



Orange County Registrar of Voters 2014 Voting Rights Act Compliance and Bilingual Outreach Update



**ORANGE COUNTY
REGISTRAR OF VOTERS**



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Introduction from Registrar of Voters Neal Kelley

We are, once again, proud to present this updated report on our 2014 Voting Rights Act (VRA) Compliance and Bilingual Community Outreach Program. This report draws data from the 2012 elections as well as the 2012 American Community Survey, and thoroughly documents Orange County's compliance with the Federal and State mandates for minority language assistance.

With our determination to fully comply with the language requirements under the Voting Rights Act, and as a result of our decade-long commitment to educating voters in the Chinese and Korean language communities about the availability of election materials in their languages, a significant number of voters have requested election materials in Chinese and Korean. Accordingly, starting in 2014, recruitment of Chinese and Korean bilingual poll workers will be based on the same standard as that of Spanish and Vietnamese bilingual poll workers. This includes the monitoring and tracking of the language requests by precincts to determine the bilingual precincts to be covered under the VRA.

We continue to take a proactive approach in recruiting bilingual poll workers if and when a new language is added as an assisted language in Orange County under the Voting Rights Act. In 2014, the California Secretary of State included language support for additional languages to be covered in Orange County. These include: Tagalog, Japanese, Hindi and Khmer. The bilingual support for these additional languages will be provided at polling places designated by the Secretary of State.

The Orange County Registrar of Voters office has been at the forefront of pushing for innovation in election management and proactively engaging in the Orange County community with creative and ambitious outreach programs.

Our new website – solely designed, programmed and implemented by our internal staff – has been tested to be fully functional and effective through the 2012 elections as well as a 2013 special election. This new website contains many innovative features and is constantly being updated on a real-time basis. Moreover, more than 600 pages of the website have been fully translated and updated by our permanent bilingual Community Program Specialists into the four languages mandated in Orange County under the Voting Rights Act.

The need for more direct involvement with various communities in Orange County has been recognized as crucial to our mission. In 2013, our office launched a Speaking Engagement Program with an emphasis on voter education regarding the types of services we provide and the electoral process in general. With a team of Community Program Specialists representing targeted areas in Orange County as well as language minority communities, we have successfully completed 70 speaking engagements in the form of presentations and/or networking events by the end of 2013.

Another important aspect of our community outreach efforts has been the search for and participation in community events throughout the County. In these community events, our goal is to offer voter registration opportunities, encourage participation in the election process and recruit volunteers for the elections. Consequently, in the 2012–2013 periods, we have participated in more than 150 community events.

As always, we are dedicated to our mission of providing the highest quality election services to the voters in Orange County and are determined to continue searching for continuous improvement in the process of election management.

Neal Kelley
Registrar of Voters



Executive Summary

The Orange County Registrar of Voters works diligently to comply with all aspects of federal and state statutes pertaining to minority language assistance. As outlined in the following chapter, the federal Voting Rights Act and California Elections Code address areas such as bilingual outreach, oral assistance and written materials, and dictate which minority languages are covered in each voting jurisdiction. In addition to the mandates from the above sources, the Registrar of Voters' office partners with community organizations and concerned individuals who provide further input and recommendations on meeting community needs. This collaborative environment has resulted in enhancements to the outreach program; in recent elections, for example, we have implemented new bilingual name badges, language assistance signs and training modifications which all originated from conversations with members of the community.

We recognize that the dilemma facing all election officials—namely, that volunteer poll workers are the final contact point with voters—does dilute some of these efforts on Election Day. The logistical challenge of training thousands of volunteers to perform flawlessly in an assignment they only experience approximately once a year is a constant focal point of our operation. This challenge was reflected in a recent report of Election Day bilingual assistance throughout California, to which we followed up by researching the precincts cited as problematic. We found that a number of issues were related to omissions or lack of experience on the part of the poll worker, such as not wearing a bilingual name badge or stacking language materials under the English materials. Some reporting errors were also discovered, such as a bilingual poll worker marked absent although the poll worker was present but not readily visible. Relying on such a diverse group of volunteers presents inevitable challenges, as mentioned above, but is also a great advantage and the essence of minority language assistance—providing a diverse community of voters with a familiar face and language in the polling place.

The following chapter, **Compliance with Federal and State Mandates**, details each minority language assistance mandate and our accompanying compliance status and strategies. The subsequent chapter, **Comprehensive Full-Scale Language Services**, provides an in-depth look at all aspects of our bilingual outreach program, followed by a birds-eye view of our broader community engagement program in **Innovative Multilingual Outreach**. Language-specific information and data is presented in **Profiles of Language Communities**, also outlining unique challenges and strategies in these programs. To conclude our report, we explore possibilities to further improve our processes in **Future Goals**.



Compliance with Federal and State Mandates





Federal Mandates

Voting Rights Act Section 4(f) and 203(c)

When the Voting Rights Act (VRA) was first enacted in 1965, its primary focus was African Americans in the South. At that time, assistance for voters of the Latino, Asian, and Indian heritage was not readily available. In 1975, however, the Act was extended to include these groups under Section 4(f) and 203(c).

Section 4(f) of the VRA brought linguistic minorities under the umbrella of Section 5 coverage. As a result, Latinos and Asians were included in discussions about “majority-minority” districts. Coverage under this portion of the Act reflects Latino/Asian participation in 1972 and has not been updated since.

Section 203(c) of the VRA mandated the provision of translated voting materials in covered jurisdictions. A jurisdiction is covered under Section 203, where the number of United States citizens of voting age is a single language group within the jurisdiction where:

- There is more than 10,000 people; or
- There is more than five percent of all voting age citizens, or
- On an Indian reservation, exceeds five percent of all reservation residents; and
- The literacy rate of the group is lower than the national literacy rate.

Covered jurisdictions under Section 203 were updated every ten years according to updated counts from the decennial census. After the 2006 reauthorization of the VRA, however, Section 203 coverage determinations were updated every five years using American Community Survey Census data.

Language Minorities in Orange County covered under VRA Section 203(c)

Under Section 203(c) of the Voting Rights Act, the minority language provisions of the VRA enacted in 1975, Orange County was required to provide language assistance to Spanish heritage voters as of 1976. In 1982, Section 203(c) was amended and extended, thus requiring Orange County to cover Vietnamese voters in addition to the existing assistance of Spanish heritage voters. This regulation was later determined in 1992 by the Director of US Census Bureau as based on the 1990 Census data.

Voter assistance to the Korean and Chinese communities were added to the list of Orange County covered language minorities in 2002 based on the 2000 Census data. The most updated information from the 2010 Census data, published in 2012, shows the list of covered language minority groups to remain the same – Spanish heritage, Vietnamese, Korean



and Chinese voters.

Implementation of VRA Section 203(c) Compliance Measures

The Attorney General published guidelines entitled, "Implementation of the Provisions of the Voting Rights Act Regarding Language Minority Group", as 28 Code of Federal Regulation (C.F.R.), Part 55. The following is a summary of major facets incorporated in the guidelines pertaining to Orange County:

Summary of 28 C.F.R. Part 55

Subsection of Part 55	Compliance Measures
55.2 - Standards for measuring compliance	<ul style="list-style-type: none"> • Materials and assistance should be provided in a way designed to allow members of applicable language minority groups to be effectively informed of and participate effectively in voting-connected activities; and • An affected jurisdiction should take all reasonable steps to achieve that goal.
55.9 – Coverage of political units within a county	<ul style="list-style-type: none"> • Where a political subdivision (e.g., a county) is determined to be subject to Section 4(f) or Section 203(c), all political units that hold elections within that political subdivision (e.g., cities, school districts) are subject to the same requirements as the political subdivision.
55.10 – Types of election covered	<ul style="list-style-type: none"> • The language provisions of the act apply to registration and voting in any type of election, whether it is a primary, general or special election. This includes elections of officers, as well as elections regarding such matters as bond issues, constitutional amendments, and referendums. Federal, State and local elections are covered, as are elections of special districts, such as school districts, and water districts. • If an election conducted by a county relates to Federal or State offices, or issues as well as county offices or issues, a county subject to the bilingual requirements must ensure compliance with those requirements with respect to all aspects of the election, i.e., the minority language material and assistance must deal with the Federal and State offices or issues as well as county offices or issues.

Compliance with Federal and State Mandates



	<ul style="list-style-type: none"> Regarding elections for an office representing more than one county, (e.g., State legislative districts and special districts), that include portions of two or more counties, the bilingual requirements are applicable on a county-by-county basis. Thus, minority language material and assistance need not be provided by the government in counties not subject to the bilingual requirements of the Act.
55.13 – Language used for oral assistance and publicity	<ul style="list-style-type: none"> (a) <i>Languages with more than one dialect.</i> Some languages, (e.g., Chinese), have several dialects. Where a jurisdiction is obligated to provide oral assistance in such a language, the jurisdiction’s obligation is to ascertain the dialects that are commonly used by members of the applicable language minority group in the jurisdiction and to provide oral assistance in such dialects.
55.15 – Affected activities	<ul style="list-style-type: none"> The requirements of Sections 4(f) and Section 203(c) should be broadly applied to all stages of the electoral process, from voter registration through activities related to conducting elections, including, for example, the issuance, at any time during the year, of notifications, announcements, or other informational materials concerning the opportunity to register, the deadline for voter registration, the time, places and subject matters of elections, and the absentee voting process.
55.16 – Standards and proof of compliance	<ul style="list-style-type: none"> A jurisdiction is more likely to achieve compliance with these requirements if it has worked with the cooperation of and to the satisfaction of organizations representing members of the applicable language minority groups. In planning its compliance with Section 4(f) or Section 203(c), a jurisdiction may, where alternative methods of compliance are available, use less costly methods, if they are equivalent to more costly methods in their effectiveness.
55.17 – Targeting	<ul style="list-style-type: none"> The term “targeting” is commonly used in discussions of the requirements of Section 4(f) and Section 203(c). “Targeting” refers to a system in which the minority language materials or assistance required by the VRA is provided to fewer than all persons or registered voters. It is the view of the Attorney General that a targeting system will normally fulfill the Act’s minority language requirements if it is designed and implemented in such a way that language minority group members who need minority language materials and assistance receive them.



55.18 – Provisions of minority language materials and assistance

- (a) *Materials provided by mail.* If materials provided by mail (or by some comparable form of distribution) to residents or registered voters are not all provided in the applicable minority language, the Attorney General will consider whether an effective targeting system has been developed. For example, a separate mailing of materials in the minority language to persons who are likely to need them or to residents of neighborhoods in which such a need is likely to exist, supplemented by a notice of the availability of minority language materials in the general mailing (in English and in the applicable minority language) and by other publicity regarding the availability of such materials may be sufficient.
- (b) *Public notices.* The Attorney General will consider whether public notices and announcements of electoral activities are handled in a manner that provides members of the applicable language minority group an effective opportunity to be informed about electoral activities.
- (c) *Registration.* The Attorney General will consider whether the registration system is conducted in such a way that members of the applicable language minority group have an effective opportunity to register. One method of accomplishing this is to provide, in the applicable minority language, all notices, forms and other materials provided to potential registrants and to have only bilingual persons as registrars. Effective results may also be obtained, for example, through the use of deputy registrars who are members of the applicable language minority group and the use of decentralized places of registration, with minority language materials available at places where persons who need them are most likely to come to register.
- (d) *Polling place activities.* The Attorney General will consider whether polling place activities are conducted in such a way that members of the applicable language minority group have an effective opportunity to vote. One method of accomplishing this is to provide all notices, instructions, ballots, and other pertinent materials and oral assistance in the applicable minority language. If very few of the registered voters scheduled to vote at a particular polling place need minority language materials or assistance, the Attorney General will consider whether an alternative system enabling those few to cast effective ballots is available.
- (e) *Publicity.* The Attorney General will consider whether a covered jurisdiction has taken appropriate steps to publicize the availability of materials and assistance in the minority language. Such steps may include the display of appropriate notices, in the minority language, at voter registration offices, polling places etc., the making of announcements over minority language radio or television stations, the publication of notices in minority language newspapers, and direct contact with language minority group organizations.



15.19 – Written materials

- (a) *Types of materials.* It is the obligation of the jurisdiction to decide what materials must be provided in a minority language. A jurisdiction required to provide minority language materials is only required to publish in the language of the applicable language minority group materials distributed to or provided for the use of the electorate generally. Such materials include ballots, sample ballots, informational materials, and petitions.
- (b) *Accuracy, completeness.* It is essential that material provided in the language of a language minority group be clear, complete and accurate. In examining whether a jurisdiction has achieved compliance with this requirement, the Attorney General will consider whether the jurisdiction has consulted with members of the applicable language minority group with respect to the translation of materials.
- (c) *Ballots.* The Attorney General will consider whether a jurisdiction provides the English and minority language versions on the same document. Lack of such bilingual preparation of ballots may give rise to the possibility, or to the appearance, that the secrecy of the ballot will be lost if a separate minority language ballot or voting machine is used.
- (d) *Voting machines.* Where voting machines that cannot mechanically accommodate a ballot in English and in the applicable minority language are used, the Attorney General will consider whether the jurisdiction provides sample ballots for use in the polling booths. Where such sample ballots are used, the Attorney General will consider whether they contain a complete and accurate translation of the English ballots, and whether they contain or are accompanied by instructions in the minority language explaining the operation of the voting machine. The Attorney General will also consider whether the sample ballots are displayed so that they are clearly visible and at the same level as the machine ballot on the inside of the polling booth, whether the sample ballots are identical in layout to the machine ballots, and whether their size and typeface are the same as that appearing on the machine ballots. Where space limitations preclude affixing the translated sample ballots to the inside of polling booths, the Attorney General will consider whether language minority group voters are allowed to take the sample ballots into the voting booths.



55.20 – Oral assistance and publicity

- (a) *General.* Announcements, publicity, and assistance should be given in oral form to the extent needed to enable members of the applicable language minority group to participate effectively in the electoral process.
- (b) *Assistance.* The Attorney General will consider whether a jurisdiction has given sufficient attention to the needs of language minority group members who cannot effectively read either English or the applicable minority language and to the needs of members of language minority groups whose languages are unwritten.
- (c) *Helpers.* With respect to the conduct of elections, the jurisdiction will need to determine the number of helpers (i.e., persons to provide oral assistance in the minority language) that must be provided. In evaluating the provision of assistance, the Attorney General will consider such facts as the number of a precinct's registered voters who are members of the applicable language minority group, the number of such persons who are not proficient in English, and the ability of a voter to be assisted by a person of his or her own choice. The basic standard is one of effectiveness.



State Mandates



Election Code and the Secretary of State's Memorandum

In addition to Section 203(c) of the Federal Voting Rights Act, the requirements for language assistance are provided under the California Elections Code and California Secretary of State's Memorandum as described below:

Summary of State Mandates

Elections Codes and Memorandum	Compliance Measures
<p>California Elections Code 14201(d)</p>	<ul style="list-style-type: none"> • (c) Mandates that a sample ballot (with ballot measure and instructions) be printed in Spanish or other applicable languages and posted in the affected polling places if 3% or more of the voting age residents in a particular county or precinct are members of a single language minority group and lack sufficient skills in English. • (d) Requires the Secretary of State to, in each gubernatorial election year, determine the precincts where 3% or more of the voting age residents are members of a single language minority and lack sufficient skills in English to vote without assistance.
<p>Memorandum of Secretary of State</p>	<ul style="list-style-type: none"> • To comply with Elections Code 14201(d), the Secretary of State, in each gubernatorial election, has to determine the precincts that must provide ballot materials translated covered languages. - For the November 2012 General Election, the Secretary of State determined the list of precincts in Orange County that must provide ballot materials translated into six covered languages: Spanish, Chinese, Japanese, Korean, Tagalog, and Vietnamese. - The Secretary of State has since reviewed the November 2012 General Election precinct data and the 2010 Census language survey to determine two additional languages for the June 2014 gubernatorial primary election. In December 2013, the Secretary of State added Khmer and Hindi (Asian Indian) as the additional covered languages in Orange County.



Compliance with Federal and State Mandates in Orange County

Compliance with Federal Mandates

Below is a summary of Orange County's status of the compliance measures provided in the 28 C.F.R., Part 55:

28 C.F.R, Part 55 Implementation Measures	Orange County Compliance Status
<p>55.2 – Standard for measuring compliances</p> <ul style="list-style-type: none"> Materials and assistance to be provided in covered languages 	<ul style="list-style-type: none"> We provide all election-related materials in the four covered languages as federally mandated. These materials are either translated or proofread by our five full-time bilingual staff of Community Program Specialists. - Translations of ballots and candidate statements are done by court-certified translators through translation agencies. Additionally, our full-time bilingual staff and multiple bilingual election aides provide oral assistance to our language minority communities during election cycles.
<p>55.9 – Coverage of political units within a county</p> <ul style="list-style-type: none"> All political units that hold elections within a county are subject to the same requirements as the county 	<ul style="list-style-type: none"> We conduct all elections with the County and the same language requirements are applied in all elections that are administered by our office. In addition to the federal, state and county elections, there are currently 34 cities, 26 special districts and 32 school districts as well as unincorporated areas that we conduct elections for. Orange County established a partnership with City Clerks to ensure that together, we accomplish this goal. The partnership has become a model for other jurisdictions.
<p>55.10 – Types of elections covered</p> <ul style="list-style-type: none"> Language provisions apply to any types of election being conducted within a county 	<ul style="list-style-type: none"> We apply the same language requirements for all elections administered within Orange County.



<p>55.13 – Language used for oral assistance and publicity</p> <ul style="list-style-type: none"> • Oral assistance for covered languages having more than one dialect. 	<ul style="list-style-type: none"> • Chinese voters in Orange County indicate language assistance in 3 dialects – Mandarin, Cantonese and Taiwanese. • The majority of Chinese voters in Orange County speak Mandarin, however, our volunteer poll workers are able to speak other dialects so that we may provide assistance as needed.
<p>55.15 – Affected activities</p> <ul style="list-style-type: none"> • The requirements of language assistance should be broadly applied to all stages of the electoral process. 	<ul style="list-style-type: none"> • Since the 2003 Statewide Special Election, we have provided full-scale language assistance to voters in four languages as required by the VRA. All election related materials, including official ballots, are translated into Spanish, Chinese, Korean and Vietnamese. • Sample ballots and vote-by-mail ballots are mailed according to the language preference voters indicate on their affidavit of registration or written/telephone request for change of language received. Additional translated materials are explained in subsequent sections.
<p>55.17 - Targeting</p> <ul style="list-style-type: none"> • Targeting system of minority language requirements to be designed and implemented in such a way that language minority group members who need minority language materials and assistance receive them. 	<ul style="list-style-type: none"> • From 2003 to 2013, we designed and implemented a two-tier system in providing language materials for assistance as required by the VRA: <ul style="list-style-type: none"> - In providing language materials to minority voters, we provided election materials in the preferred language marked by registered voters on their affidavit of registration or when requested by phone. - In recruiting election officers to provide language assistance at the polling place, we used the language request criteria for Spanish and Vietnamese while using the place of birth criteria for Korean and Chinese. • In the 2014 Statewide Primary Election, we began using the language request criteria for providing language materials as well as recruiting bilingual election officers for all languages covered under VRA: <ul style="list-style-type: none"> - When Chinese and Korean were added as assisted languages under the VRA in 2002 after the 2000 Census, a notable number of voters marked Chinese or Korean as their preferred languages, and as a result, we began assigning Chinese and Korean bilingual election officers based on the bilingual precinct list provided by the Secretary of State;



55.17 - Targeting - continue

- In order to proactively meet the VRA requirement, we decided in 2004 to use place of birth as a criteria in recruiting Chinese and Korean bilingual election officers;
- Through various voter education efforts by our office, both Chinese and Korean language communities have continuously been informed of the availability of election materials in their native languages for more than a decade. As a result, a significant number of voters have currently been categorized as voters who have requested election materials in Chinese and Korean.
- When a new language is added as an assisted language in Orange County under the provision of the VRA, we will continue to take the same proactive approach as we have taken in the recruitment of Chinese and Korean bilingual election officers:
 - For the initial period of implementation, use the place of birth as recruitment criteria;
 - Through voter education and outreach efforts, inform voters in the new language community of the availability of election materials in their own language; and
 - Based on the new decennial census data and after the thorough review of the compliance status of the newly added language, decide whether the recruitment criteria will be changed from place of birth to language request.



55.18 – Provisions of minority language materials and assistance

- Materials provided by mail
- Public notices
- Registration
- Publicity

- As stated before, sample ballots and vote-by-mail ballots are mailed according to the language preference voters' indicate on their affidavit of registration or written request for change of language received.
- Voter instructions are translated into the four languages covered in Orange County and can be found in the sample ballot (also provided on website), posted in polling places, in voting booths (electronic and paper) and are included with the vote-by-mail ballots.
- All notices, instructions, ballots, and other pertinent materials are provided in four minority languages at every polling place. Notice of elections are translated and published in minority language newspapers. They are also uploaded on our website. Approximately 30% of all Orange County poll workers are bilingual and provide oral assistance at polling places where the assignment of bilingual any poll worker(s) is required. On Election Day, full-time language staff members are available to assist language minority voters with finding their polling places and answering their election related questions.
- Affidavits of registration, requests for permanent vote-by-mail status, and applications for one-time vote-by-mail ballots are all translated into our four minority languages and these forms are placed in public places, including our website, where voters may have easy access to them. We are assisted in voter registration and education by community groups and political parties that have been active in Orange County.
- Our efforts for publicizing the availability of materials and assistance in the minority languages is specific to each language community: Spanish speaking TV stations are the most effective means in the Latino community; in the Vietnamese community, both radio stations and Vietnamese newspapers are effective for communicating to the voters; and in the Chinese and Korean communities, Orange County sections of major ethnic newspapers are the most effective means for reaching voters.
- The five full-time Community Program Specialists serve as liaisons between our office and each language group, maintaining direct contact with community group organizations.



55.19 – Written materials

- Types of materials
- Accuracy, completeness
- Ballots
- Voting machines

- We provide translated election materials in our four covered languages. Essential information that can be directly used by a voter to participate in the electoral process has been translated and made available to voters.
- Over the years, we have established a stringent system for producing quality and accurate translations. In every step of the production process, we make efforts to ensure the accuracy, completeness, and cultural sensitivity of translated materials. A minimum of six people review each document prior to its dissemination. A document tracking system was developed internally to ensure each item is translated.
- Paper ballots are produced in English and the four minority languages then sent to Vote-by-Mail voters and placed at all polling places to be given to the voters upon their request. Instructions are translated and provided in the voting booths.
- Our eSlate voting system is currently the only electronic voting machine certified for use in the State of California and it can accommodate a ballot in English and all four minority languages. All the voting machines are accompanied by instructions in English and are translated in our four covered languages explaining operation of the voting machine.
- Our polling places are supplied with sample ballots in all five languages and are placed on a table for the voters' reference. All voters including language minority group voters are allowed and encouraged to take their sample ballots into the voting booths.



55.20 – Oral assistance and publicity

- Announcements, publicity and assistance should be given in oral form to the extent needed to enable members of the applicable language minority group to participate effectively in the electoral process

- To provide oral assistance to the language minority groups in the electoral process, we have full-time staff who are fluent in one of the mandated languages and in most cases, are native speakers of the language. During election time, we also hire bilingual seasonal employees to staff our public phone bank in order to help minority language voters.
- The four minority languages we are required to provide assistance for – Spanish, Vietnamese, Korean and Chinese - are available in written forms.
- To provide oral assistance in the minority language of the four covered languages at polling places, we recruit, train and assign bilingual poll workers to polling places where language assistance is required.
- The determination of bilingual precincts and number of bilingual poll workers to be assigned are established by criterias developed internally.
 - Until the 2012 General Election, one poll worker was placed for every 25 registered voters that meet one of two criterias: 1. The requirement either by birth place or 2. Translated election materials requested.
 - Beginning with the 2014 Primary Election, we decided to use only the criteria of translated election material requested for all four covered languages in determining bilingual polling places and recruiting bilingual poll workers.



Compliance with State Mandates

Below is a summary of Orange County's compliance status of the state mandates for language assistance under the Elections Code:

Requirements under Elections Code	Orange County's Compliance Status
<p>California Elections Code 14201</p> <ul style="list-style-type: none"> • Sample ballot translations and posting language requirements 	<ul style="list-style-type: none"> • We translate all election materials including official ballots in the covered languages under VRA Section 203(c). • For languages not federally mandated, but covered under California Elections Code, we translate sample ballots in the covered languages and post them at polling places as determined by the Secretary of State.
<p>Memorandum of the Secretary of State</p> <ul style="list-style-type: none"> • Determination of the list of precincts that must provide ballot materials translated into covered languages. • Determination of minority languages to be covered by the county. 	<ul style="list-style-type: none"> • The precincts that require bilingual assistance in the federally mandated language are determined by the criteria set by our office: • The precincts that are on the Secretary of State's covered bilingual precincts list, but not covered under the VRA, are added as bilingual precincts so that the language assistance requirements in the County under both the Federal and the State's mandates are fully met.



Comprehensive Full-Scale Language Services





Language Assistance

This polling place provides assistance in the following languages:

Language			
English Ballot, Speak, Phone	✓	✓	✓
中文 選票, 服務人員, 電話	✓		✓
한국어 투표지, 한국어 요원, 전화	✓	✓	✓
Español Boleta, Se Habla, Teléfono	✓		✓
Tiếng Việt Lá Phiếu, Thông Dịch Viên, Dịch Bằng Điện Thoại	✓	✓	✓
Other Polling place telephone translation service. Please ask for assistance.			✓

The proactive approach to language assistance by the Orange County Registrar of Voters has created a comprehensive language service program for voters who need language assistance. The scope of our services consists of four main components:

- Dedicated bilingual community program specialists
- Translation of election materials
- Election day language assistance
- Bilingual poll workers at targeted precincts

Bilingual Community Program Specialists

In order to meet the growing needs of the Latino and Vietnamese voter communities, the Community Outreach unit was created in 1998 to provide voter education and language assistance in the electoral process. As a result of changing demographics, full-time Chinese and Korean Community Program Specialists were also hired in 2003 to meet federal mandates under the Voting Rights Act.

Among the four language communities, the Vietnamese community in particular, showed a considerable increase in the total number of Vietnamese language election materials requested. In order to meet the growing demand for Vietnamese language assistance that was occurring in part due to an increase in the number of Vietnamese American candidates, the Registrar of Voters added one more Vietnamese Community Program Specialist in July 2006.

Currently, there are five bilingual staff members representing the four supported languages – one for the Hispanic community, two for the Vietnamese community, one for the Korean community and one for the Chinese community.

Requirements

- The Community Program Specialists are fluent in both English and their representative language, allowing for accurate and appropriate translation of election materials as well as effective communication with voters and



community organizations.

- They are also experienced in public speaking, community education, outreach, as well as being familiar with the proper protocols for dealing with sensitive community issues.

Responsibilities

The responsibilities of bilingual community program specialists include:

- Developing and implementing a bilingual poll worker recruitment plan.
- Involving community organizations in the electoral process by building relationships and rapport.
- Assisting voters in the electoral process through language services and voter education.

Election Material Translation

To ensure accessibility of election information for limited English proficiency voters, the Orange County Registrar of Voters provides translated election materials in all four supported languages in addition to English. Essential information that can be directly used by a voter to participate in the electoral process has been translated and made available to voters.

Scope of Translation

Types of Translated Election Materials

Category	Items
Voting Materials	Electronic ballot (text and audio), paper ballot (for polling places and vote-by-mail), sample ballot, and various forms such as vote-by-mail request form, second ballot request form, etc.
Polling Place Information	Signs that direct voters and inform them of procedures and their rights, including bilingual poll worker badges and voter instructions.
Election Publications	Official documents such as election notices and handbooks.
Voter Outreach and Education	This includes both print materials such as brochures and flyers and electronic media such as our website and podcasts. We have also translated PowerPoint slides and surveys as needed.
Website	The Orange County Registrar of Voters website, ocvote.com , provides important information on voter registration, voting, election notices, results and handbooks. The entire website has been translated into the four supported languages. Voters can access many services conveniently from their computer at home or mobile devices.

- All of the website information is translated into the four supported languages and presented in identical format to offer web visitors an informative experience.
- All documents, with the exception of ballots, candidate statements and measures, are translated in-house by our bilingual community program specialists. Documents translated by our vendor, utilizing court-certified translators, are



always reviewed and edited by the community program specialists.

Breakdown of Translated Documents for the 2012 General Election

Translation Items in the 2012 General Election		
Document Type	Number of Pages Per Language	Total Number of Pages for All Languages
Candidate Statements & Measures	620	2,480
Ballot Label	22	88
Sample Ballot Pages	14	56
Web Pages	785	3140
Vote-By-Mail Materials	8	32
Trans File for Electronic Ballot	1	4
Mailed Ballot Instructions	5	20
Election Notices	5	20
Other	2	8
Total Documents	1462	5848

REGISTRO ELECTORAL CONDADO DE ORANGE

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Rápidamente busque su casilla electoral y reciba mapas y direcciones si es necesario.
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Solicite una boleta de voto por correo, como reemplazar una que nunca llega o está dañada.
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Neal Kelley, Secretario del Registro Electoral | 1300 South Grand Avenue | Building C | Santa Ana, CA 92705 | 714.567.7600
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Quality Assurance

The successful translation of election materials for an election cycle requires a multiphase translation process and rigorous quality control to ensure that all the translations of election materials are error free.

- Translation Timeline: We have developed an internal system of managing timelines for the translating and proofing of essential election materials so that all language materials can reach voters in an efficient and timely manner.
- Document Tracking: During the proofing process, we track different versions of edits electronically with a software program developed in-house specifically for our translation purposes. The centralized tracking system has greatly streamlined our workflow and reduced the production time by allowing us to conveniently organize, share and retrieve documents.
- Standardized Process: Checklists and procedure manuals have been created to improve efficiency and maintain consistency.
- Approval Procedure: From the completion of the first draft translation to the approval of final translation, all documents must go through a multiple-step quality assurance process which includes:
 - Review by the bilingual program specialist
 - Editing and revisions
 - Second proofing by another bilingual staff member of the same language
 - Final approval by a review committee composed of five managerial staff members

Distribution of Translated Election Materials

Orange County voters who need language assistance can access our translated election materials through many channels. Voters can obtain election information by:

- Visiting our office.
- Browsing our website.
- Requesting by phone or mail that bilingual sample ballots or vote-by-mail ballots automatically be mailed to them.
- Utilizing media outlets including major language newspapers, radio, TV, and podcasts in different languages.
- Attending our outreach events where election materials are displayed and staff are available to answer questions.
- Picking up registration forms and voter guides at some city halls or community centers.



Election Day Language Assistance

In addition to our regular language services and all the preparations leading up to the election, we also ensure voters can receive adequate assistance in a variety of ways on Election Day.

Translated Ballots

At any polling place, both electronic and paper ballots are available in all supported languages. The first thing a voter who chooses to vote electronically sees is a display of language options on the screen of the electronic voting system. The audio component of the electronic ballot is also translated. Voters can be further assisted by the translated instructions next to the voting machine inside the voting booth. In addition, a voter who prefers to vote on paper can request a paper ballot from poll workers.

Polling Place Signs

The Voter's Bill of Rights and Voter Instructions are translated and posted inside the polling place. We have also added a new language assistance card showing the types of language services available.

Translated Sample Ballots

The translated sample ballot booklet sent to voters via mail before the election is also available at all polling places.

Bilingual Poll Workers

Bilingual poll workers are stationed at targeted precincts to help voters understand the voting process and explain voting procedures whenever necessary. They may be identified by the language indicated on the name badge they wear.

Public Phone Bank

Our public phone bank is staffed with bilingual operators in all supported languages to assist voters with election-related questions before, during and after the election.

Bilingual Outreach Staff

On Election Day, our bilingual community program specialists and bilingual election aides are readily available to answer voters' questions. They also respond to bilingual assistance issues at polling places and help dispatch backup bilingual poll workers when necessary.

Online Information

Our fully translated multilingual website provides a wealth of information and online services for voters 24 hours a day. On the election day, voters can go online to check polling place locations, verify registration status, view sample ballots and other important up-to-date election information. The user-friendly website is also rich in interactive content including customized data reports and streaming videos.



Recruitment, Training and Assignment of Bilingual Election Personnel

Bilingual Poll Worker Recruitment

Staffing nearly 1300 bilingual poll workers at targeted precincts throughout the county is an integral part of our language services. It requires several months of planning to recruit, train and assign bilingual poll workers appropriately. The following section and subsequent community profiles detail the steps involved in this process as well as explain methods unique to each language community.

In addition to translated election materials, the Orange County Registrar of Voters provides a strong base of bilingual support to limited-English voters. This is accomplished by meeting or exceeding federal and state bilingual poll worker requirements, recruiting bilingual personnel for the public phone bank and maintaining a permanent bilingual staff dedicated to providing quality customer service to limited-English voters.

Criteria for Recruitment and Assignment

The criteria for bilingual poll worker recruitment originates from a variety of sources. By following this criteria, each voting jurisdiction works to meet the language assistance needs of their voting community. The US Department of Justice uses census data to determine the percentage of voting age citizens with limited-English proficiency (VACLEP) for each precinct. This number is then broken down by language and used to establish the baseline recruitment criteria. The California Secretary of State also uses census data to target specific precincts statewide for bilingual language assistance. In addition, local community groups have provided data based on independent research to determine other precincts that should be targeted. This combination of federal, state and local criteria form the final precinct list used by the Registrar of Voters to provide language assistance to Orange County voters.

In 2005, the Department of Justice conducted a poll worker assignment analysis in Orange County. The baseline criteria used for Hispanic surnamed voters (based on 25.39% of the VACLEP population), started at 1 poll worker for 100-249 voters, 2 poll workers for 250-499 voters, and 3 poll workers for 500+ voters. The criteria used to analyze the Vietnamese, Chinese and Korean communities (respectively 64.34%, 37.25%, and 48.50% of the VACLEP), started at 1 poll worker for 35-79 voters, 2 poll workers for 80-160 voters, and 3 poll workers for 160+ voters.

The Orange County Registrar of Voters is committed to meeting the needs of Orange County's limited-English voters. After careful analysis of internal recruitment policies and practices, and with special attention to the guidelines set by the Department of Justice, Secretary of State and local community groups, the Registrar of Voters has determined the total number of voter language requests for Spanish and Vietnamese, and voter place of birth for Chinese and Korean, recruitment criteria starts at 1 poll worker for 25-99 voters, 2 poll workers for 100-299 voters and 3 poll workers for 300+ voters (Table 1).

Starting in 2014, the standard for determining bilingual precincts and recruiting bilingual poll workers has changed to only using the total number of language requests by precinct for the four federally covered languages under the VRA.



Orange County's Targeting Formula	
Number of Voters Requiring Language Assistance	Number of Poll Workers
25-99	1
100-299	2
300+	3

Table 1: Orange County's Targeting Formula

Training for Bilingual Poll Workers

All volunteers recruited as poll workers must attend a three hour training session as required by law. Aside from English proficiency, our bilingual poll workers are also fluent in one of the four languages required by law for Orange County. We strive to ensure all voters have the opportunity to cast their votes. Federal law mandates Orange County to provide Spanish, Vietnamese, Korean, and Chinese language assistance at targeted polling places.

Community Program Specialists

The Orange County Registrar of Voters currently maintains a base of five permanent, full-time bilingual staff members – at least one for each of the four minority languages (Spanish, Korean, Chinese and two Vietnamese). As previously mentioned, all election materials are translated or proofread by these staff members and held to the strictest standards of accuracy. The bilingual staff also manage incoming phone calls and in-person visits of voters with language needs, as well as lead outreach efforts in their respective language communities.

Bilingual Support Staff

In the months preceding an election, the number of staff members working at the Registrar of Voters increase from 50 to nearly 200 members. Many of these supportive staff members are bilingual in one of the four minority languages in order to meet the diverse needs of Orange County's language communities. These supportive staff members are assigned as either public phone bank operators, customer service agents, bilingual translation material proof readers or bilingual poll worker recruiters. In particular, the bilingual recruiters work directly with permanent bilingual staff to ensure that all poll worker recruitment needs are met in each language community. This base of bilingual support personnel greatly improves the ability of the Registrar of Voters in serving the diverse voting communities of Orange County.





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Innovative Multilingual Outreach



Innovative Multilingual Outreach



Orange County is made up of one of the most diverse voting populations in the country and, under the provisions of Section 203(c), is required to provide language assistance to the Spanish, Vietnamese, Korean and Chinese speaking communities. To better serve the community and implement the requirements for language assistance, our ongoing effort is conducting innovative multilingual outreach and engaging voters in the electoral process. We build community partnerships and conduct presentations to ensure people are aware of the voting process and the services we provide.

Throughout the year, we attend numerous events in communities across Orange County. The following table illustrates the number and type of events we have participated in the 2012-2014 calendar year.

2012-2014 Orange County Community Events Participation	
Type of Events	Number of Events
Community Outreach	75
Community Engagement	91
Speaking Engagement*	83

**The Speaking Engagement Program was recently launched in May 2013. In a period of approximately half a year, our Community Program Specialists have actively participated in many speaking engagement events, in addition to other community events. Table indicates an approximate number of events and type of events completed from the 2012-2014 period.*

Community Outreach Program

Introduction

With a continual need for increased efficiency, accountability and transparency in all public sectors, along with a requirement to be more strategic in the prioritization and delivery of programs, services and other social initiatives, the need to innovate, communicate and engage the community is absolutely necessary.

In order to ensure adequately staffed polling places, public awareness of methods of voting, registration opportunities and more, the Registrar of Voters reaches out to the greater Orange County community of 3.2 million residents. In addition, requirements under the federal Voting Rights Act requires the translation of ballot materials and recruitment of bilingual poll workers. Because of this requirement of federal law, we also conduct outreach to all language based communities to help meet these requirements.

Since 1998, with the creation of a Community Outreach Unit comprised of a full-time staff of community program specialists, we have reached out to one of the most diverse voting populations in the country. Under the provisions of Section 203(c), we provide language assistance to the Spanish, Vietnamese, Korean and Chinese speaking communities.

We develop annual and long-term community outreach plans and offer programs to citizens at community and neighborhood events across Orange County. Since the inception of the unit, our outreach programs have been enhanced



and upgraded in voter registration and voter education while highlighting the importance and power of voting and volunteering. These efforts have been successful in increasing the number of English speaking and bilingual volunteers in our database.

In order to maintain a transparent process, we must communicate our services and inform the public on how elections are conducted. As a result, our community engagement programs have been used as a model to other counties nationwide for displaying innovative approaches to reaching out to the community.

Community Outreach Program Mission

As an overall program, the Community Outreach Program is designed to ensure input is received from the community and information is presented to the voting population about requirements as it relates to federal and state election laws. In addition, it ensures that compliance is achieved under statutory outreach mandates. Voter education is a key component of community outreach.

Elements of the Outreach Program

The elements of the outreach program include the following:

- Development of the basic information about voter registration, voting procedures, current elections, using the electronic voting system, and the vote-by-mail process.
- Voter education workshops, which are conducted using visual aids such as PowerPoint presentations, eSlate electronic voting system demonstrations and other outreach materials.
- Network-building with diverse language communities. Over the years, we have built a solid foundation of networking with various community organizations such as senior centers, Asian community committees, Spanish-speaking community committees, grade schools, high schools, local colleges and universities, health care organizations, and other community-based agencies.

Community Outreach Program Methodology

In our efforts to effectively reach out to voters in the language minority communities as well as the general public, we have developed various innovative and unique outreach program methodologies:

Development and dissemination of outreach materials

The materials used for outreach events include:

- Brochures about voting, volunteering, the ballot creation process and student programs
- Volunteer application card (used mainly for language-based communities because it incorporates information regarding bilingual poll worker program)
- Registration forms
- Vote-by-mail application forms
- Comprehensive Outreach Program brochures that are professionally designed and used as a marketing tool for the program

These materials are translated into the four covered languages – Spanish, Vietnamese, Korean, and Chinese, and generally include information specific to the voting or registration process, vote-by-mail procedures, volunteer



opportunities and the current election.

Utilization of Modern Communication Technology

As internet usage becomes widespread among voters, we have been able to use this medium to effectively communicate with tech savvy voters as well as other stakeholders in the electoral process.

In addition to our English website we have identical websites in the four covered languages - Spanish, Vietnamese, Korean and Chinese - to provide online access to basic voting/volunteer information. It also serves as an easy-to-access information source for updated information on the current election. Currently, voters can access the following election related information through our website:

- Details of the voting process
- Vote-by-mail process
- Volunteer programs
- Various means of contacting the Registrar of Voters office
- Convenient access to download sample ballots in all languages
- Convenient access to download numerous application forms in all languages
- Live newsfeed on Election Day and Election Night as well as podcasts
- Links to numerous local and statewide election contents
- Other valuable information

As further information emerges, the Registrar of Voters' website is constantly updated to reflect current information. Our continuous efforts in reaching out to all communities is also reflected in our web expansion to such popular social media networks as Twitter and Facebook.

Network-building with local media outlets

We have established close and cooperative relationships with local media outlets in the language minority communities as an important means of communicating with the citizens of those communities. By making the best use of local media outlets, we have had news articles published regarding important election information, notices of elections, press releases as well as radio announcements, podcasts and local television ads placed specific to each of the four required language communities.

Community Poll Worker Outreach Programs

To have various innovative, unique programs that cater to all citizens across all spectrums of communities in Orange County, the Community Outreach Program includes outreach programs for government employees and high school students.

Outreach program for government employees

Our government employee outreach program is designed to recruit poll workers from the pool of employees at various levels of government agencies. Primarily used at the County level, the program reaches out to state and city employees as well. Over the years, hundreds of employees from city, county and state agencies have participated in the program



and many of them have worked as bilingual poll workers.

High School Student Poll Worker Program

Our high school student poll worker program is part of a larger country-wide program aimed at getting students involved in the election process. The State of California officially endorsed the program in 1996 by adding it to the California Elections Code (Elections Code Section 12302(b)). The idea is to expose younger generations to the democratic decision-making process as they reach voting age. The following table shows the changing number of student poll workers for general elections since 2004:

High School Student Volunteers		
Election	Total Students	Bilingual Students
2004 General Election	1129	240
2006 General Election	777	201
2008 General Election	2733	852
2010 General Election	2138	906
2012 General Election	2335	1014

Table 1: Trend in High School Student Poll Workers

As shown, the number of high school student volunteers nearly tripled from 2004 to 2008 General Elections. The increase in student participation is directly attributed to our one-of-a-kind MyBallot Student Program, a program which has drawn the attention of high school students to the importance of voting, volunteerism and democracy.

Partnership with Community-Based Organizations

A great part of successfully maintaining a Community Outreach Program is continuing established partnerships with community-based groups/organizations. We meet 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 involved in the recruitment process continues to grow each year. An informal poll of California Registrar of Voters showed that a handful of county Registrar of Voter offices had “community working groups” - a group containing members representing various groups and organizations in the community. In 2009 the Department established the Community Election Working Group (CEW) that involves multiple community-based and political organizations involved in Orange County elections.

Community Election Working Group

At the Orange County Registrar of Voters office, success comes from our passion for creating fair and accurate elections. This is the core of our mission as we serve the registered voters and citizens of Orange County. Underlying our approach to election management includes community relations that extend beyond compliance with legal requirements. We believe that input from the community is vital to an open and transparent process. The Community Election Working Group (CEW) serves this purpose – bringing together diverse backgrounds – each committed to making sure elections are open and accessible. Since its inception in 2009, quarterly CEW meetings have been conducted throughout the years during which we have received valuable input from the community regarding the elections process.



Strong input from the community starts with members of our CEW Group who are independent, engaged, committed, and effective. Our members advise the Registrar of Voters on the election process and provide a forum to communicate back to the community on important election topics.

We believe in further strengthening public confidence in the election process and creating long-term relationships with our community partners.

Community Election Working Group: Highlights and Membership

The Orange County Community Election Working Group provides input to the Registrar of Voters on minority voting, access of the disabled population to the elections process and the elections process in general. The advisory group also provides a forum for the Registrar of Voters to update the community as a whole on elections issues and promote community involvement.

Membership includes, but is not be limited to, representation from the Latino community, Asian community, City Clerks, League of Women Voters, Republican Party, Democratic Party, alternative parties, senior community, Veterans affairs, disabled community, poll workers, youth representative – 18 to 25 years of age, and at-large positions.

The Registrar of Voters maintains a list of individuals and organizations affiliated with the County's election process that was used to provide initial notification to County citizens of the creation of the Working Group. Members applied for a position on the group through an online application process.

When sufficient nominations for each position were received, Registrar of Voters' staff reviewed each application taking into consideration who the applicant represents (what organization), how the applicant is viewed by the segment of the community which his/her organization represents, the influence the applicant has within the specified community segment, how capable the applicant's organization is in communicating with their community, and the applicant's willingness to advance the interests of the Working Group as a whole.

Community Engagement Program

Our community engagement initiative is crucial to running successful elections. At every step of the way, our devotion to engage voters in new and unique ways ensures people are aware of the voting process and the services we provide.

In addition to the involvement of our bilingual Community Program Specialists from the Outreach Unit, a Community Engagement Manager and a group of three other Community Program Specialists are also devoted to the planning and implementation of events in the Community Engagement Program.

Together, we meet thousands of individuals throughout the year, many of whom have become new registered voters, volunteer for an election or learn about elections in general. We offer mobile solutions designed to attract people to our booths - from entertainment to educational events. Our nationally recognized programs are on the cutting edge of voter outreach.



Mission of Community Engagement Program

Aside from providing outreach to voters needing bilingual assistance and voters with disabilities, the mission of the Community Engagement Program is to seek involvement from the community through a comprehensive collection of unique methods in order to ensure opportunities are available for all citizens to register to vote, increase our election volunteer database totals, and to raise public awareness about Orange County elections in general.

Community Engagement Program Methodology

From live music events and Surf the Vote to Election Academy and Election Webinars, our Community Engagement Program spans across a wide spectrum of various unique programs designed to ensure all eligible voters have the opportunity to participate in the electoral process.

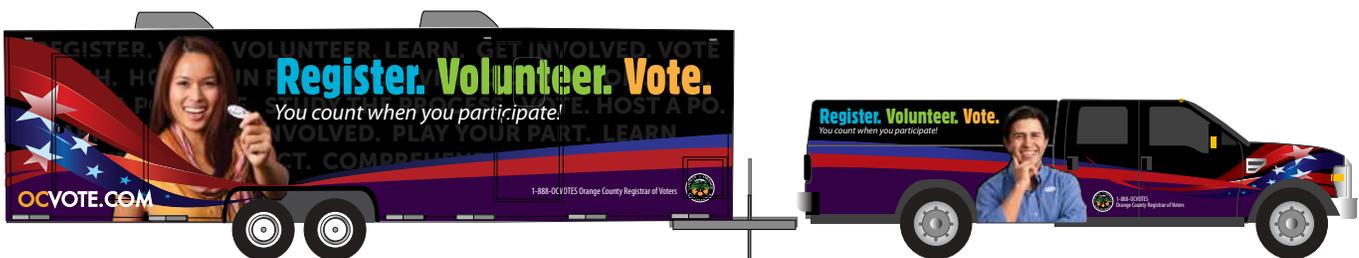
The following highlights a few of our innovative programs:

Utilization of Mobile Voting Unit (MVU)

To enhance our recruitment efforts and conduct more effective and visible voter education, we utilize a custom-made Mobile Voting Unit (MVU). The MVU is a mobile outreach vehicle that is fully ADA accessible and equipped with interactive voting displays on board. It gives all citizens the opportunity to experience the democratic process including on-the-go voting.

Since 2004, the MVU has been showcased at numerous community events, parades and outdoor venues. Not only has the MVU made its appearance at the popular Verizon Wireless Amphitheater in Irvine and the annual Orange County Fair, it has also been greatly recognized at language-based community events such as the highly Asian-concentrated Irvine Global Village event and the League of United Latin American Citizens event.

Moreover, the MVU has been officially and effectively utilized as a fully contained polling place for Early Voting and is available on Election Day as a backup polling place. It was a first of its kind and has been copied in areas across the country. As a result, it has been well accepted in all communities across Orange County.



As shown, the Mobile Voting Unit is a highly recognized addition to the Registrar of Voters' continuous outreach effort in bringing to the citizens the power of voting, volunteerism and democracy.



One-of-a-Kind High School Student Program

MyBallot Election Program for Students

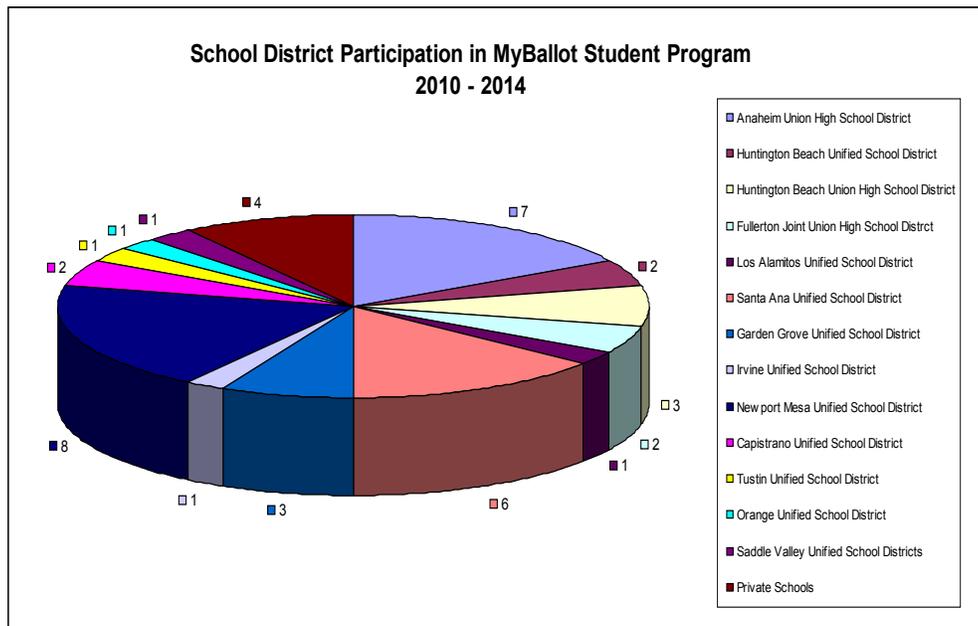
As part of our high school student outreach efforts, the MyBallot Election Program for Students, officially and fully launched on May 22, 2008 at Segerstrom High School in the City of Santa Ana, bridges the gap and broadens students' perspectives on the power of voting.

This unique program is a comprehensive 3-step series including in-class lessons on the history of voting, creating ballots and vote tabulation.

1. **Classroom Component:** Students learn about the history of voting, creating ballots and vote tabulation in a classroom setting.
2. **Presentation Component:** Honorable guest speakers give unforgettable speeches about the power of voting and the importance of being involved in the electoral process during the presentation component of the MyBallot Student Program.
3. **Election Day Component:** On a school's Election Day, students get in line, waiting for their chance to cast their vote on the eSlate electronic voting system; the same voting system in which their parents use to vote on Election Day.

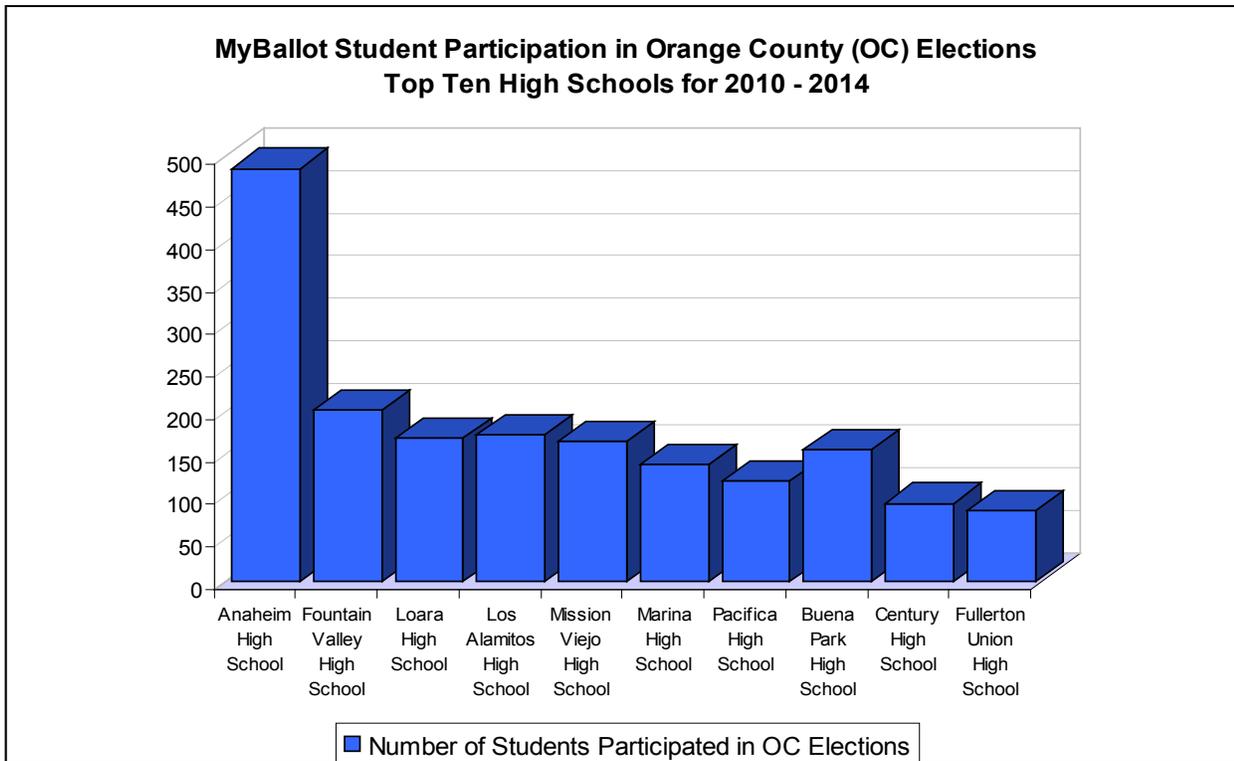
The program lesson reveals the complexities involved in conducting elections, and students work hands-on at our department creating their own ballots. During the final stage, we bring our electronic voting machines, as well as the Mobile Voting Unit, to participating schools to conduct their ASB or homecoming elections. Students are directly involved in the tally and certification of votes cast. At the end of the program, students are offered the opportunity to work in polling places on Election Day, giving them a chance to learn first hand about the power of voting, volunteerism and democracy.

For the years 2010 to 2014, we have various school districts throughout Orange County participated in the MyBallot Student Program, and the following chart illustrates the number of times the schools from these districts involved in our Program.





Since its launch in 2008, the MyBallot Election Program has conducted many successful student elections for over 10 high schools throughout Orange County. The number of students who volunteer as poll workers continues to rise for each election, and from this pool of students, the number of bilingual student poll workers also increases tremendously. The graph below shows top ten high schools with the highest number of students who, after recruitment at MyBallot Student Program events, actually worked as student poll workers on Election Day in all elections from the years 2010 to 2014.



Other Agency/Organization Poll Worker Programs

Corporate Sponsorship Program

There are two ways to participate in the Corporate Sponsorship Program: Providing poll workers and/or offering business facilities for a polling place. Providing poll workers means staffing a precinct board(s) with corporate employees. Wells Fargo Bank, for instance, fully staffed several precinct boards with their employees. Some spoke one of the four covered languages, providing bilingual assistance in the November 2008 Presidential General Election. Sprint partnered with us as a corporate sponsor in 2010, providing volunteers on Election Day. In addition, Sprint also contracted with our office, providing state-of-the-art communication devices including: 1,700 cell phones for polling places, Sierra Wireless Overdrive Mobile HotSpots to enhance our capabilities at outreach events and i365 Motorola Sprint Nextel Direct Connect phones with scanning devices used to track election supply deliveries.

In return, organizations receive benefits of sponsor recognition, high visibility, online recognition, media recognition, and use of the Orange County logo. By participating in this one-of-a-kind program, corporations can show their involvement in the community where they do business.



An Active Presence in the Community

Speaking Engagement Program

The Speaking Engagement Program is an integral part of the advancement of the Registrar of Voters in terms of providing assistance to voters of many different backgrounds throughout Orange County. It began in May 2013 with a team of eight Community Program Specialists representing and targeting the language communities of Spanish, Vietnamese, Korean, and Chinese origin, as well as the four major North, South, East, and West regions of Orange County. Covering a broad demographic area, the program aims to achieve the following goals:

1. Educate voters on the electoral process
2. Increase voter registration
3. Provide information on special programs, online features and various involvement opportunities
4. Network and build relationships

The focus is to provide personal communication on both small and large-scale levels to the community as a whole. 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, the Speaking Engagement Program allows the Registrar of Voters to promote its services, build relationships and network with various communities. Targeted groups have included, but are not limited, to the following:

- Community groups
- Rotary clubs
- Parent Teacher Associations
- Cultural clubs
- Service agencies
- Senior citizen centers
- Youth groups
- Churches
- Universities
- Student organizations
- Non-profit organizations
- Citizenship classes
- Professional associations
- Public service agencies

Speaking engagement groups may be as small as five to ten people or as large as several hundred people and are adapted to fit each audience with specialized information. In addition to establishing a direct line of contact with the aforementioned organizations, the agency has worked collaboratively with City Clerks in order to gain access to additional groups and organizations within their respective cities.

Since its initial inception during the first half of 2013, contacts with various community organizations brought about curiosity but not many opportunities to be introduced and present. With increased contact and through word of mouth, interest was formed and different organizations began scheduling speaking engagement presentations shortly thereafter. The agency's Community Program Specialists attended four speaking engagements in July 2013; and within a four month period, the number of speaking engagements grew more than five times the starting number, to a staggering 21 presentations by the end of November 2013. In addition, the Registrar of Voters, Neal Kelley, consistently speaks throughout the country covering election related topics.

Innovative Multilingual Outreach



Although speaking engagements are aimed towards local organizations, the Registrar of Voters has gained international attention. In 2013, the agency hosted several visiting Chinese delegations at the Registrar of Voters office. These visits included a presentation on election operations as well as a tour of the agency:

- March 7, 2013: A group of local officials from Wuhan, the capitol of the central province Hubei of China, visited the Registrar of Voters as part of their Southern California tour. Members of the delegation were from various districts of the Supervision Bureau, a division much like the office of the US Inspector General.
- October 29, 2013: Visitation through the American Council of Young Political Leaders. This group included seven delegates from various Chinese Youth Federations and Youth Associations, one escort, two translators, a Washington DC based coordinator and representatives from the Chairman's office.

Through much planning and execution, the Speaking Engagement Program proves to be a viable tool for reaching out to the community. It outlines a systematic way to interface with the community and promote participation in the electoral process through voter education, promotion of the Registrar of Voters' services and building relationships with other community organizations. Serving as one piece of the overall outreach plan, the Speaking Engagement Program is off to a positive start.

Conclusion

In order to provide for a greater awareness of the electoral process, the rights and responsibilities of voters, and the importance of participating in the electoral process, the Community Outreach Program and Community Engagement Program are constantly reviewing and improving to enhance the process of serving our communities. Reaching out to our language-based communities has gone beyond meeting the requirements. Engaging the general public in innovative programs has ensured awareness of the services provided as well as the electoral process as a whole. We embrace the basic need of the entire community and strive to bring to light the power of voting, volunteerism and democracy to all of Orange County's citizens.



Sample of Events Attended in Orange County

Event	City	Type of Event
Chili Cook-Off and Street Fair	Tustin	Community Engagement
Laguna Woods Chinese Club	Laguna Woods	Speaking Engagement
Glass Mountain for the Disabled	Irvine	Speaking Engagement
Asian Garden Mall (Flower Festival)	Westminster	Community Outreach
Orange County Korean Festival	Buena Park	Community Outreach
Verizon Wireless Amphitheater Concert Series	Irvine	Community Engagement
Orange County Korea-US Citizens League	Garden Grove	Speaking Engagement
LULAC District II Convention	Costa Mesa	Community Outreach
OCAPICA Get-Out-The-Vote Press Conference	Santa Ana	Community Outreach
LULAC Youth Conference	Garden Grove	Community Outreach
Citizenship Ceremony Reunion	Santa Ana/Anaheim	Community Engagement
Vietnamese Horizon Cultural Center	Garden Grove	Speaking Engagement
Heritage Festival	Placentia	Community Engagement
Dia de la Familia	Westminster	Community Outreach
Asian Pacific Communities Health & Resource Fair	Garden Grove	Community Outreach
Dana Point City Concert	Dana Point	Community Engagement
Neighborhood Association El Salvador	Santa Ana	Speaking Engagement
Southwest Senior Center NCAAP	Santa Ana	Community Engagement
Orange County Fair	Costa Mesa	Community Engagement
US Open of Surfing Series	Huntington Beach	Community Engagement
Vietnamese 12th Branch LDS Church	Westminster	Speaking Engagement
Cesar Chavez Day	Santa Ana	Community Outreach
Chinese Delegation Visits	Santa Ana	Speaking Engagement
Citizenship Classes	Orange County	Speaking Engagement
Irvine Global Village	Irvine	Community Outreach
Silverado Day	Buena Park	Community Engagement
Taller San Jose Presentation	Santa Ana	Speaking Engagement
Cinco De Mayo	Santa Ana	Community Outreach
Orange County Columbian Community	Garden Grove	Speaking Engagement
Constitution Day	Santa Ana	Community Engagement
Vietnamese-American Chamber of Commerce	Westminster	Community Outreach
Mexican Indigenous Celebration	San Juan Capistrano	Community Outreach
Mariachi Festival	Anaheim	Community Outreach
San Clemente Fiesta Street Festival	San Clemente	Community Engagement

Table 2: Sample of types of events that our Community Program Specialists attended throughout Orange County to promote our programs and services as an election office.





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Profiles of Language Communities

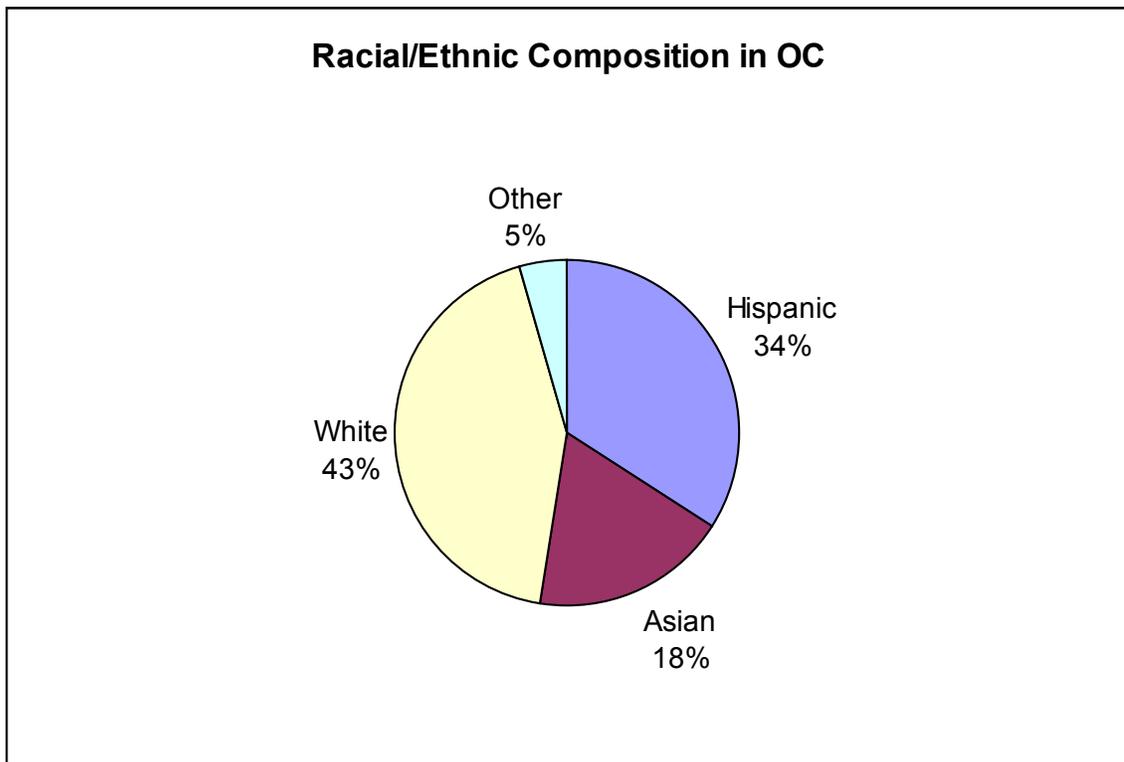




Demographic Characteristics of Language Minority Communities in Orange County

Racial/Ethnic Composition in Orange County

As the nation's fifth largest election jurisdiction with more than 1.4 million registered voters, Orange County has one of the most diverse voting populations in the country.



According to the 2012 American Community Survey (ACS 2012) - 1Year Estimate, the total population of Orange County is estimated to be 3,090,132. This figure is comprised of 43% White, 34% Hispanic or Latino, 18% Asian and 5% Other races.



Voting Age Citizens in the Language Community

Based on the American Community Survey 2012 (ACS12) report, the total number of voting age citizens in Orange County is estimated to be 1,996,545 comprising about 65% of the County's total population. The total number of language community's voting age citizens is estimated to be 712,320 representing roughly 36% of the County's voting age citizens and about 24% of the County's total population as shown in the table below.

Estimate of Voting Age Citizens in the Language Community					
	Born in USA	Naturalized Citizen	Total Citizen	% of 18 and over population	Voting Age Citizen
Hispanic/Latino	623,773	118,359	742,132	66.9%	496,422
Vietnamese	56,699	111,521	168,220	78.9%	132,712
Korean	27,001	36,646	63,647	78.5%	49,966
Chinese	30,264	42,716	72,980	82.9%	60,520
(Language Total)	(737,737)	(309,242)	(1,046,979)		(712,320)
OC Total	2,137,943	479,281	2,617,224	76.2%	1,995,020

Registered Voters in the Language Community

As of May 30, 2014, there are 197,387 active registered voters in the language community. This equals about 14.0% of the total 1,412,677 active registered voters in Orange County.

Active and Inactive Registered Voters

In February 2013, our office moved more than 300,000 registered voters to the inactive voter list in an attempt to maintain an accurate voter list.

- In accordance with State law, voters may be moved to an inactive list status for one of the following reasons:
 1. Returned mail received from the voter's address that is not deliverable
 2. The voter has not participated in any election in the previous four years, and has not updated or confirmed their voter record.
- Inactive voters may restore their status simply by voting in an election. They may be removed from the voter registration list, however, if they do not vote in two consecutive federal general elections after they are made inactive.

As of May 30, 2014, there are 321,040 voters in the inactive list. The following table below illustrates the number of active and inactive voters in the language community.

Profiles of Language Communities



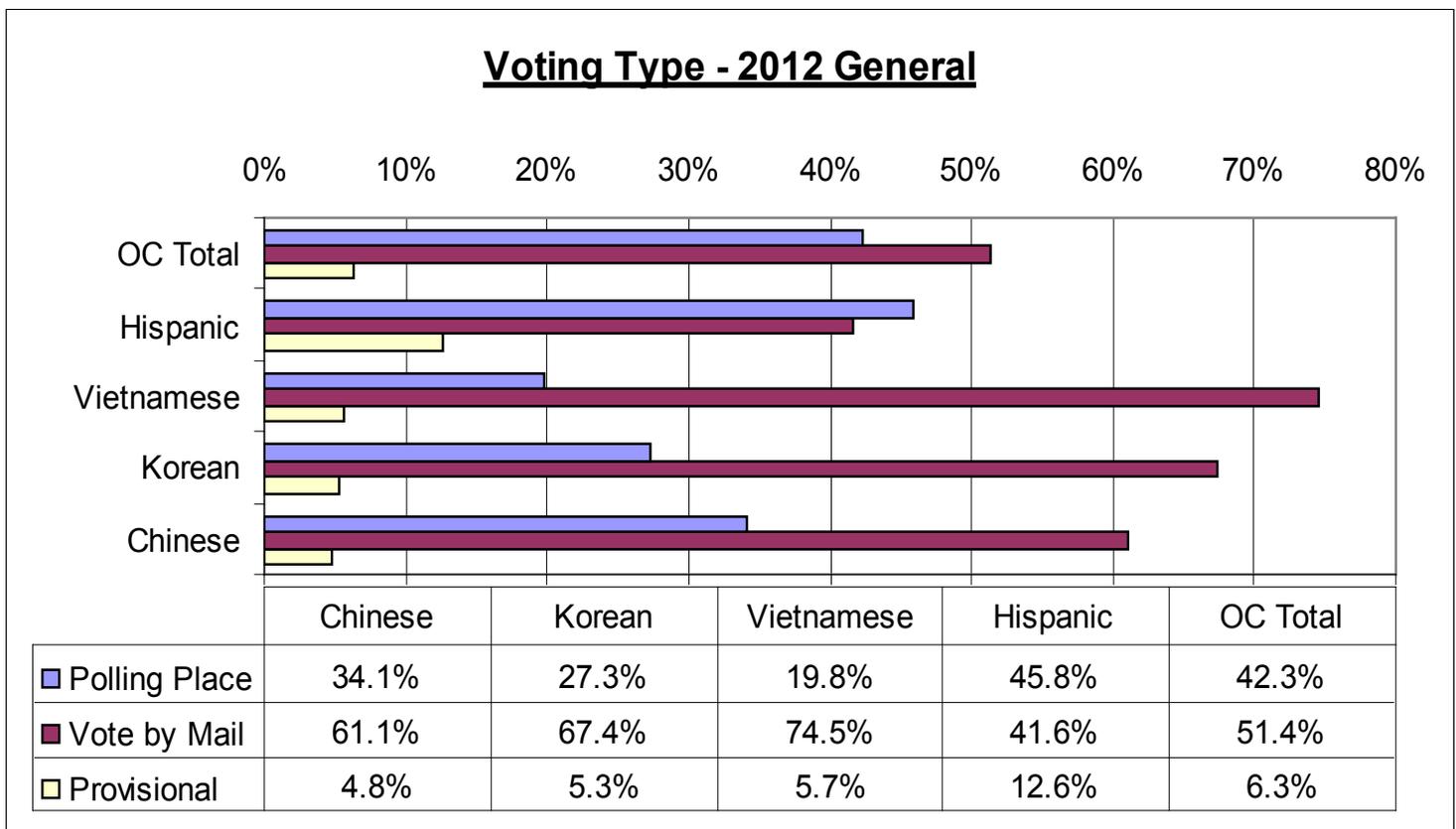
Registered Voters by Language Community as of May 30, 2014

Community	Active Voters	Inactive Voters	Total
OC Total (A)	1,412,677	321,040	1,733,717
Hispanic	87,325	21,870	109,195
Vietnamese	68,454	18,669	87,123
Korean	22,575	5,145	27,720
Chinese	19,033	4,750	23,783
Language Total (B)	197,387	50,434	247,821
Proportion (B/A) %	14.0%	15.7%	14.3%

Chosen Voting Methods

It is noteworthy that, in the 2012 General Election, more voters in the Asian language community opted for vote-by-mail voting while Hispanic voters preferred to vote at polling places. On average, 51.4% of voters in Orange County registered to vote-by-mail:

Voting Type - 2012 General

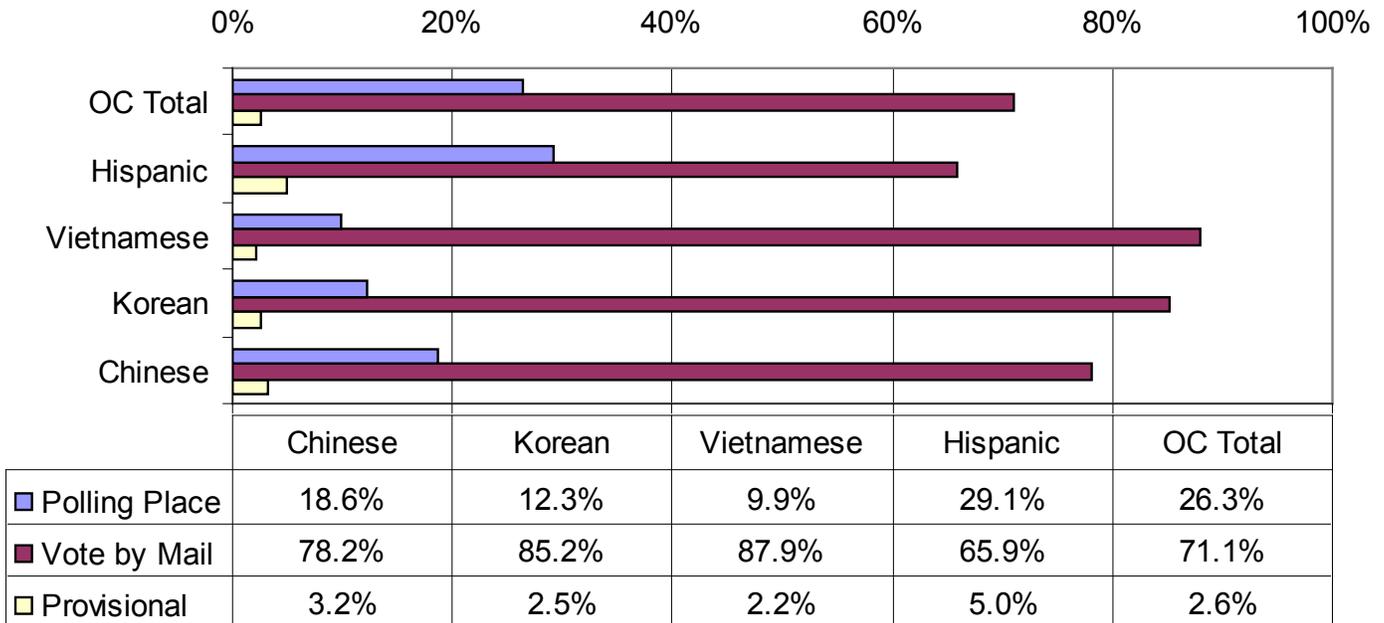


Profiles of Language Communities



In the 2014 Primary Election, however, an average of more than 80% of voters in language communities chose to vote using the vote-by-mail method:

Voting Type - 2014 Primary



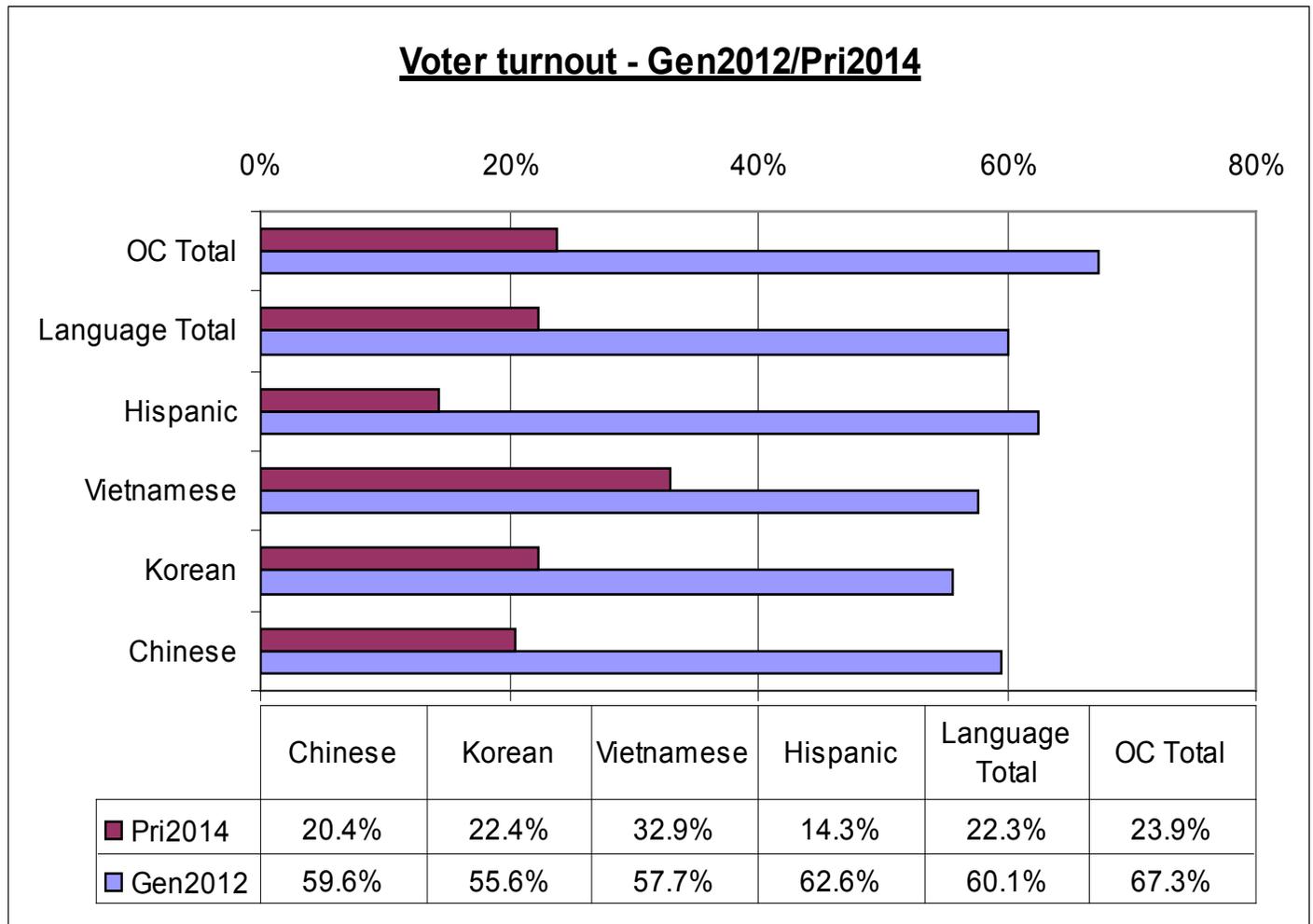


Voter Turn-Out in the Language Community

Past election statistics have shown that Orange County language communities have shown lower voter turn-out than the total County voter averages until the 2012 General Election: For example, the average voter turn-out rate for all of Orange County in 2012 General Election was 67.3% while that of the language community 60.1%. Amongst the language communities, the Asian language community's turn-out rates were lower than that of the Hispanic community.

In 2014 Primary Election, however, the average voter turn-out rate of the language community has almost reached the same level of the average voter turn-out rate of the County as illustrated in the chart below:

- One interesting fact is that, in the 2014 Primary Election, the average voter turn-out rate of the Vietnamese community has surpassed that of the County as a whole while the Hispanic community has shown the lowest voter turn-out rate in the community, which is almost 10% point lower than the County average.



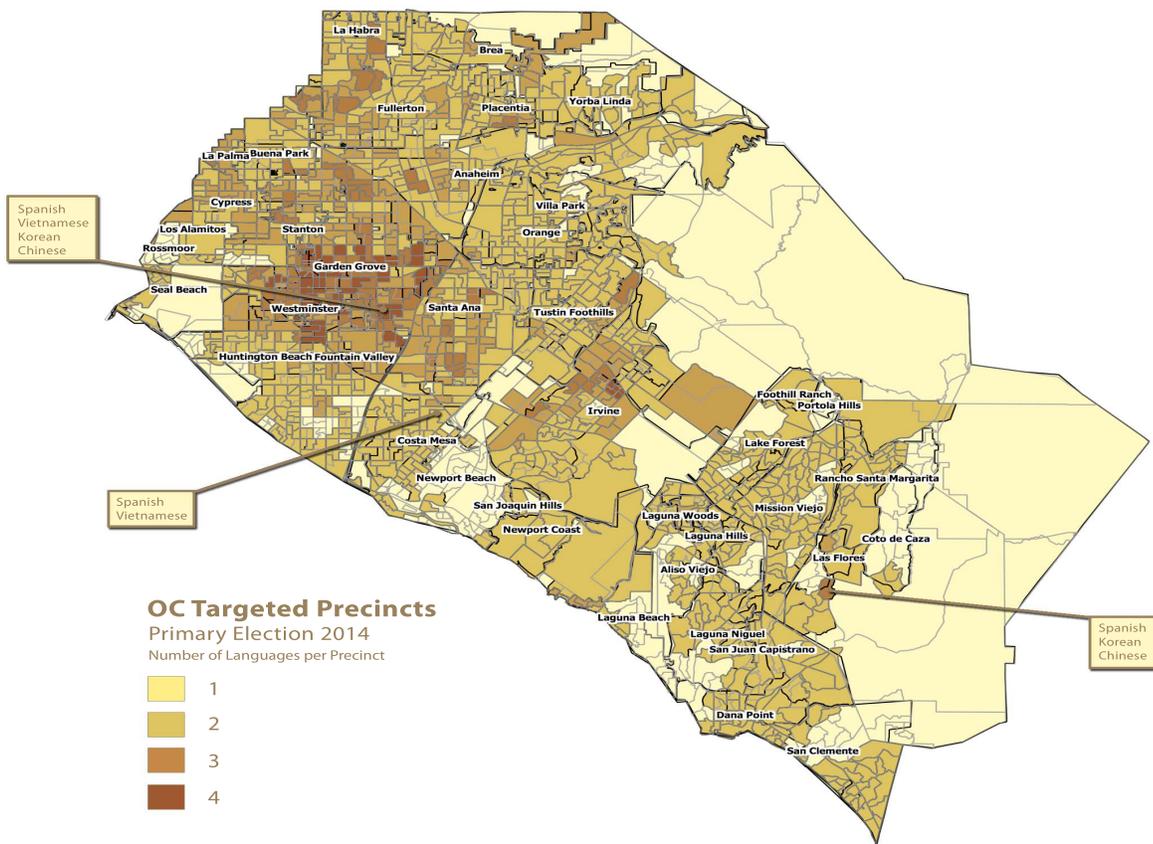


Bilingual Requirements in Orange County

Many of the voting precincts in Orange County require bilingual poll workers, fluent in English and one of the following languages: Spanish, Vietnamese, Korean or Chinese.

Countywide Bilingual Requirements in Orange County

The following map shows the countywide distribution of bilingual needs, illustrating many areas of overlapping coverage.





Latino Community Profile

The rich history of Latinos in Orange County reaches back well over 200 years. Today, over one million Latinos from various Spanish speaking countries call Orange County home.

Demographics

In 2000, according to the US Census Bureau's Profile of General Demographic Characteristic, there were 875,579 Hispanics in Orange County comprising 30.76% of the total Orange County population. A decade later, in 2012, the American Community Survey 1-Year Estimates from the U.S. Census Bureau showed the number of Hispanics in Orange County rose to 1,055,225 people and thus making up 34.1% of Orange County's population.

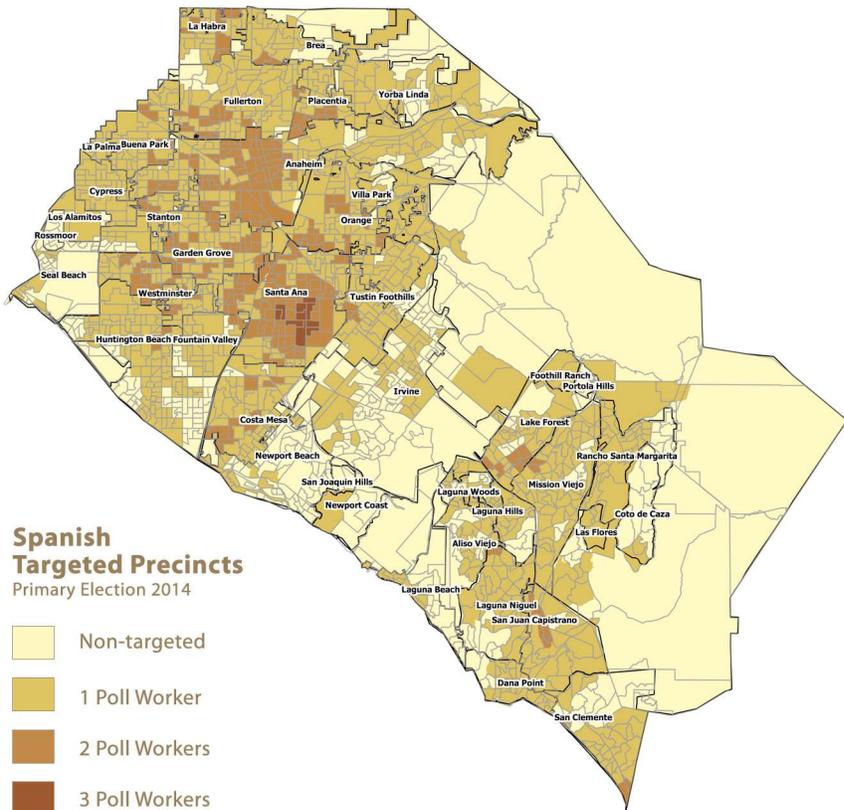


Table 1. Hispanic Population in Orange County

Population in Orange County	2000		2010		2012	
	Number	Proportion	Number	Proportion	Number	Proportion
Total	2,846,289	100%	3,018,963	100%	3,090,132	100%
Asian	875,579	30.6%	1,014,448	33.6%	1,055,225	34.1%

During the period from 2000 to 2012, the growth rate of the Hispanic population in Orange County was recorded at approximately a 17% increase.



Participation in Electoral Process

Trends of Community Voters

Community Numbers by Place of Birth, Language Requests and Permanent Vote-by-Mail Requests

Trends of Registered Hispanic Foreign Born Voters

The total number of registered voters in 2014 who were born in a Spanish speaking country is 109,195, an increase of approximately 10,000 newly registered in Orange County and born in a Spanish speaking country since 2010.

Table 2. Voters from Spanish Speaking countries 2014 (Top 5)

Birth Country	Voters in OC
Mexico	77,014
El Salvador	5,312
Guatemala	3,385
Peru	3,047
Colombia	2,875

Currently, there are 25,619 voters who have shown Spanish as their preferred language for voting materials.

Table 3. Voters from Spanish speaking countries requesting election materials in Spanish in 2014 (Top 5)

Birth Country	Voters in OC requesting Language Materials
Mexico	18,469
El Salvador	1,115
Guatemala	709
Peru	539
Colombia	430

There has been a steady growth of permanent vote-by-mail voters born in a Spanish speaking country. From 2011 to 2013, there have been 4,486 new requests made.

Table 4. Voters requesting Permanent Vote-by-Mail ballots who were born in a Spanish speaking country (Top 5)

Birth Country	Voters requesting Permanent Vote by Mail
Mexico	28,251
El Salvador	1,912
Peru	1,320
Guatemala	1,200
Colombia	1,113



Geographical Concentration of Hispanics in Orange County

The Hispanic population is mostly centered in the following areas of Orange County: North area covering La Habra, Fullerton, Buena Park and Placentia; Central area covering Anaheim, Garden Grove, Stanton, Westminster, Orange, Tustin, Costa Mesa and Santa Ana; and South area covering Lake Forest, San Juan Capistrano and San Clemente.

Based on the 2010 Census data, the following 10 cities have the highest Hispanic population in Orange County (table 6).

Table 5. Cities with the Highest Hispanic Population in Orange County

City	Hispanic Population (A)	Total Population (B)	Proportion (A/B)
Santa Ana	253,928	324,528	78%
Anaheim	177,467	336,265	52.7%
Garden Grove	63,079	170,883	36.9%
Orange	52,014	136,416	38.1%
Fullerton	46,501	135,161	34.4%
Costa Mesa	39,403	109,960	35.8
La Habra	34,449	60,239	57.1%
Buena Park	31,637	80,530	39.2%
Tustin	30,024	75,540	39.7%
Westminster	21,176	89,701	23.6%

Estimate of Hispanic Voters in Orange County

Determining the number of “Hispanic” voters is complicated and not something that we attempt to accomplish. It is difficult to even define who is Hispanic. One cannot establish a concrete number using surname, for example, since there are many people with Spanish surnames who are not Hispanic. With these facts in mind, we will present information from reports and articles that have completed research in the area.

Based on the 2012 American Community Survey 1-Year Estimates, the number of Hispanic citizens who are eligible to vote in Orange County is estimated to be 495,750, which is derived from the total number of both US born (416,687) and naturalized Hispanic-Americans (79,063) multiplied by the percentage of Hispanics 18 years of age and older (66.8%) as shown in Table 6 as follows:



Table 6. Estimate of Hispanic Voters in Orange County

Hispanic Population Voter Estimates		
Category	Number	Proportion
Total Hispanic Population	1,055,225	100%
Country of Origin	US Born	623,773
	Foreign Born	431,452
Status of US Citizenship	Naturalized US Citizen	118,359
	Not a US Citizen	313,093
Age	Under 17 years	20,866
	18 years and older	349,371
Estimated Number of Hispanic Voters	495,750	46.9%
Country of Origin	US Born	416,687*
	Naturalized	79,063†

Note: * Computed as follow: 623,773 (US born) x 66.8% (18 years and older)

† Computed as follow: 118,359 (naturalized) x 66.8% (18 years and older)

Community Outreach

Voter Education and Outreach

Growth of the Latino community in Orange County has played an important role in outreach efforts. It has been necessary during election cycles to hire Spanish bilingual election assistants to help with outreach events, customer service, bilingual poll worker recruitment and proofreading of translated election materials.

There is high demand for voter education and outreach year round, especially during election time. There are multiple Spanish speaking community advocates and organizations whose interests can be quite varied. We continue to establish and conduct grassroots voter outreach for Latinos in Orange County.

Strategies

The cornerstone of our ability to conduct successful elections lies with our partnerships with community advocates and organizations. We network with many Orange County and Southern California based Latino organizations, religious groups, advocates, education districts and all cities to ensure the community is educated about the election process.

We attend meetings to disseminate election information, build relationships and create programs that cater towards the needs of the community, organization or event and collaborate with local and national Spanish media.



Our proactive approach has engaged various groups since 1997, including but not limited to the following:

- a. NALEO (National Association of Elected and Appointed Officials)
- b. MALDEF (Mexican American Legal Defense Education Fund)
- c. LULAC (League of United Latin American Citizens)
- d. LYLI (Latino Youth Leadership Institute)
- e. WCVI (William C. Velasquez Institute)
- f. SVREP (Southwest Voter Registration Education Project)
- g. OCCCO (Orange County Congregation Community Organization)
- h. Los Amigos of Orange County
- i. Los Amigos of Santa Ana
- j. Rancho Santiago Community College District
- k. CREER-SJC
- l. ACLAMO
- m. Labor unions
- n. Religious groups
- o. Orange County cities

Bilingual Poll Worker Recruitment

Spanish bilingual poll worker needs are not only based on the number of voters requesting election materials in Spanish as well as Voting Rights Act mandates but also includes polling places identified by the Secretary of State since 2002.

In the mid 1990's, although cities in Central and North Orange County were growing, the Latino voting population and Spanish bilingual poll worker recruitment in Orange County was mainly concentrated in the cities of Santa Ana and Anaheim. At that time, of the 2,081 precincts in Orange County, approximately 200 precincts were targeted for bilingual Spanish language assistance.

The 2000 Census showed the Latino population expanded to many other cities in Orange County. Most of the growth was seen in North and Central Orange County. As a result, the number of targeted Spanish bilingual precincts grew from about 200 to 545 in the 2000 Census.

After the 2010 Census, the number of required Spanish speaking poll workers increased to 572 poll workers. In order to stay abreast of mandates, we have recruited 1,300 Spanish bilingual volunteers, surpassing what was required at polling places for each election. Today, we have approximately 4,000 active Spanish bilingual poll workers in our database.

Currently, we are required to provide approximately 968 Spanish poll workers per election.

Profiles of Language Communities

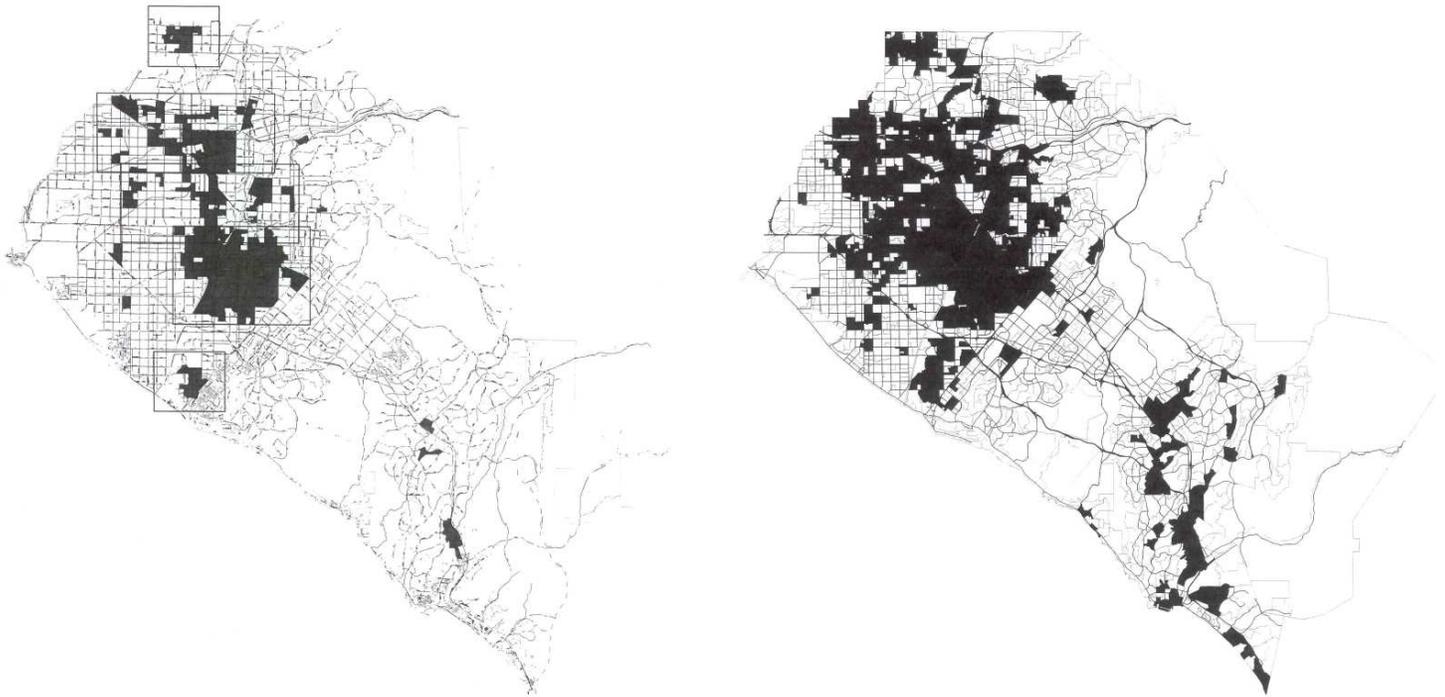


Table 7. Spanish Poll Worker Recruitment Data in Orange County, 2010-2014

Required and Recruited Spanish Poll Workers				
	General 2010	Primary 2012	General 2012	Primary 2014
Recruited	1,300	787	1,318	1,103
Required	5,72	510	518	968

Recruiting Spanish speaking bilingual poll workers lies with the large number of volunteers that need to be processed. The Latino community is well established in Orange County and the number of volunteers willing to work on Election Day that speak Spanish always surpasses the required need.

Overall, the success of the Spanish bilingual recruitment process is a result of ensuring that all who want to participate as a volunteer at the polls are given the opportunity to work on Election Day. In many occasions, they must first be placed at targeted bilingual Spanish polling places and then anywhere else in Orange County in order to fully staff all polling places.



Spanish language targeted precincts with bilingual poll worker volunteers in 1998 (left) and 2012 (right)

Profiles of Language Communities



Strategies

With each election, we continue to work with our partners in the community and look forward to the involvement of new groups that may provide renewed energy to our programs. We will continue to target specific local community events in populated Latino areas. In the past, the Spanish media has been instrumental in assisting with educating the public about election related topics.

Student Poll Worker recruitment, especially in regards to the MyBallot High School Program, has provided many Spanish bilingual poll workers in the past few years. Historically, approximately 500-1,000 Spanish bilingual students tend to volunteer per election.

We will continue our efforts of having a reserve team of 10 - 20 percent of required targeted Spanish volunteers at the Registrar of Voters office on Election Day ready to fill in for absent poll workers. The Orange County Spanish community's willingness to volunteer in past elections has been vital and will continue to be a key component in meeting all required mandates for language assistance.

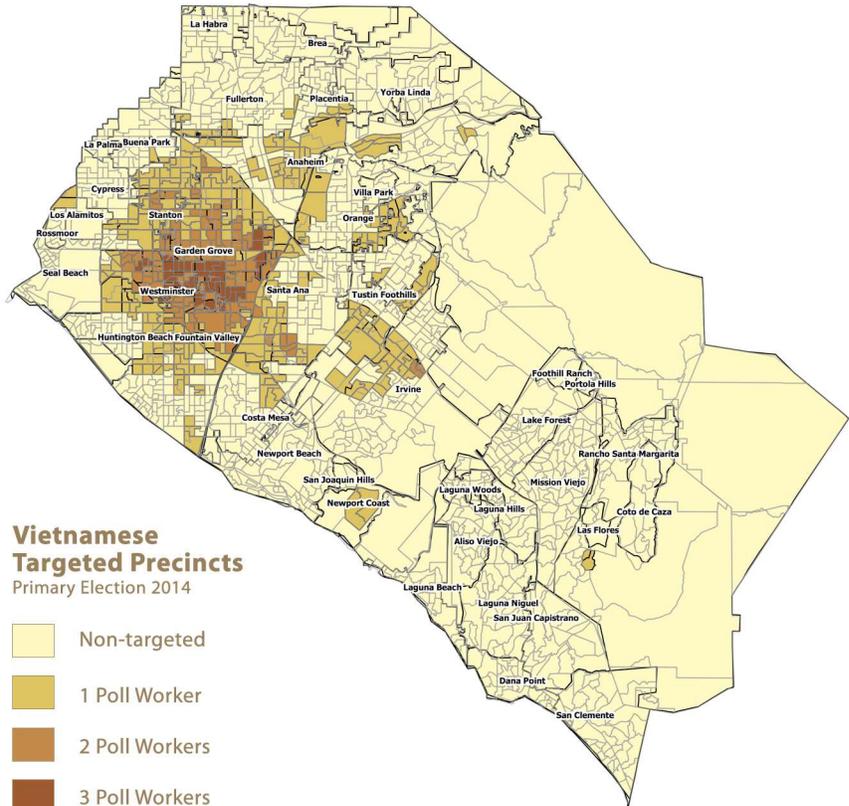




Vietnamese Community Profile

With the rapid growth of the Vietnamese community, a Vietnamese Community Program Specialist was hired along with a Spanish specialist when the Community Outreach Unit was created in 1998. In July 2006, an additional Vietnamese Community Program Specialist was added to the Outreach Unit in order to meet with the increasing need based on voter registration, voting material requests and the communities' engagement in the electoral process as a whole.

As with other community programs in the Outreach Unit, the Vietnamese Community Program continues to pursue a proactive approach to language assistance and innovative outreach programs as the number of Vietnamese-heritage voters continues to increase in the County.



Demographics

According to the 2012 American Community Survey 1-Year Estimates, there were 192,538 Vietnamese people in Orange County comprising 33.4% of the Asian population and 6.2% of the total population of Orange County. There are currently 87,087 registered voters in Orange County who were born in Vietnam.

Participation in Electoral Process

Trends of Community Voters

1) Community Numbers by Place of Birth and Language Requests

In 2013, the Orange County Registrar of Voters took a proactive approach towards the cleanup of the voter registration database in order to maintain an up-to-date and accurate list of active voters registered in Orange County. In February 2013, more than 300,000 registered voters were moved to the inactive voter list.

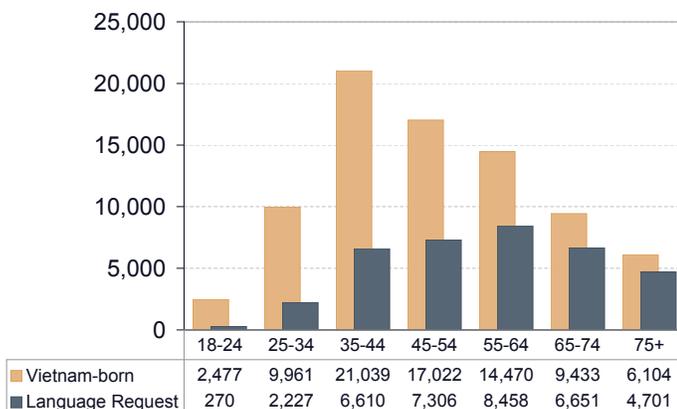
In accordance with State law, voters may be moved to an inactive list status for one of the following reasons: 1) The office



receives mail returned from the voter's address that is undeliverable. 2) The voter has not participated in elections in the previous four years and has not updated or confirmed their voter record. Inactive voters may restore their status simply by voting in an election, however, they may be removed from the voter registration list if they do not vote in two consecutive federal elections after they are made inactive.

Currently, Orange County is home to 87,336 Vietnam-born voters. From this number, 18,785 voters are listed as "inactive" due to the abovementioned reasons. Of the 68,551 active Vietnam-born voters, 31,908 voters are requesting Vietnamese voting materials, constituting 46.5% of the total number of these voters. Corresponding data is presented by the 2012 American Community Survey 1-Year Estimates, which asserts that 70,462 (approximately 42%) of the 168,913 Vietnamese surveyed indicated that they speak English "very well."

Vietnam-Born and Language Request



Age data of Vietnam-born voters and voters requesting Vietnamese materials

ballots cast by Vietnam-born voters, 74% were vote-by-mail ballots. Moreover, the current statistics of the Statewide Primary Election on June 3, 2014 indicated that of the 71% total of all vote-by-mail ballots cast in Orange County, 87.9% were vote-by-mail ballots cast by Vietnam-born voters, a percentage that is greater than other language communities: Hispanic at 65.9%, Korean at 85.2%, and Chinese at 78.2%. This number of vote-by-mail voters means that typically, between 20% and 30% of voters show up at polling places on Election Day.

4) Turnout

Vietnamese-Americans may be perceived as a relatively recent immigrant group, however, the rate of naturalized citizenship accounts for being amongst the highest in the nation. In 2000, 44% of foreign-born Vietnamese were American citizens, the highest rate among all other Asian groups. Vietnam-born voters are also known to make a strong showing on Election Day, turning out at over 61% in the last two Presidential Elections.

This trend has been attributed to political awareness stemming from the refugee experience of many members in the Vietnamese-American community. In recent years, this growth has resulted in a rise of Vietnamese-American candidates on the ballot, thus further driving Vietnamese-American voters to the polls.

2) Estimate of number of voters

A close look at historical voter turnout illuminates a surprising relationship between Vietnamese language requests and actual turnout at the polling place. With an average of seven out of every ten Vietnam-born voters returning a vote-by-mail ballot, the number of voters requesting Vietnamese materials overestimates the actual number of voters needing assistance in Vietnamese at the polling place.

3) Vote-by-Mail

Another reason attributed to such high turnout is the prominence of Permanent Vote-by-Mail voters in the Vietnamese American Community. To illustrate, 50.8% of total ballots cast in the recent 2012 Presidential General Election were vote-by-mail ballots. While Looking strictly at



Outreach to the Community: Three Main Purposes

1) Voter Education and Outreach

In recent years, the number of Vietnamese-heritage candidates has risen in accordance with the growing number of citizens eligible to vote. Along with this increase, the need for voter education and outreach becomes imperative. In the process of achieving proactive outreach, we have come to deal with a few issues.

Challenges

An increasing number of Vietnamese-heritage voters means the requirement of a persistent voter outreach approach to the community. This approach includes educating the community on registration, availability of language assistance, accessibility to various forms of voting (i.e., vote-by-mail, polling place voting, electronic voting, etc.), and active involvement in the electoral process. The challenge we encounter in reaching out to the Vietnamese community is the limited number of Vietnamese-specific events that are voting-focused or community-oriented.

Strategies

To actively continue networking within the community, our Community Program Specialists seek out Vietnamese community groups at events and establish an outreach foundation for participation in future events that may be hosted. Our focus is to participate in community outreach and speaking engagement events where we may promote voter registration and education to all Vietnamese event attendees. With an established relationship, we are able to further expand our networking capabilities to new community groups and hope to reach to all citizens in the Vietnamese community in the future.

2) Translation of Election Materials/Language Assistance

The growing number of voters requesting materials in Vietnamese as well as the number of Vietnamese elected officials on the ballot makes translating election materials an imperative part of providing assistance to the Vietnamese-American community and ensuring that its citizens are able to actively participate in the electoral process.

Challenges

The high number of election documents needing translations within a short time frame poses a challenge to the Community Program Specialists as they pursue to complete all projects in a timely manner. Accent marks in the Vietnamese written language provides a unique challenge when proofreading more than 300 sample ballots and ballot items with different combinations. Nonetheless, in order to ensure 100% accuracy, it is critical that we not miss the mark.

Strategies

That strategy is the same for all of our languages. Every sample ballot and ballot item for an election is first translated by our vendor using court-certified translators. Community Program Specialists then review the translations and make recommendations to the vendor on potential changes based on consistency with past elections and glossaries including one provided by the U.S. Elections Assistance Commission.

Each translation is proofed by two Vietnamese-speaking staff members. It is then proofed by five additional staff members, who proof everything produced by the Department. The five additional proofers ensure that the formatting and numbers are correct. They can also proof by looking at the number of sentences, paragraphs, bullets and more.



All materials are tracked by the Community Program Specialists and two managers responsible for the process. A new tracking system was developed in 2009 that is utilized internally and by our vendor to send, proof and track all documents.

3) Bilingual Poll Worker Recruitment

Vietnamese bilingual poll worker recruitment is based on the number of voters requesting elections materials in Vietnamese and polling places identified by the Secretary of State in 2002. Of the total precincts in Orange County roughly 308 are targeted as Vietnamese bilingual representing 26.8% of all precincts. For many elections we are able to recruit a few Vietnamese bilingual poll workers as back-ups on Election Day. Today we have approximately 1,500 active Vietnamese bilingual poll workers in our database.

Challenges

Although the Vietnamese community is a growing community in general, a language barrier is a challenge when it comes to bilingual poll worker recruitment. As previously mentioned, we see an increasing number of registered voters born in Vietnam, and only 42% speak English “very well.” We are confronted with an issue of having many devoted voters who would like to be involved in the election as poll workers, but do not meet the criteria of being able to read and speak English. We also face a generation gap between elderly and youth voters. As active citizens, many of our elderly voters would like to serve as poll workers but may not be fluent in both Vietnamese and English, and our youth voters may be fluent in both Vietnamese and English but may not be available because of their hectic school and/or work schedules.

Strategies

Our Community Program Specialists maintain election information and poll worker recruitment by utilizing the availability of Vietnamese community media, such as popular local Vietnamese newspapers, radio, and television to urge the Vietnamese-heritage voters to volunteer as poll workers in elections. We also attend numerous events throughout the year to recruit new poll workers, and continue our proactive outreach to community groups for expanding our recruitment effort. In addition, we constantly post and update our website, including Podcasts and social networking websites (i.e., Facebook, Twitter, and YouTube) to broaden our recruitment in the community.

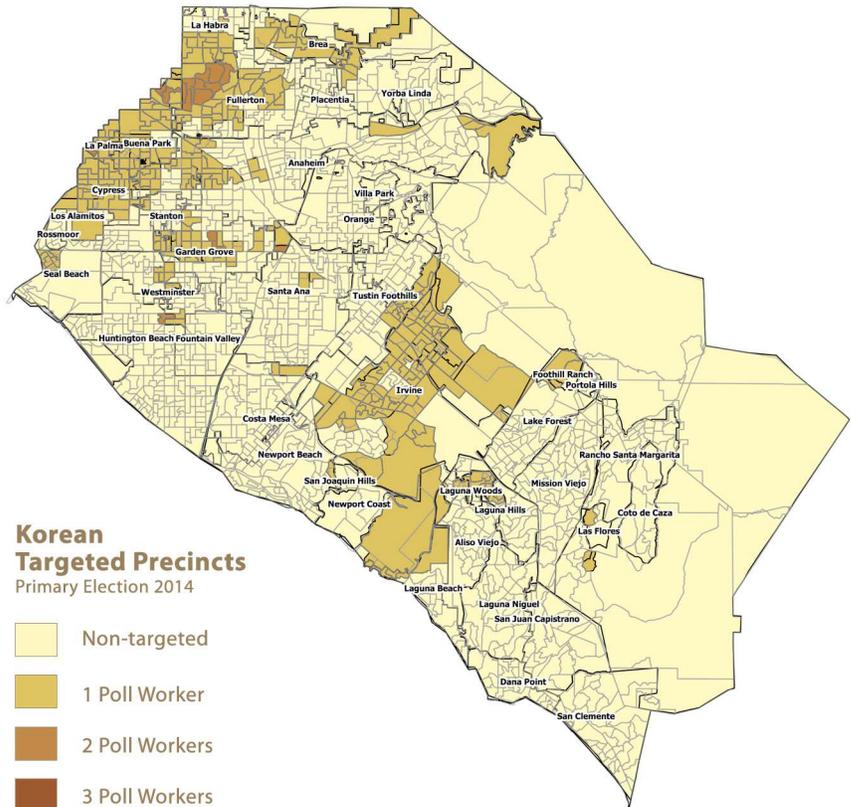


Korean Community Profile

Amongst the diverse ethnicity that reside in Orange County, the Korean community is one of the fastest growing. Though sometimes overshadowed by the larger Korean population in Los Angeles County, Orange County houses the second largest Korean population of any counties in the nation.

Demographics

According to the US Census Bureau's Profile of General Demographic Characteristics in 2000, there were 55,573 Korean-Americans in Orange County comprising 14.4% of the Asian population and 2% of the total population of Orange County. The 2012 American Community Survey 1-Year (ACS S021) Estimates from the U.S. Census Bureau shows that there are 97,079 Korean-Americans in Orange County comprising 16.9% of the Asian population and 3.1% of total population of Orange County.



Korean Population in Orange County

Population in Orange County	2000		2010		2012	
	Number	Proportion	Number	Proportion	Number	Proportion
Total	2,846,289	100%	3,018,963	100%	3,090,132	100%
Asian	386,785	13.6%	545,758	18.1%	575,713	18.6%
Korean	55,573	2.0%	86,730	2.9%	97,079*	3.1%

Note: * According to the 2012 ACS S021 Report, there are 104,117 Korean who are either solely Korean or are Korean and in combination with another race.

Asian Population Growth Trend in Orange County

During the 2000 to 2012 period, the Korean population grew by nearly 75%, thus making it the fastest growing amongst the Asian communities.

Profiles of Language Communities



Community	Population		Growth Rate (2000-2012)
	2000	2012	
Orange County Total	2,846,289	3,090,132	8.4%
Asian Total	386,785	575,713	48.8%
Korean	55,573	97,079	74.7%
Chinese	59,717	88,745	48.6%
Vietnamese	135,548	192,538	42.0%
Other Asians	135,947	197,351	45.2%

Geographical Concentration of Koreans in Orange County

The Korean-American population is mostly centered in three geographical areas in Orange County: the North area covering Fullerton, Buena Park, La Palma, La Habra, Brea, Placentia and Yorba Linda; North Central area covering Anaheim, Garden Grove, Cypress, Fountain Valley, Orange and Santa Ana; and South Central area covering Irvine and Tustin.

Based on the 2012 American Community Survey 3-Year Estimate, more than 70% of the Korean-American population are living in 10 cities as shown in table below. Historically speaking, this correlates to the highly ranked school systems in the cities of Irvine, Fullerton, Cypress and La Palma whereas the cities of Garden Grove, Buena Park, La Habra, Orange and Anaheim are centers for either Korean businesses or senior living centers.

City	Korean Population (A)	Total Population (B)	Proportion (A/B)
Irvine	17,829	221,358	8.1%
Fullerton	15,590	136,886	11.4%
Buena Park	8,963	81,471	11.0%
Cypress	6,597	48,380	13.6%
Garden Grove	6,180	172,868	3.6%
Anaheim	6,017	340,306	1.8%
Tustin	2,760	76,823	3.6%
La Palma	2,707	15,608	17.3%
Orange	2,623	138,220	1.9%
La Habra	2,206	60,929	3.6%
Sub Total	71,472	1,292,849	5.5%
OC Total	92,209	3,054,809	3.0%

Participation of Korean-Americans in the Electoral Process

Estimate of Korean-American Voters in Orange County

Based on the 2012 American Community Survey 1-Year Estimates, the number of Korean-American citizens who are eligible to vote in Orange County is estimated to be 49,963, which is derived from the total number of both US born (27,001) and naturalized Korean-Americans (36,646) multiplied by the percentage of Koreans 18 years and older (78.5%)



as shown in table below:

Korean American Voter Estimates		
Category	Number	Proportion
Total Korean Population	97,070	100%
Country of Origin	US Born	27,001
	Foreign Born	70,078
Status of US Citizenship	Naturalized US Citizen	36,646
	Not a US Citizen	27,851
Age	Under 17 years	20,866
	18 years and older	76,211
Estimated Number of Korean-American Voters	49,963	51.5%
Country of Origin	US Born	21,196
	Naturalized	28,767

Trend of Registered Korean-American Voters

The statistics on the number of registered Korean-American voters in Orange County has been tabulated based only on the number of registered voters born in Korea due to the difficulty in tabulating 2nd generation Korean-American voters.

The total number of registered voters who were born in Korea was 16,035 as of August 2004, and increased to 27,720 as of May 30, 2014. This figure shows a growth rate of 72.9% during the 10 year period.

Trends of Registered Voters Born in Korea					
Year	08/2004	10/2008	10/2012	05/2014	Growth Rate (2004~2014)
Number of Registered Voters	16,035	22,774	26,046	27,720	72.9%

As of May 30, 2014, of the 27,720 registered voters who were born in Korea, about 53.1% (13,875) are permanent vote-by-mail voters. Statistics have also shown that in terms of language preference, about 41% (9,270) of the active registered Korean-American voters born in Korea have requested election materials in Korean.

Korean American Voters on the Inactive Voter List

With the Registrar of Voters' Inactive Voter List update completed on May 30, 2014, a total of 5,145 Korean-American voters born in Korea have been moved to the inactive voter list. Accordingly, the total number of active Korean-American voters born in Korea is 22,720.



Cities in Orange County with the Highest Concentration of Registered Korean-American Voters

As of May, 2014, there are 13 cities in Orange County where there are 500 or more Korean-American registered voters born in Korea, comprising more than 80 % of the total registered number of Korean-Americans in the County as shown in the table below:

Cities with the Highest Concentration of Registered Korean American Voters				
City	08/2004	10/2008	10/2012	05/2014
Fullerton	2,427	3,372	4,347	4,627
Irvine	2,246	3,256	4,081	4,409
Anaheim	1,536	1,842	2,301	2,443
Buena Park	1,094	1,500	2,133	2,338
Garden Grove	1,477	1,821	1,939	1,908
Cypress	555	862	1,130	1,238
Orange	572	682	814	854
Huntington Beach	646	720	723	745
La Habra	283	418	711	774
Yorba Linda	331	490	688	728
Tustin	518	550	684	740
La Palma	529	648	697	718
Brea	293	436	660	693
Sub-Total (A)	12,507	16,597	20,908	22,215
Total Registered Voters(B)	16,035	21,077	26,046	27,720
A/B (%)	78.0%	78.7%	80.3%	80.1%

Voting Trends of Korean-American Voters

The turnout of Korean-American voters has been about 10 percent point lower than the average turn out ratio of the total registered voters in Orange County. In the 2004, 2008 and 2012 Presidential General Elections, the turnout ratios of Korean-American voters were 62.6%, 64.0% and 53.9% respectively, while those of the county as a whole were 73.2%, 72.6% and 67.3%.

- In June 2014 Primary Election, however, the voter turn-out rate (22.4%) of the Korean American voters has increased to almost reaching the average County turn-out rate (23.9%).

Among the Korean-American voters who casted their votes in the aforementioned elections, majority of them opted for voting by vote-by-mail ballots as shown in the next table.



Korean-American Voters Turnout Trend and Voting Types

	Gen2004	Gen2008	Gen2014	Pri2014	
Registered Voters	16,035	22,774	26,342	27,720	
Voters Who Voted	10,045	14,584	14,207	5,067	
Voting Types	At Polling Place	4,734 (47.1%)	2,671 (27.0%)	3,870 (27.2%)	624(12.3%)
	Vote-by-mail	5,065 (50.4%)	6,776 (68.5%)	9,496 (66.8%)	4,315(85.2%)
	Provisional, etc.	246 (2.5%)	448 (4.5%)	841 (5.9%)	128(3.2%)
Korean-American Voters Turnout	62.6%	64%	53.9%	22.4%	
County Turnout Average	73.2%	72.6%	67.3%	23.9%	

Community Outreach and Language Assistance: Achievements, Challenges and Strategies

Voter Education and Outreach

Achievements

Voter education in the Korean community gained momentum when the newly purchased electronic voting system was introduced to the public in July of 2003. At this time, our Outreach Unit actively participated in making presentations in the four mandated languages. The Korean bilingual staff was able to attend events and make presentations about the new voting system in the Korean community with help from two Korean volunteers.

Since 2004, our voter education/outreach activities in the Korean community have placed much emphasis on voter registration. The registration campaigns for Korean-American voters have included the installation of voter registration booths at major community events where many prospective Korean-American registered voters are expected to attend. As a result of these efforts by both our office and Korean community organizations, the number of registered voters who were born in Korea has recorded an increase of 72.9% during the ten year period from 2004 to 2014

More recently, the focus of our voter education in the Korean community has shifted to emphasizing more on the importance of voter participation in the electoral process. As part of speaking engagement program of the department and through joint efforts with such Korean organizations as Korean American Citizens League and inter-Community Alliance Network (iCAN), our Korean language staff has made numerous presentations about the importance of voting and the status of Korean-American voters' participation in the electoral process.

Challenges

More than 70% of Koreans in Orange County are estimated to attend Christian churches of various denominations. Although we have attempted to partner with many of these Korean churches, some have been hesitant due to the political nature of the businesses we are engaged in, and these religious organizations have chosen to remain politically neutral. Often times, however, Korean churches have openly encouraged their congregations to register to vote, sign petitions, and vote on specific State ballot measures affecting their religious beliefs. Accordingly, there seems to exist an



opportunity to form partnerships with Korean churches, through a more active and creative effort, by emphasizing the importance of participating in the electoral process for the benefit of the Korean community as a whole.

There is a general lack of interest in the body politics within the Korean community, which stems from a lack of understanding on the political system of the United States.

Volunteerism in Korea is not a cultural norm for civil citizens. Poll workers in Korea, for example, are typically government employees and working the polls is considered as part of their job duties. It would be as if 6,000 of the County of Orange's 18,000 employees were mandated to work the polls as part of their job.

Strategies

In joint efforts with several Korean organizations such as the Korean-American Federation of Orange County, the Korean-American Citizens League of Orange County, the Korean-American Seniors Association of Orange County and other facilities for seniors in Orange County, our language staff continues to make numerous presentations about the status of Korean-American voters in the County and the importance of voting with a view to increasing Korean voters' participation in the electoral process.

In the Orange County Korean community, utilizing news media is the most effective way of disseminating election information and educating voters about the importance of participation. Our bilingual staff has formed friendly and cooperative relationships with the two major Korean daily newspapers as well as other Korean weekly newspapers. These Korean news media have been very active for educating Korean-American voters by carrying election related articles during election times. In addition, posting free poll worker recruitment ad on the community bulletin boards being operated by Korean news media turned out to be very effective in the most recent several elections.

Translation of Election Materials/Language Assistance

Achievements

The Registrar of Voters continuously strives towards the advancement of the bilingual and translation program. We have been aggressive in providing translations of election materials and ensuring that language assistance is available to those who need it. Much like the increasing number of voters requesting materials in Korean, there is a growing number of Korean elected officials that count on proper translations making diligence on our part even more imperative.

Challenges

Unlike other languages we are required to translate, the Korean language does not include different dialects or accent marks that make proper translation a tricky ordeal. Its alphabet system is, however, purely phonetic one and a syllable is composed of one vowel and either one or two consonants. Due to this rule of syllabification, a typo in a word would result in a complete change in the meaning and, thus, an utmost attention to detail is required by the language staff during the proofreading process. Moreover, more than 70% of the Korean vocabulary consists of Sino-Korean terms, which, by definition, refers to words originated from terms using Chinese characters. The usage of these Sino-Korean terms are to be differentiated depending on the subject matter and/or writing styles.

The translating and proofreading of election materials, accordingly, requires the mastery of higher levels of vocabulary on the part of the bilingual staff for providing proper and accurate translations of election materials which are mostly technical and legal in nature. As a result, finding well-qualified seasonal employees to help the translation and proofing process has been very important in every election.



- In the past several elections, we have been able to hire well-qualified seasonal employees to help the translation and proofing process.

Strategies

The Registrar of Voters' proofreading and tracking process ensures the quality of the translated Korean materials. To provide voters with more information than translated election-specific materials, the Korean community program staff also disseminates supplemental materials. This includes easy voter guides and FAQs in order to help voters gain a better understanding of the election process.

Bilingual Poll Worker Recruitment

Achievements

Korean bilingual poll worker recruitment has been based on the number of voters who were born in Korea in addition to polling places identified by the Secretary of State in 2002.

In 2004, we decided to use a stricter criteria in recruiting and assigning bilingual Korean poll workers instead of merely relying on the Secretary of State's list for bilingual precincts. This criteria included:

- 1 Korean bilingual poll worker when the polling place has between 25 and 99 voters born in Korea;
- 2 Korean bilingual poll workers when the polling place has between 100 and 299 voters born in Korea;
- 3 Korean bilingual poll workers when the polling place has 300 and more voters born in Korea.

In the most recent 2012 statewide general election, more than 250 polling places were targeted as being part of a Korean bilingual precinct, and thus representing approximately 20% of all polling places in the County.

Starting in Primary Election 2014, the department policy for determining bilingual precincts and recruiting bilingual poll workers has changed to applying a uniform standard - total number of translated election material requests by precincts - for the four covered languages under VRA.

In our efforts towards advancement, we have developed internally a Korean bilingual poll worker recruitment and management database which keeps track of Korean bilingual poll workers' poll working history by elections and availability for upcoming elections. This database, composed of Microsoft Excel and Access, is able to capture the poll worker recruitment status on a real-time basis and provide a pool of prospective Korean bilingual poll workers who are signified as having an active status. Currently, we have more than 1,500 active Korean bilingual poll workers in our database.

Challenges

Resulting from the stricter criteria of recruitment set forth by our agency, the total number of both bilingual Korean precincts and bilingual Korean poll officers required for the 2004 Presidential General Election was 120 and 167, respectively. These numbers have continuously been increasing for subsequent elections. In the 2012 Presidential General Election, for example, the total number of both bilingual Korean polling places and required bilingual Korean poll officers rose to 266 and 313, respectively, more than doubling the number of Korean bilingual polling places and recording almost a 90% increase in required poll officers compared with the 2004 Presidential General Election.



- As a result of the department's policy change in the bilingual recruitment criteria as mentioned above, the total number of required bilingual Korean poll workers was about 260 in the 2014 Primary Election.

The highest growth rate of Korean bilingual precincts and required Korean bilingual poll workers among the four geographical areas of the County is in the South Orange County. This is not surprising considering the fact that the number of bilingual precincts has increased to some degree in the southern part of the County for the four covered languages.

Moreover, Korean-American registered voters in the South-Central area of the County are more scattered across precincts while those in most of the North and North-Central areas are concentrated in certain precincts. Accordingly, the total number of bilingual Korean precincts in Irvine, for example, is more than twice that of Fullerton despite the fact that Fullerton has more registered Korean American voters.

Considering the reality that the hours necessary for working the polls range from 6:00 a.m. to approximately 9:00 p.m. on Election Day, the pool of volunteers is limited to: 1) Elderly voters who are possibly retired 2) Female voters without school aged children and 3) College and high school students.

The volunteer pool is further limited due to the requirement of having to be proficient (speaking, reading and writing) in both English and Korean in order to volunteer as a poll worker because most of the 1st generation Korean American voters - particularly elderly people- are not proficient in spoken English. In addition, college and university students are, in most cases, not available for working the polls due to conflicts with their exams and school schedules.

Particularly problematic for Korean bilingual recruitment is the high ratio of cancellations among the poll workers who have initially committed to volunteer. We typically see a cancellation rate of over 30%. Cancellations are usually due to personal emergencies, business trips and travel abroad.

Strategies

To overcome the challenges in recruiting bilingual Korean poll officers, we have developed a more efficient volunteer management system and more effective poll officer recruitment methods:

Volunteer management system: Internally, we have created and maintained a volunteer management database containing the historical data of all the poll officers worked in all previous elections as well as prospective poll officers. On average, about 50% of bilingual Korean poll workers for each election are recruited from this database.

Diversification of recruitment methods: With an ever increasing number of required poll workers and given the fact that about 50% of Korean poll workers have been or will be newly recruited, we have diversified the methods of poll worker recruitment as follows:

- High school student poll worker program
- Direct mailing/emailing to the voters at targeted precincts
- Poll worker interest card included on the sample ballot
- Help from Korean news media
- Referral by current poll workers
- Free recruitment ads on community bulletins of the Korean news media and job sites
- Participation in community events and presentations through Community Engagement Program

Profiles of Language Communities



Since the 2004 General Election, almost half of the new poll workers recruited have been Korean-American high school students. The most effective methods in the order of effectiveness for recruiting new poll workers from the general voter population have been : 1) Direct mails or emails sent to the voters at targeted precincts; 2) Volunteer interest card on sample ballots; 3) Articles published in major Korean newspapers about the need for Korean poll workers; 4) Referrals by previous poll workers; and 5) Free recruitment advertisements on online community bulletins.

Given the limited pool of volunteers and increasing number of required poll workers, it is imperative that we maintain a high retention rate of poll workers for future elections. We will achieve this goal by building personal relationships in part by providing excellent customer service.

- When the poll worker is newly recruited, a welcome letter or email is sent out with information about the assigned polling place and poll worker training schedule along with driving directions.
- After elections are over, all poll workers are thanked for their volunteer work; and, through telephone calls, emails and/or online surveys, asked for feedback regarding their poll worker experience as well as any suggestions for improvement that are to be implemented in the next elections.

In addition, through the Community Engagement Program we launched in 2013, we actively participate in Korean community events and make presentations about the importance of election and volunteerism targeting specific groups of registered Korean-American voters with a view to expanding the scope of volunteer recruitment.



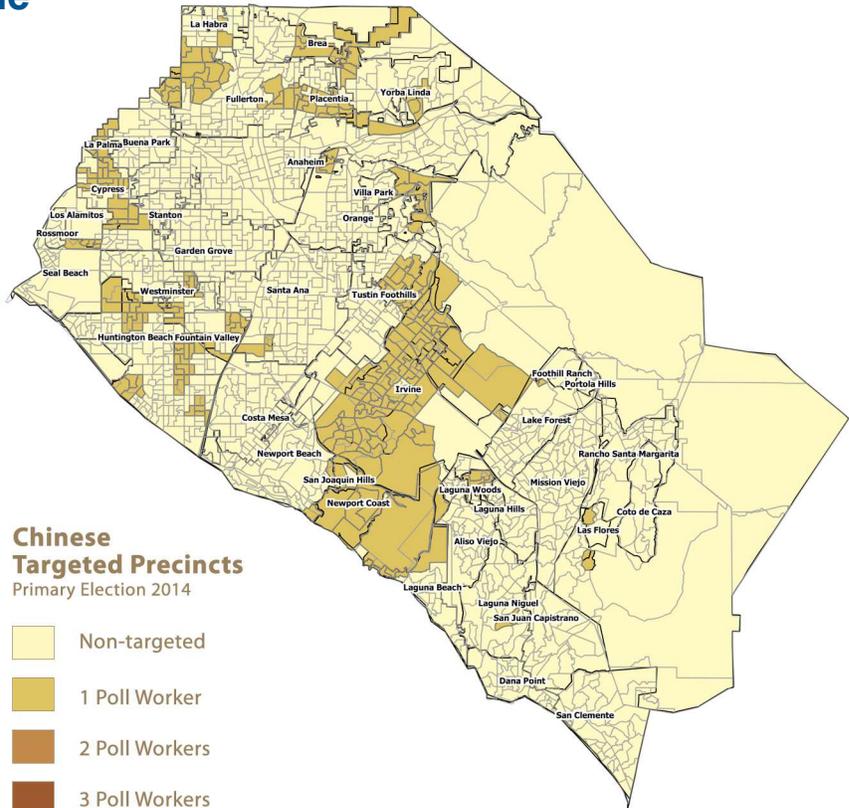
Chinese Community Profile

Orange County is comprised of several sizable Chinese-speaking neighborhoods. The Chinese community consists of a diverse group of Chinese-speaking immigrants from China, Hong Kong, Taiwan, and other Asian countries. They mostly reside in suburban cities in the county.

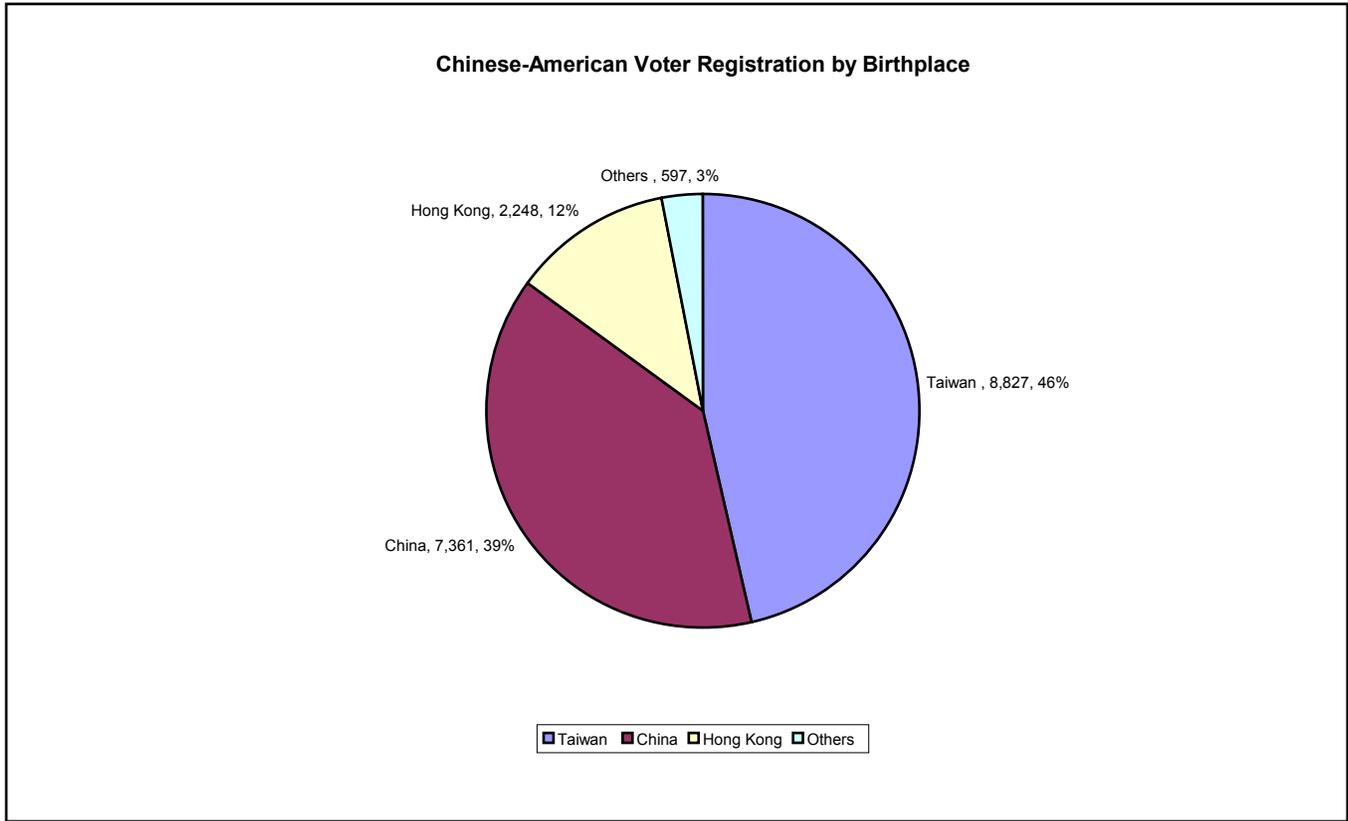
Demographics

In the 2012 American Community Survey, 34.5% of Chinese residents indicated they speak English less than “very well.”

Mandarin Chinese is the prevalent spoken language in the community, however, there are other common dialects such as Cantonese and Taiwanese. Traditional Chinese is the written language used by most local Chinese media. It is also supported by the state of California in providing election materials.



2012 Chinese Community Survey One-Year Estimate	
Total Chinese population	88,745
Age 18 and over	73,594 (82.9%)
Foreign born	58,481
Naturalized citizens	42,716



Participation in Electoral Process

Trends of Community Voters

1) Chinese-American Voter Registration in Orange County

The statistics on the number of registered Chinese-American voters in Orange County is based on the number of registered voters born in China, Hong Kong, and Taiwan due to the difficulty in tabulating second generation Chinese-American voters. As of May 30, 2014, the total number of registered Chinese-American active voters was 19,033 and the number of requests for language material was 4,912. Recruiting election officers to provide language assistance at polling places was based on place of birth in the previous elections. Starting in 2014, the recruitment is based on the language request criterion.

Chinese-American Voter Registration in Orange County	
Active voters	19,033
Inactive voters	4,750
Total Chinese-American voter population	23,783
Language requests	4,912 (25.81%)



2) Voter Concentration by City

As of May 30, 2014, research shows the city of Irvine has the largest concentration of Chinese population with 33% of the registered Chinese-American voters in Orange County.

Chinese-American Active Voter Concentration		
City	Number of Voters	Percentage
Irvine	6,334	33.3%
Anaheim	998	5.2%
Fullerton	998	5.2%
Huntington Beach	927	4.9%
Yorba Linda	789	4.1%
Tustin	751	3.9%
Orange County Total	19,033	

3) Voting Method Comparison

The Orange County Registrar of Voters provides a number of voting options to voters. Vote-by-mail is the most popular voting method among Chinese-American voters.

	2010 Primary	2010 General	2012 Primary	2012 General	2014 Primary
Polling Place	1,075 (26.7%)	3,337 (34.9%)	997 (22.6%)	4,566 (34.1%)	719 (18.6%)
Vote-By-Mail	2,878 (71.4%)	5,909 (61.7%)	3,282 (74.4%)	8,170 (61.1%)	3,029 (78.2%)
Provisional	77 (1.9%)	325 (3.4%)	133 (3.0%)	638 (4.8%)	125 (3.2%)
Other	0	0	0	0	1
Total	4,030	9,571	4,412	13,374	3,874

4) Voter Turnout

Chinese-American voter turnout is lower than the total Orange County voter turnout.

	2012 General	2014 Primary
Number of Active Registered Chinese-American Voters	22,437	19,033
Number of Chinese-American Voters Who Voted	13,374	3,874
Percentage of Chinese-American Voter Turnout	59.60%	20.35%
Percentage of Orange County Voter Turnout	67.30%	23.90%



Establishment of Community Program

- The Chinese community program was established in 2003 as a result of the federal mandate to meet the growing needs of the Chinese-American voting community.
- Over the years, the Registrar of Voters has reached out to many Chinese community organizations and maintained good relationships with them through event participation and presentations.
- Several key Chinese community organizations have actively helped with the advancement of our mission. These include Orange County Chinese American Lions Club, Irvine Evergreen Chinese Senior Association, South Coast Chinese Cultural Center, Orange County Chinese American Chamber of Commerce, and Asian American Senior Citizen Service Center.

Bilingual Poll Worker Recruitment

Achievements

Chinese bilingual poll worker recruitment was based on the number of voters who were born in China, Hong Kong, and Taiwan in addition to polling places identified by the Secretary of State in 2002.

In 2004, we used a stricter criteria in recruiting and assigning bilingual Chinese poll workers instead of merely relying on the Secretary of State's list for bilingual precincts. The criteria are as follows: 1 Chinese bilingual poll worker when the polling place has between 25 to 99 voters born in China, Hong Kong and Taiwan; 2 Chinese bilingual poll workers when the polling place has between 100 to 299 voters born in China, Hong Kong and Taiwan; 3 Chinese bilingual poll workers when the polling place has 300 and more voters born in China, Hong Kong and Taiwan.

Approximately 250 polling places in the most recent general election and more than 200 polling places in the most recent primary election were targeted as being part of a Chinese bilingual precinct, thus representing approximately 20% of all polling places in the County.

Challenges and Strategies

The diversity of the Chinese community, a relatively small volunteer pool, and cultural perception of elections as politics rather than part of the democratic process all present challenges for outreach to the Chinese community. Therefore, we employ a number of strategies to increase outreach to the community and ensure compliance with the law:

- We strive to appeal to a broad spectrum of voters and include as many voters as possible. Amongst other factors, we are also aware of sensitive issues that may divide the community.
- We ensure that translations are as universal linguistically and culturally as possible for Chinese-American voters from different regions.
- To meet our increasing bilingual poll worker requirements, we use multiple recruitment methods proactively and have significantly expanded our Chinese bilingual volunteer database. Our methods include:
 - Direct mailing to voters in targeted areas
 - Active requests for poll worker referrals

Profiles of Language Communities



- Partnership with community organizations
 - Targeted email campaign to various groups
 - Specially featured newspaper articles and other media coverage
 - Placement of flyers at community gathering places
-
- We make strategic poll worker assignments by assessing available Chinese bilingual volunteers in each city and transferring volunteers accordingly in order to maximize our staffing capabilities and fulfill requirements for all coverage areas.
 - We increase our volunteer retention and reduce cancellation rates by providing volunteers with excellent customer service in every step of the process.
 - We keep volunteers and the voter community engaged through periodic election information sharing and holiday email greetings.

Helping Chinese-American voters understand the election process and the importance of voting has been the focus of our voter outreach. Since the inception of the program, we have been expanding our program continuously through various outreach venues. In striving to increase the participation of the Chinese-American voter community in the electoral process, we have made great strides in community outreach as well as poll worker recruitment. Many Chinese-American voters who were initially not familiar with the election process have become active participants in the process.



Future Goals





The Orange County Registrar of Voters has been committed to complying with and exceeding the language requirements set forth by the Voting Rights Act for every election. We pride ourselves in maintaining a comprehensive language services program in all supported languages.

As a result of our proactive approach to language assistance and outreach programs, registered voters as well as language requests by registered voters have continued to increase in language minority communities throughout the County. Increased participation in the voting process translates into a greater need for our services, however, there remains much to be done given our current challenges and future needs.

Looking forward, we believe that it is essential to continue improving our bilingual community programs in order to better serve the needs of voters who require language assistance. We have identified several goals for our program implementation in the future:

Effective Dispatch Process for the Bilingual Reserve Team

To ensure full coverage of bilingual precincts on the election day, we have an internal policy of recruiting more bilingual poll workers than required based on historical cancellation rates. These reserve bilingual poll workers are willing to be dispatched to any targeted precincts as needed on the day of election. They have been instrumental in helping us fill last minute cancellations and no-shows.

Despite our best recruitment effort, however, not all bilingual precincts may be covered on the election day due to various factors which have proven to be challenges in the past. These have included instances where reserve members have gone to the wrong precinct, bilingual poll workers were sent away by unknowing inspectors, reserve members being dispatched to assist in an emergency yet non-bilingual function. Currently we are working on devising a plan that will streamline the dispatch process and improve coordination with polling places.

The State of California recently passed Assembly Bill 817 (AB 817), allowing non-citizens to serve on Election Day. This could potentially expand the pool of bilingual volunteers who are able to assist voters at polling places.

Customized Data Analysis Tools

We utilize data analysis extensively to improve our bilingual poll worker recruitment and translation processes. Requests are often made from various ethnic media outlets and community organizations for voter data. It is a labor intensive task to retrieve information from many different sources and manually compile data for all the language communities, however, we continue to strive towards the automation of common queries in order to make frequently used data more accessible.



Increase in the Utilization of Services Provided

Ever changing election laws and procedures can confuse many natural-born citizens, let alone naturalized citizens who are not entirely familiar with the system. Therefore, an integral part of our language assistance program is to increase understanding of the electoral process through continuous voter education. Such increase in awareness will lead to more community involvement as well as utilization of our services. In light of this need, our expanded speaking engagement aims to help language voters understand their voting rights and actively participate in the election process.

In planning for the modernization of the County's voting system, we also actively seek input from language communities. To assess current and future needs, our focus group and survey results include feedback from bilingual voters and bilingual poll workers, ensuring their participation in selecting a new voting system for Orange County that can be effectively utilized in the future.

Conclusion

From our experience, we believe that the following essential components constitute a successful language assistance program for voters, and we will build upon our foundation to continue improving our program:

Dedicated full time bilingual community program staff: Bilingual Community Program Specialists coordinate services in voter outreach, election material translation and volunteer recruitment for the language communities. With their community outreach experience, linguistic skills and specialized cultural knowledge, they serve as community liaisons for the Registrar of Voters in order to increase participation amongst voters who face cultural and language barriers.

Active community outreach: From media campaigns to targeted events for specific audiences, we have a variety of programs to expand our voter outreach through local channels of communication. These efforts are important in order to raise awareness on voting issues and build ongoing relationships with the community.

Quality translation of election materials: Translating complex election materials is not a simple task and certainly not one that can be done quickly. With the processes that have been established, however, we have instilled a value of quality translated election materials that are accurate, appropriate and accessible.

Proactive recruitment of bilingual poll workers: The challenge of recruiting qualified bilingual poll workers requires us to take a proactive approach in recruitment. We have developed a wide range of activities to continuously expand our volunteer database.

Lastly, we are glad to report that in our efforts to comply with the language mandates of the Voting Rights Act, we have been able to provide a variety of bilingual election services to voters who need language assistance. We will continue to respond to the needs of voters and partner with language communities to increase voter participation in the democratic process of voting.