, elected officials, special districts, school districts, community-based organizations, faith-based organizations, and Public Information Officers

- 6) Media Sessions
- 7) Other El Dorado County Departments (such as Health and Human Services, Human Assistance, Veteran Services)
- 8) Public Service Announcements, broadly distributed in multiple formats to all outlets serving the County

In order to reach all voters, including those with disabilities, the County will produce PSAs in visual and audio formats to inform voters of the change to the Vote Center Model, upcoming elections and the availability of the Election Departments toll-free assistance hotline. The PSAs will be targeted to radio stations, television stations, newspapers (such as Mountain Democrat, Tahoe Tribune, and Georgetown Gazette), billboards and public transit stations.

The PSAs will include information on the availability of accessible voting devices at all Vote Centers and how to use them along with the method to request access to the County's Remote Accessible Vote By Mail (RAVBM) program to mark and submit an accessible ballot.

Wherever possible, the County will partner with neighboring Counties that are implementing Vote Centers to co-op PSAs in outlets that may be common amongst them.

The information provided will include the option to use an accessible voting device at any Vote Center, and how to use the device; and, the method for requesting, marking and submitting an accessible ballot through the County's Remote Accessible vote-by-mail (RAVBM) program.

**Direct Contacts with Voters Providing Information on The Upcoming Election and Promoting the Toll-Free Voter Assistance Hotline** §4005(a)(10)(l)(i)(X) (page 9): The County will contact each El Dorado County registered voter a minimum of two times by postcard and/or email to provide information on the upcoming election and the availability of the County toll-free assistance hotline. The contacts may also provide information on when to expect the Voter Information Guide and voting options in a Vote Center Model election. 1-E Postage-Paid Postcard for Requesting Materials in an Alternate Language or an Accessible Format VBM §4005(a)(8)(B)(iii) All registered voters will receive a postage-paid postcard with their County Voter Information Guide for requesting materials in languages other than English and to request a VBM ballot in an accessible format. Instructions will be included in the Guide and on the county Election website for completing and returning the postcard.

**Postage-Paid Postcard for Requesting Materials in an Alternate Language or an Accessible Format VBM** §4005(a)(8)(B)(iii) (page 9): All registered voters will receive a postage-paid postcard with their County Voter Information Guide for requesting materials in languages other than English and to request a VBM ballot in an accessible format. Instructions will be included in the Guide and on the county Election website for completing and returning the postcard.

**1-F Inform Voters of the Upcoming Election and Promote the Toll-Free Voter Assistance Hotline with Media Serving Language Minority Communities** §4005(a)(10)(l)(i)(l) (page 10): Information sharing with language minority communities, including information about the Vote Center Model, voting options, and toll-free access hotline for assistance, will be a multi-pronged approach with the goal to include:

- 1) Newspapers;
- 2) Radio stations;
- 3) Social Media and Department's Website Subscription Service Elections - El Dorado County;
- 4) Public Transit Messaging;
- 5) Material sharing with the VAC;
- 6) Materials sharing with such groups as community partners;
- 7) Media Information Sessions;
- 9) Public Service Announcements

**Identifying Language Minority Voters** §4005(a)(10)(l)(i)(V) (page 10): The County uses the voter's language preference selection shown on their voter registration form to identify language minority voters. Voters may also contact us by telephone or email to update their language preference or provide their language preference to election officials during

an election. The US Census data is also used to identify communities of voting age populations that are 'less than English proficient' who may need language assistance.

**Education and Outreach with the Language Minority Communities §4005(a)(10)(I)(i)(I)** (page 10): The County established a Language Accessibility Advisory Committee (LAAC) in March 2019 to advise and assist with implementation of federal and state laws relating to access to the electoral process by voters with limited-English proficiency. The LAAC is comprised of local residents who advocate on behalf of the County's minority language communities

**Public Service Announcement for Minority Language Citizens §4005(a)(10)(I)(i)(IX)** (page 11): The County will use Public Service Announcements to inform voters in minority language communities of the upcoming election and the toll-free assistance hotline. The PSAs will be distributed through minority language television, radio, and newspapers including Latino radio stations 99.9 FM La TriColor and 104.3 La Suavacita and Latino television station Telemundo 33. The LAAC will provide assist with developing the PSA content along with recommendations of which non-english media outlets would be most appropriate.

**Inform Voters of the Availability of a Vote By Mail Ballot in an Accessible Format and the Process for Requesting such a Ballot §4005(a)(10)(I)(i)(II)** (page 11) The County will share information with the disability community, including information about the Vote Center Model, voting options (including RAVBM), and (800) 730-4322, the County's toll-free access hotline for assistance will be included. Briefly these include: 1) Materials sharing with organizations providing services and support to people with physical, sensory, intellectual, and developmental disabilities, such as Independent Living organizations, Alta California Regional Center, El Dorado County Disability Advocate Commission (DAC), Mother Lode Rehabilitation Enterprises Inc. 2) Community partners, elected officials for their newsletters, cities, special districts, school districts, faith-based organizations, and Public Information Officers throughout the county 3) Television (public access and broadcast stations) 2) Newspapers (such as Mt. Democrat, Georgetown Gazette, Tahoe Tribune and local print version as well as on-line only publications) 3) Radio stations 4) Social Media and Department's Website a) County Facebook El Dorado County Elections Department - Home | Facebook b) County Twitter County of El Dorado (@CountyElDorado) | Twitter c) County newsfeed subscription lists Email Subscription Service Elections - El Dorado County 5) Electronic Billboards 6) Public Transit Messaging (El Dorado Transit) 7) Material sharing with VAAC, County VAC 9) Media Information Sessions, providing opportunity for all media sources to obtain interviews about the Vote Center Model 10) Public Service Announcements, broadly distributed to outlets serving the County in multiple formats 11) County Departments (such as Health and Human Services, Human Assistance, Veteran Services)

#### c. Website Content

**Website Has Publicly Available Accessible Information §4005(a)(10)(I)(i)(IV)** (page 12): Information on the County website (Elections - El Dorado County) is in accessible formats and is publicly available. This includes the Election Administration Plan and other information related to the Voter's Choice Act, as well as information about registering to vote and getting involved in the election process. Election specific information is also available on the website in an accessible format. The Website will be updated to include a page specifically for voters with disabilities. Information to be provided will include the following: 1) All voters will receive a vote by mail (VBM) ballot 2) All Vote Centers will have three accessible voting devices with instructions on how to use the device 3) The method for requesting, marking and submitting an accessible ballot through the County's Remote Accessible Vote by Mail (RAVBM) program 4) Information on how to access the Voter Information Guide in an accessible format 5) Access to videos developed to assist voters with disabilities with getting the information they need in order to cast their ballot 6) Frequently asked questions specific to the Disability Community 7) VAAC meeting information including past and current agendas 8) Updates, if any related to the location and implementation of Mobile or Pop Up vote centers

## d. Budget

**1-C Use of Resources For Voter Education And Outreach.**  
§4005(a)(10)(I)(i)(VII)

The County will spend the necessary resources to ensure voters are informed about the Vote Center model voting process. The budget information for the November 2018 election along with a compared with the education and outreach budget for 2019/2020 is below.

ACTIVITY	NOVEMBER 2018 POLLING PLACE COSTS	2019/2020 VOTE CENTER BUDGET
<b>Advertising</b>		
1. Print Flyers and Brochures	\$0	\$0
2. RT ads (8 ads, Bus Shelters) Electronic Road Signs	\$0	\$20,000.00
3. Social Media Boosting (Facebook, Twitter, Instagram)	\$0	\$5,000.00
<b>Outreach</b>		
1. Two direct contracts with each voter	\$0	\$135,000.00
2. Voter Outreach events, educational materials, videos, County Fair and mock election	\$1,000.00	\$25,000.00
<b>TOTAL</b>	<b>\$1,000.00</b>	<b>\$185,000.00</b>

2. Voting Access – VAAC + LAAC  
a. Location Planning

**The Location and Hours of Each Vote Center** §4005(a)(10)(I)(vi)(III), §4005(a)(10)(I)(vi)(VI) (page 16): The County is working in partnership with the LAAC, VAAC, and community members to identify Vote Center and Drop Box locations. County staff created data maps for each criteria listed in Section 4005(a)(10)(B) using data collected from the 2010 decennial Census, the American Community Survey, and the current County registration file. The process of establishing locations continues at the time of publication of this Plan. All Vote Centers will be open continuously for a minimum of 8 hours per day and from 7 a.m. to 8 p.m. on Election Day. Based on available information at this time a list of the anticipated locations can be found in Appendix A, which will be updated as locations are confirmed for each election. The list will be included in election materials provided to each registered voter.

**The Location and Hours of Operation of Each Ballot Drop Box** §4005(a)(10)(I)(vi)(IV), §4005(a)(10)(I)(vi)(VII) (page 17): The County's goal is to partner with the LAAC, VAAC, and community members to locate drop boxes in well-known, fully accessible facilities. The process of establishing drop box locations continues at the time of publication of this plan. The list of Drop Boxes and their hours of operation are shown in Appendix B, which will be updated as drop box locations are confirmed. The listing on the department's website will be updated each Friday until all Drop Box locations have been confirmed. This complete list will be included in election materials provided to each voter and on the department's website. The County office has one exterior Drop Box available 24 hours each day

## b. Staff training

**Staffing Vote Centers** §4005(a)(10)(I)(vi)(IX) (page 16): The County anticipates a minimum of five staff at each Vote Center.

## c. Workshops for Voters

**Voter Education Workshop for Minority Language Voters** 4005(a)(10)(I)(i)(VI), §4005(a)(10)(I)(i)(VI)(ia) (page 11): The County will hold a bilingual voter education workshop for each of El Dorado County's federal and state currently required languages. At the time of preparing this plan there are no required Federal Languages. Spanish and Chinese are the required State Languages. These workshops will be held at multiple locations within the County in the fall of 2019 and

January 2020, just prior to ballot packets being dropped in the mail with the goal of reaching as many minority language voters as possible. They will provide an opportunity for the County's language communities to receive information about materials and assistance available in their specified language, in addition to information about the Vote Center Model voting process. LAAC members will assist in selecting the workshop venues and dates. Information about workshop events will be announced at least 10 days in advance of the meeting date.

**Voter Education Workshop for the Disability Community to Increase Accessibility and Participation** §4005(a)(10)(I)(i)(VI), §4005(a)(10)(I)(i)(VI)(ib) (page 13): The County will hold voter education workshops to educate voters with disabilities about accessibility options and increase participation of eligible voters with disabilities. These workshops will be held at multiple locations within the County in the fall of 2019 and January 2020, just prior to ballot packets being dropped in the mail with the goal of reaching as many disabled voters as possible. The VAAC members will assist in selecting the workshop venues and dates. The workshop will include, but not be limited to, education about the Vote Center Model, new voting equipment demonstrations, the accessibility of the voting equipment, ballot drop-off information, resources available through the County website and options for obtaining an accessible vote by mail ballot electronically. Information about the workshop will be announced at least 10 days in advance of the meeting date.

d. Remote Accessible Vote by Mail

**Requesting a Remote Accessible Ballot** (page 14): El Dorado County registered voters with disabilities may opt to go on-line, through the Remote Accessible Vote By Mail (RAVBM) system, to request a downloadable ballot. RAVBM provides voters with disabilities the ability to request a VBM ballot be sent electronically to the voter from a VRE-authorized website. The electronic ballot can be downloaded to the voter's computer, marked using the voter's own assistive technology and then printed. This ballot can be returned in the same manner as any VBM ballot: through the mail, placed in a Drop Box, or at any Vote Center.

**Requesting an Accessible Ballot** (page 14): Vote Centers: All El Dorado County registered voters can use one of the three accessible ballot marking devices at any Vote Center. Voters check in, request an accessible ballot and are provided with a key card that populates the accessible device with their ballot. The ballot can be marked using the touch screen display, provided audio tactile device or their own assistive technology. The accessible voting machines will be arranged to allow all voters the opportunity to cast their ballot privately and independently.

e. Ballot Marking Device

**Voting Technology** (page 4): In June of 2019 the County purchased a new Image Cast Voting Systems (ICVS) from Dominion Voting Systems (DVS). The deployment will include a minimum of 3 Image Cast X (ICX) accessible ballot marking devices at each vote center as well as a Mobile Ballot Printing (MBP) module to allow printing ballots on demand in all required languages at Vote Centers. The RAVBM system will be available for those who request an accessible VBM ballot. Each Vote Center will be equipped with a network of personal computers linked to the department's Election Information Management System (EIMS) through a secure connection. EIMS is connected to the voter registration database, enabling Vote Center staff to validate each voter's registration and status in real time.



## FRESNO COUNTY:

Updated Election Administration Plan, see:

<https://www.co.fresno.ca.us/home/showpublisheddocument/39855/637114765911770000>

### 1. Outreach & Education

#### a. Partnerships

**Print Messages** (page 5): Print Messages will be designed in a variety of sizes and delivered and/or emailed to newspapers, community organizations, Public Information Officers in the County, County Departments, Cities, Utility Companies, special districts, school districts, colleges and universities, retirement associations, and any other organizations with communications tools (paper or electronic) through which the messages can be reproduced in a display format or distributed as a flyer. The County will provide printed messages to organizations who agree to distribute them and will seek to partner with organizations who will reproduce the messages in their printed newsletters and electronic newsletters.

#### b. Planning, Methods & Targeting

**Public Service Announcements** (page 5): Public Service Announcements (PSAs) will be developed for radio and television and will be distributed to all television stations and radio stations in the County. PSAs will promote the toll-free voter assistance hotline while generally informing voters of the upcoming election and different voting options. PSAs will inform voters on the availability of a vote-by-mail ballot in an accessible format and the process of requesting such a ballot. PSAs will be developed in English, Spanish, Punjabi, Hmong, Chinese, Korean, Khmer, Vietnamese, and Tagalog, and distributed to local stations and utilized on social media. The LAAC, VAAC and VCAAC will be consulted as to the content and translation of the PSAs. See Attachment B for a list of television and radio stations.

**Print Messages** (page 5): A minimum of three different print messages will be developed and distributed to all newspapers/newsletters in the area. Print messages will be translated into all required languages. Print messages will include the toll free voter assistance hotline and inform voters of the availability of a vote-by-mail ballot in an accessible format and the process of requesting such a ballot. Print messages will inform voters of the upcoming election and different voting options. Print messages will be initially available in September, 2019 and will continue with various messages up to the election. The VCAAC, LAAC and VAAC will be given the opportunity to review general print messages. Print Messages will be designed in a variety of sizes and delivered and/or emailed to newspapers, community organizations, Public Information Officers in the County, County Departments, Cities, Utility Companies, special districts, school districts, colleges and universities, retirement associations, and any other organizations with communications tools (paper or electronic) through which the messages can be reproduced in a display format or distributed as a flyer. The County will provide printed messages to organizations who agree to distribute them and will seek to partner with organizations who will reproduce the messages in their printed newsletters and electronic newsletters. See Attachment C for a list of Print and Electronic Media. See Attachment D for a list of community organizations, Cities, and Special Districts.

**Social Media and Internet Presence** (page 6): A detailed social media plan will be developed and designed to encourage sharing and multiplying the impact of social media. The social media plan will have specific messages about the toll-free voter assistance hotline and the availability of a vote-by-mail ballot in an accessible format and the process of requesting such a ballot. Between September 2019 and March 2020, working with a media consultant, the County will identify key social media influencers and other third parties who are willing to help spread the word and share information about the voting system to further grassroots outreach to key audiences. A specific content calendar will be developed with specific messages in all required languages by November 2019.

**VCA Toolkit** (page 6): The County will provide a toolkit to include social media copy, print ads, links to a PowerPoint presentation, and other materials. Depending on the translation timeframe, it is anticipated that the toolkit and training

sessions on how to use the toolkit will be available in October 2019. The VCA Toolkit will be available on the County Clerk Website in the VCA section. See Attachment E for social media outlets and addresses.

**VCA Advisory Committee** (page 7): The County has established the Voters Choice Act Advisory Committee (VCAAC) that will meet regularly to support the efforts to educate the community. Through this effort, we are gathering information about specific opportunities to interact with the general community, as well as language specific groups and community members with disabilities. (The County Website is discussed above and is publicly available as part of the general community presence.) 2. Community Meetings: The County will attend community meetings and events to provide general education and information about the VCA to all members of the community. The VCA toolkit will include a PowerPoint-type presentation to be used at group meetings and a “table” presentation to be used at events. The toolkit will be available in October, 2019. Our presentations and printed information will be translated into the required languages. The County will seek to be on the agenda for various regularly scheduled meetings throughout the community. The County will seek to attend community meetings that serve communities that are bilingual and people with disabilities. See Attachment F for a partial list of community meetings and events.

**Voter Mailings** (page 8): In addition to the County Voter Information Guide (CVIG) and the delivery of vote-by-mail ballots, the County will send out a minimum of two mailings to each voter for the purpose of informing voters of the upcoming election and promoting the toll-free voter assistance hotline. The mailings are tentatively scheduled (based on the recommended dates by the Secretary of State) for the first week of December 2019 and the first week of January 2020.

**Postcard for Accessible Ballot** (page 8): All registered voters will receive a postage-paid postcard with their County Voter Information Guide (CVIG) with instructions to request materials in languages other than English and/or request a VBM ballot in an accessible format. Instructions on how to request access for the Remote Accessible Vote-by-Mail (RAVBM) will be included in the County Voter Information Guide.

**Language Minority Voters** (page 8): The County will identify language minority voters through the language preference selection on the voter registration form, direct contact by voters as a result of our media campaign and work with the community and the returned postage-paid postcards from the County Voter Information Guide.

**Language Requirements** (page 9): Fresno County voters speak a variety of languages. Fresno County is required to provide voting materials and assistance in Spanish under the federal Voting Rights Act of 1965 (52 U.S.C. Sec. 10101 et seq.). In addition, Fresno County is required to provide voting materials and assistance in seven other languages (Punjabi, Hmong, Chinese, Korean, Khmer, Vietnamese, and Tagalog) in specific areas of the County according to California Elections Code Section 14201.

**Bilingual Services** (page 9): Our specific actions related to the language-minority communities have been incorporated throughout this education and outreach plan. The Fresno County LAAC is made up of a diverse group of community members and plays a vital role in making sure that we are taking the appropriate actions to reach our language-minority communities. Currently, Elections staff members speak Spanish, Punjabi, and Hmong. We will seek extra-help employees who are bilingual and will hire workers for the Vote Centers who are bilingual throughout the County with special emphasis in the specific required language areas of the County. As described above, all of our media will be provided in all required languages and provided to media outlets serving specific languages, which are included in our media list (attached). Bilingual Voter Workshops are described above under Voter Education Workshops.

#### d. Website Content

**Website** (page 6): The County Clerk Website is in an accessible format and is publicly available. Print media will be on the Website so that it can be downloaded and shared. All Public Service Announcements will be on the County Clerk Website. The County Website has a VCA timeline which will be updated as needed. It is anticipated that specific VCA events and materials will be on the Website by September 1, 2019. All written information on the website will be in an accessible format.



e. Budget

**Budget** (page 8): The 2019/20 Elections Budget (for elections prior to July 1, 2020) for education and outreach is \$50,000, a majority of this budget will be for a media consultant and production costs. This does not include resources that are available to the Department at little or no cost, such as public service media time and the reproduction of materials created by the County and distributed by community organizations. The Department did not previously budget for outreach and education. It is estimated that approximately \$7,500 was spent on outreach activities including staff time in years with major elections. The budget also includes \$250,000 for two mailings (printing and postage) to each voter and additional funds for printing costs, staff time (permanent and extra-help) as needed to do community presentations, media interviews, and other activities to ensure that voters are informed about the Vote Center model voting process.

2. Voting Access – VAAC + LAAC

a. Location Planning

**Vote Center Locations** (page 10): Using the VCA criteria and formulas for establishing the number of vote centers and locating the Vote Centers, the County will continue to work directly with our VAAC, LAAC and VCAAC to determine the locations for Vote Centers. Based on the VCA formula, Fresno County is currently required to have a minimum of 50 47 Vote Centers. Fresno County will provide a minimum of 50 vote centers. Vote Centers will be equitably distributed across the county to afford maximally convenient options for voters at accessible locations as near as possible to established public transportation routes. It will be the goal to have Vote Centers in locations that will be used for future elections so that voters become accustomed to the locations. Vote Centers will be open a minimum of 8 hours each day and the required 13 hours on Election Day. Ten Vote Centers will be open for 11 days, and the additional Vote Centers will be open for four days.

**Disabled Access Units and Staffing:** Vote Centers will have a minimum of three Accessible Marking Devices (Image Cast X). All Vote Centers will be Americans with Disabilities Act (ADA) compliant, and staff will assist voters with specific needs. All Vote Center services will be available to people with disabilities.

**Drop Box Locations and Number** (page 12): Using the VCA criteria and formulas for establishing the number of Ballot Drop Boxes and locating the Drop Boxes, the County will continue to work directly with our VAAC, LAAC, and VCAAC to determine the locations for Drop Boxes. Based on the VCA formula, Fresno County is required and will have 31 Ballot Drop Boxes. Ballot Drop Boxes will be open no less than 29 days including Election Day. Drop Boxes will be open a minimum of regular business hours if they are located inside buildings, and some Drop Boxes will be outside and open 24 hours per day. All Drop Boxes will be ADA compliant.

b. Staff training

**Vote Center Staffing** (page 11): The number of Election Board Members at Vote Centers will range from four to 10 (full-time equivalent) depending on expected turnout and the size of the Vote Center

**Toll-Free Phone Language Service** (page 8): Toll-Free Phone Access is offered for support during all business hours. Staff is available to assist callers in the federally required language (Spanish) and some of the other required languages. The County will provide a language service during the month before Election Day to provide assistance to voters in the other required California Elections Code Section 14201 languages. Toll-Free Hotline (800) 742-1011 California Relay Service (Speech and Hearing Impaired) 711

c. Workshops for Voters

**Disability Community Workshop** (page 9): The County will hold a daylong Disability Workshop/Open House with a model Vote Center and presentations that will focus on increasing accessibility and participation of voters with disabilities. These presentations will be scheduled throughout the day followed by a “walk-through” opportunity to experience what a Vote Center can offer voters with disabilities. This workshop will be promoted in advance to the disability community

through the VAAC and direct invitations to advocacy groups and programs, which will be encouraged to schedule “field trips” to attend the Workshop/Open House event. Utilizing the VAAC, the County will work with individuals and groups representing these particular communities to be sure the workshop is strategically located and staffed to create welcoming and effective workshops. Workshops will be held in January 2020.

**Bilingual Workshops** (page 7): Working with the LAAC and community organizations, the County will hold bilingual Voter Education Workshops to further educate and communicate the changes related to the Voter’s Choice Act with at least one workshop in each of the following languages: Spanish, Punjabi, Hmong, Chinese, Korean, Khmer, Vietnamese, and Tagalog. Language-specific interpreters will be available to assist attendees. Utilizing the LAAC, the County will work with individuals and groups representing these particular communities to be sure the workshops are strategically located and staffed to create welcoming and effective workshops. These workshops will be promoted to groups and media that work directly with each specific language group. These workshops will be held in November and December 2019 and January 2020.

**Disability Community 1. Workshop/VAAC** (page 9): As described above in the Voter Education Workshops, we will conduct a one-day Workshop/Open House for voters with disabilities and the individuals and community organizations that support these voters. Our VAAC is a vital part of our efforts, and we will continue to work with the VAAC and utilize their expertise to reach members of our community who have disabilities. Members of the VAAC also serve on the VCAAC. Throughout this plan, we have included our actions related to PSAs, news stories, print and social media, community outreach, and the County Website that will inform and educate voters with a focus on availability of a vote-by-mail ballot in an accessible format and the process to request one.

d. Remote Accessible Vote by Mail

**RAVBM (Remote Accessible Vote-By-Mail)** (Page 10): Fresno County registered voters with disabilities may request from the Elections Office an accessible ballot. The ballot can be accessed on the voter’s computer, marked using the voter’s own assistive technology and then printed. This ballot can be returned in the same manner as any VBM ballot (mail, Ballot Drop Box or Vote Center). Messaging about the use of the RAVBM service will be included on the website, social media and the County Information Guide. Print and video messages will be made available to agencies and organizations that provide services to people with disabilities for inclusion in their messaging to their clients and members.

**Remote Accessible Voting:** Fresno County registered voters with disabilities may opt to go online, through the Remote Accessible Vote-By-Mail (RAVBM) system, to request a downloadable ballot. RAVBM provides voters with disabilities the ability to request a VBM ballot be sent electronically to the voter from an authorized Website. The electronic ballot can be downloaded to the voter’s computer, marked using the voter’s own assistive technology, and then printed. This ballot can be returned in the same manner as any VBM ballot (mail, Ballot Drop Box, or Vote Center).

e. Ballot Marking Device

**Disabled Access Units** (page 11): Vote Centers will have a minimum of three Accessible Marking Devices (Image Cast X).

## LOS ANGELES COUNTY:

Updated Election Administration Plan, see:

[https://vsap.lavote.net/wp-content/uploads/2020/02/EAP\\_FINAL-ENGLISH.pdf](https://vsap.lavote.net/wp-content/uploads/2020/02/EAP_FINAL-ENGLISH.pdf)

### 1. Outreach & Education

#### a. Partnerships

**Voter Education and Education Outreach Plan** (page 7): Additionally, the Department will continue to collaborate with long-standing partners, including CBOs, high schools, community colleges and universities. Through these partnerships the Department will raise awareness of the new voting experience as well as promote civic engagement and voter participation. CBOs provide the Department valuable assistance needed to effectively outreach in their communities such as insight into language needs, locations where the community gathers, and issues/concerns that affect individual communities. They also provide access to facilities, both public and private, throughout the County.

**Community Engagement** (page 15): To effectively outreach to the public and provide information about VSAP, the Department will continue to work with partner agencies within the County, other governmental agencies, city clerks and CBOs. The Department created numerous informational flyers and posters to further educate and inform the community on VSAP and VCA (see examples attached in the Addenda). The Department will conduct presentations, staff events, provide training and materials, and ensure that a consistent message is being provided to the public. All materials provided to these organizations will be VSAP branded, ensuring the public that the information is relevant and accurate. Countywide

**Collaboration/Stakeholders** (page 15): Reaching and educating a massive, diverse audience requires a collective partnership from public officials (elected and non-elected), government agencies, County departments, cities, chambers of commerce, and other community stakeholders. These entities work in unison to educate and raise awareness on the upcoming changes to the voting experience through VSAP and the VCA.

Collaboration with other County departments will expand the Department's ability to reach and educate the public. The following County entities have assisted the Department previously and are a sampling of those that will assist in the VSAP messaging and branding efforts:

- Assessor
- Beaches and Harbors
- Board of Supervisors
- Chief Executive Office
- Consumer and Business Affairs
- Countywide Communications
- Parks and Recreation
- Public Library
- Public Social Services
- Public Works
- Treasurer and Tax Collector
- Workforce Development, Aging and Community Services

**Community Events** (page 15): Through CBO relationships and paid media partnerships, the opportunity to host and cosponsor events across the County will produce a valuable avenue for the Department to engage with large groups of people regarding the new voting model. The Department has numerous long-standing relationships with many organizations and event coordinators, and will spend many weekends organizing tables and providing election related material to the public. Table 1 highlights a selection of major events the Department has attended this year and will plan to attend in 2020. In addition to these events, the Department has attended several hundred other community events.

Table 1. Major Community Events		
DATE	EVENT	CITY
February 17, 2019	Firecracker Festival	Los Angeles
March 17, 2019	La Feria De Salud	Los Angeles
March 31, 2019	Cherry Blossom Cultural Festival 2019	Monterey Park
April 7, 2019	Cambodia Town Culture Festival	Long Beach
April 13-14, 2019	Los Angeles Times Festival of Books	USC – Los Angeles
April 20, 2019	LA Zoo Spring Fling	Los Angeles
May 5, 2019	VegFest 2019	Encino
May 24-25, 2019	RuPaul's DragCon	Los Angeles
May 30, 2019	Equity Summit	Los Angeles
June 21-22, 2019	BET Experience	Los Angeles
July 25, 2019	2019 Continuous Improvement Summit	Montebello
July 26, 2019	2019 LA Veterans Resource Expo	Pomona
August 24, 2019	I Heart Wilmington's Community Wellness Festival	Wilmington
August 29-September 22, 2019	LA County Fair	Pomona
September 8, 2019	Festival De Jalisco	Lynwood
September 8, 2019	Mexican Independence Parade	East Los Angeles
September 28-29, 2019	VSAP Mock Election	Various locations throughout the County
October 19, 2019	Taste of Soul	Crenshaw
November 2, 2019	Town Hall with Congresswoman Maxine Waters	Torrance
November 3, 2019	Dia de Los Muertos	East Los Angeles
November 7-8, 2019	Wonder Woman Tech	Long Beach
November 9, 2019	We are Beyond Prop 187	Los Angeles
November 10, 2019	Future Fest	Los Angeles
November 16, 2019	K Love Live	Inglewood
November 16, 2019	Democratic Fall Endorsing Convention	Long Beach
November 22, 2019	Fall Carnival hosted by Council Member Marquee Harris-Dawson	Los Angeles
November 23, 2019	Town Hall with Congresswoman Maxine Waters	Los Angeles
November 23, 2019	Town Hall with Congresswoman Maxine Waters	Lomita
December 6, 2019	Jingle Ball	Inglewood
January 18, 2020	ALTer Ego	Inglewood

**Community Engagement - Vote Center Placement Project** (pages 19-22): The Vote Center Placement Project (VCP) was launched by the Department to complement the VSAP Initiative to transform the voter experience, specifically around the placement of vote centers. In large part, the VCP was the County's effort to implement the VCA using the legislative parameters to build a database of potential vote centers in conjunction with extensive community involvement. The Department partnered with PlaceWorks in this comprehensive endeavor of identifying vote centers comprised of a geospatial analysis, facility inventory, initial site assessments, and robust community and stakeholder engagement. Surveys and focus groups were also conducted to understand voter preferences. To ensure public input and involvement, the Department held two rounds of grassroots community meetings (see Tables 2 and 3 for more details). Additionally, an interactive online portal was developed to provide information on the data used in the process and to provide a convenient method for the community to submit suggestions and feedback on potential vote centers and VBM drop-off locations.

The grassroots community meetings included meetings held specifically for persons with disabilities and minority language communities. These meetings were conducted to explain the VCA, the VSAP initiative and how the new model will increase a voter's flexibility to vote at any vote center in the County over an 11-day period.

Each round of community meetings had a very specific focus. The first round focused on explaining the VCA and the new vote center model and soliciting meaningful public input on vote center locations. The intent was to identify the facilities that the public felt would be the most suitable locations within their community and throughout the County. The second round of meetings focused on ensuring participants understood all the changes accompanying the new VSAP experience

and to provide the list (based on the first round of meetings) of recommended vote center facilities and VBM drop-off locations. Data was presented to attendees in a visual way by using simple charts and maps. Attendees were once again able to provide feedback to the Department using the VCPP Online Portal or through comment and suggestion cards. To further its collaboration with the community, the Department partnered with 30 CBOs to facilitate the community meetings. These organizations have an established presence in the community, connections to community leaders and organizers, as well as cultural insight into local community conditions and concerns. The groups all received training on VSAP and VCA content, as well as various outreach strategies in preparation for the meetings. This partnership was designed to empower local CBOs to be able to lead discussions and to engage County voters by spreading awareness on the improvements in the voting model and the variety of new options available to voters.

To promote the grassroots community meetings across the County, the Department created outreach materials specific to the focus of each round of meetings. These outreach materials, which were translated into all supporting languages, were shared with CBOs, County agencies, city clerks and other government agencies and community stakeholders to boost attendance to the various meetings.

The Department and CBOs worked diligently to promote the meetings and engage a demographically diverse body of participants. The Department also utilized various other communications channels to boost attendance. In total, over 1.5 million people were contacted through email; 108,639 people were reached and 348,950 impressions through Facebook Event Ads; and 797,704 impressions were made through Nextdoor (an application that sends direct messages to communities within the County). Over 2,300 attendees participated in-person at 67 community meetings, and the Department used the suggestion cards received during the community meetings to inform its process of creating a database of 2,000 potential vote center locations.

Table 2: Los Angeles County Registrar-Recorder/County Clerk Vote Center Placement Project (VCCP)				
First Round of Grassroots Community Meetings				
Meeting Date & Time	Meeting Location	Simultaneous Interpretation and/or Language Assistance	Lead Organization	Focus Area
Friday, November 16, 2018 6:30pm-8:30pm	Salvation Army 736 East Compton Blvd Compton, CA 90221	Spanish	SBCC Thrive LA	<b>Cities:</b> Carson, Compton, Gardena, Long Beach, Paramount <b>Unincorporated LA County:</b> Athens Village, East Gardena, East Rancho Dominguez, Rancho Dominguez, Rosewood, West Carson, West Rancho Dominguez, Willowbrook <b>LA Neighborhoods:</b> Century Palms, Cove, Harbor Gateway
Saturday, November 17, 2018 2:30pm-4:30pm	Petit Park Granada Hills Recreation Center 16730 Chatsworth Street Granada Hills, CA 91344	N/A	California Common Cause/Empower LA	<b>Cities:</b> Santa Clarita <b>Unincorporated LA County:</b> Oat Mountain, Stevenson Ranch, Twin Lakes <b>LA Neighborhoods:</b> Chatsworth, Granada Hills, North Hills, Northridge, Porter Ranch
Wednesday, November 28, 2018 6:00pm-8:00pm	Pacoima City Hall Media Room 13520 Van Nuys Blvd Pacoima, CA 91331	Spanish	Pacoima Beautiful	<b>Cities:</b> San Fernando <b>Unincorporated LA County:</b> Kagel, Lopez Canyons <b>LA Neighborhoods:</b> Arleta, Granada Hills, Lake View Terrace, Mission Hills, North Hills, Pacoima, Panorama City, Sun Valley, Sylmar
Thursday, November 29, 2018 6:00pm-8:00pm	Mt. San Antonio College Feddersen Recital Hall 1100 North Grand Ave Walnut, CA 91789	Spanish	Center for Asian Americans United for Self Empowerment (CAUSE)	<b>Cities:</b> Azusa, Covina, City of Industry, Diamond Bar, Glendora, La Puente San Dimas, Walnut, West Covina, <b>Unincorporated LA County:</b> Avocado Heights, Azusa, Charter Oak, Hacienda Heights, North Whittier, Rowland Heights, San Jose Hills, Valinda, Walnut, West Puente Valley <b>LA Neighborhoods:</b> Highland Park
Thursday, November 29, 2018 6:00pm-8:00pm	Los Angeles Fire Station 7063 Laurel Canyon	Spanish	California Common Cause/Empower LA	<b>Cities:</b> Burbank <b>Unincorporated LA County:</b> Universal City <b>LA Neighborhoods:</b> Hollywood Hills, North Hollywood, Shadow

b. Planning, Methods & Targeting

**SECTION 1 – Voter Education and Outreach Plan** (page 6): To raise awareness among Los Angeles County voters on the new VSAP voting experience, the Department has executed a comprehensive, multilingual marketing and outreach campaign that incorporates broadcast television, radio, website banners and digital applications, social media posts, direct mailings, email notifications, automated robocalls and outreach engagements. The campaign is divided into multiple phases that will deliver specific messages on how to register to vote, how to request a VBM ballot, how to contact the Department, and how the voting experience will change through VSAP and the VCA.

**Media Outreach** (page 7-12): The Department has utilized internal and external data to determine the necessary communication channels to effectively reach the County's diverse communities. The Department will send news releases with critical information regarding all upcoming elections, voter registration and services that are offered. All news releases will include contact information such as our toll-free voter assistance hotline and a link to our website.

**Broadcast Media:** The Department will work with local and regional news outlets in coordinating public facing interviews that will disseminate election information and promote the Department's events. Additionally, the Department will work with multilingual broadcast media partners to create and run on-air informational segments to raise awareness and educate residents on the upcoming election and language services. The Department will work with, but is not limited to, the following major networks: • ABC • CBS • KTLA • FOX • NBC • Telemundo (Spanish-language) • Univision (Spanish-



language)

**Radio:** The Department will work with local and regional radio stations and networks, including multi-lingual outlets, in producing on-air public service announcements and informational interviews. The Department will work with, but is not limited to, the following radio networks: • iHeart Media • POWER 106 • Entercom • Entravision (Spanish speaking) • Liberman Broadcasting (Spanish speaking) • KNX • KPCC • NPR • K-ABC • KFI • KJLH

**Print Media:** The Department will work with local and regional journalists and reporters to promote departmental events, coordinate interviews and disseminate election information that can be published in their respective outlets. The Department will work with, but is not limited to, the following print media outlets: LA Daily News • Daily Breeze • Pasadena Star News • Long Beach Press-Telegram • Whittier Daily News • San Gabriel Valley Tribune • LA Sentinel • La Opinion (Spanish-language) • World Journal (Chinese-language) • The Korea Times (Korean-language)

**Social Media:** The Department will continue to utilize social media platforms to engage County residents. This will include paid targeted advertisements and organic posts that encourage eligible residents and registered voters to participate in the upcoming election. The Department's handle for all platforms is @lacountyrcc. The Department will continue to use, but is not limited to, the following social media platforms: • Facebook: facebook.com/LACountyRRCC • Instagram: @lacountyrcc • YouTube: lacountyrcc • Twitter: @LACountyRRCC

**Rideshare/Transportation Companies:** The Department will continue to collaborate with Uber, Lyft, Metropolitan Transportation Authority (Metro), the Los Angeles County Department of Public Works, and other transportation entities across the County to promote voter registration and information, with the intent to provide discounted/free transportation services to vote centers.

**Movie Theaters:** The Department will partner with cinema advertising companies such as National CineMedia and Screen Vision Media to display ads in movie theaters across the County.

**Billboards/Transit** The Department will utilize billboards and transit advertisements such as those at bus shelters and in mall displays to inform residents on upcoming elections.

**Mobile Applications:** Advertisements in mobile streaming applications, news applications and even gaming applications on mobile devices will help in reaching our younger demographic with our messaging. Some of these include Pandora and other targeted mobile applications.

**Email Marketing:** Targeting email marketing campaigns will also be used to send election related updates, informational materials and website links to specific voters throughout the County.

**Endorsements:** Influencers with large followings will use their platforms to back our message and promote the County's new voting experience. Key functions of endorsers include, but are not limited to: • Posting on personal and business social media platforms • Endorsement commercials and announcements • Creating videos and educational materials • Attending and promoting outreach events

**Direct Mailing:** The Department will use direct mailings to inform and educate voters on VSAP and the VCA. Additionally, various targeted mailing campaigns (e.g. crossover voting) will be created and tailored for unique audiences.

**Branding:** The Department will continue to use the acclaimed branding "Voting Solutions for All People" and VSAP acronym. In 2018 the VSAP logo was granted a trademark. Trademarking the logo adds trust and brand recognition as we continue to market and grow our outreach efforts for the VSAP voting experience.

**Quarterly VSAP Newsletters/ Board Reports** (page 12): The Department will continue to send out Quarterly VSAP Newsletters and reports that are distributed to external and internal stakeholders such as the Los Angeles County Board of Supervisors, the 88 cities in the County and partnering CBOs. The newsletter provides updates on all major VSAP

related milestones. Quarterly VSAP Newsletters are available online at: <https://vsap.lavote.net/reports>

**VSAP Presentations** (page 18): The Department continues to provide numerous in-person VSAP presentations to city councils, elected officials, government agencies, CBOs, political organizations and other stakeholders throughout the County. The scope of the presentations include the following: • Overview of VSAP and the VCA • Explanation of the BMD and other VSAP components • Review of the vote center selection process • Outreach and other partnership opportunities • Informational take home materials To date, the Department has given 85 presentations to government agencies and 179 presentations to CBOs. The Department will continue to utilize VSAP presentations to directly communicate with County residents and other important stakeholders.

**Mock Election** (page 18): The Department hosted a Mock Election on September 28-29, 2019 at 50 vote centers located throughout the County. The purpose of this event was to raise public awareness and increase familiarity with VSAP. It was a fun event, open to the public, and provided attendees exposure to a vote center as well as hands-on experience using the BMD (promotional materials are attached in the Addenda). Everyone who attended could cast a mock election ballot and receive the full VSAP experience. There were celebrity appearances, local radio stations on-site, and prize and food giveaways to draw increased turnout. The event was well received with over 5,800 members of the public attending and casting a ballot. Media coverage of the event was also positive and the Department benefitted from the community input and opportunity to test processes and procedures for scalability and effectiveness well ahead of the County's full roll out in 2020. The reach of the event extended well beyond those who visited the Mock Election sites. Social media contacts were significant and the Department had direct contact with more than 1.5 million voters through direct email contacts, significant media engagement, and other outreach efforts.

**Demonstration Centers** (page 18): Following up on the Mock Election, the Department will be hosting Demonstration (Demo) Centers throughout the County from October 2019 through January 2020 to continue its public engagement and education campaign for VSAP. Demo Centers will allow the public to experience what a vote center will be like and enable a hands-on learning opportunity with the BMD and other VSAP components. At least ten Demo Centers will be strategically placed throughout the County, with sites in each of the five Supervisorial Districts at any given time (for locations of Demo Centers, see Demonstration Flyers attached in the Addenda).

#### c. Website Content

**LAvote.net** (page 44): The Department's website, [www.lavote.net](http://www.lavote.net), contains a vast amount of election information and is available in 13 languages (for a list of languages, see Section 1-E). The website is updated on an ongoing basis with critical information for voters and eligible voters with current election information, voter registration information, voting options, historical voting data, community outreach information and much more. Prior to the March 2020 Presidential Primary Election, the Department will undergo a website redesign to incorporate VSAP branding, update color schemes and provide updated information and educational resources on VSAP and the VCA.

**VSAP Website** (page 44): In addition to the Department's primary website, there is a website dedicated to all VSAP related information, <https://vsap.lavote.net>. This site contains a wide variety of information about the new voting experience and the development of the project, including the project's origin, the project's community advisory and technical advisory committees, detailed project reports, informational videos, and news stories. The website also includes a blog, which is used by the Department to update the community on specific events, accomplishments, or developments to promote the project further and keep the community informed on the progress of VSAP. Leading up to 2020, much of the critical resource information that is currently hosted on the VSAP website will also be posted to the Department's primary website.

#### d. Budget

**Media and Outreach Budget** (page 51): The Department's media and outreach budget for Fiscal Year 19-20 is \$7,492,000, which includes \$775,000 for standard election advertising and outreach and \$6,717,000 for targeted media outreach and education on VSAP and the VCA. Table 4 shows spending comparisons beginning with Fiscal Year 2015-



2016 through 2019-2020.

Table 4: Spending Comparisons for Fiscal Years						
Fiscal Year	MEDIA			OUTREACH		
	Budget	Expense	Variance	Budget	Expense	Variance
FY 15-16	\$100,000	\$376,978	\$ (276,978)	\$ 24,000	\$28,479	\$ (4,479)
FY 16-17	\$750,000	\$1,043,587	\$(293,587)	\$42,000	\$20,907	\$21,096
FY 17-18	\$850,000	\$488,656	\$361,344	\$25,000	\$29,773	\$(4,773)
FY 18-19	\$1,500,000	\$587,216	\$912,784	\$25,000	\$62,216	\$(37,216)
FY 19-20	\$7,467,000	\$360,269	\$7,106,731	\$25,000	\$1,001	\$23,999

## 2. Voting Access – VAAC + LAAC

### a. Location Planning

**Vote by Mail Expansion** (page 12): In compliance with the VCA, Los Angeles County will also promote and expand VBM options. For the following voter groups, the Department will send all voters a VBM ballot prior to each election: • Voters in designated precincts with fewer than 500 registered voters • Voters residing in a legislative or congressional district that lies partially within Los Angeles County and also lies within a bordering county that is sending all of its voters a VBM ballot under the provisions of the VCA (see Maps A, B and C) • Voters who reside in a precinct that is either more than a 30-minute travel time from a vote center or in which the previous polling place in the most recent statewide general election is more than 15 miles from the nearest voter center

**Vote Center and Placement Project** (page 53): Determining the most suitable vote center locations required a robust, data-driven process that integrated State and local requirements with local spatial and socioeconomic conditions while forecasting human behaviors and patterns. The Department contracted with PlaceWorks, a firm with extensive experience in planning, research and environmental analysis, to conduct the Vote Center Placement Project (VCP). The VCP was centered around spatial-based demand analysis to ensure that vote centers and VBM drop-off locations were equitably distributed across the County (see Addenda for the complete VCP report – Vote Center Strategy).

Los Angeles County includes 88 incorporated cities and spans over 4,100 square miles. The majority of the County's more than 10 million residents live in incorporated cities and about 1 million live in unincorporated areas. To ensure that communities across the County received equitable representation in the placement of vote centers and to examine conditions at a more granular level, the County was divided into community-based study areas, which were later clustered into regional focus areas. All technical analysis was done at the study area-level; focus areas were only used to determine the equitable distribution of community meetings. These geographic boundaries were developed using a GIS-based process that considered existing jurisdictional boundaries such as supervisorial districts, city borders, and County planning areas as well as population density and distribution.

The following sections explain the methodology used for each layer used to determine the areas where vote centers should be placed. Combined, these layers account for the conditions and barriers that influence voter behavior across the County's diverse communities.

**Geographically Isolated Communities:** To ensure that all voters have equitable opportunities to vote, the proximity of vote centers to geographically isolated populations was carefully considered. The density of all eligible voters in isolated communities, including eligible unregistered voters, were mapped across the County. Urban areas and distances from isolated communities to more populated parts of the County were illustrated and used in the demand analysis to ensure access. Street-segment data from the Department was utilized in conjunction with eligible voter populations to define

and address isolated communities.

**Low Income Communities:** The Department is committed to meeting the needs of the diverse populations throughout the County, especially those that have been historically underrepresented in democratic processes. Gaining a better understanding of these populations was critical when determining the most accessible placement of vote centers. To determine where vote centers would be most accessible to low-income populations, census block groups were reviewed and mapped to identify percentages of the County's population that belong to low-income families.

**Limited English Speaking and Language Minority Communities:** Populations categorized as language minorities were mapped to highlight communities with a higher proportion of non-fluent English speakers. Census data showing the population ages 5 and older who speak other languages and speak English less than very well was used to calculate the percent and density per acre of language minority communities.

**Low Vehicle Ownership Communities:** Proximity to communities with low vehicle ownership was analyzed to identify potential barriers that could make it more challenging to access vote centers. The demand analysis studied the percentage of occupied housing units within each census block group in the County without access to a vehicle, highlighting communities with a higher proportion of people without vehicle access. Census data showing this percentage was used to calculate the percent and density per acre in each block group, while block groups without occupied housing units were not mapped.

**Voter Residential Population Centers:** To meet people where they are, regardless of their unique socioeconomic circumstances, the proximity of vote centers to population centers was at the forefront of the demand analysis. Though Census data relays accurate population density in urban areas, rural areas with large geographic borders and low population do not factor into the analysis accurately. Population centers were therefore determined from eligible voter density using specific voter data, and population distribution was displayed using census-designated geographic areas. Eligible voters per census block group were calculated from Department data showing both registered and unregistered eligible voters to support both current and future voting patterns.

**Proximity to Employment Centers:** The Department in conjunction with its partner PlaceWorks analyzed daytime populations using employment data provided by the Southern California Association of Governments (SCAG). Researchers mapped job density to show areas with low- and high-density employment centers within the County.

**Voters with Disabilities:** Using data from the 2016 American Community Survey, the number of persons with disabilities ages 16 and older and the percentage and density of disabled persons in each census tract was calculated. The percentage of the County's population with disabilities in each Census tract was mapped to identify communities with a higher proportion of disabled individuals so that researchers could actively seek vote centers within proximity to where these voters live.

**Unregistered Eligible Voters:** To understand the distribution of individuals eligible to vote but not currently registered, the density of these unregistered eligible voters per Census block group was mapped using Department data showing unregistered voters at the street level. Only block groups that fell within a quarter-mile buffer around street segments with one or more unregistered eligible voters were analyzed. This method helped to exclude areas without unregistered voters in large block groups in the northern and western parts of the County, while still considering unregistered voters in these sparsely populated areas.

**Low Vote by Mail Usage:** The estimated city-level VBM usage in past elections was used to analyze this important voter demand criteria.

**High Propensity Registered:** Voters To ensure that voters with a high propensity to participate in elections continue their engagement, researchers located and mapped voter density per block group. Only block groups that fall within a quarter-mile buffer around street segments with one or more high propensity voters were depicted in the mapping analysis. This method served to exclude areas without voters in large block groups in the northern and western parts of the County,

while still considering voters in these sparsely populated areas.

**Emerging Voters:** The density of emerging voters (people aged 15 to 17) was analyzed using the area of any given Census block group that fell within a quarter-mile buffer around identified street segments with one or more eligible voters per census block group. Census data was used to calculate the number of people aged 15 to 17 per block group. This method helped to exclude areas without voters in large block groups in the northern and western parts of the County, while still considering voters in these sparsely populated areas.

**Transit Access:** The Department and PlaceWorks analyzed the proximity of current and prospective voters and potential vote centers and VBM drop-off locations to local public transportation networks in order to understand voter movement and barriers in access to reaching potential locations. Data was gathered from the Los Angeles Metropolitan Transportation Authority (Metro) regarding all fixed-route transit stops. Transit stops were categorized as either high quality or low quality based on service frequency intervals of less than or greater than 15 minutes, respectively. Transit access across the County was then categorized from excellent transit access to no transit access. Excellent scores refer to areas within a quarter-mile walking distance from high-quality transit stops.

**Traffic Congestion and Patterns:** PlaceWorks also analyzed traffic congestion and traffic by mapping counts per mile of roadway in each transportation analysis zone. Street data from the County was utilized to calculate the total roadway miles within each Traffic Analysis Zone (TAZ). The Environmental Systems Research Institute (ESRI) provided data that was used to calculate the total number of traffic counts per TAZ. The total number of recorded traffic counts was divided by the total miles of roadway in each TAZ. This analysis helped researchers to avoid any major congested areas when determining vote center locations.

**Publicly Accessible Parking:** To accommodate voter participation, it is important that voters are able to easily access their chosen vote center without being deterred by a lack of designated parking, particularly for those in need of accessible parking. PlaceWorks prioritized free and accessible parking as a minimum requirement of a suitable vote center.

**Facility Assessment:** To identify potential vote center facilities, extensive reviews of recent and historic polling places were conducted to see which, if any, would make an ideal vote center. Nontraditional facilities that had never been used for polling were also identified. Using the data layers identified, additional facilities that had never been used as polling places were identified and assessed for suitability. The process of reviewing these facilities required approximately 8 months of internet research, geospatial analysis, telephone interviews, field assessments, and stakeholder engagement, leading to a database of more than 10,000 potential vote center locations.

**Stakeholder Engagement:** To learn more details of a facility's condition, PlaceWorks collaborated with facility owners, operators and users who experience the facility often and are most familiar with existing conditions. Stakeholder engagement took place to identify and accommodate preferences and availability. Collaborations took different forms, but all sought to verify facility conditions such as hours of operation, facility contact, accessibility, parking and general access, facility room size, security features, power and network connectivity, and general facility notes.

**City Clerks:** City Clerks also played a critical role in verifying facility conditions, connecting researchers to facility contacts and engaging the general public to encourage participation and feedback. Project researchers joined the clerks at the Department's City Clerk Summit and presented focus area toolkits that included a list of potential facilities and corresponding maps. Following the summit, clerks dedicated themselves to reviewing and providing feedback on customized spreadsheets that were used by researchers to determine the initial suitability of a site. City clerks also utilized their local networks to connect researchers to facility managers, business owners, and other agency contacts with additional insight on property conditions.

**Public Agencies:** Public agencies played an important role in verifying facility conditions since many viable facilities, such as libraries, community centers and city halls are publicly owned. Agencies collaborated with researchers to review custom-made spreadsheets of all facilities under their jurisdiction. In some cases, agency leaders were able to verify information for all facilities; in others, researchers were connected to facility managers to provide firsthand insights and

assist in scheduling site visits.

**Vote Center Site Suitability Tool:** To support the VCA guidelines and other local requirements while developing the final vote center recommendations, the Vote Center Site Suitability Tool was developed by the Department and PlaceWorks. This tool allowed researchers to further analyze 2,300 accepted facilities and recommend the best 1,000 candidate facilities for use in the 2020 elections. The goal was to accept more facilities than were required during facility assessment in order to use the demand layers and other criteria to rank and score these accepted facilities. The Vote Center Site Suitability Tool allowed researchers to explore different scenarios emphasizing various demand layers.

b. Staff training

**Staffing and Logistics and Multilingual Services** (page 66): The following are the Department's identified election worker roles at a vote center: • Lead – Oversees all activities at the vote center including opening and closing of vote center, addressing questions/issues, and delivering ballots to the Check in Centers (CIC) daily • Check-In-Clerk – Checks in voters, provides them with their ballot and directs them to voting area • Line Monitor – Greets voters, answers general questions, and directs them to the appropriate station (e.g. Check-In-Clerk, VBM Clerk, etc.). Ensures the line is adequately maintained by assisting and directing voters to the ISB process and providing instructions on how to use the BMD. A handout listing nearby vote centers will be readily available as an option to voters in the event there are long lines or wait times • Voting Area Monitor – Directs voters to available BMD, troubleshoots basic BMD questions/issues, and assists Line Monitor, as needed • Provisional/VBM Clerk – Assists provisional and CVR voters, receives VBM envelopes from voters, and issues "I Voted" stickers (discretionary position)

**Vote Center Support** (page 69) All staff, including those working the vote centers, and those providing technical and compliance support, will attend extensive training on the operation of the voting equipment, setting up a vote center, assisting and processing voters, securing sensitive equipment, and the proper procedures in case of an emergency. All vote center Leads and Field Support Technicians (FST) will have a smartphone to be able to contact elections staff when necessary. The phones are rugged, reliable and virtually unbreakable devices designed for extreme conditions. These devices will enable the Leads and FSTs to communicate quickly to send updates and messages to all vote centers simultaneously. Security measures are also in place to ensure that the Department can remotely power the devices off, change the configuration of the phones and lock the phones in the event they are lost or stolen. The Department will have a trained phone bank with staff ready and available to assist callers in resolving issues. All election workers and those providing technical and compliance support will be trained on emergency procedures and will be provided with a training manual for the operation of a vote center and processing voters during an emergency.

c. Workshops for Voters

**Educating and Communicate with LEP Communities About Vote Centers** (page 46) To ensure LEP voters have access to the community engagement process, the Department conducted language access analysis and simultaneous interpretation services throughout its two rounds of community meetings referred to in 1-C above. All meetings/workshops were provided with translated language materials. See Tables 2 and 3 referenced in 1-C above for a list of workshops that included simultaneous interpretation and/or language assistance.

In collaboration with LAAC and community organizations, the Department will hold bilingual Voter Education Workshops to further educate and communicate the changes related to VCA and VSAP with at least one workshop in each of the following languages: Armenian, Chinese, Farsi, Hindi, Japanese, Khmer, Korean, Russian, Spanish, Tagalog, Thai, and Vietnamese. Language-specific interpreters will be available to assist attendees. The Department will ensure the workshops are strategically located and staffed and will be promoted to groups and media that work directly with each specific language group. These workshops will be held in February 2020.

d. Remote Accessible Vote by Mail

**Remote Accessible Vote By Mail** (page 12) The Department will inform the public about the availability of Remote Accessible Vote By Mail (RAVBM) by providing news releases and social media content for distribution to local, regional

and national media outlets. Additionally, information on the availability and use of RAVBM will be provided within the mailing distribution of the Sample Ballots to all registered voters; within the Vote by Mail (VBM) informational wrap that is mailed to all VBM voters; through a targeted email campaign; and posted on our website at [lavote.net](http://lavote.net).

e. Ballot Marking Device

**Ballot Marking Device** (page 5): The BMD replaces the County's legacy InkaVote system. The BMD allows every voter to customize their experience with both visual and audio access in thirteen languages (see Section 1-E) and offers accessibility features that provide voters with disabilities equality and independence in casting ballots. For auditability and security, the BMDs produce human-readable paper ballots that exceed national voting system security standards.

**Vote Center Assistance** (page 67) Every vote center in the County will have BMDs, which are fully accessible voting devices that allow all voters to mark their ballot independently and privately. Additionally, all election workers will receive training on assisting voters with disabilities at every step of the voting process. This includes focused training on the features available on the BMD that will be of great benefit to voters with disabilities. Additional accessibility devices that will be available at all vote centers include magnifying glasses, signature guides, pen grips and 20/20 pens.

## MADERA COUNTY:

Updated Election Administration Plan, see:

<https://votemadera.com/wp-content/uploads/2018/04/MadCo-Final-EAP-v-2.1-English-.pdf>

1. Outreach & Education
  - a. Partnerships

**Community Presence To Educate Voters On The Voter's Choice Act §4005(a)(10)(I)(i)(III)** (page 8): MCROV's community presence will provide Vote Center Model information directly to the voters and attendees of a wide variety of events. MCROV's goal is to coordinate with our community partners, and the LAAC and VAAC to identify opportunities to educate our voters, offer demonstrations of the voting equipment, and explain how to request and obtain an accessible ballot. MCROV will make every effort to reach all areas of the County. Voters will have many opportunities to learn about the Vote Center Model and their voting options including, but not limited to, the following:

### 1) Department's VAAC and LAAC:

- a) Meetings include voting system demonstrations and informational updates
- b) Materials development with VAAC and LAAC members, and presented for distribution within their communities

### 2) Presentations to various audiences:

- a) Neighborhood associations
- b) County Board of Supervisors
- c) City Disability Advisory Committee
- d) City Councils and City Clerks e. Elected Official's Town Halls
- e) School District Boards
- f) Special Districts Boards
- g) County Central Committees and Political Committees
- h) Faith-based communities
- i) Language communities
- j) Philanthropic organizations (such as Soroptimist, Rotary, Kiwanis,)
- k) Madera County Public Libraries A list of past and scheduled events where Voter's Choice Act information will be shared publicly can be found in Appendix G

- c. Planning, Methods & Targeting

**Use of the media, including social media, newspapers, radio, and television for purposes of informing voters of the availability of a vote-by-mail ballot in an accessible format and the process for requesting such a ballot.** §4005(a)(10)(I)(i)(II), §4005(a)(10)(I)(i)(VIII) (page 7): MCROV will provide information about obtaining a VBM ballot in an accessible format and the process for requesting such a ballot utilizing all the outlets and methods described in Section 1 - B of this document, in addition to the following:

- 1) Local television (Stations to be determined)\*
- 2) Newspapers (Adjudicated Newspapers of General Circulation in Madera County: Madera Tribune, Sierra Star, Chowchilla News)
- 3) Radio (Stations to be determined)\*
- 4) Social Media and Department Website (@MaderaElections, @MaderaCounty)
- 5) Outreach to such groups as community partners, disability advocate organizations, elected officials, special districts, school districts, community based organizations, faith-based organizations, and Public Information Officers.
- 6) A list of groups/organizations/agencies that the Registrar's Office has already contacted and partnered with or has scheduled to do so can be found in Appendix G.
- 7) Media Availability Sessions
- 8) County Departments (such as Health and Human Services, Human Assistance, Veteran Services)



9) Public Service Announcements, broadly distributed to all outlets serving the County

\*Madera County does not have local television/radio stations that serve primarily Madera County residents. Rather, Madera County residents are served by regional television/radio stations most of which are located in Fresno, CA and serve the greater central valley region. Madera County will reach out to the regional television/radio stations however the largest County in the region, Fresno, is implementing the Voter's Choice Act for the 2020 Election cycle and Madera County is hopeful that any media outreach Fresno County conducts will include Madera County.

To mitigate this limitation, the Madera County Registrar's Office has initiated an intense grass roots effort to educate voters, as suggested by stakeholders during our VAAC, LAAC and Community Election Working Group meetings. Stakeholders have indicated that voters in their communities are most likely to respond to outreach efforts conducted through local organizations, groups and agencies with whom they already have existing relationships with. Accordingly, the Registrar's Office plans to conduct presentations with community partners. The list of presentations or scheduled presentations can be found in Appendix G. The Registrar's website will have a similar list that will be updated regularly, affording interested parties the opportunity to choose when and where they can participate.

Additionally, Madera County will coordinate with the Secretary of State's Office on targeted television PSA's for distribution to Cable and Satellite Television providers. It is expected that these PSA's will only reach Madera County audiences. This method will allow the use of television media while minimizing, to the greatest extent possible, voter confusion.

**Direct contacts with voters providing information on the upcoming election and promoting the toll-free voter assistance hotline.**

§4005(a)(10)(I)(i)(X) (page 9): MCROV will contact each Madera County registered voter a minimum of two times, by mail, to provide information on the upcoming election and the availability of MCROV's toll-free assistance hotline. The two direct contacts will include information about an all mail ballot election, ballot drop off locations, dates and hours of availability, vote center locations, dates and hours of availability, information about the availability of the Remote Accessible Vote By Mail System and additional information about the upcoming election.

**Postage-paid postcard for requesting materials in an alternate language or an accessible format VBM**

§4005(a)(8)(B)(iii) (page 9): All registered voters will receive a postage-paid postcard with their bilingual County Voter Information Guide for requesting materials in languages other than English and to request a VBM ballot in an alternate format. Instructions will be included in the Guide and on the MCROV website for completing and returning the postcard.

**Language Minority Communities** §4005(a)(10)(I)(i)(I) (page 10): 1-F Inform Voters Of The Upcoming Election And Promote The Toll-Free Voter Assistance Hotline With Media Serving Language Minority Communities.

**Identifying Language Minority Voters** §4005(a)(10)(I)(i)(V) (page 11): MCROV uses the voter's language preference selection shown on their voter registration form to identify language minority voters. Voters may also contact us by telephone or email to update their language preference or provide their language preference to precinct officials during an election. Additionally, most voter information produced by the Registrar is printed in both English and Spanish.

**Public Service Announcement for Minority Language Citizens** §4005(a)(10)(I)(i)(IX) (page 12): MCROV will use Public Service Announcements to inform voters in minority language communities of the upcoming election and the toll-free assistance hotline. The PSAs will be distributed through minority language television, radio, and newspapers. (Lists same outlets as under general requirements)

**Disability Communities** §4005(a)(10)(I)(i)(VI), §4005(a)(10)(I)(i)(VI)(ib) (page 12): A description of how the county elections official will educate and communicate the provisions of this section to the public, including: The disability community, including organizations and individuals that advocate on behalf of, or provide services to, individuals with disabilities. The county elections official shall hold at least one voter education workshop to increase accessibility and participation of eligible voters with disabilities. (Lists same outlets as under general requirements)

### c. Website Content

**Community Presence To Educate Voters On The Voter's Choice Act** §4005(a)(10)(I)(i)(III) (page 8): MCROV's website ([www.votemadera.com](http://www.votemadera.com)) has a page dedicated to information about the Voter's Choice Act. Information is in accessible formats (when possible) and is publicly available. This includes the Election Administration Plan and other information related to the Voter's Choice Act, including scheduled public presentations, developed infographics, public notices, digital versions of collateral used to educate the public and LAAC/VAAC agendas, minutes and information. The website also information about registering to vote and getting involved in the election process, including working at a vote centers. Additional information found on the website is addressed in the appropriate sections of this plan

**Website has publicly available accessible information** §4005(a)(10)(I)(i)(IV) (page 12): Information on the MCROV's website ([www.votemadera.com](http://www.votemadera.com)) is in accessible formats and is publicly available. This includes the Election Administration Plan and other information related to the Voter's Choice Act, as well as information about registering to vote and getting involved in the election process. Election specific information is also available on the website in an accessible format.

The information to be provided will include the following: 1) All voters will receive a vote-by-mail (VBM) ballot 2) The option to use an accessible voting device at any Vote Center, and how to use the device 3) The method for requesting, marking and submitting an accessible ballot through the County's Remote Accessible Vote-by-mail (RAVBM) program.

### d. Budget

**Use Of Resources For Voter Education And Outreach** §4005(a)(10)(I)(i)(VII) (page 9): MCROV will spend the necessary resources to ensure voters are informed about the Vote Center model voting process. The budget information for the March 2020 election along with a comparison of the education and outreach budgets from past years is shown in Appendix E.

## 2. Voting Access – VAAC + LAAC

### a. Location Planning

**INTRODUCTION - VOTE CENTER AND BALLOT DROP-OFF LOCATIONS** (page 4): The VCA establishes definitive criteria for the placement/location of vote centers and drop boxes. The law requires that Vote Centers and Ballot Dropoff locations be accessible to voters with disabilities, located near population centers, public transportation and near low-income and language minority communities. Vote Center and Ballot Drop-off locations have been updated and will be reviewed with the VAAC and the LAAC. Additionally, Geographic Information System (GIS) mapping software, U.S. Census Data, voter history and any other readily available data were utilized to ensure locations are in optimal proximity to voters. The plan, as currently written anticipates that the first two vote centers would be located in the communities of Madera and Oakhurst. Vote Centers 3 through 6 are anticipated to be in the communities of Chowchilla, Coarsegold, Madera and Madera Ranchos. It is in anticipated that Ballot Drop boxes will be located in the communities of Chowchilla, Madera, North Fork, Madera Ranchos and Oakhurst.

**Vote Centers** (page 4): Vote Centers will operate similar to polling places, allowing voters to cast their ballots in person, whether on paper or by utilizing an accessible ballot marking device. Unlike polling places, however voters can cast their ballots, or request and receive replacement ballots at any Vote Center countywide. Voters will also be able to register to vote or update their registration at any Vote Center. Voters who have not registered before the close of registration (14 days prior to the election), will be able to Conditionally Register to Vote (CVR) at any Vote Center and cast a provisional ballot through Election Day. Vote Centers will have secure access to the County's Election Management System ("EMS"), allowing Vote Center staff to verify, in real time, the voting status of each voter. Vote Centers will be equipped with up a minimum of 3 accessible ballot marking devices. All Vote Centers will be ADA-compliant, and Elections personnel will be on site to assist voters with specific needs.



**Vote Centers: Number To Be Established, Locations, And Hours Of Operations To the Extent Available At The Time Of Publication**

§4005(a)(10)(I)(vi) (page 17): The process of establishing locations continues at the time of publication of this Plan. MCROV's goal is to locate Vote Centers in well-known, fully accessible facilities. All Vote Centers will be open continuously for a minimum of 8 hours per day and from 7 a.m. to 8 p.m. on Election Day. Based on available information at the time it is anticipated that Vote Centers will be located in the following areas: City of Madera (2), City of Chowchilla, Oakhurst, Coarsegold and the Madera Ranchos area. The location and hours of each Vote Center will be listed in Appendix A, which will be updated as locations are confirmed for each election. The list will be included in election materials provided to each registered voter.

b. Staff training

**INTRODUCTION – VOTE CENTER FORMULA** (page 5): Each Vote Center will be staffed by no less than five election workers. The County will recruit at least one Spanish-speaking election worker in each Vote Center to provide language assistance. Additionally, the County will make a good faith effort to recruit election workers who speak Punjabi in accordance with the most recent EC Section 14201 requirements.

**Staffing Vote Centers** §4005(a)(10)(I)(vi)(IX) (page 18): MCROV anticipates a minimum of five staff at each Vote Center.

**Services for Voters with Disabilities** §4005(a)(10)(I)(vi)(X) (page 18): Each Vote Center will have a minimum of 3 fully accessible touch screen voting devices. These devices are certified by the Secretary of State for use in California elections and allow each voter to mark their ballot independently and privately. Additionally, Vote Center staff will receive training on setting up the equipment, assisting voters with the equipment including voters with disabilities, trouble-shooting issues with the equipment and the proper storage of the equipment. Additionally, MCROV will procure specialized training, using a train-the-trainer approach, specifically for providing services to voters with disabilities. MCROV plans to utilize an organization that advocates on behalf of, or provide services to, individuals with disabilities to provide the specialized training.

c. Workshops for Voters

**Voter Education Workshop for Minority Language Voters** 4005(a)(10)(I)(i)(VI), §4005(a)(10)(I)(i)(VI)(ia) (page 11): MCROV will hold a bilingual voter education workshop for each of Madera County's federal and state required languages. At the time of preparing this plan Madera's required languages, other than English are Spanish and Punjabi. These workshops will be held in early 2020 and will provide an opportunity for the County's language communities to receive information about materials and assistance available in the specified language, in addition to the Vote Center Model voting process. All workshops will have language specific interpreters to assist attendees. Information about workshop events will be announced at least 10 days in advance of the meeting date.

**Workshop for Voters with Disabilities** (page 14): MCROV will hold a voter education workshop in early 2020 to increase accessibility and participation of eligible voters with disabilities. The workshop will include, but not be limited to, education about the Vote Center Model, new voting equipment demonstrations, the accessibility of the voting equipment, ballot drop-off information, and options for obtaining an accessible vote-by-mail ballot electronically. Information about the workshop will be announced at least 10 days in advance of the meeting date.

d. Remote Accessible Vote by Mail

**Requesting A Remote Accessible VBM Ballot** (page 15): Madera County registered voters with disabilities may opt for an accessible ballot through a Remote Accessible Vote-By-Mail (RAVBM) system. RAVBM provides voters with disabilities the ability to request a VBM ballot be sent electronically. The electronic ballot can be downloaded to the voter's computer, marked using the voter's own assistive technology and then printed. This ballot can be returned in the same manner as any VBM ballot: through the mail, placed in a Drop Box, or at any Vote Center. MCROV is currently exploring options for procuring a California certified Remote Accessible Vote-By-Mail system. Once the system is procured, instructions will be developed, in accordance with the respective use procedures, and shared on the County website, in educational

materials and during public meetings.

e. Ballot Marking Device

**Voting Technology** (page 5): The MCROV will deploy the Image Cast Voting System (ICVS) from Dominion Voting Systems (DVS) for the 2020 election cycle. The ICVS deployment will include a minimum of 3 Image Cast X (ICX) accessible ballot marking devices at each center as well as a Mobile Ballot Printing (MBP) module that will allow MCROV to print ballots on demand in all required languages at all Vote Centers. Additionally, MCROV will deploy the DVS Remote Accessible Vote-By-Mail system for those who request an accessible VBM ballot. The ICVS will also include new state of the art scanners with image capturing and audit-mark capabilities.

Additionally, at each Vote Center a network of personal computers will be linked to the MCROV Election Information Management System (EIMS) through a secure connection. EIMS is connected to the voter registration administered by the State of California (VoteCal). This will provide access to voter registration data, enabling Vote Center staff to determine the registration and voter status of every voter in real time.

## MARIPOSA COUNTY:

Updated Election Administration Plan, see: <http://www.mariposacounty.org/DocumentCenter/View/81705/Final-EAP>

1. Outreach & Education
  - a. Partnerships

**Community Presence to Educate Voters on the Voter's Choice Act §4005(a)(10)(I)(i)(III)** (page 1): Mariposa County's ROV community presence will provide Vote Center Model information directly to the voters and to attendees of various events and meetings. The goal is to coordinate with community partners, along with the VAAC and LAAC to identify opportunities to educate our voters, offer demonstrations of the voting equipment and explain how to request and obtain an accessible ballot. Voters will have various opportunities to gain such information, including, but not limited to, the following:

1. Mariposa County's VAAC/LAAC
  - Meetings may include voting system demonstrations and informational updates.
  - Any materials developed with VAAC/LAAC members will be presented for distribution within their communities
2. Presentations to various audiences/meetings:
  - County Board of Supervisors
  - County Central Committees and Political Committees
  - School District Boards
  - Special Districts Boards
  - Philanthropic Organizations (such as Soroptimist, Rotary, Lions, etc.)
  - Mariposa County Public Libraries
  - Recurring events
- b. Planning, Methods & Targeting

**Use of the media for purposes of informing voters of the availability of a vote by mail ballot in an accessible format and the process for requesting such a ballot §4005(a)(10)(I)(i)(II), §4005(a)(10)(I)(i)(VIII)** (page 1): Mariposa County ROV will provide information about obtaining a VBM ballot in an accessible format and the process for requesting such a ballot utilizing the outlets and methods described in Section 1-B of this document, and such outlets as the following:

1. Local newspaper (Mariposa Gazette)
2. Radio (KRYZ radio 98.5 FM)
3. Social Media and Department website
  - County Elections Facebook
  - [www.mariposacounty.org](http://www.mariposacounty.org)
4. Local Community video blog (Yosemite Gold Country)
5. Outreach to various groups such as community partners, advocacy organizations, elected officials, special districts, school districts, community based organizations, faith-based organizations, Public Information Officers throughout the County.
6. County Departments (such as Health and Human Services, Community Services and Veteran's Services).
7. Public Service announcements, broadly distributed to all outlets serving the County

The information to be provided will include that option to use an accessible voting device at any Vote Center, and how to use the device; and the method for requesting, marking and submitting an accessible ballot through the County's Remote Accessible Vote-by-mail (RAVBM) program. Mariposa County does not intend to focus on the use of television outlets as there are no local networks.

**Direct contacts with voters providing information on the upcoming election and promoting the toll-free voter**

**assistance hotline** §4005(a)(10)(I)(i)(X) (page 2): The Elections Department will contact each Mariposa County registered voter two times by mail to provide information on the upcoming election and the availability of the toll-free voter assistance hotline. The contacts may also provide information on when to expect the Voter Information Guide and voting options in a Vote Center Model election.

**Postage-paid postcard for requesting materials in an alternate language or an accessible format VBM** §4005(a)(10)(I)(i)(X) (page 2): All registered voters will receive a postage –paid postcard with their County Voter Information Guide or vote by mail ballot packet that the voter may return to the County Elections Official for the purpose of requesting a vote by mail ballot in a language other than English or for the purpose of requesting a vote by mail ballot in an accessible format.

**Education and Outreach with the Language Minority Communities** §4005(a)(10)(I)(i)(I) (page 2): A Language Accessibility Advisory Committee (LAAC) was established in August 2019 to advise and assist with implementation of federal and state laws relating to access to the electoral process by non-English preference voters. The LAAC is comprised of local residents who advocate on behalf of the County’s minority language communities.

**Inform voters of the Upcoming Election and Promote the Toll-free Voter Assistance Hotline with Media Serving Language Minority Communities** §4005(a)(10)(I)(i)(I) (page 3): Information sharing with language minority communities, including information about the Vote Center Model, voting options, and toll-free access hotline for assistance will be conducted to include:

1. Department’s Website ([www.mariposacounty.org](http://www.mariposacounty.org))
2. Social Media (Elections Facebook Page)
3. Materials sharing with community partners, advocacy organizations, elected officials, special districts, school districts, community based organizations, faith-based organizations and Public Information Officers.
4. Public Service Announcements, broadly distributed to outlets serving the County
5. County Departments (such as Health and Human Services, Community Services and Veteran’s Services).
6. Radio (KRYZ radio 98.5 FM) Mariposa County does not intend to focus on the use of television outlets as there are no local networks.

**Identifying Language Minority Voters** §4005(a)(10)(I)(i)(V) (page 3): Mariposa County Elections Department uses the voter’s language preference selection shown on their voter registration form to identify language minority voters. Voters may also contact the Elections Department by telephone or email to update their language preference or provide their language preference to vote center officials during an election.

**Public Service Announcement for Minority Language Citizens** §4005(a)(10)(I)(i)(IX) (page 4): Public Service Announcements will be utilized to inform voters in minority language communities of the upcoming election and the toll-free assistance hotline. The PSAs will be distributed through minority language communities as well as via the County’s website and Facebook page.

**Education and Outreach with the Disability Communities** (page 4): A Voting Accessibility Advisory Committee (VAAC) was established in August 2019 to advise and assist with access to the electoral process by voters with disabilities. The VAAC is comprised of local residents who advocate on behalf of the disability community.

**Inform voters of the Availability of a vote by mail ballot in an accessible format and the process of requesting such a ballot** §4005(a)(10)(I)(i)(II) (page 4): Information sharing with disability communities, including information about the obtaining a VBM ballot in an accessible format, the process for requesting such a ballot and toll-free access hotline for assistance will be conducted to include:

1. Department’s Website ([www.mariposacounty.org](http://www.mariposacounty.org))
2. Social Media (Elections Facebook Page)
3. Materials sharing with community partners, advocacy organizations, elected officials, special districts, school districts, community based organizations, faith- based organizations and Public Information Officers.
4. Public Service Announcements, broadly distributed to outlets serving the County
5. County Departments (such as Health and Human Services, Community Services and Veteran’s Services).

## 6. Radio (KRYZ radio 98.5 FM)

## c. Website Content

**Website has publicly available accessible information** §4005(a)(10)(i)(IV) (page 5): Information on the County's website ([www.mariposacounty.org](http://www.mariposacounty.org)) is in accessible formats and is publicly available. The includes the Election Administration Plan and other information related to the Voter's Choice Act, as well as information about registering to vote and getting involved in the election process. Election specific information is also available on the website in an accessible format. The information to be provided will include the following:

1. All voters will receive a vote-by-mail (VBM) ballot
2. The option to use an accessible voting device at any Vote Center, and how to use the device
3. The method for requesting, marking and submitting an accessible ballot through the County's Remote Accessible Vote-by-mail (RAVBM) program

## d. Budget

**Use of Resources for Voter Education and Outreach** §4005(a)(10)(i)(VII) (page 2): Mariposa County Election's Departments will use the necessary resources to ensure voters are informed about the Vote Center model voting process. The budget inform for the March 2020 election, along with a comparison of the education and outreach budgets from past years is available upon request.

**Estimated Costs and Savings Under This Plan** §4005(a)(10)(vi)(IV), §4005(a)(10)(vi)(VII) (page 10): Additional money allocated for voter outreach and education will contribute to on-going costs, as Mariposa County Elections plans to continue educating voters on voting processes and services available for the disability and language minority communities.

Mariposa County is fortunate enough to have a local newspaper that does a large portion of voter outreach in article form and therefore includes little to no cost to the County. Additionally, the Elections Department generally delivers outreach presentations at the pre-existing meetings of social, political, faith-based groups and others, which also generates no cost outreach events. Anticipated long-term savings include decreased costs for equipment, including the purchasing of new equipment and equipment maintenance, ballot printing, and labor.

**Estimated Voter Education and Outreach costs for 2020 Primary and General Elections compared to 2018 General Election.**

Outreach Expense	2018 General	2020 Primary	2020 General
Advertising/Notices	\$2800	\$3500	\$3500
In Office Materials	\$140	\$250	\$250
Outreach Postcards	No Allocation	\$2000	\$2000
Social Media	No Allocation	No Allocation	No Allocation
Outreach Events	No Allocation	\$500	\$500
Translation Services	No Allocation	\$2500	\$2500

## 2. Voting Access – VAAC + LAAC

## a. Location Planning

**Design and Layout of Vote Centers** §4005(a)(10)(vi)(XI) (page 9): Vote centers will be designed in a way to ensure

each voter has the right cast a private and independent ballot. Voting equipment and ballot drop boxes will be placed strategically in the Vote Center so that they are easily identifiable by voters and can be monitored by Vote Center staff.

**Locations of Ballot Drop-offs** §4005(a)(10)(I)(vi)(IV), §4005(a)(10)(I)(vi)(VII) (page 10): At the time of developing this document, Mariposa County anticipates having a minimum of three ballot drop-off locations throughout the County. Ballot drop off locations will be available at least during regular business hours. There will be one 24 hours ballot drop-off location that will close at 8pm on Election Day. Exact times of each location's drop box will be published to our website at [www.mariposacounty.org](http://www.mariposacounty.org) and included in the VBM ballot packets mailed to all registered voters. Drop off locations currently being considered are listed below, but the goal is to work with the LAAC, VAAC and community members to fully determine drop off locations that are well-known and fully accessible.

b. Staff training

**Vote Center Details Staffing Vote Centers** §4005(a)(10)(I)(vi)(IX) (page 10): Each Vote Center will tentatively have at least four paid staff members including a Vote Center Manager. A minimum of two staff members will always be present at any given time at each Vote Center.

**2-A Toll-Free Phone Access** §4005(a)(10)(I)(vii) (page 7): Toll-free phone support is offered by the Elections Department during all business hours. Staff is available to assist callers in federal/state required languages. Toll-free hotline (866) 607-8241

c. Workshops for Voters

**Voter Education Workshop for Minority Language Voters** §4005(a)(10)(I)(i)(VI), §4005(a)(10)(I)(i)(VI)(ia) (page 4): A bilingual voter education workshop will be held for each of Mariposa County's federal and state required languages. At the time of preparing this plan, Mariposa's required languages, other than English, are Spanish and Tagalog. Workshops will be held in late 2019 to early 2020 and will provide an opportunity for the County's language communities to receive information about materials assistance available in the specified language, in addition to the Vote Center Model voting process. All workshops will have language specific interpreters to assist attendees. Information about workshop events will be announced at least 10 days in advance of the meeting date

**Voter Education Workshop for the Disability Community** §4005(a)(10)(I)(i)(VI), §4005(a)(10)(I)(i)(VI)(ib) (page 6): Mariposa County will hold a voter education workshop to increase accessibility and participation of eligible voters with disabilities. Workshops will be held in late 2019 to early 2020 and will include education about the Vote Center Model voting process, new voting equipment demonstrations, the accessibility of the voting equipment, ballot drop off information, and options for obtaining an accessible vote by mail ballot electronically. Information about workshop events will be announced at least 10 days in advance of the meeting date.

d. Remote Accessible Vote by Mail

**Requesting a Remote Accessible VBM Ballot** §4005(a)(10)(I)(ii) (page 7): Mariposa County registered voters with disabilities may opt to go online, through the Remote Accessible Vote by Mail (RAVBM) system to request a downloadable ballot. RAVBM provides voters with disabilities the ability to request a VBM ballot to be sent electronically to the voter. The electronic ballot can be downloaded to the voter's computer, marked using the voter's own assistive technology, and then printed. This ballot can be returned in the same manner as any VBM ballots: through the mail, in a Drop Box or at any Vote Center.

e. Ballot Marking Device

**Receiving an Accessible Ballot – Voter Centers** §4005(a)(10)(I)(ii) (page 7): Registered voters have the option of using

one of the accessible ballot marking devices at any vote center. Voters check in, request an accessible ballot and are provided with a key card that populates the accessible device with their ballot. Ballots can be marked using the touchscreen display, provided audio tactile device or their own assistive technology. The accessible voting machines will be arranged to allow all voters the opportunity to cast their ballot privately and independently.



## NAPA COUNTY:

Updated Election Administration Plan, see:

<https://www.countyofnapa.org/DocumentCenter/View/15927/Napa-County-Election-Administration-Plan-PDF>

### 1. Outreach & Education

#### a. Partnerships

**Overview** (page 1): The County worked with its Voting Accessibility Advisory Committee (VAAC); Language Accessibility Advisory Committee (LAAC); Voter Choice Napa/Community Leaders Coalition (VCN/CLC); Voter Choice California and academics to develop the original Voter Education and Outreach Plan.

Preparation and adoption of the EAP is the first step in engaging community organizations, municipal election colleagues, schools and other entities to raise awareness of the new election model... The Election Division will reach out to organizations hosting community events and community organizations found in the Appendix III. We plan to expand the community events and community partners list during the EAP updating process.

**Engaging Businesses** (page 5): The Secretary of State's Democracy at Work program <https://www.sos.ca.gov/elections/myvotedemocracy-work-project/> provides the opportunity for businesses, government agencies and nonprofits to partner with the SOS to encourage greater civic participation through initiatives designed to increase voter registration and voter turnout among employees and the voting public. The County will promote the SOS's nonpartisan Democracy at Work program through the County website and social media and coordination with Chambers of Commerce in each of the municipalities.

**Community Partners** (page 6): The Election Division has provided information about the new voting model to many Community Partners to assist in voter outreach. To assist with education and outreach, Election Division staff attend community events, make presentations to organizations, and train interested individuals and groups. Upcoming community events, community partners, and municipal election officials can be found in Appendix III and Appendix IV. These lists will evolve as new events and partners are added and/or changed. Additions are welcome to these lists. Community partners may assist in simple ways such as placing a flyer in an office, including an article in an organizational newsletter or on a website, or have an Election Division representative present information on the VCA to clients, members, and/or residents. Educational tools, including a presentation, flyer, and frequently asked questions, will be available to download from the County's Election website or copies will be available from the Election Division office. An online toolkit will include messages, graphics, and other resources which can be customized for various needs. The Registrar of Voters and Election Division staff visit local high schools to register and pre-register students and educate them about the VCA election model. We are expanding to Napa Valley College and Pacific Union College to encourage students and faculty to register to vote and participate in the election process.

#### b. Planning, Methods & Targeting

**Overview** (page 1): Concurrently the County will cooperate in mounting a broad media campaign using direct mail, news media, social media (such as Facebook and Twitter), and public access media to continue educating the public on the VCA. The campaign will promote the County voter information website and the toll-free voter assistance hotline, 1-888-494-8356 to inform voters how to obtain their ballot in an accessible format, and provide multilingual services and accessibility to persons with hearing disabilities.

**Individual Voter Network** (page 6): Outreach and education activities are not limited to organizations. Individual voters may serve as part of a support network by alerting the Election Division to any barriers with regards to voting and provide solutions. Voters can also help by raising the awareness of the community to the new voting model.



**Non-English Speaking Voters** (page 6): As part of its outreach efforts, the County will continue and expand its outreach to voters who prefer to use a language other than English. A news release, distributed to all media serving Napa County residents, will announce the toll-free voter assistance hotline, 1-888-494-8356, which will provide multilingual services. Additionally, advertisements in Spanish and Filipino-Tagalog media will be purchased to promote the assistance hotline. The language assistance required at each Vote Center has been identified by the California Secretary of State through U.S. Census data. Additional identification will be through the public input process, including input provided by the County's LAAC. Media partners, including non-English language media, are in Appendix V. The County encourages further media partner suggestions during the public comment process of the updated EAP.

**Voters with Disabilities** (page 7): Napa County has a long-standing commitment to voters with disabilities to increase accessibility in the democratic process. The Election Division website, [www.countyofnapa.org/elections](http://www.countyofnapa.org/elections), provides information and resources for voters with disabilities, including details on ICX - Accessible Units; the RAVBM Accessible System; ADA Accessible requirements for Vote Centers and the VAAC. A press release, distributed to all media serving Napa County residents, will announce the voter assistance hotline, TTY Line 707-299-1475, which will provide accessibility to persons with hearing disabilities. Voters with disabilities may use their personal computer to download and mark their ballot through the RAVBM Ballot System. Details regarding this system will be included in the Local Voter Information Guide. A RAVBM/Language Preference postcard will also be included with all vote by mail ballots. This postcard will remind voters to retain their postage paid return envelope for returning the ballot. Vote Center staff may also bring a paper ballot replacement to a car for curbside voting. Most Vote Centers can be reached via Vine Transit, Napa County's bus service. Persons with disabilities who cannot independently use regular Vine Transit bus service, some or all of the time, have access to the Napa Valley Transportation Authority (NVRTA) paratransit Vine Go service. Riders may call to reserve a trip from one to seven days in advance. The Election Division will work with NVRTA to expand access to voting for persons with disabilities.

**Addressing Disparities in Participation** (page 7): Citizens may register to vote online directly at [registertovote.ca.gov](http://registertovote.ca.gov) or can access the state voter registration website through a link from the County Election website, [www.countyofnapa.org/elections](http://www.countyofnapa.org/elections). Citizens may pick up a voter registration form at the Election Division, City Halls, libraries and post offices throughout the County. County agencies serving low-income households and individuals with disabilities provide voter registration forms to their clients. The Department of Motor Vehicles (DMV) and Secretary of State have established a new California Motor Voter Program as defined by AB 1461. This new program, during DMV transactions, will automatically register any person who is qualified to vote unless that person opts out of registration. The Elections Division will also mail a registration form upon request.

The SOS provides National Voter Registration Act (NVRA) resources and training to County agencies serving low-income residents and individuals with disabilities. These agencies include, but are not limited to: CalFresh CalWORKs, Medi-Cal, Women, Infants, and Children (WIC), In-Home Supportive Services, Covered California, California's health benefit exchange, Department of Rehabilitation-Vocational Services, Independent Living Centers, Department of Developmental Services Regional Centers, Offices contracting with the Office of Deaf Access, State and County mental and behavioral health departments, and private practitioners providing services under contract with those departments. The County will provide additional information and training on request to coordinators and staff at agencies. The County regularly provides information on voting rights and elections to the Napa County Correction Department to share with inmates in the County's jail facility.

**Direct Voter Contacts** (page 8): Direct contact from the County to voters was the most effective method to inform voters about the 2018 Election Cycle. Two mailers are required before each election to inform voters about VCA. The first mailing approximately 45 days before each election will alert voters to watch for their vote by mail ballot and voter information guide. The second mailing approximately 10 days before the election remind voters to vote the ballot they received in the mail; direct them to vote center and ballot drop box locations and provide information on obtaining a replacement ballot. Examples of materials sent to voters are included in Appendix II. Updated mailers may be created for future mailings.

**Public Service Announcements** (page 8): A Public Service Announcement (PSA) script for TV/Newspaper will be distributed with the request for visuals or closed-captioning for voters who are deaf or hard of hearing. A radio script will include a request for stations to post the information on their companion websites to assist in reaching those voters. The Registrar of Voters and the bilingual Election Services Manager will be available for television and radio PSA recording. Artwork will be available from the County for print and online PSAs, and for government and community partners to use in their social media and newsletters. Print PSAs will be accompanied by a request to post the announcement on any affiliated websites with audio for the blind and visually impaired. The County will provide Spanish and Filipino-Tagalog language media outlets serving Napa County with scripts for PSAs. The scripts will inform voters of the upcoming election and promote the toll-free voter assistance hotline.

- c. Website Content
- d. Budget

**Budget** (page 8): The chart shows the comparison between the November 2018 and March 2020 election budgets. Not all costs are related to implementation of the VCA. The Election Division has been allocated \$64,200 for voter education and outreach including the two mandated postage paid mailers approved by the Board of Supervisors. Additionally, the Election Division will provide in-house support for the preparation of graphic and outreach materials, public presentations and community outreach events. The budget will provide for the purchase of advertisements in newspapers, television, radio and social media. A portion of these funds will be allocated to bilingual translation.

#### EAP Cost Comparison - Comparación de Costo EAP

	Cost Categories – Costo Categorías	November 2018 Budget – Presupuesto	2019/2020 Budget – Presupuesto	Difference
1	Labor & Salary - Labor y Salario	\$105,730	\$107,845	+\$2,115
2	VBM Ballot Printing - Impresión de Balota	\$64,310	\$65,000	+\$690
3	VAC Ballots Printing - Impresión de Balota	\$2,500	\$2,600	+\$100
4	VBM Ballot Postage - Franqueo	\$56,000	\$58,000	+\$2,000
5	Sample Ballot Printing - Balota ejemplar	\$124,270	\$125,000	+\$730
6	VIG Postages - Franqueo	\$12,012	\$12,500	+\$488
7	Outreach - Contacto con el Elector	\$62,640	\$64,200	+\$2,830
8	Equipment Cost - Costo de Equipo	\$7,660	\$21,000	+\$13,340
9	Election Workers - Trabajadores Electorales	\$155,000	\$160,000	+\$5,000
10	Drayage	\$19,070	\$21,800	+\$2,730
	Total Cost - Costo Total	\$609,192.00	\$637,945.00	+\$30,023.00

	Outreach – Contacto con el Elector	2018/2019 Budget – Presupuesto	2019/2020 Budget – Presupuesto	Difference
1	Advertisements - Anuncios	\$4,000	\$4,500	+\$500
2	Social Media - Medios de comunicación Soc.	\$1,000	\$1,000	+\$0
3	Equipment/Supplies - Equipo\Suministros	\$3,000	\$4,000	+\$1,000
4	Mailers I and II/Postage - Volantes I, y II	\$50,140	\$50,200	+\$1,330
5	Events Rentals\Alquilamientos	\$4,000	\$4,000	+\$0
6	Additional Voter Contact\Contacto adicional	\$500	\$500	+\$0
	Total Cost - Costo Total	\$62,640.00	\$64,200.00	+\$2,830.00

	Cost to Operate Voter Centers in November 2018	Cost to Operate a Drop Box in March 2020	Difference
Rent	\$4,000	\$6,800	+\$2,800
Supplies	\$10,000	\$25,000	\$15,000
Extra Help	\$81,000	\$103,000	+\$22,000
Total	\$95,000	134,800	+\$39,800

- 2. Voting Access – VAAC + LAAC
  - a. Location Planning

**Vote Center and Ballot Drop-Off Locations** (page 1): The VCA establishes detailed criteria and formulas for the number and location of Vote Centers and Ballot Drop Box. The law requires that Vote Centers and Ballot Drop Box locations be accessible to voters with disabilities, located near population centers, public transportation and near low-income and

language minority communities. The California Civic Engagement Project (CCEP) used Geographic Information System (GIS) mapping software and U.S. Census Data to pinpoint suggested Vote Center and Drop Box locations. These maps can be found in Appendix VI. Vote Center and Ballot Drop Box locations were selected in consultation with the Napa County Voting Accessibility Advisory Committee (VAAC) and the Language Accessibility Advisory Committee (LAAC). Napa County is pleased that the 9 Vote Center and 9 Drop Box locations contained in the updated EAP match the criteria of the CCEP.

b. Staff training

**Vote Centers** (page 2): Vote center workers are trained to assist voters with specific needs.

**Vote Center Operation** (page 3): Each Vote Center will be staffed by 5-10 Vote Center workers. The County is hoping to recruit at least one Spanish-speaking and one Filipino-Tagalog-speaking Vote Center worker to provide language assistance at each Vote Center. We accept the support of the CLC to provide translation assistance at the Vote Centers as needed on Election Day.

c. Workshops for Voters

**Voter Education and Outreach Plan - Overview** (page 5): Public workshops will be held with community organizations and individuals that advocate on behalf of or provide services to these groups. All public workshops hosted by the County will be ADA accessible. Workshops will be held no later than 60 days prior to each federal election or special state election.

d. Remote Accessible Vote by Mail

**Vote by Mail Ballots** (page 1): Voters with disabilities may take advantage of Napa County's Remote Accessible Vote by Mail System (RAVBM), which allows voters to access and mark their ballot in a screen-readable format on a personal computer. Voters with disabilities may also contact the Disability Rights California hotline at 1-888-569-7955 or TTY 1-800-719-5798 for assistance.

e. Ballot Marking Device

**Vote Centers** (page 2): Dominion Image Cast X - Accessible Ballot Marking Device (ICX)

## NEVADA COUNTY:

Updated Election Administration Plan, see: [https://www.mynevadacounty.com/DocumentCenter/View/34021/2020-Election-Administration-Plan\\_FINAL-Rev-3-2-2020](https://www.mynevadacounty.com/DocumentCenter/View/34021/2020-Election-Administration-Plan_FINAL-Rev-3-2-2020)

### 1. Outreach & Education

#### a. Partnerships

**Having a Community Presence** §4005(a)(10)(I)(i)(III) (page 2): The Nevada County Elections Office will educate the voters in Nevada County by having a community presence. Nevada County Elections partners with established community-based organizations to reach their target audiences via newsletters, emailing, social media, websites, and/or events. Types of organizations the Nevada County Elections Office will reach out to consist of, but will not be limited to, assisted living facilities, cohousing, fraternal organizations, homeowner associations, local businesses, mobile home parks, nonprofits, political organizations, retirement homes, and schools. These organizations will receive official media for purposes of education and outreach from the Nevada County Elections Office. The Nevada County Elections Office will put emphasis on the availability of an accessible vote-by mail ballot and how to request one with key organizations such as FREED Center for Independent Living, Sierra Services for the Blind, and Meals on Wheels. The Nevada County Elections Office has had meetings with the public and will continue to have meetings with community members. The Elections Office will also provide materials for or attend local events that are recommended by our staff and community members. Community event attendance will be published on the Elections website (<https://www.mynevadacounty.com/695/Registrar-of-Voters>) when confirmed. See Appendix J for a list of events of the Nevada County Elections Office plans to attend.

#### b. Planning, Methods & Targeting

**General** §4005(a)(10)(I)(i)(VI) (page 1): In addition, the Nevada County Elections Office formed a Voter Education and Outreach Committee to establish how to best educate and reach the Nevada County community regarding the VCA. The committee was established on August 29, 2017 and will continue to meet as necessary through the 2020 election cycle. See APPENDIX A for materials regarding this committee.

**Media and Public Service Announcements** §4005(a)(10)(I)(i)(II), §4005(a)(10)(I)(i)(VIII) (page 1): The Nevada County Elections Office use a variety of media and public service announcements in accessible formats to educate the voting-age population in Nevada County, to promote the availability of an accessible vote-by-mail ballot and how to request one, and to promote the toll-free voter assistance hotline (1-888-395-1298). Media will include, but not be limited to, newspapers, radio, television, and social media. The following Nevada County media outlets were chosen with consideration of their target audience, frequency of publication, reach, accessibility, and consultation with the public.

- I. Newspapers: The Union, Sierra Sun, and Nevada City Advocate
- II. Online News Sources: YubaNet Radio: KNCO and KVMR
- III. Television: NCTV
- IV. Social Media: Facebook (Nevada County Elections) and Twitter(@NevCoElections)

Significant efforts for educating potential voters through the abovementioned media were implemented in April 2018. The Nevada County Elections Office will continue to strategically reach out to the voting age population and will time its communications nearer to key election dates (rather than several months prior). Through consultation with the public and the Voter Education and Outreach Committee, The Union and YubaNet will be the primary media for which voter education and outreach occurs. Radio and secondary newspapers will also be used to reach a wider audience. KNCO and KVMR are the two most popular local radio stations in Nevada County and have a variety of programming that appeal to different demographics. Sierra Sun and Nevada City Advocate, both free newspapers, will also be used to reach as many potential voters as possible. See Appendix B for more information regarding the choice of media sources.

**Directly Contacting Voters** §4005(a)(10)(I)(i)(X) (page 2): Nevada County Elections will make two direct contacts with voters for purposes of informing voters of the upcoming election and promoting the toll-free voter assistance hotline. These contacts will be in addition to other required contacts with voters including, but not limited to, sample ballots and the delivery of vote by mail ballots. One direct contact will be a mailing to registered voters in Nevada County informing them that a vote-by-mail ballot will be sent to all registered voters regardless of vote-by-mail preference. The other mailing will be sent after ballots have been mailed informing these voters of their voting options at vote centers, if they would prefer to vote in person, and options for returning their vote by mail ballots.

**Voters with Accessibility Needs:** The Nevada County Elections Office formed a Voter Accessibility Advisory Committee (VAAC) to establish how to best educate and reach the disability community in Nevada County regarding the VCA. The committee was established on August 29, 2017. The committee members are well connected to the disability community and will continue to assist the Elections Office in developing plans to best serve voters with disabilities in Nevada County. Please see Appendix C for materials regarding this committee.

#### c. Website Content

**Accessible Website** §4005(a)(10)(I)(i)(IV) (page 3): The Nevada County Elections website is an accessible website per standards recommended in §2053(b)(4). The Nevada County Elections Office will work with the Nevada County Information Services staff to ensure that all election information is available in text-based format on the accessible website. (<https://www.mynevadacounty.com/695/Registrar-ofVoters>) Information includes, but will not be limited to, a list of the ballot drop off locations and vote centers with dates and hours they are open, as well as the services available at vote centers. The Nevada County Elections Office is also planning a webpage to educate everyone about the accessible voting tools available.

**Language Minority Communities** (page 5): The Nevada County Elections Office formed a Language Accessibility Advisory Committee (LAAC) to establish how to best educate and reach the language minority communities in Nevada County about the VCA. The committee was established on August 29, 2017. The LAAC will assist in how to best reach the Spanish speaking population in Nevada County. See Appendix D for materials regarding this committee.

**Media and Public Service Announcements** §4005(a)(10)(I)(i)(I), §4005(a)(10)(I)(i)(IX) (page 6) Nevada County does not have any media outlets that are specific to the Spanish speaking population. The Nevada County Elections Office consulted with the public and the Nevada County LAAC to establish a list of community partners that can assist with educating the Spanish speaking communities in Nevada County. This will primarily be done through the distribution of educational material in Spanish. How community partners will distribute Spanish educational material will be at their own discretion, but the Nevada County Elections Office has and will recommend including material in emails, newsletters, and flyers at public events they attend or through their daily operations. Public service announcements for purposes of informing voters and promoting the toll-free voter assistance hotline will be posted in Spanish in The Union and Sierra Sun newspapers. When the VCA was first implemented, the Elections Office was made aware of several Spanish radio stations. However, none were based in Nevada County or targeted its residents. The primary issue with advertising through these stations was the potential for confusion. In consultation with the public the Nevada County Elections Office and LAAC concluded that advertising through nonlocal outlets would be detrimental to counties that have not yet adopted the new election model.

#### d. Budget

**Using Resources to Ensure Voters are Informed** §4005(a)(10)(I)(i)(VII) (page 2): The Nevada County Elections Office will spend the necessary resources on voter education and outreach to ensure that voters are fully informed about the election conducted in accordance with the Voter's Choice Act. See Appendix I for specific information regarding the education and outreach budget for the March 2020 Primary Election as well as a comparison of this budget with the voter education and outreach budget for the June 2016 Primary Election.

2. Voting Access – VAAC + LAAC
  - a. Location Planning

**Accessible Services Available at Vote Centers and Ballot Drop off Locations** §4005(a)(10)(I)(vi)(X) (page 3): Each vote center will have accessible parking available and will be ADA compliant. Vote centers will be surveyed by staff to ensure that each vote center has the equipment and materials needed to be ADA compliant. All vote centers will be equipped with at least three accessible Ballot Marking Devices (BMDs, also called HART Verity Print) and include an audio ballot option and sip-and-puff technology... All exterior and interior ballot drop off locations will be accessible and as near to public transportation routes as possible. The 24-hour ballot drop off location at the Nevada County Government Building (Rood Center) is accessible and on a public transportation route.

- b. Staff training

**Staffing Vote Centers** §4005(a)(10)(I)(vi)(IX) (page 8) Each vote center will tentatively have at least five paid staff members including a vote center manager.

- c. Workshops for Voters

**Educating the Disability Community – Voter Education Workshop** §4005(a)(10)(I)(i)(VI)(ib) (page 3): The Nevada County Elections Office held one voter education workshop to increase accessibility and participation of eligible voters with disabilities in Spring 2018. The workshop for the 2020 Primary was held on February 5, 2020.

**Bilingual Voter Education Workshops** §4005(a)(10)(I)(i)(VI)(ia) (page 5) The Nevada County Elections Office held two bilingual voter education workshops to increase outreach and the participation of Nevada County's Spanish speaking community in Spring 2018. The workshop for the 2020 Primary was held on March 1st, 2020.

- d. Remote Accessible Vote by Mail

**Requesting an Accessible Vote by Mail Ballot** §4005(a)(8)(B)(iii) (page 4): All registered voters will receive a vote-by-mail ballot and educational materials. Each voter will also receive a postage-paid postcard for requesting an accessible vote by mail ballot. Voters requesting an accessible vote-by-mail ballot need only fill out the postage-paid postcard and return it to the Nevada County Elections Office. Voters may also request an accessible vote-bymail ballot and receive other information about accessible voting via the Nevada County Elections website (<https://www.mynevadacounty.com/2437/Accessible-Voting>). The Nevada County Elections Office will continue to use the Democracy Live platform to distribute accessible vote-by-mail ballots.

- e. Ballot Marking Device

**Accessible Services Available at Vote Centers and Ballot Drop off Locations** §4005(a)(10)(I)(vi)(X) (page 3): The Nevada County Elections staff are experienced using BMDs and will train our vote center staff to assist any voter in the best way possible.



## ORANGE COUNTY:

Updated Election Administration Plan, see: [https://www.ocvote.com/fileadmin/vc/assets/eap\\_final\\_v3.pdf](https://www.ocvote.com/fileadmin/vc/assets/eap_final_v3.pdf)

1. Outreach & Education
  - a. Partnerships

**Community Partners** §4005(a)(10)(I)(i)(III) (page 30): Successfully maintaining a community outreach program includes maintaining established partnerships with community-based groups/organizations. OCROV meets with dedicated individuals from various organizations across Orange County including: advocacy groups, civic groups, citizen leagues, senior centers, churches, and other individuals. These relationships have begun as far back as 1998 and the number of organizations continues to grow each year.

**Community Election Working Group** (page 31): The Community Election Working Group (CEW) is a diverse 25-member community advisory board committed to making sure elections are open and accessible. Since its inception in 2009, quarterly CEW meetings have been conducted which have cultivated valuable input from the community regarding the elections process. The advisory group also provides a forum for OCROV to update the community as a whole on election issues and promote community involvement. Membership includes, but is not limited to, representation from the Latino community, Asian community, City Clerks, League of Women Voters, Republican Party, Democratic Party, alternative parties, senior community, veterans community, disabled community, youth population (voters ages 18 to 25) and at-large positions.

**CEW Subcommittee Voting Accessibility Advisory Committee & Language Accessibility Advisory Committees** §4005(a)(9)(A), §4005(a)(9)(B), §4005(a)(10)(I)(i)(I) (page 31): Implemented in early 2017, the CEW Subcommittee Voting Accessibility Advisory Committee (VAAC) and the CEW Subcommittee Language Accessibility Advisory Committee (LAAC) are two independent committees of the CEW that designated to focus on the needs of voters with disabilities and language minority communities. The mission of the LAAC is to advise and assist the OCROV with implementation of federal and state laws relating to language access, so that all voters can meaningfully participate in the voting process. The LAAC also provides recommendations identifying and prioritizing activities, programs, and policies to ensure equal access to the ballot. The responsibilities of the committee include the following: providing expertise on language accessibility issues; promoting language accessibility initiatives; and responding to the OCROV's questions regarding language support. The mission of the VAAC is to advise and assist the OCROV with providing services to voters with accessibility needs and meeting state and federal requirements, so all opportunities to provide equal access are explored. The VAAC also provides recommendations identifying and prioritizing activities, programs, and policies to ensure voters with disabilities can independently cast a ballot. The responsibilities of the committee include the following: providing expertise on accessibility matters; incorporating accessibility procedures into operations; and providing feedback to the OCROV regarding accessibility standards and outreaching to voters with accessibility needs. CEW and subcommittees LAAC and VAAC meeting agendas and a list of members and supporting organizations for each group can be found starting on page 63 in Appendices. Language community partners and disability community partners are listed starting on page 52 in Appendices.

**High Schools** (page 34): OCROV has strong relationships with high schools through its award-winning MyBallot program. The MyBallot program provides high school students a history of voting and interactive opportunities to learn about ballot generation, administering a student election with official voting equipment, and overseeing tabulation of election results. Since its inception in 2010, over 4,000 students from 22 high schools participated and gained a better understanding of the election process and voting. The MyBallot program was developed with the traditional polling place model and will be reimagined with the transition to the vote center model. OCROV will leverage its existing relationships with high schools to provide pre-registration opportunities, information on how elections are conducted under the vote center model, and voter registration training.

**Colleges and Universities** (page 34): There are approximately 28 colleges and universities with campuses in Orange County. OCROV has built relationships with colleges and universities through hosting tabling events on campus where voting and election information is provided, voter registration training to student organizations, and speaking engagements during classes and at student club meetings. Additionally, OCROV has brought its Mobile Community Engagement Unit and PopUp Mobile Voting Unit to college and university campuses with redesigned marketing collateral to draw the attention of students, faculty, and staff. Examples include hosting Pop-Up Mobile Voting at Saddleback College, Golden West College, California State University at Fullerton (CSU Fullerton), and University of California at Irvine (UC Irvine) in past election years. Initial conversations have taken place to develop comprehensive marketing plans for colleges and universities and explore the possibility of hosting either a vote center or ballot drop box on campus. OCROV has already begun planning efforts with both CSU Fullerton and UC Irvine to host a vote center location on campus and explore similar opportunities with other local colleges and universities.

**Business Partners** (page 35): OCROV will partner with business associations and chambers of commerce to provide speaking engagements, voter registration training, and informational tabling at meetings. Past collaborative efforts include bringing the Pop-Up Mobile Voting Unit to the Ladera Ranch Chamber of Commerce's Harvest Festival and communicating updates related to voting at events hosted by local chambers of commerce. Additionally, OCROV is in the process of planning a Roadshow to Vote Centers 2020 presentation geared towards the business community.

**Speaking Engagements and Community Events** (page 35): Speaking Engagements The speaking engagement component of OCROV's community outreach program is an integral part of outreaching to voters of many different backgrounds throughout Orange County. Covering a diverse and expansive area, the program aims to achieve the following goals:

- Educate voters on the electoral process, including the transition to the vote center model
- Provide information on special programs, online features and voter registration
- Network and pursue collaborative opportunities

The focus is to provide small and large-scale communication to the community. Speaking engagements include attending various community meetings and events and conducting non-partisan, neutral, and culturally sensitive presentations. As many groups exist within Orange County, speaking engagements allow OCROV to promote services, build partnerships, and interact with various communities. Targeted groups have included, but are not limited, to the following: • Community groups • Churches • Citizenship classes • Rotary clubs • Universities • Professional associations • Parent Teacher Associations • Student organizations • Public service agencies • Cultural clubs • Non-profit organizations • Youth groups • Service organizations • Senior citizen centers

**Roadshow to Vote Centers** (page 36): 2020 Presentations - The Roadshow to Vote Centers 2020 is a traveling monthly presentation series where OCROV staff has been providing vote center planning updates. The Roadshow to Vote Centers 2020 began in May 2019 and a remaining schedule of upcoming events is listed on page 62 in Appendices. Plans for the Roadshow to Vote Centers 2020 following the March 2020 Election have not been determined.

**Speakers Bureau** (page 36): In addition to speaking engagements supported by OCROV staff, the Speakers Bureau will be developed to train community leaders to present vote center information as trusted community messengers. OCROV previously operated a Speakers Bureau program during the 2004 rollout of new voting equipment, and the 2020 Speakers Bureau will be focused on opportunities for voters and the general public to learn about the transition to vote centers. Community organizations will be invited to nominate members to participate in the Speakers Bureau. Individuals participating in the Speakers Bureau will receive training and presentation materials to effectively provide a general overview of the transition to vote centers.

**Voting System Demonstrations** (page 36): Following a detailed and transparent procurement process, a new voting system was approved by the Orange County Board of Supervisors in September 2019 and will replace the existing 15-year old voting system. The new voting system is certified by both the U.S. Election Assistance Commission and the Secretary of State and will offer new features to make voting easier and more accessible to voters. To raise awareness and provide for public education, OCROV will host a minimum of 20 voting system demonstrations in advance of the March 2020



Election where the public will be able to view and interact with the new voting system. Efforts will be made to target large-scale events and collaborate with community partners to achieve high impact and exposure to many voters.

**Community Events** (page 37): To maintain OCROV's presence in the community, OCROV will continue to focus its community outreach attendance to both small-to-medium and large-scale events. OCROV will be present at these events to provide information about the transition to the vote center model, voting, and other election information. Staff will engage the public, answer questions, and assist in filling out voter registration forms. By participating in these events, OCROV will have access to thousands of individuals in communities throughout Orange County. A list of potential community events being pursued in the 2020 election cycle is available on page 92 in Appendices.

**Elected Officials and Government Agencies** (page 37): OCROV will leverage existing working relationships with government agencies and elected officials to raise public awareness of the transition to vote centers.

**Fall 2019 Collaborative Planning Meeting** (page 37): In Fall 2019, OCROV will host a collaborative planning meeting in partnership with Secretary of State Alex Padilla. Invitees will include Orange County elected officials, government agencies, and staff to discuss vote centers and opportunities to inform constituents of the upcoming changes to voting and elections. This will mirror the successful Roadshow to Vote Centers 2020 presentation OCROV hosted with Orange County city clerks and government administrators in May 2019. Potential collaborative opportunities include hosting a vote center or ballot drop box at a public agency location, making informational materials available at physical sites and online on websites, and relaying vote center and voting information to constituents. This meeting is intended to strengthen the ongoing partnerships to relay information and support voters between OCROV, elected officials, and government agencies in 2020 and beyond.

**Collaborative Community Outreach Partnership with 2-1-1** (page 37): OCROV will pursue an innovative partnership with 2-1-1 Orange County. 2-1-1 Orange County is a nonprofit 501(c)(3) organization offering a comprehensive information and referral system for Orange County residents to receive community health and human services and support. Callers will hear a recording with vote center and election information as they wait to be connected. 2-1-1 Information and Referral Specialists will receive vote center information, be able to locate the nearest vote center or ballot drop box for a voter and refer voters to OCROV for additional assistance.

**Partnership with the Orange County Transportation Agency** (page 38): The Orange County Transportation Agency (OCTA) is the official provider of countywide public transportation in Orange County. In partnership with OCTA, OCROV intends to wrap public buses and bus stop benches with vote center marketing. By utilizing this strategy, the opportunity not only raises the awareness of vote centers among voters who utilize public transportation but also any individual in the vicinity of a public transportation vehicle or stop.

**Vote Center Marketing Package for Government Agencies** (page 38): A marketing package will be developed for government agencies to offer informational materials at a variety of public agency locations. Translated marketing materials will be available and provided to government agencies by request. The package will include, but not be limited to: • Brochures • Flyers • Posters • Frequently Asked Questions • Map and List of Vote Center and Ballot Drop Box Locations

**Community Engagement Suite General Media Plan §4005(a)(10)(I)(i)(I)** (page 38): To inform Orange County voters of the upcoming changes to voting and elections, OCROV will take an expansive approach to reach as many voters as possible, multiple times. By using a blend of social media, direct mail, print, broadcast, video, online, and radio approaches, our goal is to saturate the spectrum of media outlets for voters to increase the potential for a voter to see vote center informational and marketing materials.

**Media Partners §4005(a)(10)(I)(i)(II), §4005(a)(10)(I)(i)(VIII)** (page 39): OCROV will provide press releases, video content, and social media content for mass distribution and publication to existing media partners and seek out other trusted media sources to relay vote center communication. Accessibility options, methods to request an accessible ballot, vote center and ballot drop box locations, other general election information and other voting updates will be shared with media partners. For a list of media partners, please see page 57 in Appendices. Additionally, Registrar of Voters Neal

Kelley often appears on local and national media to speak as an elections expert and provide the perspective of an election official. These types of opportunities will be utilized to specifically support communicating changes on a macro level.

**Language Media Partners** §4005(a)(10)(I)(i)(I) (page 39): Orange County’s diverse communities receive news updates and information from a variety of sources, including language media outlets. OCROV has dedicated full-time staff to serve as liaisons to language communities and have developed strong relationships with language media partners in communities that speak Spanish, Chinese, Vietnamese, Korean, Farsi (Persian), and Tagalog. Information on the upcoming election and the toll-free voter assistance hotline will be shared with language media partners. For a list of language media partners, please see page 59 in Appendices.

#### b. Planning, Methods & Targeting

**Updated Accessibility Survey** §4005(a)(4)(C) (page 16): In order to comply with the additional accessibility requirements, the SOS Accessibility Checklist was reviewed, and additional requirements were added to the OCROV Polling Place Survey to create the Orange County Registrar of Voters Vote Center Survey. In compliance, the update focused on a more in-depth examination of paths of travel from public transportation, seeking sites with a maximum number of accessible parking spaces, and additional questions to differentiate between types of curb ramps. The past survey was also reviewed to ensure that all questions on the current survey are in compliance with the SOS Accessibility Checklist and the requirements in the VCA. The format of the OCROV Vote Center Survey was also updated from previous paper versions and outdated electronic versions to an application-based program that can be used on a mobile electronic device.

**Information for Services for Voters with Disabilities included in VIGs and VBM Instructions** §4005(a)(8)(B)(i)(IV) (page 16): The VIG will include information on how voters with disabilities can request assistance, Disability Rights California’s Voting Hotline phone number, and how to contact OCROV for any general questions. Additionally, the VIG will specify that a voter unable to mark a ballot may bring up to two individuals to assist with voting. The VIG will also include a postcard with prepaid postage for voters to request a remote accessible VBM ballot.

#### Overview of Voter Education and Outreach Plan

§4005(a)(10)(I)(i), §4005(a)(10)(I)(i)(VI) (page 30):

##### Summary of Goals (page 29)

- Roadshow to Vote Centers 2020 presentations
- Vote center workshops
- 50 large community engagement events
- 100 small-to-medium community engagement events
- Pop-up voting in March 2020 and November 2020 Elections
- Partnerships with colleges and universities
- Partnerships with high schools
- 2-4 direct voter contacts
- A suite of over 70 produced videos
- Increased social media presence

**Direct Voter Contacts** §4005(a)(10)(I)(i)(X) (page 39:) OCROV plans to send two to four direct mailers to advise all registered voters of the availability of OCROV’s toll-free voter assistance hotline and the upcoming changes to elections and voting. The mailers may vary in size but will be designed to catch the attention of the voter with vote center branding and messaging. The mailers may also provide information such as voting options, vote center and ballot drop box locations and hours, or when to expect a Voter Information Guide (VIG) or vote-by-mail (VBM) ballot

**Postage-Paid Postcard for Requesting Materials in an Alternate Language or an Accessible Format** §4005(a)(8)(B)(iii) (page 40): All registered voters will receive a postage-paid postcard in their VIG to request a VBM ballot in an accessible format and to request election materials in alternate languages per §14201 of the California Elections Code and §203 of the federal Voting Rights Act. Instructions will be included in the VIG and on the OCROV website for completing and returning the postcard.

**Public Service Announcements** §4005(a)(10)(I)(i)(VIII), §4005(a)(10)(I)(i)(IX) (page 40): OCROV is developing a suite of over 70 videos of varying lengths and themes (translated in all required languages). The videos will be informational as well as instructional such as notifying voters of the date of the election and different options for returning a ballot. Videos will promote a toll-free, accessible voter hotline to ask questions and receive voting and election-related information. Filming will take place at various sites throughout Orange County, showcasing a sample vote center layout and external view of vote centers and ballot drop boxes. The videos will be open-captioned and be in accessible formats to be inclusive of voters who are hard of hearing or deaf and voters who are blind or visually impaired. Additionally, videos will be audio-recorded in Spanish, Vietnamese, Chinese, Korean, Tagalog, and Farsi (Persian). Content will be provided to general media partners and language media partners. Please see page 57 in Appendices for a list of general media partners and page 59 for language media partners.

**Social Media** (page 40): The OCROV will use social media to attract new voters and to provide information to existing voters about the change to vote centers and updates on critical deadlines, events, voting tips, vote center and ballot drop box locations. OCROV is exploring opportunities with Facebook and YouTube to promote vote center information and target specific populations in Orange County such as younger voters between the ages of 18-25, members of the public who follow language media outlets, and individuals who are interested in accessibility advocacy. Election Newsfeeds will be branded as “Election NewsClicks”, which will allow for blog posts to be positioned as timely and critical information. NewsClicks will be integrated with GovDelivery to automatically post blogs to Twitter and Facebook as well as produce an automated outbound e-mail to subscribers. Below are social media strategies to achieve the overall goals of informing and educating voters about the transition to vote centers: • To expand OCROV’s presence on Twitter, Facebook, Instagram, YouTube and LinkedIn • To publish highly-targeted and site-specific content on a regular schedule • To engage meaningfully with active community members through social media • To stimulate and nurture genuine discussion on social media • To enhance the video content currently on OCROV’s YouTube channel to be functional to vote center outreach, education, and training

**Vote Center Newsletter** (page 41): Starting in Spring 2019, OCROV launched a weekly vote center newsletter geared towards providing planning updates, outreach information, and opportunities to share public input. Past newsletters included survey data analysis, information about vote center workshops, and methods to provide vote center and ballot drop box site suggestions. There are approximately 5,500 subscribers to OCROV newsletters.

**Methods to Identify Language Communities** §4005(a)(10)(I)(i)(V) (page 32): OCROV utilizes the number of voters who request language assistance through voter registration forms. Voters may also notify OCROV of their language preference via telephone, fax, email or online to update their language preference. Sources such as the United States Census Bureau help identify areas where there may be communities that have limited-English proficiency and may need language assistance. In addition, OCROV receives input from language community partners on the geographic distribution of where language communities exist in Orange County.

**Remote Accessible Vote-By-Mail Outreach** §4005(a)(10)(I)(i)(II) (page 33): OCROV will develop an outreach plan to inform voters on the availability of RAVBM in partnership with CEW VAAC. Different strategies will be created based on the target audience and best practices on how to reach them. This will be implemented as a part of the larger overall media strategy for informing and engaging voters leading up to the March 3, 2020 Presidential Primary Election.

### c. Website Content

**Accessible Information Posted to Website** §4005(a)(10)(I)(i)(IV), §4005(a)(8)(B)(ii) (page 17): The OCROV website provides information to all voters in an accessible format. Special attention has been given to the design of the website

to ensure that it is responsive, compatible with screen readers and easy to navigate. The website provides voters with information relating to the election process, registering to vote, VCA legislation, and the Election Administration Plan (EAP). The website will also provide information about services available to voters with disabilities, including:

- Vote center and ballot drop box accessibility
- Ballot marking devices
- Resources for voters with disabilities
- Requesting a remote accessible VBM ballot

The website will include information on the types of services available to voters with disabilities, what services can be accessed at vote centers, and more. It will also include a list of vote centers and ballot drop boxes in an accessible format.

**Website** §4005(a)(10)(l)(i)(IV) (page 41): The OCROV website (ocvote.com/votecenter) will be utilized heavily as the main source of vote center information and materials for the public. Information on the OCROV website is in accessible formats and is publicly available. This will include the EAP, methods to request an accessible VBM ballot, the option to use an accessible voting device and how to use it, lists of vote centers and ballot drop boxes, and other information related to the VCA. The website will also be translated into Spanish, Chinese, Vietnamese, and Korean, so voters with limited-English proficiency in these languages will still be able to access vote center information.

d. Budget

**Projected Budget for Voter Outreach** §4005(a)(10)(l)(i)(VII), §4005(a)(10)(l)(i)(VII) (page 44:) The transition to vote centers is a fundamental change for Orange County voters and will require significant funding for the multiple facets of the Voter Education and Outreach Plan through the 2020 election cycle.

**Voter Education and Outreach Funding and Comparison to Past Budgets**

Activity	Jun 2018 Polling Place Actual Costs	Nov 2018 Polling Place Actual Costs	2020 Vote Center Budget
Advertising	\$38,634	\$111,041	\$1,500,000
Newspaper Legal Ads			\$50,000
Misc. Advertising			\$84,945
Outreach	\$124,342	\$16,182	\$500,000
Misc. Outreach Operations			\$45,000
Voter Outreach events			\$10,000
Secretary of State Outreach Grant/Contract Funding Source (expected to be applied toward existing advertising expenses)			\$1,875,000

## 2. Voting Access – VAAC + LAAC

### a. Location Planning

**Vote Center and Ballot Drop Box Locations** §4005(a)(10)(B) (page 5): The VCA establishes detailed criteria and formulas for the placement and locations of vote centers and ballot drop boxes. Vote centers and ballot drop box locations will be decided based on specific considerations and requirements described below:

- Proximity to public transportation
- Proximity to communities with historically low vote-by-mail usage
- Proximity to population centers
- Proximity to language minority communities
- Proximity to voters with disabilities
- Proximity to communities with low rates of household vehicle ownership
- Proximity to low-income communities
- Proximity to geographically isolated populations
- Access to accessible and free parking
- The distance and time a voter must travel by car or public transportation
- Traffic patterns

**Vote Center Minimum Requirements** (page 5): Vote centers will be decided based on requirements as set forth in statute, the accessibility to voters with disabilities and language needs, location availability, and public feedback. OCROV will use voter and population data to select the best locations for vote centers. OCROV will be identifying and assessing hundreds of potential facilities to ensure that locations are distributed throughout Orange County in a manner that provides greater access and convenience for all voters.

**Vote Center Site Selection Suitability Model** (page 6): VCA requires counties to consider fourteen criteria when establishing vote centers. OCROV staff created a Vote Center Suitability Model, which brings together the most current available geospatial and demographic data, to consider all required criteria. The Vote Center Suitability Model uses an interactive mapping tool that allows the user to search for and evaluate any proposed location against all required criteria (see Vote Center and Ballot Drop Box Mapping Tool on page 14). While the Vote Center Suitability Model provides a quick and effective way to assess proposed locations against the required criteria, it does not automatically define where vote center locations will be finalized.

**Vote Center Assessment Matrix** (page 6): In addition to considering required criteria, a Vote Center Assessment Matrix is used to consider many of the other site selection elements that, while not required by law, impact the vote center siting process. Some examples of these site selection elements include parking availability, size of the voting room, the presence of adequate lighting, both inside and outside, and the geographic area of the proposed site.

**Vote Center Facility Recruitment Process** (page 7): Past polling places from previous elections were reviewed and assessed if they would meet minimum requirements for a vote center. Locations that would not be able to accommodate vote center operations, such as private residences and locations under 800 square feet, were contacted to inform them of the transition to a new voting model and thank them for their past service. The remaining facilities were moved forward to next level of review in the recruitment process.

**Facility Research** (page 7): Based on the previous facility recruitment process, a list of 200 polling places was compiled to be further reviewed and contacted to serve as possible vote centers. Non-public facilities were contacted for further discussion on availability and potential costs. Public facilities were contacted to schedule appointments to view potential vote center locations. Concurrent with past polling place research, each city was evaluated, and every public facility and property was added to a master list for further research. Additionally, based off of population data, each city has been evaluated for a targeted number of vote centers, and new city facilities that have not served as polling places are being contacted for vote center site evaluations.



**List of Potential Vote Centers with Days and Hours of Operation** §4005(a)(10)(I)(vi)(III), §4005(a)(10)(I)(vi)(VI) (page 7): OCROV is currently in the process of identifying potential vote centers and conducting site assessments and accessibility surveys. Vote center locations will be selected in conjunction with public feedback and the requirements as necessitated by law. The final list of selected vote centers will be included in the Voter Information Guide (VIG) and will be available on the OCROV's website, [ocvote.com](http://ocvote.com).

**Vote Center and Ballot Drop Box Mapping Tool** (page 14): Goes into great detail – more info in EAP. To assist with selecting sites for vote centers and ballot drop boxes, the agency's GIS division has created a suitability model and web mapping tool. Using a framework of guidelines designated by SB 450, data-specific criteria determined by OCROV staff, and Geographic Information System (GIS) technology, a suitability model was produced to grade the degree of suitability for all areas in Orange County to host vote centers and ballot drop box locations.

**Site Selection Suggestion Form on Website** (page 15): Another way vote center and ballot drop box locations are selected for assessment is public feedback received through the vote center website online Site Suggestion Form [ocvote.com/votecenter](http://ocvote.com/votecenter). This allows the public to provide a facility name, address, and a reason for suggesting a location. OCROV continues to follow up on the extensive feedback on vote centers and ballot drop box locations.

b. Staff training

**Number of Vote Center Employees** §4005(a)(10)(I)(vi)(IX) (page 9): The projected need for vote center employees is based on the number of 11-day and 4-day vote centers, the number of check-in stations in relation to the anticipated capacity of a vote center and a schedule that supports a variety of shifts. Estimates of the number of required vote center employees are calculated based on an average of seven staff needed at any vote center. The average considers that there may be differences in the number of required staff at any given vote center.

**Bilingual Vote Center Staffing and Supported Languages** §4005(a)(10)(I)(vi)(IX) (page 21:) OCROV will determine which vote centers are located in or adjacent to a precinct that meets language requirements under the federal Voting Rights Act (VRA) for in-person language assistance. In addition, OCROV will solicit public input regarding which vote centers should be staffed by individuals who are fluent in specific languages, pursuant to subdivision (c) of §12303 and §203 of the federal Voting Rights Act (VRA). Every effort will be made to recruit and assign bilingual vote center staff to these vote centers. At vote centers identified as meeting language assistance requirements, voters will still have alternate options to receive effective in-language assistance such as translated written materials, assistance over a telephone call, and assistance through video conferencing.

c. Workshops for Voters

**Voter Education Workshops for Language Communities** §4005(a)(10)(I)(i)(VI)(ia) (page 32): Following the final publication of the EAP, OCROV will host multiple voter education workshops to provide vote center and election information for each of Orange County's federal and state required languages. In 2020, these languages will include Spanish, Vietnamese, Chinese, Korean, Farsi (Persian), and Tagalog. Each workshop will include information about the vote center model, voting equipment demonstrations, language assistance services, ballot drop-off options, and methods to request translated election materials. Information about the workshops will be announced at least 10 days in advance of the date and will be shared with the LAAC and language community organizations. OCROV will partner with CEW LAAC and its language community partners to determine the number of workshops, workshop dates, times, and locations, and what materials to distribute to best serve voters with language needs.

**Voter Education Workshop for Disability Community** §4005(a)(10)(I)(i)(VI)(ib)(page 33:) Following the final publication of the EAP, OCROV will host multiple voter education workshops to increase accessibility and participation of eligible voters with disabilities. The workshop will include education about the vote center model, voting equipment demonstrations, the accessibility of the voting equipment, ballot drop-off information, and options for obtaining an electronically accessible vote-by-mail ballot. OCROV will partner with CEW VAAC and its disability community partners to determine the number of workshops, workshop dates, times, and locations, and what materials to distribute to best serve voters

with disabilities. Possibilities include developing instructional and informational videos on topics such as RAVBM and available services for voters with disabilities at vote centers. Information about the workshop events will be announced at least 10 days in advance of the date and it will be shared with the VAAC and disability community organizations.

d. Remote Accessible Vote by Mail

**Remote Accessible Vote-By-Mail Outreach** §4005(a)(10)(I)(i)(II) (page 33): OCROV will develop an outreach plan to inform voters on the availability of RAVBM in partnership with CEW VAAC. Different strategies will be created based on the target audience and best practices on how to reach them. This will be implemented as a part of the larger overall media strategy for informing and engaging voters leading up to the March 3, 2020 Presidential Primary Election.

**How a Voter with Disabilities may request a VBM, RAVBM, or Replacement Ballot** §4005(a)(5), §4005(a)(10)(I)(ii) (page 18:) With the move to vote centers, a person with a disability can request a VBM, RAVBM, or replacement ballot via the website, through email, over the phone, in written form, or in person at the OCROV office. In addition to these options, voters will also be able to request a VBM or a replacement ballot in person at any vote center and request a RAVBM through the postage-paid postcard included with every VIG.

**Remote Accessible Vote-By-Mail** §4005(a)(8)(B)(i)(IV) Orange County registered voters with disabilities may request a downloadable ballot by connecting to the Remote Accessible Vote-By-Mail (RAVBM) system. RAVBM provides voters with disabilities the ability to request a VBM ballot to be sent electronically. The electronic ballot can be downloaded to the voter's computer, marked using the voter's own assistive technology and then printed. This ballot can then be returned in the same manner as any VBM ballot; through the mail, placed in a ballot drop box; or at any vote center. Voters will be provided instructions to return the completed RAVBM ballot in the supplied return envelope in the VBM packet. OCROV is in the process of selecting a RAVBM vendor and a final decision has not been made yet.

e. Ballot Marking Device

**Type and Number of Accessible Voting Machines** §4005(a)(2)(B), §4005(a)(4)(D), §4005(a)(10)(I)(vi)(X) (page 18): All Orange County vote centers will be equipped with a minimum of three accessible ballot marking devices (up to five in many cases) and will be flexible to expand the number of devices dependent on the voting room size and voter needs. A voter will be able to mark their ballot using the touch screen display, audio tactile device, or their own assistive technology. The accessible ballot marking devices will provide voters with disabilities an autonomous voting experience. Ballot marking devices will be arranged to allow all voters the opportunity to cast their ballot privately and independently.



## SACRAMENTO COUNTY:

Updated Election Administration Plan, see:

<https://elections.sacounty.net/Documents/EAP%20-%202019/EAP-English-2020.pdf>

### 1. Outreach & Education

#### a. Partnerships

**Community Partners** (page 5): VRE has provided information about the Vote Center model to many community partners to assist in voter outreach. VRE is attending community events, making presentations to organizations, and training interested individuals and groups to assist with education and outreach. A list of community events and partners can be found in Appendix A. Community partners and the general public may assist in various ways such as:

- Sharing accurate, non-partisan election information on social media using the hashtag #SacCountyVotes
- Posting election information and links to our website [www.elections.sacounty.net](http://www.elections.sacounty.net) in a community newsletter or website
- Placing flyers and handouts in offices or locations the public may frequent
- Assist in distributing information, materials and brochures, including the election specific messaging points
- Participating in community outreach events. An updated list of outreach events is located on our website
- Participating in advisory meetings on messaging, concerns or common questions from the public
- Invite an election representative from VRE to present non-partisan election information to clients, customers, members, or residents.

An online toolkit is available for download on the VRE website at [www.elections.sacounty.net](http://www.elections.sacounty.net). This toolkit includes videos, graphics, flyers, brochures, and a VCA presentation. Printed materials may be provided to a group or organization free of charge. Please contact [voter-outreach@sacounty.net](mailto:voter-outreach@sacounty.net) for more details.

**High Schools & Higher Education** (page 6): VRE provides extensive outreach to local high schools through programs such as High School Mock Elections to provide an in person voting experience, registration drives to register and pre-register students and presentations to educate students about the election process. VRE will continue to partner with local colleges throughout the County to provide information and resources about the election process, the Vote Center model, and upcoming elections through presentations, campus events, and registration drives. Currently, VRE meets monthly with California State University Sacramento to ensure students understand their voting options and what services will be available at the Vote Center on campus for both elections in 2020.

**Individual Voter Network** (page 6): Outreach and education activities are not limited to organizations. Individual voters may serve as part of a support network to alert VRE to barriers to voting and provide solutions to ensure widespread awareness of the Vote Center model. VRE provides Voter Experience Survey cards at Vote Centers to receive comments about voters' experiences. Survey questions include access to the Vote Center and use of language services among other questions. VRE utilizes an electronic call log to track all incoming calls which can help improve messaging and address recurring questions or concerns. Questions or comments from the public may be shared at any time by emailing [voterinfo@sacounty.net](mailto:voterinfo@sacounty.net).

#### b. Planning, Methods & Targeting

**2020 Messaging** (page 4): Based on community feedback and input, VRE has established the following messaging points that will be prevalent in all outreach and education materials: March 3, 2020 Presidential Primary Election:

- Vote early to avoid the lines
- Postage is now paid on Vote by Mail ballot return envelopes
- The 2020 Presidential Primary Election has been moved to March
- Check your registration status; the Primary election is party specific

The four points will be disseminated through social media, partners, in our communication with the public, and on our flyers and informational handouts. VRE will continue consistent efforts to ensure that the public is aware of how to register to vote and participate in upcoming elections, and services available at Ballot Drop Box and Vote Center locations. November 3, 2020 Presidential General Election:

- Vote early to avoid the lines

Additional messaging will be determined by VRE after review of March Primary Election voter questions and calls, community meetings, and Vote Center Experience Survey results. VRE works in partnership with community organizations, government agencies, schools and other groups to raise awareness of the Vote Center model. This will be combined with a broad media campaign using direct mailings, news media, radio, social media, public access media, and public service announcements (PSA). The campaign will promote the toll-free voter assistance hotline, inform voters with disabilities how to obtain their ballot in an accessible format, and provide multilingual services to language minority voters. VRE will partner with community organizations to attend community events and provide education and outreach opportunities to voters. A general timeline for VRE's Communication Action Plan can be found in Appendix F.

**Direct Voter Contacts** (page 6): In the 2018 Election cycle, direct contact from VRE to voters was a method used to inform voters about the changes under the VCA. VRE will mail two direct postcards to each registered Sacramento County voter. The general purpose of these direct contact postcards is to provide information on the upcoming election, the availability of VRE's toll-free voter assistance hotline, and voting options.

- First Postcard: The first mailing will be sent approximately 55 days before each election, reminding voters to watch for their Vote by Mail ballot and to check their status and make sure they are registered correctly for the upcoming party specific primary in March.
- Second Postcard: The second mailing will be sent approximately 22 days before the election to remind voters when Vote Centers open, options for returning their ballot, including reminder to sign their envelope, and to vote early and avoid lines on Election Day.

All registered voters will receive an English postcard. If a registered voter has a Spanish or Chinese language preference listed on their voter file, they will receive an additional postcard in that language. Sample postcards from 2018 are included in Appendix B.

**Advisory Committees** (page 7): VRE established three committees to assist in the creation and implementation of the Election Administration Plan outreach and education efforts:

- Voting Accessibility Advisory Committee (VAAC) goals, agendas, and meeting minutes are located on the VAAC webpage.
- Language Accessibility Advisory Committee (LAAC) goals, agendas, and meeting minutes are located on the LAAC webpage.
- Voter Education & Outreach Advisory Committee (VEOAC) meets monthly to discuss topics of interest to the general public as it relates to election security, access, and education. No membership is required. A list of meeting dates is located on the VEOAC webpage.

**Public Service Announcements & Media** (page 7): VRE will use PSAs in visual and audio formats to inform voters of the upcoming election and the toll-free voter assistance hotline. The PSAs will be distributed through television, radio, newspapers, social media, and the County's electronic billboard in order to reach all voters, including voters with disabilities and language minority voters. The LAAC, VAAC, and VEOAC will provide assistance with developing the PSA content. The PSAs will be provided to the outlets listed in Appendix C. A general timeline for PSAs and contact with other media outlets is located in Appendix F.

**Election Materials & Resources** (page 21): 1. County Voter Information Guide : VRE's trilingual (English, Spanish, and Chinese) County Voter Information Guide (CVIG) will contain sample ballot images for that voter's specific ballot type for each election. This guide will also have detailed information on the Vote by Mail process and options for requesting a replacement VBM ballot and for returning a VBM ballot, including a full list of Vote Center and Ballot Drop Box locations. The Guide is available in both large-print and on-line formats. The Guide will also contain a postage-paid application on the back cover that a voter may mail in to update their contact information, update their language preference, and request a link to the Accessible Vote by Mail system. An accessible County Voter Information Guide, along with audio versions of the measures, is available on VRE's website starting 29 days before Election Day.

To access the State Voter Information Guide that contains information on statewide candidates and propositions, visit: <https://www.sos.ca.gov/elections/>

2. Vote by Mail Ballot Packet: Every registered voter in Sacramento County will receive a Vote by Mail packet in the mail. This packet will include the voter's official ballot, a pink ballot return envelope, a list of all Ballot Drop Box locations, and an "I Voted" sticker. Election materials, like official ballots, are not forwarded by the US Postal Service (Election Code 3008(b)). They are returned to VRE for processing.

3. Voter Postcards: All registered voters will receive two postcards informing voters of the upcoming election and contact information. The first postcard will be mailed to voters before the County Voter Information Guides, and the second postcard will be mailed to voters before the 11 Day Vote Centers open.

**Advisory Bodies** (page 19): In addition to holding regular meetings of the Voting Accessibility Advisory Committee (VAAC) and the Language Accessibility Advisory Committee (LAAC), VRE established a Voter Education & Outreach Advisory Committee (VEOAC) that meets monthly to discuss general election topics, such as official election materials, education and outreach input, cybersecurity concerns, and questions or concerns from the general public. This committee helped improve the pink Vote by Mail return envelope and voter correspondence, suggested website improvements, and provided valuable feedback for outreach materials, including the creation of a new brochure called "How to Run for Office". This advisory body will continue to meet regularly during the 2020 election cycle and includes members of the public, advocates, cities, districts, and political parties.

**Services for Limited English Proficient Voters - Media/Advertising** (page 8): Press releases distributed throughout Sacramento County will announce the toll-free voter assistance hotline. The toll-free voter assistance hotline provides assistance in English, Spanish and Chinese with the ability to connect with live translators who can provide access to over 200 languages and dialects. Additionally, media advertisements in Spanish, Chinese, Vietnamese, Tagalog, Punjabi, Hmong, and Korean will be purchased to promote the toll-free voter assistance hotline, as available within the County. Media partners, including multilingual media, are included in Appendix C.

**Voters with Disabilities - Media/Advertising** (page 11): Press releases distributed throughout Sacramento County will announce the toll-free voter assistance hotline which provides assistance in English, Spanish and Chinese with the ability to connect voters with disabilities with TTY (Text Telephone), allowing voters who are deaf, hard of hearing, or speech-impaired to use the telephone to communicate with VRE staff. Future press releases will state that the voter assistance hotline has TTY abilities. Printed materials, such as the second direct postcard and the "I Voted" Sticker insert in the Vote by Mail packet advises voters of accessible ballot options. VRE could use assistance and recommendations on how best to reach voters with disabilities. Please email [voter-outreach@sacounty.net](mailto:voter-outreach@sacounty.net) with media ideas.

#### c. Website Content

**VRE Website** (page 22): Beginning 29 days before Election Day, the VRE website will be updated with the following information:

- a. Voter Look-up Tool, that allows any Sacramento County voter to:
  - i. Verify their voter registration information
  - ii. Verify their voted ballot has been received by Sacramento County
  - iii. Find the nearest Vote Center to their residence (picture of Vote Center included)

- iv. Access their County Voter Information Guide and accessible ballot.
  - b. Vote Center and Ballot Drop Box locations sorted by City, with hours of operations, and directions to any location through Google Maps
  - c. Audio information for Measures in Sacramento County
  - d. Election Results, in HTML and interactive
  - e. Online toolkit for outreach materials and publications relating to the Voter's Choice Act
  - f. Information on Accessible Voting Options, including information on what is available at a Vote Center, Curbside Voting, Accessible Vote by Mail, and Materials in Accessible Formats.
- e. Budget

**Budget** (page 17): The VCA requires extensive voter education and outreach about the Vote Center model voting process. VRE's goal is to increase voter registration, participation, and turnout. VRE provides in-house support for the preparation of outreach materials, public presentations and community outreach events. The budget includes the purchase of advertisements in television, radio, newspapers, and social media, as well as printing and postage costs for direct mailings to registered voters. The budget information for education and outreach can be found in Appendix D. If additional money is provided for voter education and outreach efforts, the Appendix will be updated to reflect any changes or additions.

Draft Budget

## APPENDIX D: BUDGET

### Voter Education and Outreach Funding

The following table shows the advertising and voter outreach budgets for the 2016 and 2018 elections as well as the estimated budget for the March 2020 election.

Elections	Advertising	Postcards	Outreach Events and Education Materials
<b>November 2016</b> Polling Place	\$24,500	N/A	\$36,187
<b>June 2018</b> Vote Center	\$58,581	\$239,149	\$49,200
<b>November 2018</b> Vote Center	\$72,007	\$294,800 (this will change shortly)	\$86,500
<b>March 2020</b> Vote Center budget	\$75,000	\$294,800	\$86,500

## 2. Voting Access – VAAC + LAAC

**Addressing Gaps in Participation - Data Collection & Review** (page 15): In order to address this identified gap in voter participation, VRE is committed to:

- Recruiting and surveying potential locations in the community that can host an accessible Vote Center
- Meet with the agencies that provide services to the community, including Women's Empowerment, Francis House, Maryhouse, Loaves & Fishes, and Salvation Army to provide voter information, voter registration forms, and flyers/posters for the 2020 elections
- Conduct a registration drive prior to each election at Loaves & Fishes

Additionally, VRE has identified different areas in Sacramento County where the voter participation turnout was below

the average for the County. These precincts were grouped into zip codes to help with advertising and outreach in specific communities. The list of zip codes below will be used by VRE and our Communication & Media Officer to increase the level of digital advertising in specific areas, as well as other community hubs to help advertise and disseminate election information.

**Vote Center & Ballot Drop Box Projection - Election Code 4005 (Voter's Choice Act)** (page 19): requires that the number of Vote Centers and Ballot Drop Boxes be based on voter registration totals for the County 88 days before the Election. In order to ensure an adequate selection of Vote Centers and Ballot Drop boxes, surveys of potential locations began in January 2019 and facility confirmations for 2020 Vote Center locations began in the spring of 2019. Most locations, including libraries and community centers, book up to a year in advance. In order to get an idea of how many locations VRE will need to provide and service, a projection was done by the Registration Manager and GIS Analyst based on previous election registration increases and turnout. With automatic registration through Motor Voter, these numbers may increase.

Based on these projections for both March and November 2020, VRE is working to confirm:

- 84 Vote Centers (1 per every 10,000 registered voters)
- 56 Ballot Drop Box Locations (1 per every 15,000 registered voters)

As of September 3, 2019, Sacramento County has 787,393 voters.

Election Code 4005 also requires counties to consider certain criteria when locating Vote Centers for the community. Prior to 2018, VRE did an analysis on the VCA criteria and created a VCA Story Map. VRE will use this same data for the 2020 Vote Center and Ballot Drop Box locations.

#### b. Staff training

**Services for Limited English Proficient Voters** (page 10) VRE will endeavor to recruit at least one Spanish-speaking and one Chinese speaking Election Officer for each Vote Center to provide language assistance. If a Vote Center is in, or adjacent to, a precinct with other language requirements, VRE will make every effort to recruit Election Officers fluent in that language. VRE provides Language Line as an alternative method of language assistance that Election Officers can utilize to call in and speak with a live translator to assist in communicating with voters in over 200 different languages and dialects. The accessible ballot marking device contains ballot content and audio in English, Spanish, Cantonese, Mandarin, and Taiwanese.

**Vote Center Staff (Poll Worker) Training** (page 26): All staff, including those working at Vote Centers, and those providing technical and compliance support, will attend training on the operation of the voting equipment, setting up a Vote Center, assisting and processing voters, securing sensitive equipment each voting night, and the proper procedures in case of an emergency. Beginning in January of 2020, VRE will train over 1,000 Vote Center staff that will work at the Vote Centers. The public is allowed to attend some portions of the training class but not the hands-on portion for checking-in voters due to privacy and security concerns. Please contact [PrecinctOperations@saccounty.net](mailto:PrecinctOperations@saccounty.net) for more information.

#### c. Workshops for Voters

**Services for Limited English Proficient Voters - Education Workshops** (page 8): As part of its outreach efforts, VRE will continue its outreach to language minority voters. VRE will work with LAAC members and community partners to provide voters with language assistance at educational workshops. Workshops will be scheduled September 2019 through February 2020. Locations are to be determined and will be combined with an existing community event. Advertising of these workshops will be done on social media, including Next Door, and through trusted community partners. At these workshops VRE will provide:

- Bilingual Voter Registration forms \*Bilingual registration forms are not provided by the Secretary of State in Punjabi or Hmong. The State of California only provides registration forms in English, Spanish, Chinese, Hindi, Japanese, Khmer, Korean, Tagalog, Thai, and Vietnamese.



- Language Preference Update forms
- Examples of translated facsimile ballots with voter instructions, also known as reference ballots
- Translated VCA materials in all state and federally required languages for Sacramento County.\

**Voters with Disabilities - Education Workshops** (page 11): Workshops will feature a demonstration of VRE's accessible voting options, including the Accessible Vote by Mail (AVBM) system and the accessible ballot marking device at the Vote Centers (Dominion's ICX). Workshops will be scheduled September 2019 through February 2020. Locations are to be determined and will be combined with an existing community event. Advertising of these workshops will be done on social media, including Next Door, and through trusted community partners. At these workshops VRE will provide:

- Accessible Vote by Mail Application (for a link emailed to the voter)
- A laptop with demonstration of the AVBM interface and audio
- ICX Ballot Marking Device, with a mock ballot
- Availability of materials in alternate formats (large print, audio measures, accessible County Voter Information Guide, and availability of alternate formats for state election materials.

d. Remote Accessible Vote by Mail

**Voters with Disabilities - Accessible Vote by Mail (AVBM)** (page 11): All counties are required to provide an accessible Vote by Mail option for voters with disabilities. This system allows for voters to access their correct ballot online and mark their choices using their own assistive technology. Once the ballot choices have been marked, the voter is required to print out the selections and return it by mail, or at a Ballot Drop Box, a Vote Center, or the VRE office. A step-by-step demonstration video is available on the [VRE website](#).

A voter with a disability may request a link to the AVBM system by returning the postage-paid application on the back of the County Voter Information Guide. The application or link is not required to access the AVBM system and can be accessed online with the VRE Voter Look-up tool. Voters that choose to use this system must affirm they have a disability, must have an internet connection, and must have a printer to print out their ballot selections. As all voters receive a ballot in the mail, a voter using the AVBM system may use the pink envelope they received in the mail to return the ballot, they may also download an envelope template from the AVBM system, or they may pick-up a replacement envelope at any Vote Center or Ballot Drop Box location. The pink envelopes mailed to every voter have two punched holes to indicate where the voter should sign. All envelopes must be signed or marked with an identifying mark by the voter before the ballot is counted. If the envelope is not signed, or if the signature does not match what is on the voter file, VRE will contact the voter to verify their information. To verify VRE has received a ballot, a voter may check the [VRE website](#).

e. Ballot Marking Device

**Voters with Disabilities – Vote Center Accessibility** (page 12): There will be at least three accessible ballot marking devices that can accommodate a chair or wheelchair. At a Vote Center, any voter may utilize these accessible ballot marking devices to mark their ballot independently and privately. After checking in with the Election Officer, voters are provided with a key card that populates the accessible device with their ballot. The ballot can be marked using the touch screen display, the provided audio tactile device with braille, or their own assistive technology. Key features include:

- A Touchscreen tablet, with the option to change text size and contrast on the tablet
- An Audio Tactile Interface (ATI) keypad with Braille Headphones and audio instructions in English, Spanish, Mandarin, Cantonese, and Taiwanese
- A Privacy mask, for voters with low vision to ensure their votes are kept private as they use the audio instructions
- The ability for voters to use their own Paddle or Sip and Puff assistive device

This machine does not tabulate or count any votes. Upon completion of marking their ballot, the voter must print out their selections and place the printed ballot in the ballot box. No voter information is stored on any ballot marking device, ensuring all ballots are kept confidential and private.

## SAN MATEO COUNTY:

Updated Election Administration Plan, see:

[https://www.smcacre.org/sites/main/files/file-attachments/eap\\_jan2020-jan2024\\_web.pdf?1580352676](https://www.smcacre.org/sites/main/files/file-attachments/eap_jan2020-jan2024_web.pdf?1580352676)

### 1. Outreach & Education

#### a. Partnerships

**Community Partners** (page 16): In 2018, the Elections Division provided information about the new voting model to more than 200 Community Partners to assist in voter outreach. Election representatives continue to attend community events, making presentations to organizations, and training interested individuals and groups to assist with education and outreach. The Elections Division will seek to bolster such efforts by engaging officials elected to represent these areas.

Community Partners may assist in simple ways such as placing a flyer in an office, including an article in an organizational newsletter or on a website, or having an Elections Division representative present information on the VCA to clients, members, and/or residents. Educational tools, including a presentation, flyer, and frequently asked questions, will be available to download from the Elections Division's website, [www.smcacre.org](http://www.smcacre.org), and physical copies will be available at the Tower Road office. An online toolkit, in English, Chinese and Spanish (other languages depending upon need), will include messages, graphics, and other resources which can be customized for various needs. A presentation request form is also on the Elections Division's website.

The Elections Division outreach plan has significantly changed for the 2020 election cycle. The outreach budget has moved \$150,000 from advertising to grants for Community-Based Organizations (CBOs). These grants will be subject to a contract, reports and invoices, to facilitate the community requests for face to face voter outreach by trusted local messengers. CBOs will work with partners within neighborhoods with special needs for outreach services. It is our intention to focus these outreach grants to those precincts within the lowest 20% voter turnout in previous elections, to review information on the lowest 20% eligible voter turnout to capitalize on any overlaps and seek precincts with eligible voters not yet registered. Community partners will continue to visit local high schools to register and pre-register students, and educate them about the VCA election model.

**Individual Voter Network** (page 17): Outreach and education activities are not limited to organizations. Individual voters may serve as part of a support network to alert the Elections Division to barriers to voting and provide solutions to ensure widespread awareness of the new voting model. The Elections Division created a contact form on its website for this purpose and will provide office business cards with contact information at Vote Centers to receive comments via web, email, text or phone.

#### b. Planning, Methods & Targeting

**Non-English Preference Voters** (page 17): As part of its outreach efforts, the Elections Division will continue to expand its outreach to voters who prefer to use a language other than English, with assistance from the LAAC. The Elections Division is working with a variety of advocacy groups, such as the Asian Americans Advancing Justice – Asian Law Caucus (ALC) and North East Medical Services, to recruit new members to the LAAC. The Elections Division will continuously recruit active members to the LAAC through its current members and social media.

The Elections Division will continue to seek opportunities to present bilingual voter education for the required languages as stipulated in state and federal guidelines. At the time of preparing this plan, these languages are Spanish, Chinese (required Federal languages), and Tagalog and Korean (required State languages). These workshops will be held prior to statewide elections and will provide an opportunity for the County's language communities to receive information about materials and assistance available in the specified language, in addition to clarifying the process of the new voting model. LAAC members and CBOs will assist in developing content and selecting the dates and locations for the workshops.



Content will need to be flexible, to adapt to each audience as needed. The Elections Division will endeavor to provide a month's advance notice to any workshop. Voters should be aware that they have three choices on how to vote upon the workshop's completion.

**Voters with Disabilities:** A press release, distributed to media serving San Mateo County residents, will announce the toll-free voter assistance hotline, which will provide accessible assistance to persons with hearing disabilities.

**Addressing Disparities in Participation** (page 19): The Elections Division regularly reviews voter turnout throughout the County to enhance our efforts to reach out to disparities in participation. Through our review, and with data contained within the 2018 Election Cycle report provided by the California Civic Engagement Project, we see that Latinos, Asian Americans and youth continued to experience much lower voter turnout than that of the County's general population. Developing strategies to help these voters are some of the ways the Elections Division and community groups can work toward the shared goal of enhancing voter participation.

While the Elections Division and its community partners often staff tables at community events to conduct voter registration, there are many other ways for County residents to register to vote. Citizens may register to vote online directly at [registertovote.ca.gov](http://registertovote.ca.gov) or can access the state voter registration website through a link from the Elections Division website, [www.smcacre.org](http://www.smcacre.org). Citizens may pick up a voter registration form at the Elections Division, City/Town Halls, libraries and post offices throughout the County. County agencies serving low-income households and individuals with disabilities, provide voter registration forms to their clients.

Under AB 1461, the Department of Motor Vehicles (DMV) and Secretary of State have established the California Motor Voter Program. This program, launched in April 2018, automatically registers any person who is qualified to vote during DMV transactions, unless that person opts out of registration. The Elections Division will also mail a registration form to potential voters upon request.

The Secretary of State provides National Voter Registration Act (NVRA) resources and training to County agencies serving low-income residents and individuals with disabilities. These agencies include, but are not limited to: CalFresh, CalWORKs, Medi-Cal, Women, Infants, and Children, In-Home Supportive Services, Covered California, California's Health Benefit Exchange, Department of Rehabilitation-Vocational Services, Independent Living Centers, Department of Developmental Services Regional Centers, offices contracting with the Office of Deaf Access, state and County mental and behavioral health departments, and private practitioners providing services under contract with those departments. The Elections Division will provide additional information and training on request to coordinators and staff at agencies. The Elections Division will contact the eight core County service agencies providing safety net services to San Mateo County residents to make them aware of upcoming elections, voting options and the new Ballot Marking Tablets. These agencies include Coastside Hope, El Concilio of San Mateo County, Fair Oaks Community Center, Pacifica Resource Center, Puente de la Costa Sur, Samaritan House, the Daly City Community Service Center and the YMCA Community Resource Center.

The Elections Division regularly provides information on voting rights and elections to the Sheriff's Office to share with inmates in the County's correctional facilities. Information will also be given to the Service League of San Mateo County and All of Us or None, both providing services to incarcerated and individuals returning to their communities, and to the David E. Lewis Community Reentry Center for former inmates.

We will provide voters with resources on our website, [www.smcacre.org](http://www.smcacre.org), about transportation with information on possible free transit to Vote Centers. The San Mateo County Transit District and Caltrain lead a funding partnership to offer free community shuttles in Belmont, Brisbane, Burlingame, Daly City, Foster City, Menlo Park, Redwood City, San Bruno, San Carlos, San Mateo and South San Francisco. As part of the Get Up & Go senior transportation program, the Peninsula Jewish Community Center operates a door-to-door, wheelchairaccessible bus and car service for older adults who do not drive. Community members can use the online searchable database [www.onecalloneclick.org](http://www.onecalloneclick.org), maintained by the nonprofit OUTREACH, to locate services and chat with a live person or call OUTREACH Mobility Managers at 408.678.8585 for one-on-one service. The Elections Division will provide links on [www.smcacre.org](http://www.smcacre.org) with transportation options.

**Direct Voter Contacts** (page 20): As stated under Community Partners, some funds previously directed towards media advertisements will be given to CBOs for face to face voter contact in areas where the registration of eligible voters is low and/or eligible voter turnout is low.

To reach all voters, direct contact from the County was the most effective method to inform voters about the November 3, 2015 All-Mailed Ballot Election, the 2018 and 2019 All-Mailed Ballot - Vote Center Elections.

Three postcards are planned to inform voters of the new election model, in addition to information in the Sample Ballot & Official Voter Information Pamphlet and the Vote by Mail Official Ballot mailing. The first mailing will provide information to all registered voters regarding the VCA model. The 2018 Election Cycle Report produced by the California Civic Engagement Project concluded that additional outreach is needed to help increase the turnout of previous polling place voters and potential voters under the VCA model. With this in mind, a second postcard will be sent to voters who have not previously received their ballot via mail to alert them of the upcoming ballot mailing and to provide Vote Center information. The third mailing, in the final days before the election, will be to all voters who have not returned their ballot to remind them to do so, providing information on obtaining a replacement ballot and how to find Vote Center locations.

**Public Service Announcements** (page 21): A Public Service Announcement (PSA) for TV will be distributed in English, Spanish and Chinese with closed captioning for voters who are deaf or hard of hearing. A radio script will include a request to stations to post the information on their companion websites to assist in reaching those voters with hearing impairments.

Artwork will be available from the County for print and online PSAs, and for government and community partners to use in their social media and newsletters. Print PSAs will be accompanied by a request to post the announcement on any affiliated websites with audio for the voters with visual impairments. The County will provide Spanish, Chinese, Filipino and Korean language media outlets serving San Mateo County with scripts for PSAs. The scripts will inform voters of the upcoming election and promote the toll-free voter assistance hotline. Artwork will also be available.

**Outreach Plan** (Page 21): The Registration & Elections Division remains committed to the spirit of the Voter Education and Outreach objectives and strategies contained within this plan. Statutory required expenditures will continue to be performed, as mandated. The performance of additional nonstatutory expenditures, however, will be subject to the availability of funding provided to the Registration & Elections Division by the Board of Supervisors.

**Objectives** The objectives of this outreach program are:

1. Voter education
  - a. Eligibility, how to register to vote and when you may need to re-register
  - b. New look of Official Ballot and ballot return envelope
  - c. How Vote-by-Mail ballot signatures are checked against voter registration forms
  - d. Inform non-English preference communities about language assistance
  - e. Inform voters with disabilities about accessible ballot marking devices and remote accessible vote by mail
2. Awareness of convenient options to vote under the VCA
  - a. Ballot mailed to all eligible voters from 29 days to 7 days prior to Election Day
  - b. Accessible Vote Centers with multilingual assistance with locations open up to 29 days, including the final two weekends before, Election Day
  - c. Options also include returning one's ballot via U.S. Mail in the postage-paid envelope included with the ballot and bringing it to any Drop Box in the County
3. Prepare voters to use the new Ballot Marking Tablets at Vote Centers
  - a. Ballot Marking Tablets make voting more intuitive than ever before
  - b. They provide a paper ballot for tabulation
  - c. They meet the highest security standards

**Strategies (page 22):**

The Elections Division will:

1. Involve the VAAC, LAAC and VEOAC in these outreach efforts
2. Work with our existing network of community partners to reach out to areas with a high number of eligible voters who are not registered, have low voter registration and/or low voter turnout
3. Establish connections between our advisory groups and CBOs to maximize efforts
4. Consult with the North and Central San Mateo County League of Women Voters (LWV) and South San Mateo County LWV, which have serviced and maintained voter registration forms at more than 200 registration places in all parts of San Mateo County for several years
5. While the Elections Division does outreach to all voters through direct mailings, groups which need additional attention include:
  - Language minority communities
  - Communities of color
  - Young adults/first-time voters
  - New citizens
  - Older adults
  - Voters with disabilities
  - Voters previously involved with the criminal justice system and/or currently in County jail

**Tactics (page 22):**

Specific tactics include:

- I. Create and mail postcards to all voters to announce the VCA model election and the Ballot Marking Tablets. The California Voter's Choice Act (VCA) requires two direct contacts with voters about the election model before each election.
- II. Propose demonstrations of Ballot Marking Stations to City Clerks to offer to their city government and residents III. Educate candidates and proposition campaigns, and their campaign leaders, about the VCA
- IV. Create print outreach materials in English, Spanish and Chinese
- V. Distribute and maintain outreach materials
- VI. Develop ready-made content available to community partners in English, Spanish and Chinese, to share in their newsletters, blog posts, websites, and social media accounts
- VII. Produce a video in English, Spanish and Chinese translation, for smcacre.org on how to use the Ballot Marking Tablets
- VIII. Work with City Clerks to include election information and a link to our Ballot Marking Tablet videos on their city's social media outlets
- IX. Provide public service announcement script and/or recording in English, Spanish and Chinese to Bay Area radio and television stations on election and voting options
- X. Give short presentations and Ballot Marking Tablet demonstrations at community events, assisted living facilities, senior centers, as well as at facilities and for groups working with those with disabilities
- XI. Reach out to immigrant organizations to provide voter registration and election information
- XII. Meet young people in-person and virtually; this includes 18- to 24-year-olds, at high schools, colleges, vocational/technical schools and those who are not in school
- XIII. Place translated ads in media/social media in Spanish, Chinese, Korean and Tagalog, targeting precincts with the lowest eligible voter registration/turnout
- XIV. Create and mail postcards to voters who have not selected the permanent Vote by Mail option to remind them to look for their ballot in the mail and that they do not have to use it – they can go to a Vote Center
- XV. Create English, Chinese and Spanish copy and mail postcards to voters to remind voters of the election and voting options for voters who have not returned their ballot or voted at a Vote Center
- XVI. Produce bookmarks in English, Spanish and Chinese for distribution at libraries and by the League of Women Voters
- XVII. Print election information in large fonts for use in senior centers, assisted living facilities and at outreach events

c. Website Content

**Voting Technology (page 5):** The Elections Division is working with its website vendor Digital Deployment to implement a new voter lookup system in 2020. It will provide a streamlined experience for voters to lookup their registration, ballot status, nearest Drop Box or Vote Center, ability to see their districts, and the ability to opt-in to the greener electronic sample ballot.

**Voter Education and Outreach Place (page 16):** In outreach materials voters will be directed to a user friendly landing page at [www.smcvote.org](http://www.smcvote.org). Here voters will easily find vital election information without needing to make several clicks – they are redirected to the main website [www.smcacre.org](http://www.smcacre.org). The [smcvote](http://smcvote.org) address is easy to remember and shares a name with our Twitter and Instagram accounts and toll-free trilingual phone number. Large buttons take voters to webpages with complete lists of Ballot Drop Boxes and Vote Centers. Buttons on the lower part of the page include Register to Vote, My Election Info and FAQs.

**Voters with Disabilities (page 18):** The Elections Division website, [www.smcacre.org](http://www.smcacre.org), provides resources for voters with disabilities, including details on the options available on the new Ballot Marking Tablets, both at home and at a Vote Center, home ballot delivery, the Accessible Vote by Mail system (AVBM), or transportation to a Vote Center if needed.

The Elections Division website, [www.smcacre.org](http://www.smcacre.org), provides resources for voters with disabilities, including details on the options available on the new Ballot Marking Tablets, both at home and at a Vote Center, home ballot delivery, the Accessible Vote by Mail system (AVBM), or transportation to a Vote Center if needed. Through site visits, the Elections Division has confirmed that all voting locations are ADA accessible to voters with disabilities under ADA Title II and in compliance with guidelines set by the California Secretary of State. The County also provides information on these resources to convalescent hospitals, Lighthouse for the Blind and Visually Impaired, Vista Center for the Blind, Santa Clara Valley Blind Center, Center for Independence of Individuals with Disabilities, San Francisco Independent Living Resource Center and Peninsula Volunteers - Meals on Wheels.

d. Budget

Elections	Outreach Costs and Estimates	In-Kind Outreach Labor Costs and Estimates
June 2018	\$449,268	\$139,558
November 2018	\$403,096	\$56,106
November 2019	\$173,000	\$35,000
March 2020	\$477,000	\$100,000

2. Voting Access – VAAC + LAAC

a. Location Planning

**Vote Center and Ballot Drop Box Locations (page 2):** The VCA establishes detailed criteria and formulas for the location of Vote Centers and Ballot Drop Box locations throughout the County. The law requires that Vote Centers and Ballot Drop Box locations be accessible to voters with disabilities, located near population centers, have easy access to public transportation and be near low-income and language minority communities. Vote Center and Ballot Drop Box locations were selected in consultation with San Mateo County's Language Accessibility Advisory Committee (LAAC), Voting Accessibility Advisory Committee (VAAC) and Voter Education and Outreach Advisory Committee (VEOAC).<sup>1</sup> Geographic Information System (GIS) mapping software, U.S. Census Data and the California Civic Engagement Project's Vote Center Siting Tool were also utilized to ensure locations are in optimal proximity to voters. In addition to these considerations,

potential Vote Center locations must have the necessary space for voting equipment and be available for the required operational days of the election.

**Non-English Preference Voters** (page 17): Vote Centers which require language assistance have been identified by the California Secretary of State through U.S. Census data. Additional identification will continue through the public input process, including input provided by the County's LAAC. Following the 2018 elections, the ALC provided the Elections Division with its poll monitoring report, which provided positive feedback and noted areas where we can improve language access for voters.

The Elections Division has taken steps during the November 2019 Consolidated Municipal, School and Special District Election to add translated directional signage to Vote Centers and include additional training to Vote Center Representatives on ensuring facsimile ballots in Korean and Tagalog are visible.

**Voters with Disabilities** (page 18): Most Vote Centers can be reached via SamTrans, San Mateo County's bus service. Persons with disabilities who cannot independently use regular SamTrans bus service, some or all of the time, have access to paratransit. The San Mateo County Transit District provides paratransit using Redi-Wheels on the bayside of the County and RediCoast on the coastside. Riders may call to reserve a trip from one to seven days in advance. The Elections Division is working with the VAAC to expand voting opportunities for persons with disabilities. A voter with disabilities may contact the Elections Division to arrange and pay for transportation services to provide a round-trip ride (within the County) from their home if they are unable to reserve a trip through paratransit to the closest Vote Center.

b. Staff training

**Fiscal Impact** (page 9): To some extent, expenditures will remain higher than was the case in polling place elections. Vote Centers are open for longer periods of time and staffed by county employees paid at higher hourly rates than poll workers, who received a stipend. Each of these county employees must pass through the full county onboarding process and background check, adding overhead costs. Vote Center Representatives also require expanded training to manage the greater complexity and technology requirements of Vote Centers. Additionally, each Vote Center must have multilingual staff members, who are paid at a higher rate.

**Vote Center** (page 2): Vote Center Representatives are trained to assist voters with options to change text size and contrast on the Ballot Marking Tablet, use of the ATI including adjusting volume and reading speed on the ATI. The ATI units are compatible with several assistive devices for voters with disabilities, such as sip-and-puff systems, paddles, and head-pointers. Ballot Marking Tablets are also programmed to be read, or listened to, in English, Spanish or Chinese.

**Non-English Preference Voters** (page 17): The Elections Division will endeavor to recruit at least one Spanish-speaking and one Chinese speaking election worker for each Vote Center to provide language assistance. If a Vote Center is in, or within 5 miles of a precinct with other language requirements (Korean or Tagalog), the County will endeavor to recruit an election worker fluent in the language, or to provide alternative methods of effective language assistance.

We will invite voters with limited English proficiency to self-identify as needing language access services upon arrival at a Vote Center using, for example, "I speak" cards, translated signs indicating bilingual Vote Center Representative language skills and name tags that bilingual vote center workers wear to indicate the languages they speak. While the use of in-person language assistance is preferred, we continue to explore options for remote assistance. Alternative methods will include calling an Elections Division staff member, a Vote Center Representative at a different Vote Center or a LAAC member to speak to a voter (each Vote Center will be issued a mobile phone). When we cannot assist someone in this way, we will use the County's contracted telephone translation vendor, Certified Languages International or AT&T USA Direct Language Line Services.

c. Workshops for Voters

**Non-English Preference Voters** (page 17): The Elections Division will continue to seek opportunities to present bilingual voter education for the required languages as stipulated in state and federal guidelines. At the time of preparing this plan, these languages are Spanish, Chinese (required Federal languages), and Tagalog and Korean (required State languages). These workshops will be held prior to statewide elections and will provide an opportunity for the County's language communities to receive information about materials and assistance available in the specified language, in addition to clarifying the process of the new voting model. LAAC members and CBOs will assist in developing content and selecting the dates and locations for the workshops. Content will need to be flexible, to adapt to each audience as needed. The Elections Division will endeavor to provide a month's advance notice to any workshop. Voters should be aware that they have three choices on how to vote upon the workshop's completion.

**Voters with Disabilities** (page 10): Per the VCA, the Elections Division will hold a voter education workshop prior to each statewide election to increase accessibility and participation of eligible voters with disabilities. The VAAC members will assist in selecting the workshop venue and date. The workshop will include, but not be limited to, education about the new voting model, voting equipment demonstrations, the accessibility of the voting equipment, ballot drop-off information, and options for obtaining an AVBM ballot electronically.

d. Remote Accessible Vote by Mail

**Vote by Mail** (page 2): Voters with disabilities, as well as overseas voters, military personnel, and military spouses may take advantage of San Mateo County's Accessible Vote by Mail system, which allows eligible voters to access and mark their ballot in a screen-readable format on a personal computer.

**Voters with Disabilities** (page 18): Voters with disabilities may also use their personal computer to download and mark their ballot through the AVBM system. To access this service, voters may request an AVBM ballot through the postcard on the back cover of their Sample Ballot & Official Voter Information Pamphlet. Voters may also access an AVBM ballot through the My Election Info page on the Elections Division website or by contacting the Elections Division by phone, email or fax. The Elections Division will share information about the availability of the AVBM system with its media partners through a press release prior to each election. In addition, we will include a link to the video "Accessible Vote by Mail for Voters with Disabilities," published by Disability Rights California, on [www.smcacre.org](http://www.smcacre.org). The Elections Division will continue to promote the availability of the AVBM system through its social media platforms and traditional printed materials.

e. Ballot Marking Device

**Voters with Disabilities** (page 18): The new Ballot Marking Tablets at our Vote Centers offer multiple accessible options: extra-large buttons on an Audio Tactile Interface (ATI) box that can be moved off the table, headsets to listen to the ballot, and the ability to adjust text size and change contrast. Voters can bring in their own sip and puff device, headpointer or paddles to connect to the ATI. All options are available to use in English, Spanish or Chinese.



## SANTA CLARA COUNTY:

Updated Election Administration Plan, see: [https://www.sccgov.org/sites/rov/VCA/EAP/Documents/Final%20EAP/Final%20EAP%20\(separated\)/VCA%20Election%20Administration%20Plan%20-%20ENG.pdf](https://www.sccgov.org/sites/rov/VCA/EAP/Documents/Final%20EAP/Final%20EAP%20(separated)/VCA%20Election%20Administration%20Plan%20-%20ENG.pdf)

1. Outreach & Education
  - a. Partnerships

**Community Presence Plan and Voter Education Materials** (page 22): The ROV continuously participates in hundreds of community events throughout the year. To inform voters of the change in how elections are conducted, VCA information is being added to the various outreach events. The ROV is also actively working with CBOs on how to best inform their communities of the new voting model. Instructional materials and staff are being made available to facilitate voter education.

Presentations have already been made to organizations that knew about the upcoming Vote Center Model and wanted to learn more, such as the following:

League of Women Voters Cupertino-Sunnyvale; League of Women Voters Mountain View-Los Altos; Democratic 21st Century Club; Office of Women's Policy; South County Democratic Club; Almaden Valley Community Association; Santa Clara County Office of Education; API Justice Coalition; Women's Equality 2020 Leadership Council; Silicon Valley Community Foundation (SVCF) and Silicon Valley Council of Nonprofits (SVCN); Community Engagement Luncheon; Orchard City Indivisible; Girls Achieving in Non-traditional Subjects; CalWORKs Employment Services Office

A VCA kick-off meeting was held and more than thirty CBOs attended who were potentially interested in assisting the ROV in various ways. The ROV's goal is to train all CBOs who are interested in helping the ROV educate the County on the Vote Center Model.

Other community engagements are currently in the planning process as of this writing. In the meantime, the ROV is continuing to develop public materials, such as Vote Center recruitment flyers and VCA presentations, to be distributed to all organizations and individuals interested in educating their own communities. More details about the community outreach plan can be found in Appendix M.

- b. Planning, Methods & Targeting

**Public Consultations** (page 15): In an effort to have inclusive participation in the Election Administration Plan (EAP) process, the County of Santa Clara held twelve (12) public consultation meetings as follows: Two (2) meetings with the general public with accessibility concerns and eight (8) meetings with the public from the county's targeted language communities with language accessibility concerns.

The schedule and public notices for the EAP meetings were posted on the website at least 10 days before each meeting. Public notices were also posted outside the Santa Clara County Government Center at 70 W. Hedding Street, San Jose, CA 95110. Additionally, the ROV used Nextdoor, Facebook, Twitter, and Instagram to advertise the meetings. Appendix H includes all the notices for the meetings related to the development of the EAP.

Among the materials provided at the meeting were a Vote Center recruitment flyer and a site selection survey (shown in Appendix I) to help gather information and suggestions for potential Vote Centers. All the input from the meetings were documented in the meeting minutes (Appendix J).

**Public Notices** (page 18): Through two direct mailers, the public will be notified that all voters will be receiving a vote-by-mail ballot. The notices will inform voters that an all-mailed ballot election will be conducted, and that voters can



cast their ballot one of three ways: by mail (postage paid), at any Ballot Drop-off Location, or at any Vote Center in the county. The notices will also include a link to where voters can access the dates, locations, and hours that Vote Centers and Ballot Drop-off Locations will be open, as well as the deadline for requesting a vote-by-mail ballot in an accessible format or in one of the eight languages offered, other than English. Additional information provided in the direct mailers include: content regarding residency confirmation and voter information verification, business reply mail, important Vote Center information, County and State Voter Information Guide details, and instructions on updating name and/or party affiliation. The notices will also provide voters with a link to the ROV website, phone numbers, and the toll-free hotline to request assistance at (866) 430-VOTE.

The first set of direct mailers will be mailed approximately 90 days before the election (E-90) followed by the next set to be mailed approximately 29 days before the election (E-29).

In addition to the two direct mailers required by the Elections Code, the ROV is also preparing a third mailer for voters who register late and do not receive a County Voter Information Guide. This set of direct mailers will be mailed approximately 15 to 10 days before the election. All public notices and information related to VCA will be posted on the ROV website in an accessible format.

**Section 1: Voter Contact – General** (page 20): In addition to the events that the ROV has attended and conducted outreach in the past, further voter education and outreach is planned to cover as many of the county's demographics as possible. There are plans to reach out to communities that have historically underserved populations.

Some of the communities that the ROV plans to reach out to include senior communities, ethnic/language communities, youth communities, student communities, underserved communities, and neighborhood groups. The ROV also plans on engaging with over 100 community-based organizations (CBOs) to learn about the work they provide to their communities and how the ROV's outreach team can take part. The goal is to work together with the CBOs and all communities to ensure a successful voter education program.

**Use of Media:** ROV will provide information about the Vote Center Model, the vote-by-mail process, early voting options, and opportunities to work at a Vote Center in a media campaign starting in late summer or early fall 2019. The campaign represents a significant investment in the effort to educate the public on the upcoming change in the election model and amounts to the largest advertising undertaking in ROV history. Media outlets include, but are not limited to, the following:

1. Local television and community cable stations
  - a. Comcast
  - b. Univision
  - c. Telemundo
  - d. Namaste TV
  - e. Crossing TV
2. Newspapers (regional and community)
  - a. The Mercury News
  - b. Metro
  - c. Morgan Hill Times
  - d. Gilroy Dispatch
  - e. El Observador
  - f. Epoch Times
  - g. India West
  - h. Korea Times
  - i. Nichi Bei Weekly
  - j. Philippine News

- k. San Jose State Spartan Daily
  - l. Santa Clara University Newspaper
  - m. Stanford Daily
  - n. Viet Nam Daily
  - o. World Journal
  - p. N & R
  - q. China Press
  - r. JWeekly
  - s. Spotlight
  - t. Bayspo Magazine
  - u. Daily Post
  - v. India Current
3. Radio
    - a. KBAY/KEZR
    - b. KFOX
    - c. KRTY/KLIV
    - d. Sound of Hope
    - e. Sing Tao
    - f. Univision
    - g. Vien Thao
    - h. Celina Rodriguez
    - i. China Press
    - j. Radio Zindagi
  4. Use of social media and websites for ROV and County
    - a. ROV Facebook page: <https://www.facebook.com/sccvote>
    - b. County Facebook page: <https://www.facebook.com/county.of.santa.clara>
    - c. ROV Twitter: <https://twitter.com/sccvote>
    - d. County Twitter: <https://twitter.com/SCCgov>
    - e. ROV Instagram: [www.instagram.com/sccvote](http://www.instagram.com/sccvote)
    - f. Nextdoor app: (search for Communication and Media Santa Clara County)
    - g. County newsletter subscription lists
  5. ROV YouTube: <https://www.youtube.com/sccvote>
  6. Public transit messaging on Valley Transportation Authority buses
  7. Advertisements through major league sports franchises located in Santa Clara County
  8. Television monitor ads at Department of Motor Vehicles branch offices
  9. Materials sharing with such groups as community partners, disability advocate organizations, elected officials, special districts, school districts, community-based organizations, and faith-based organizations throughout the county
  10. Public Service Announcements (PSAs) will be used to supplement and complement the advertising campaign on available outlets. These PSAs will cover topics including general information about VCA, language-specific information about VCA and the toll-free language assistance hotline and accessibility options at Vote Centers and via Remote Accessible Vote- by-Mail.

ROV will also use audio and visual media that will be broadly distributed in accessible formats to inform voters of the upcoming election. The goal is to reach all county voters, including voters with disabilities such as those who are deaf or

hard of hearing, and voters who are blind or visually impaired.

**Direct Mailers** (page 22): The ROV will contact each registered voter in Santa Clara County in two (2) separate mailings to inform voters of the upcoming election and promote the toll-free voter assistance hotline, (866) 430- VOTE. The mailings will provide information to voters on the new election model, the upcoming election, where they can find more information about these changes, and a link to where voters can access the dates, locations, and hours that Vote Centers and Ballot Drop-off Locations will be open. Additional information provided in the direct mailers will include content regarding residency confirmation and voter information verification, business reply mail, important Vote Center information, County and State Voter Information Guide details, and instructions on updating name and/or party affiliation. A third mailer will be for voters who register late and will not be receiving a County Voter Information Guide. One of the three mailers will include a residency panel allowing voters to update specific information on their voter record. Each mailer will be translated into eight languages to be distributed to registered voters who primarily speak a language other than English.

**Identifying Language Minority Communities** (page 23): Language minority communities can be identified based on the preferred language requests from registered voters in Santa Clara County. Using this information, in conjunction with census information and other publicly available demographic information, the ROV has created a map of predominant language areas. Outreach will be geared towards targeting these locations as part of the planned voter education and outreach. The ROV is also seeking input from the various language minority communities to identify other methods of outreach and community events that may be useful to attend.

**Language Minority Communities to be Served** (page 23): The ROV provides services in nine (9) languages, including English. Five languages are federally mandated: English, Chinese, Spanish, Tagalog, and Vietnamese. Two languages are state- mandated: Khmer and Korean. The remaining two languages, Hindi and Japanese, have historically been provided by the ROV due to the large presence of these communities in the County. Official Ballots, Conditional Voter Registration and Provisional Ballot Envelopes, and all Vote Center and ballot drop-box signage will be provided in all nine languages. County Voter Information Guides (CVIGs) will be available only in the federally mandated languages as previously practiced. In addition, bilingual Vote Center staff may be available to support other languages and dialects spoken within the county, such as Cantonese, Farsi, Gujarati, Nepali, Portuguese, Punjabi, Russian, Syriac, Tamil, Telugu, and Thai. Based on mapping and targeting specific language communities, the ROV will aim to place appropriate language support in the form of bilingual Election Officers in the various communities. Upon finalizing Vote Center staffing, the ROV will post information on the ROV website regarding the availability of in-person language assistance at each Vote Center.

**Use of Media Targeting Language Minority Communities** (page 24): The various language minorities will be provided with information about the Vote Center Model and Vote-by-Mail voting, as well as given the Office of the Registrar of Voters' toll-free hotline (866) 430- VOTE, and (408) 299-VOTE for general voter information. Numerous language-specific media outlets will be leveraged, with all federally mandated languages represented. Media outlets include, but are not limited to, the following.

1. Local television and community cable stations
  - a. Univision (Spanish)
  - b. Epoch Times (Chinese)
  - c. Telemundo (Spanish)
  - d. Namaste (Hindi)
  - e. Crossing TV (English + all 8 additional)
2. Newspapers (regional and community)
  - a. El Observador (Spanish)
  - b. Epoch Times (Chinese)
  - c. India West (English)
  - d. Korea Times (Korean)

- e. Nichi Bei Weekly (Japanese)
  - f. Philippine News (Tagalog)
  - g. Viet Nam Daily (Vietnamese)
  - h. World Journal (Chinese)
  - i. N & R (English)
  - j. China Press (Chinese)
  - k. JWeekly (Japanese)
  - l. Spotlight (English)
  - m. Bayspo Magazine (Japanese)
  - n. Daily Post (English)
  - o. India Currents (Hindi)
3. Radio
- a. Univision (Spanish)
  - b. Celina Rodriquez (Spanish)
  - c. Sound of Hope (Chinese)
  - d. Sing Tao (Chinese)
  - e. Vien Thao (Vietnamese)
  - f. China Press (Chinese)
  - g. Radio Zindagi (Hindi)
  - h. Korean American Radio
4. Social Media and Department's website
- a. ROV Facebook page: <https://www.facebook.com/sccvote>
  - b. County Facebook page: <https://www.facebook.com/county.of.santa.clara>
  - c. ROV Twitter: <https://twitter.com/sccvote>
  - d. County Twitter: <https://twitter.com/SCCgov>
  - e. ROV Instagram: [www.instagram.com/sccvote](http://www.instagram.com/sccvote)
  - f. Nextdoor app: (search for Communication and Media Santa Clara County)
  - g. County newsfeed subscription lists
  - h. ROV Youtube: <https://www.youtube.com/sccvote>
  - i. ROV website: <https://www.sccvote.org>
5. Language minority community newsletters
6. Public Service Announcements (PSAs) will be used to inform voters in minority language communities of the upcoming election and of the toll-free assistance hotline. The PSAs will be translated in all federal and state mandated languages and distributed through minority language television, radio, newspapers and online sources.

Other opportunities for reaching out to language minority communities include providing bilingual staff during media information sessions, such as a planned open house where the ROV will demonstrate the new voting system that will be placed in Vote Centers.

The practice of attempting to support as many languages as possible has been used in recent elections, therefore the ROV will reach out to former Election Officers, in addition to practicing traditional recruitment in these language communities.

**Voters with Disabilities** (page 25): The Registrar of Voters (ROV) established a Voting Accessibility Advisory Committee (VAAC) on June 7, 2019 to seek input from voters with accessibility concerns, such as seniors or voters with disabilities, on ways the new election model can best serve them. This committee will provide feedback on various aspects such as Vote Center locations, as well as any features and services that will be, or should be, provided. This committee will remain in place through the 2020 election cycles as an ongoing means to hear from, and work with, the community.

**Methods Used to Identify the Needs of Voters with Disabilities** (page 25): The ROV is constantly improving upon how the needs of voters with disabilities are being addressed. In order to do so, the ROV analyzes recommendations regarding voters with disabilities from four (4) primary sources: (1) citizens with disabilities, (2) CBOs that provide supportive services to voters with disabilities, (3) other Counties implementing VCA, and (4) the Secretary of State's office. With VCA turning a completely new chapter to the way voting is conducted, the ROV is also taking this opportunity to begin a new phase in developing relationships with voters who have disabilities (and the CBOs that support them).

Disability Rights California and Silicon Valley Independent Living Center are two organizations that directly reached out to ROV regarding the needs of voters with disabilities. From that initial engagement, the ROV has continued to foster relationships with the following organizations:

- Vista Center for the Blind and the Visually Impaired
- State Council on Developmental Disabilities – Central Coast Office
- Handicapables
- Santa Clara Valley Blind Center
- San Andreas Regional Center

This new phase emphasizes the importance of input directly from voters with disabilities. The ROV is committed/open to reviewing/exploring all recommendations coming directly from the voters.

**Outreach to the Disability Community:** In addition to the general media campaign, the ROV will also focus on providing information to voters with accessibility needs. This will include information about the availability of a minimum of three accessible voting devices at every Vote Center, as well as the option to request the use of the Remote Accessible Vote-by-Mail (RAVBM) system. The RAVBM system is designated for use only by registered voters with disabilities, as well as for military and overseas voters<sup>23</sup>.

Other opportunities for information dissemination include:

1. Organizations that provide services and support to seniors or have disabilities, such as Silicon Valley Independent Living Center, Silicon Valley Council of the Blind, Santa Clara Valley Blind Center Incorporated, and Greater Opportunities, among others
2. Community partners, cities, special districts, school districts, faith-based organizations, and Public Information Officers throughout the county
3. Accessibility options highlighted at an "Open House" public demonstration and any media opportunities to experience a mock Vote Center
4. Radio and television Public Service Announcements highlighting accessibility option at Vote Centers
5. Public Service Announcements will be used to highlight the accessibility options at Vote Centers, as well as the availability of the Remote Accessible Vote-by-Mail system.

**Draft Materials Used in Educating Voters with Disabilities:** The ROV is creating audio, visual, and written materials that will be used to disseminate information; and information gathered from VAAC meetings will be used throughout the development of these materials. These materials will also be made available as resources on the ROV website.

For any videos used for VCA promotion or education, closed captioning is made available. Examples include the VCA promotional video posted on the ROV website and the EAP Public Hearings that were streamed online (and uploaded). Additionally, the ROV is working to transcribe the VCA informational flyer into braille.

c. Website Content

**Voter Education Resources on ROV Website** (page 22): All ROV's outreach voter education materials including Voter's Choice Act information are and will be available in electronic format on the ROV's website. Before the March 2020 Presidential Primary Election, the ROV website will have the following information:

- General Information about VCA
- Vote Center and Ballot Drop-Box Locations and Hours
- ROV toll-free voter assistance hotline
- EAP Document
- VCA promotional material
- VCA educational videos and presentations
- Outreach and Workshop Schedules
- VCA-related maps
- Availability of in-person language assistance at each Vote Center

d. Budget

**Section 6 – Budget** (page 31): The Registrar of Voters (ROV) has drafted a budget and plan for necessary resources to cast a wide net to inform voters about the Vote Center Model voting process. For the last two election cycles under the Polling Place Model, Santa Clara County spent an average of about \$163,000 for voter education and outreach, including advertising. The ROV spent about \$186,000 for the June 2018 election, while approximately \$140,000 was spent for the November 2018 election. More was spent for the June election because in January of that year, all necessary materials were purchased for the whole year. Any additional materials for the November election were purchased as needed. Additionally, outreach for the June election has a larger outreach period than from June through November for the November election. Appendix Q provides the outreach events breakdown for the June 2018 and November 2018 elections.

With the implementation of Voters Choice Act (VCA), the budget for outreach and advertising grew to almost \$3 million for the March 2020 Presidential Primary Election to support the effort to educate the public about their new voting options. The projected budget does not include staffing and other costs associated with outreach. The breakdown for the VCA budget and the comparison with the last two elections are shown in the table below:

ACTIVITY	JUN 2018 ACTUAL COSTS (POLLING PLACE MODEL)	NOV 2018 ACTUAL COSTS (POLLING PLACE MODEL)	MAR 2020 BUDGET (VOTE CENTER MODEL)
<b>Advertising Total</b>	<b>\$165,521</b>	<b>\$114,754</b>	<b>\$1,048,900</b>
Newspaper Ads/Radio Spots/Social Media/Print Ads	\$165,521	\$114,754	\$418,900
New Radio Spots			\$210,000
Sports Franchises			\$420,000
<b>Outreach Total</b>	<b>\$20,478</b>	<b>\$25,359</b>	<b>\$1,837,015</b>
Outreach Supplies and Displays	\$3,758	\$3,281	\$97,547
Outreach giveaways (swag) at events	\$11,611	\$12,436	\$162,513
Outreach giveaways for CBO distribution			\$120,180
Outreach equipment			\$20,550
County Printshop/Printed materials	\$5,109	\$9,643	\$100,000
Vehicle Rentals and Fuel			\$16,225
2 direct mailings to each registered voter			\$1,320,000

## 2. Voting Access – VAAC + LAAC

### a. Location Planning

**Ballot Drop-off Locations** (page 7): To determine the best locations for ballot drop-boxes, the ROV used the 14 criteria mandated by the SOS and Elections Code to help determine the most efficient places for Vote Center locations. These 14 criteria aid the ROV in providing the County with the most accessible locations available for ballot drop-boxes as well. The criteria include:

1. Proximity to public transportation
2. Proximity to low vote by mail usage communities
3. Proximity to population centers
4. Proximity to language minority communities
5. Proximity to voters with disabilities
6. Proximity to low rates of vehicle ownership communities
7. Proximity to low-income communities
8. Proximity to low voter registration rate communities
9. Proximity to geographically isolated populations, including Native American reservations
10. Accessible and free parking
11. Distance and time to travel to Vote Center and Ballot Drop-off Locations
12. The need for alternate methods for voters with disabilities for whom vote by mail ballots are not accessible
13. Traffic patterns near Vote Center and Ballot Drop-off Locations
14. The need for mobile Vote Centers

The ROV complies with the Americans with Disabilities Act (ADA) requirements for the Official Ballot Drop-boxes for transportation and population density to better accommodate voters with disabilities. Ballot drop-boxes will be placed in their respective locations starting 29 days before Election Day. By the 28<sup>th</sup> day before Election Day, all drop-boxes should be installed and ready for use. To ensure the boxes are accessible to all voters, drop-boxes shall be designed to function as follows<sup>3</sup>:

**Vote Centers** (page 10): To better service voters, Santa Clara County is planning to operate two additional 11-day Vote Centers above the minimum requirement, and eight additional 4-day Vote Centers above the minimum requirement based on the projected number of registered voters by the March 2020 Presidential Primary Election. The ROV created



two maps that divide the county into areas with 50,000 voters and 10,000 voters each (see Appendix E). These maps assisted in the process of finding Vote Center locations. The map with boundaries around areas with 50,000 voters was used to locate the 11-day Vote Centers, while the map with boundaries around areas with 10,000 voters was used to locate the 4-day Vote Centers.

**Accessible Voting in Voter Centers** (page 12): The Santa Clara County Registrar of Voters (ROV) aims to ensure voter accessibility is considered throughout the planning and implementation of VCA. Accessibility is a major topic of consideration as the ROV contemplates Vote Center selection, voting machines, and the training and placement of Election Officers in order to provide compliance with any and all needs of the voters. The ROV will be using new voting machines, along with previously established programs, such as Remote Accessible Vote-by-Mail (RAVBM) voting, to promote a safe, accessible, and independent voting experience for every voter. The County of Santa Clara has, and will continue to provide, accessible voting at all Vote Centers<sup>15</sup>.

The ROV will be using the California Secretary of State's Accessibility Checklist Survey to determine the features of the Vote Center facilities that meet standards, and those that will require modifications. All modifications will be notated into the delivery system and the individual Vote Center booklet with maps, illustrations and photos that will be given to the supervisors in charge of setting up and operating the facility. Modifications are expected to meet Americans with Disabilities Act (ADA)<sup>16</sup> requirements, and may include ADA parking spots, ramps, doors, pathways, and others.

**Vote Center Placement Consideration** (page 14): The ROV used the same 14 criteria mandated by the Secretary of State as outlined in the Ballot Drop-off Locations section. Data collected from several available sources (e.g. American Community Survey, ROV Voter Database, VTA bus stops) were used to quantify some of these criteria. These criteria include public transportation, traffic patterns, population centers, language minorities, disability, low vehicle ownership, low income, low vote by mail usage and low voter registration (see Appendix G for the data maps used to target potential Vote Centers and Ballot Drop-off Locations).

A siting tool called "DOTS" was developed to help the ROV determine the optimum locations for Vote Centers. The model divided the county into 0.5-mile grids. Each grid was rated a score from one to five for each criterion listed above. Each individual score was added to get a total score at the end. The potential Vote Center and Ballot Drop-Box Locations were then overlaid on top of the score map. The locations that fell into, or near, high score grids were given preference because they met more of the criteria.

Input from the public was also taken into consideration in this process. The most important considerations from the public feedback received included proximity to population centers, traffic patterns, language minority communities, voters with disabilities, and public transit. The ROV added additional importance to proximity to communities with historically low voter registration and Vote-by-Mail usage, as these communities will be able to make the best use of the services provided by a Vote Center, such as Conditional Voter Registration or voting in person. The criteria chosen by the public and ROV Staff were given higher weights in the siting tool development process. Other criteria, such as availability, price, size, shape of room, and access to parking were evaluated on a case by case scenario.

The ROV has worked to ensure adequate coverage in high density areas, historically low voter turnout areas, and areas with underserved communities. In addition, Vote Center boundaries were established to help limit the distance and time a voter must travel to a Vote Center. In lieu of mobile Vote Centers, the ROV plans to have additional Vote Centers above the minimum requirement and place them closer to each other throughout these areas in order to better serve the local community. Upon examining the communities outside of major metropolitan areas, the south-eastern region of Santa Clara County was identified as a community that could benefit from additional Vote Centers.

**Services for Voters with Disabilities** (page 26): All Vote Centers will comply with the Americans with Disabilities Act (ADA). When necessary, other available doors and entry ways will be made available to ensure proper access for all voters. In addition, depending on size, Vote Centers will be equipped with three to six voting devices, also known as Ballot Marking Devices (BMD), that have ADA compliant features to allow voters with disabilities to cast a ballot with independence and privacy. For those voters who would rather vote in the comfort of their home, they will also have the option to apply for and access the RAVBM system. With RAVBM, voters will be sent an email with a link to download their Official Ballot, along with instructions on how to print, complete, and return their ballot to the ROV. Voters with disabilities can also seek help via ROV's toll-free hotline at (866) 430-VOTE, in addition to (408) 299-VOTE for general

voter information. Either line provides language assistance.

b. Staff training

**Language Assistance** (page 13): Depending on the needs of a specific community, the ROV will attempt to recruit bilingual staff that can speak the languages prominent in any given community. Areas requiring specific language needs will be identified, however, if bilingual staffing is not available, Vote Center staff will contact the ROV and connect the voter to bilingual office staff or to the County's phone translation service.

In conjunction with mapping and language data from the voter database, the ROV is able to target the placement of bilingual staff at locations where they will best serve the community in the most efficient way. Targeting the placement of bilingual Election Officers to Vote Centers located in certain language communities will occur if there are not enough bilingual Election Officers of every language to staff each Vote Center throughout the county...

When a specific bilingual worker is not available, Vote Center staff can call the ROV office and talk to one of our bilingual staff. In addition, we can also meet any language request we receive through the County's phone translation service.

**Composition of Elections Officers** (page 14): The ROV will hire Election Officers (referred to by the Elections Code as Election Boards<sup>18</sup>) to staff Vote Centers. Election Officers will be from as many diverse communities as possible to maximize the skills needed to process voters<sup>19</sup>. Vote Center staff should exhibit experience in customer service, bilingual ability, sensitivity to diversity and inclusion, leadership qualities, technological capabilities, and interest in the civic duty of community participation. They will be trained on new Vote Center technology, how to process voters, and crowd control management. Additional customer service training topics will include accessibility for seniors and voters with disabilities, inclusivity, and proper communication. The ROV will select the best candidates based on eligibility and the needs of the community. Past Election Officers will also be informed of the new volunteering possibilities and may be recruited if they meet the new staffing needs commitment.

The composition of Election Officers will be a combination of Extra Help County employees and stipend volunteers. Leads and clerks will be hired as hourly county workers and greeters will mostly be stipend workers (e.g. previous Election Officers, High School students). All Vote Center staff will be trained per role and will work anywhere between one day (stipend workers) to multiple days, if not, all election days. ROV Outreach events will include recruitment for Election staff where they can fill out an application on the spot that will be submitted to the County for approval.

Staffing for Vote Centers will be based on Vote Center size and the proximity to Election Day. The plan is to have six (6) to fifteen (15) Election Officers at each Vote Center. More staff will be deployed to the larger Vote Centers and during busier times and days as Election Day approaches. There will be an effort to recruit as many bilingual Election Officers as possible in order to support the County's language needs.

**Election Officers** (page 25): To determine the composition of Vote Center staff, the ROV will hire Election Officers (referred to by the Elections Code as Election Boards)<sup>22</sup>. Staffing for Vote Centers will be based both on the proximity to Election Day and Vote Center size. The plan is to have six (6) to fifteen (15) Election Officers staff each Vote Center. More staff will be deployed to the larger Vote Centers and during busier times as Election Day approaches. From 10 days before Election Day until 4 days before Election Day, Vote Centers will have a minimum of 6 staff members. From 3 days before Election Day until 1 day before Election Day, Vote Centers will have a minimum of 11 staff members. On Election Day, there will be a minimum of 15 staff members in each Vote Center.

There is also a plan to have at least one Election Officer per language, or at the very least, one Election Officer per the most common languages in that Vote Center's area. The ROV will hire Vote Center staff from diverse communities, as much as possible, to maximize the skills needed to process voters, while also being certified to act as a translator for voters as well. Recruitment will begin with contacting previous bilingual Election Officers, as well as the typical open-recruitment application process.

c. Workshops for Voters

**Voter Education Workshop for Language Minority Communities** (page 24): The ROV will provide bilingual voter education workshops in the nine (9) languages previously mentioned. These workshops will provide an opportunity for language communities in Santa Clara County to receive information about the Vote Center Model process, in addition to materials and assistance available in each specified language. The ROV will use input from the Language Accessibility Advisory Committee (LAAC) members to select the workshop venues and dates and all workshops will have language specific interpreters to support attendees. As of this writing, the ROV is

planning to conduct bilingual voter education workshops with Korean American Community Services beginning October 2019 and is currently in the process of planning workshops with Chinese, Spanish, Tagalog, Vietnamese, Hindi, Khmer, and Japanese language communities.

**Voter Education Workshop for Disability Community** (page 25): The ROV will hold voter education workshops to provide information about the available accessibility options and the Vote Center process to the elderly and voters with disabilities. The workshops will include, but not be limited to, education about the Vote Center Model, new voting equipment demonstrations, accessibility of voting equipment, ballot drop-box information, and options for obtaining an accessible Vote-by-Mail ballot electronically. The ROV will use input from the Voting Accessibility Advisory Committee (VAAC) members to select workshop venues and dates. Recently, the ROV has conducted a workshop with Vista Center for the Blind and Visually Impaired and as of this writing, is currently in the process of planning workshops with Silicon Valley Independent Living Center, San Andreas Regional Center, and State Council on Developmental Disabilities.

d. Remote Accessible Vote by Mail

**Accessible Voting by Mail** (page 7): Another accessible option that voters may request is to utilize the Remote Accessible Vote-by-Mail (RAVBM) system. The RAVBM system is designated for use only by registered voters with disabilities, as well as for military and overseas voters<sup>1</sup>. The purpose of the RAVBM system is not to cast a ballot over the internet. RAVBM voters are sent an email with a link to access their Official Ballot, along with instructions on how to download, print, complete, and return their ballot to the ROV by Election Day. Voters, using the emailed link, must download the ballot to their devices to read and mark the ballot with their own personalized accessibility features. As with any registered voter, there are three ways an RAVBM voter may return their ballot: via standard mail, by dropping their ballot in a ballot drop-box, or by returning it at any Vote Center.

e. Ballot Marking Device

**Accessible Voting in Vote Centers** (page 12): Each Vote Center in the County of Santa Clara will be equipped with at least three (3), but up to six (6), accessible Ballot Marking Devices (BMD). The Dominion Voting System ICX BMD will provide an independent voting experience for some voters with disabilities. The BMDs for each Vote Center will have ADA compliant features and accessories with a variety of voting method options. These units will be programmed with all ballot types and language versions...

In the event that one or more of the BMD fail or malfunction, the ROV will promptly initiate procedures to replace any devices as necessary. The replacement process will be prioritized by the locations' available functioning units, capacity needs, and the severity of malfunction. The support operation ratio is one (1) support site with three (3) teams for every six (6) Vote Center groups.

## TUOLUMNE COUNTY:

Updated Election Administration Plan, see: <https://www.tuolumnecounty.ca.gov/DocumentCenter/View/13867/Tuolumne-EAP-Amended-Final-2020-01-30>

1. Outreach & Education
  - a. Partnerships

**Having a Community Presence insert:** §4005(a)(10)(I)(i)(III) (page 9): The Tuolumne County Elections Department will educate the voters in Tuolumne County by having a community presence. One method Tuolumne County Elections will achieve this is by giving talks and presentations at community and social organizations concerning the Voter's Choice Act. We will also ask these organizations, if possible, to use their newsletters, email lists, social media, websites, and/or events to inform their community. Types of organizations the Tuolumne County Elections Department will reach out to consist of, but will not be limited to, assisted living facilities, homeowner associations, local businesses, mobile home parks, nonprofits, political organizations, retirement homes, and schools. These organizations will receive official media for purposes of education and outreach from the Tuolumne County Elections Department.

The Tuolumne County Elections Department will put emphasis on the availability of an accessible vote-by-mail ballot and how to request one with key organizations such as Disability Resource Agency (DRAIL). The Tuolumne County Elections Department has had meetings with the public and will continue to have meetings with community members. The department will also provide materials for or attend local events that are recommended by our staff and community members. Community event attendance will be published on the Elections website when confirmed. See Appendix C for a list of events of the Tuolumne County Elections Department plans to attend.

- b. Planning, Methods & Targeting

**Voter Education and Outreach** §4005(a)(10)(I)(i)(VI) (page 9): Deborah Bautista, Tuolumne County Clerk/Auditor-Controller/Registrar of Voters will be making significant efforts to educate the community at large in Tuolumne County regarding the California Voter's Choice Act (VCA). See Appendix A for publications and other materials regarding voter education and outreach, as well as the reasons for the choice of media sources.

**Media and Public Service Announcements** §4005(a)(10)(I)(i)(II), §4005(a)(10)(I)(i)(VIII) (page 9): The Tuolumne County Elections Department will use a variety of media and public service announcements in accessible formats to educate the voting-age population in Tuolumne County, to promote the availability of an accessible vote-by-mail ballot and how to request one, and to promote the toll-free voter assistance hotline, (209) 533-5570. Media will include, but not be limited to, public access station via Board of Supervisors meetings, newspapers, radio, signs, advertisements, and social media. The following Tuolumne County media outlets have been chosen with consideration of their target audience, frequency of publication, reach, accessibility, and consultation with the public:

- Newspapers: The Union Democrat
- Radio: KVML, KKBN, KZSQ
- Social Media: Facebook (Tuolumne County Elections) and Twitter (@TuolumneCoElect)
- Movie Advertisement
- Access Tuolumne (Cable Public Access) via Board of Supervisors meetings broadcasts

Significant efforts for educating potential voters through the above-mentioned media will be implemented between November 2019 to February 2020. The Tuolumne County Elections Department believes the best approach would be to educate voters nearer to the March 2020 Election rather than several months prior.

The County of Tuolumne has one local newspaper and a few radio stations. As a result, these will be the media for which voter education and outreach will occur. PSAs will inform voters on the availability of a vote-by-mail ballot in an accessible format and the process of requesting such a ballot.

**Directly Contacting with Voters** §4005(a)(10)(I)(i)(X) (page 10): Tuolumne County Elections will make two direct contacts with voters for purposes of informing voters of the upcoming election and promoting the toll-free voter assistance hotline. These contacts will be in addition to other contacts with voters including, but not limited to, voter information guides and the delivery of vote by mail ballots.

One direct contact will be a mailing to registered voters in Tuolumne County informing them that a vote-by-mail ballot will be sent to all registered voters regardless of vote-by-mail preference. The other mailing will be sent after ballots have been mailed informing these voters of their voting options at vote centers, if they would prefer to vote in person, and options for returning their vote by mail ballots.

**Media and Public Service Announcements** §4005(a)(10)(I)(i)(I), §4005(a)(10)(I)(i)(IX) (page 14): Tuolumne County does not have any media outlets that are specific to the Spanish speaking population. Therefore, the Tuolumne County Elections Department and LAAC is establishing a list of community partners that can assist with educating the Spanish-speaking communities in Tuolumne County. This will primarily be done through the distribution of educational material in Spanish. How community partners will distribute Spanish educational material will be at their own discretion, but the Tuolumne County Elections Department has and will recommend including material in emailing, newsletters, and distributing flyers at public events they attend or through their daily operations. Public service announcements for purposes of informing voters and promoting the toll-free voter assistance hotline will be posted in Spanish in The Union Democrat. Several Spanish radio stations have been brought to the attention of the Elections Department, but none of them are based in Tuolumne County or target its residents. The primary issue with advertising through these stations will be confusing to non-residents with information addressed to Tuolumne County residents. It was concluded that advertising through non-local outlets would be detrimental to counties that are not adopting the new election model.

c. Website Content

**Accessible Website** §4005(a)(10)(I)(i)(IV) (page 11): The Tuolumne County Elections website will be an accessible website per standards recommended in §2053(b)(4). The Tuolumne County Elections Department will work with the Tuolumne County Information Services staff to ensure that all election information is available in text-based format on the accessible website. Information includes, but will not be limited to, a list of the ballot drop-off locations and vote centers with dates and hours they are open, as well as the services available at vote centers. The Tuolumne County Elections Department is also planning a webpage to educate everyone about the accessible voting tools available.

d. Budget

**Using Resources to Ensure Voters are Informed** §4005(a)(10)(I)(i)(VII) (page 10): The Tuolumne County Elections Department will spend the necessary resources on voter education and outreach to ensure that voters are fully informed about the election conducted in accordance with the Voter's Choice Act.

### Budget Comparison

Budget comparison between the 2014, 2016, and 2018 budget, and the 2020 budget estimate.

Outreach Activity	2014 Primary Election	2016 Primary Election	2018 Primary Election	2020 Primary Election (Estimates)
Newspaper Publications (Legal Notices and Advertisements)	\$507	\$2,771	\$1,159	\$5,000
Radio PSA (Script development, interview availability, translation services)	\$0	\$0	\$0	\$6,000
Television PSA (Script development, interview availability, translation services, and Movie Advertisement)	\$0	\$0	\$0	\$5,000
Direct Voter Contact Mail	\$0	\$0	\$0	\$25,000
Voter Education and Outreach	\$0	\$0	\$0	\$20,000
Public Workshops/Meetings -required workshops, Voting Accessibility Advisory Committee/Language Accessibility Advisory Committee Meetings, other events	\$758	\$0	\$1,646	\$7,000
Election Workers - Volunteers	\$9,389	\$13,618	\$14,522	\$0
Election Workers- Relief	\$4,484	\$5,643	\$9,542	\$32,295
Ballot Coding and Layout	\$5,131	\$51,839	\$8,291	\$10,000
Rental Halls & set up	\$1,375	\$1,468	\$1,446	\$1,000
Vote by Mail Ballot Printing/ Sample Ballot Printing/ Precinct Ballots	\$56,954	\$112,124	\$98,921	\$89,705
Translations- ballot and information	\$65	\$65	\$65	\$3,000
<b>Total Cost</b>	<b>\$78,662</b>	<b>\$187,528</b>	<b>\$135,592</b>	<b>\$204,000</b>

## 2. Voting Access – VAAC + LAAC

### a. Location Planning

[Sitting locations predetermined in Toulumne and no discussion of planning in the EAP.]

### b. Staff training

**Staffing Vote Centers** §4005(a)(10)(I)(vi)(IX) (**page 5**): Each vote center will tentatively have at least four paid staff members including a vote center supervisor. The vote centers located in Jamestown will have at least one staff member who is fluent in English and Spanish.

### c. Workshops for Voters

**Educating the Disability Community – Voter Education Workshop** §4005(a)(10)(I)(i)(VI)(ib) (page 11): The Tuolumne County Elections Department will be holding one voter education workshop to increase accessibility and participation of eligible voters with disabilities in the Winter of 2019. The date, time, and location of this workshop will be publicly announced at least ten (10) days prior to its scheduled time.

**Voters Education Workshops for those with Disabilities** §4005(a)(10)(I)(i)(VI)(ib) (page 13): The Tuolumne County Elections Department will be holding a voter education workshop to increase outreach and the participation of Tuolumne County's disability community in December 2019. The date, time, and location of these workshops will be publicly announced at least ten (10) days prior to their scheduled time.

**Bilingual Voter Education Workshops** §4005(a)(10)(I)(i)(VI)(ia) (page 14): The Tuolumne County Elections Department will be holding a bilingual voter education workshop to increase outreach and the participation of Tuolumne County's Spanish-speaking community in December 2019. The date, time, and location of these workshops will be publicly



announced, in English and Spanish, at least ten (10) days prior to their scheduled time.

d. Remote Accessible Vote by Mail

**Requesting an Accessible Vote by Mail Ballot** §4005(a)(8)(B)(iii) (page 12): All registered voters will receive a vote-by-mail ballot. A postage-paid postcard for the purpose of requesting an accessible vote by mail ballot will be included in the vote-by mail-ballot materials sent to each voter. Voters needing an accessible vote-by-mail ballot will be able to request one by filling out the included postage-paid postcard and returning it to the Tuolumne County Elections Department or by following instructions posted on the Tuolumne County Elections website. The Tuolumne County Elections Department will be using the Dominion Voting platform to distribute remote accessible vote-by-mail ballots.

e. Ballot Marking Device