

Election Survey Report

March 17, 2015

37th State Senate District

Special Primary Election



Executive Summary

The March 17, 2015, 37th Senate District Special Election ran smoothly in Orange County. Overall, elections operations were very successful and logistical issues that are not uncommon when preparing for any election were overcome. For this election, there were 491,852 registered voters who were promptly mailed sample ballots, and likewise, the majority of approximately 260,339 Vote-By-Mail (VBM) ballots were mailed to voters within the first several days permitted by state law. In total, 77,147 ballots were cast for a 15.7% turnout. Staff successfully recruited 937 poll workers to staff 189 polling places located within the First Supervisorial District.

The success of elections operations is heavily dependent on a high level of systems efficiency and organization, as well as successful volunteer recruitment and retention. Consequently, 11 survey instruments are used by the Registrar of Voters office to capture feedback from poll workers and polling place hosts regarding overall Election Day operations, in addition to the quality of service provided by the Registrar of Voters. The survey data collected is critical to measuring performance and informing the Registrar of Voters' ongoing efforts to improve election services. These metrics are monitored on a weekly, if not daily, basis to determine the need for operational adjustments.

This report contains the results of all surveys utilized in the March 17, 2015, 37th Senate District Special Election, which include: (1) Poll Worker Survey, (2) Training Survey, (3) Delivery Survey, (4) Polling Place Survey, (5) Election Supply Distribution Survey, (6) Phone Bank Survey, (7) Recruitment Survey, (8) Coordinator Survey, (9) A-team Survey, (10) Collection Center Survey, and (11) Candidate Filing Survey. Survey responses are carefully examined by the Registrar of Voters, as they have played a significant role in increasing efficiencies and improving the provision of services as well as contributing to the Orange County Registrar of Voters' standing as an innovator in the field of elections.

The **Poll Worker Survey** asked poll workers to assess the various components of their volunteer experience. The survey was provided to poll workers in their Election Day supply box and distributed at the end of the night. The survey requested poll worker input on training and

materials, communication with the Registrar of Voters, issues encountered at their polling place, and their overall experience of serving on Election Day.

The **Training Survey** was also distributed at the end of Election Night and pertained to how well the Registrar of Voters prepared poll workers for Election Day. The survey asked poll workers about the effectiveness of both the online and in-class training components, as well as specific training materials (including the video and Polling Place Operations Manual). This survey helps ensure poll workers are highly trained and prepared so that Election Day operations run as smoothly and efficiently as possible.

The **Delivery Survey** asked polling place hosts to assess the delivery company that was tasked with delivering election supplies and equipment to their location. The telephone survey asked whether the delivery was on time, the driver was courteous, and if there were any issues. This survey is an important and useful tool used to determine the delivery companies that will be retained in future elections, as the level of service provided can greatly impact the satisfaction of the polling place host and their decision to serve again in the future.

The **Polling Place Survey** asked polling place hosts about their experiences receiving, storing, and returning equipment and supplies. The survey additionally measures the satisfaction of polling place hosts with their level of communication with the Registrar of Voters and poll workers, as well as their overall experience serving in the election. This survey is mailed to each polling place host after the election, and it is a good indicator of the likelihood of that polling place host volunteering to serve in future elections.

The **Election Supply Distribution Survey** was provided to Inspectors when they picked up their precinct-specific supplies for Election Day. Inspectors were asked to provide input about the quality and efficiency of the staff and processes in place for distributing supplies. A satisfactory distribution experience is a factor in an Inspector's decision to continue volunteering for future elections.

The **Phone Bank Survey** was taken by members of the public who called the Public Phone Bank and poll workers who called the Poll Worker Phone Bank. Callers were automatically

transferred to the survey at the conclusion of their call to the phone bank. The survey solicits feedback on the agent's ability to answer the caller's question, as well as the quality of service provided by the agent and the Registrar of Voters office. This data is evaluated daily in order to resolve any issues that may arise regarding the level of customer service received by poll workers as well as the general public.

The **Coordinator Survey** was distributed to the Coordinators in order to rate their experiences leading up to and on Election Day. Coordinators serve an essential function as they are liaisons between the Registrar of Voters and the various polling places, aid in troubleshooting, and provide leadership to poll workers as issues arise in the field. Responses provided are useful in assessing the overall efficiency of Election Day operations.

The **A-Team Member Survey** was provided to A-Team members (back-up poll workers serving in the event of cancellations) as they were deployed to a polling place on the morning of the election. The survey is used to assess the efficiency and organization of the deployment process, as well as the overall quality of their experiences volunteering on Election Day.

The **Recruitment Survey** was developed and implemented as a means to measure the level of customer service provided by staff members who actively recruit volunteers. After being recruited and assigned to a polling place, volunteers receive an automatic out-going call inviting them to participate in a brief survey. Poll workers are asked to rate four statements regarding the interaction with their recruiter, and survey responses are monitored daily to ensure that staff communicates to volunteers with a high a degree of respect and professionalism.

The **Collection Center Survey** was provided to collection center workers. The Registrar of Voters office utilized 4 Collection Centers throughout the First Supervisorial District where staff receive the supply boxes and voting equipment that are delivered by the Inspectors after the closing of the polls. Collection Center Workers were asked to complete a seven-question survey soliciting their feedback on the quality of training and preparation received, issues encountered at their assigned collection, and the level of satisfaction experienced serving on Election Night.

The **Candidate Filing Survey** was provided to candidates who completed filing in our office or online. The survey is used to assess the levels of organization and efficiency, as well as the courteousness and professionalism extended to candidates by staff. Results from this survey are not only used to help ensure that a high level of customer service is provided to candidates filing for the election, but also to identify means of streamlining the intensive filing process.

Results from the 11 surveys detailed above indicate that the Registrar of Voters continues to provide excellent service to poll workers and polling place hosts. While the results indicate areas where there is additional room for evaluation or improvement, they largely confirm that the changes implemented in past elections have effectively streamlined and improved election operations. The Registrar of Voters will continue to strive for excellence in providing the highest quality services to volunteers, implementing innovative practices to increase the efficiency of election operations, and ensuring that the voting experience is positive for all of Orange County.



Neal Kelley
Registrar of Voters



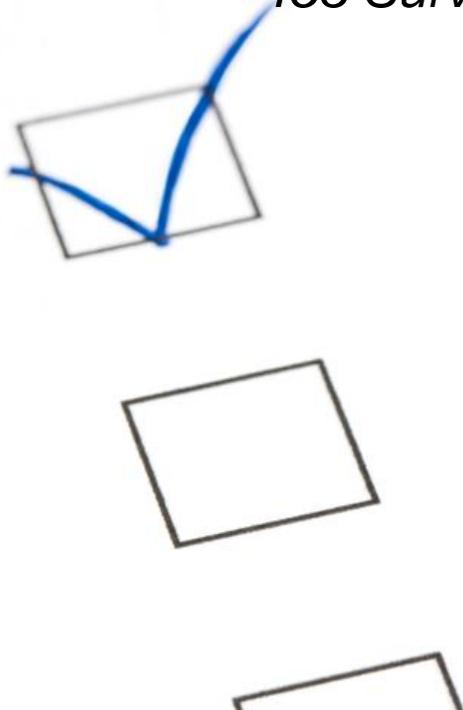


Poll Worker Survey

937 Poll Workers

11 Questions

453 Survey Responses



March 17, 2015 Poll Worker Survey

Overview

After the March 17, 2015, 37th Senate District Special Election, poll workers were asked to complete an 11-question survey. The survey solicits feedback from poll workers on a number of topics, including past experience volunteering for the Registrar of Voters, communication with the office, connecting the eBooths, issues encountered at assigned polling places, and the quality of service provided by the Registrar of Voters. The survey response rate was 38%, as 453 out of the 937 poll workers who worked on Election Day completed surveys.

Data collected from the Poll Worker survey informs the Registrar of Voters office of the effectiveness and value of services provided to poll workers, as well as assists in the identification of methods to improve elections operations. For this election, survey responses indicating highly rated aspects of the poll worker experience continue to be:

1. Overall communication with the Registrar of Voters office
2. The Polling Place Operations training video and training manual
3. Likelihood that Poll Workers will serve in future elections.
4. The overall quality of service provided Poll Workers by the Registrar of Voters.

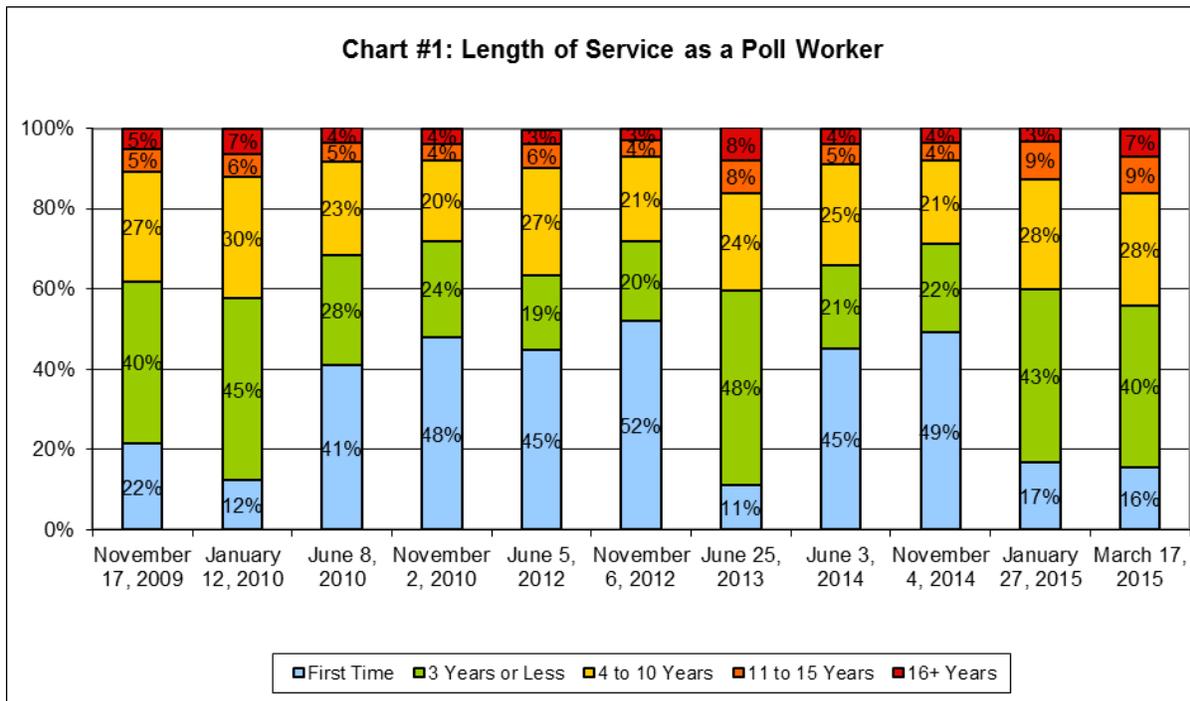
While the majority of poll workers were satisfied with their experience leading up to and on Election Day, the Poll Worker Survey also identified areas for improvement:

1. Selecting polling place sites that have ample, easy to access parking and adequate room sizes.

March 17, 2015 Poll Worker Survey

Poll Worker Experience

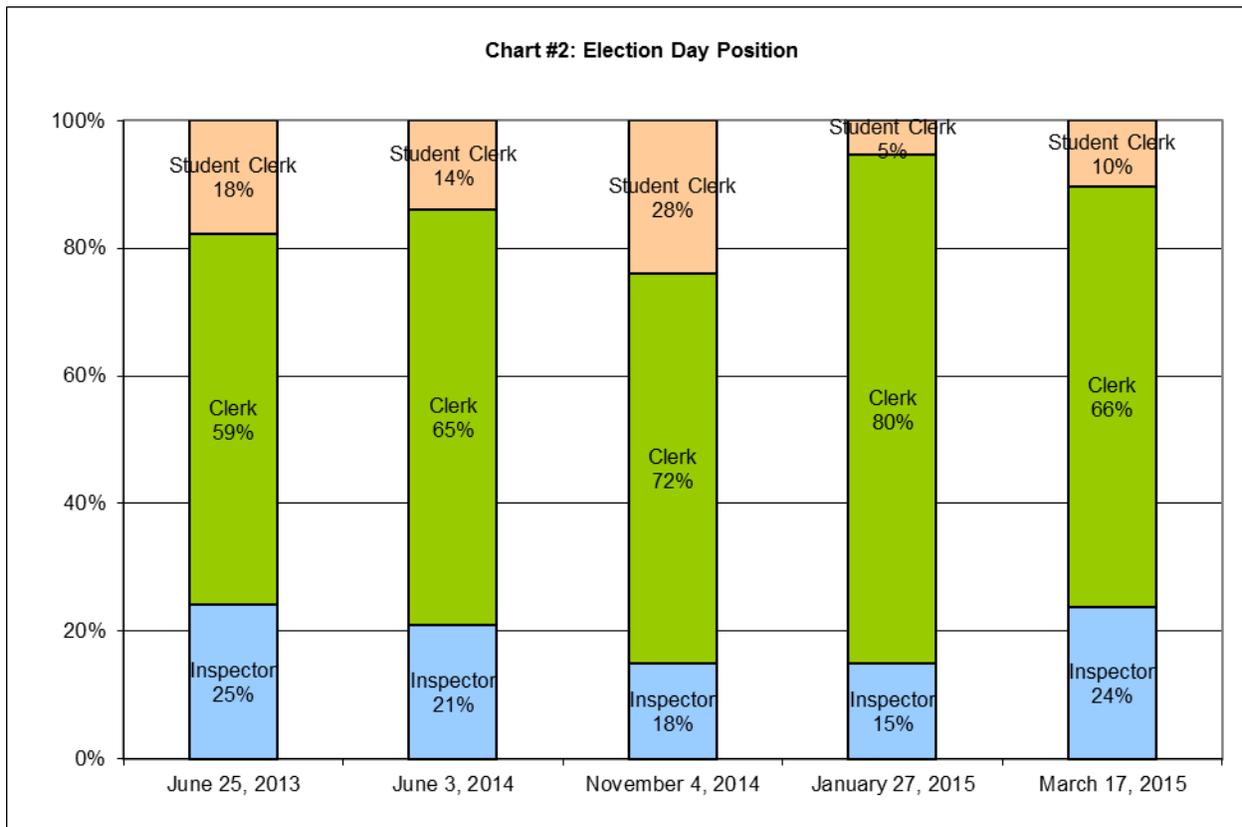
For the March 2015 election, first time volunteers made up 16% of survey respondents. Forty percent reported 3 years or less prior service, and 44% reported four or more years of prior service as a poll worker in Orange County. As shown in Chart #1, the distribution of experience in this election is fairly consistent with previous special elections. In a small special election, the Registrar of Voters office relies on the service of experienced poll workers, compared to a larger statewide election where there are significantly more first time volunteers.



Election Day Position

Poll workers can serve in one of three different capacities, as illustrated in Chart #2. Consistent with polling place staffing needs, a majority of poll worker volunteers serve as Clerks. For the March 2015 election, 66% of respondents served as Clerks, who help process voters and assist with the polling place set-up and closing procedures. Student Clerks, who are high school students between the ages of 16 and 18 years of age, made up 10% of survey respondents. Inspectors, who are generally more experienced poll workers and are responsible for managing all activities within their assigned polling place, account for 24% of survey respondents.

March 17, 2015 Poll Worker Survey

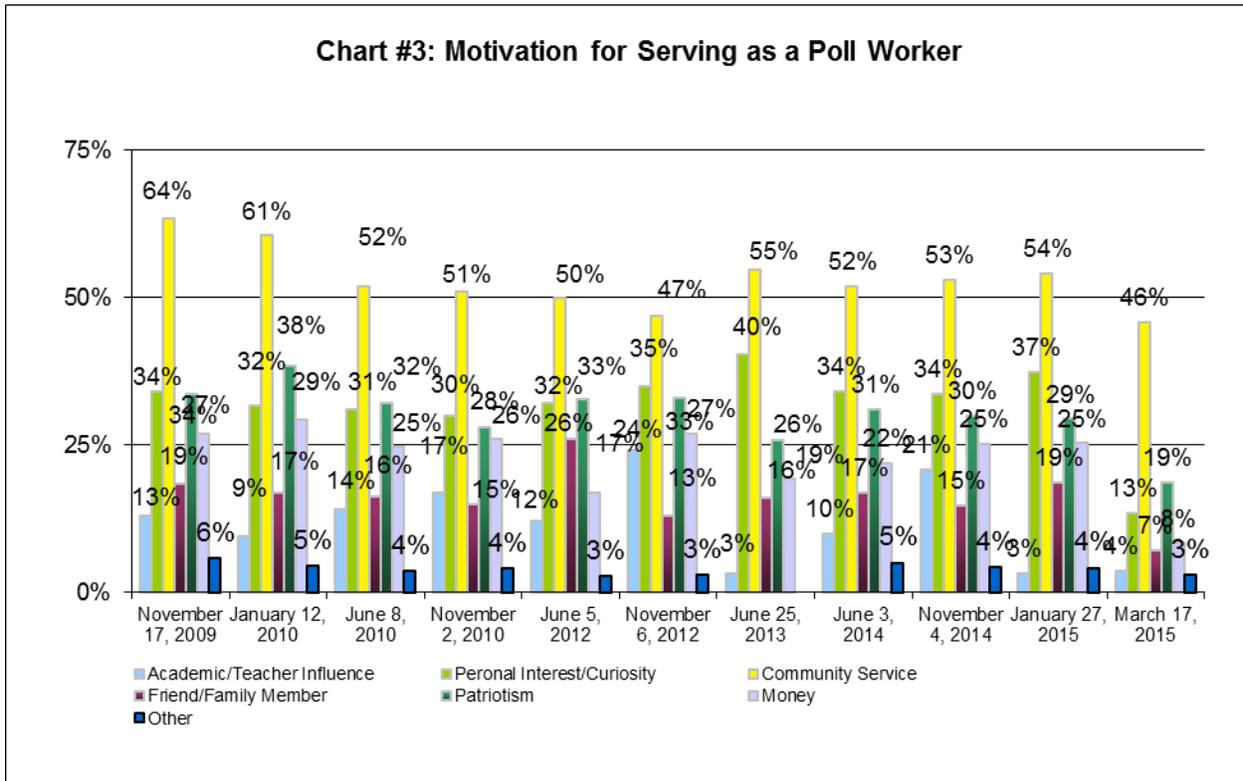


Motivation to Serve

The Poll Worker Survey asked volunteers to share their primary motivation(s) for serving in the election. Poll workers could select more than one option from the following list:

academic/teacher influence, personal interest/ curiosity, community service, friend/family member, patriotism, money, or other. As was the case in prior elections, for the March 2015 election Chart #3 shows community service received the highest percentage of responses, at 46%. Although the general trends regarding motivation have been fairly consistent, there has been some slight fluctuation between the response rates for personal interest and patriotism. Academic/teacher influence received a response rate of 4% percent. Studies show that schools and teachers can impact student engagement in the democratic process and by continuing to partner with high schools and colleges it is hoped that this number can grow over time.

March 17, 2015 Poll Worker Survey



Training

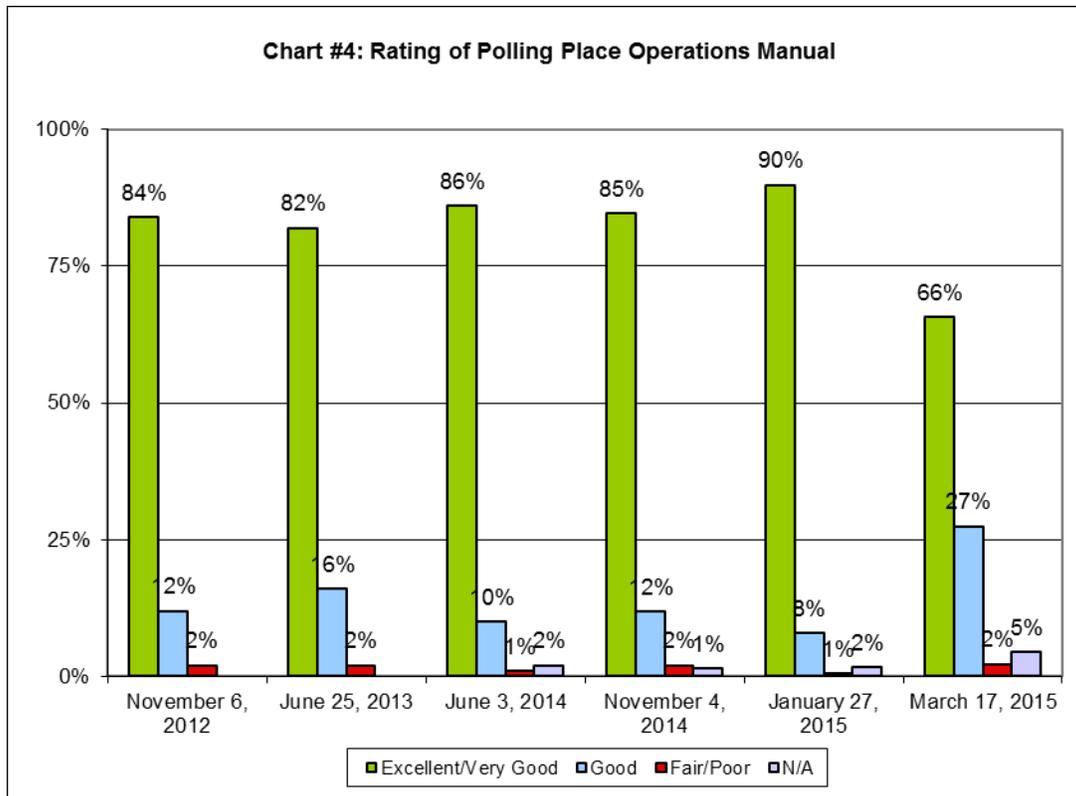
The Registrar of Voters office offers poll workers a variety of options to complete their required training. New Inspectors and New Clerks are required to take a traditional 3-hour classroom training. Returning Inspectors are required to take a traditional 2-hour classroom training, and Returning Clerks have the option of taking the Clerk class online in the convenience of their home or in a traditional classroom format. The Poll Worker Survey asked poll workers about the Polling Place Operations Manual and the Poll Worker Training Video. For the March 2015 survey, the rating scale changed to a 4-point scale that eliminated the Very Good option. Comparisons shown in the Charts 4, 5, 7, 8, 11, and 12 on the following pages reflect the scale change.

Polling Place Operations Manual

The Polling Place Operations Manual is provided to poll workers in all classroom trainings, made available online to the volunteers who choose to take online training, and included in the

March 17, 2015 Poll Worker Survey

Inspector Supply Box for election day. Overall, 93% of respondents rated the manual positively as excellent or good, which is consistent with previous elections.

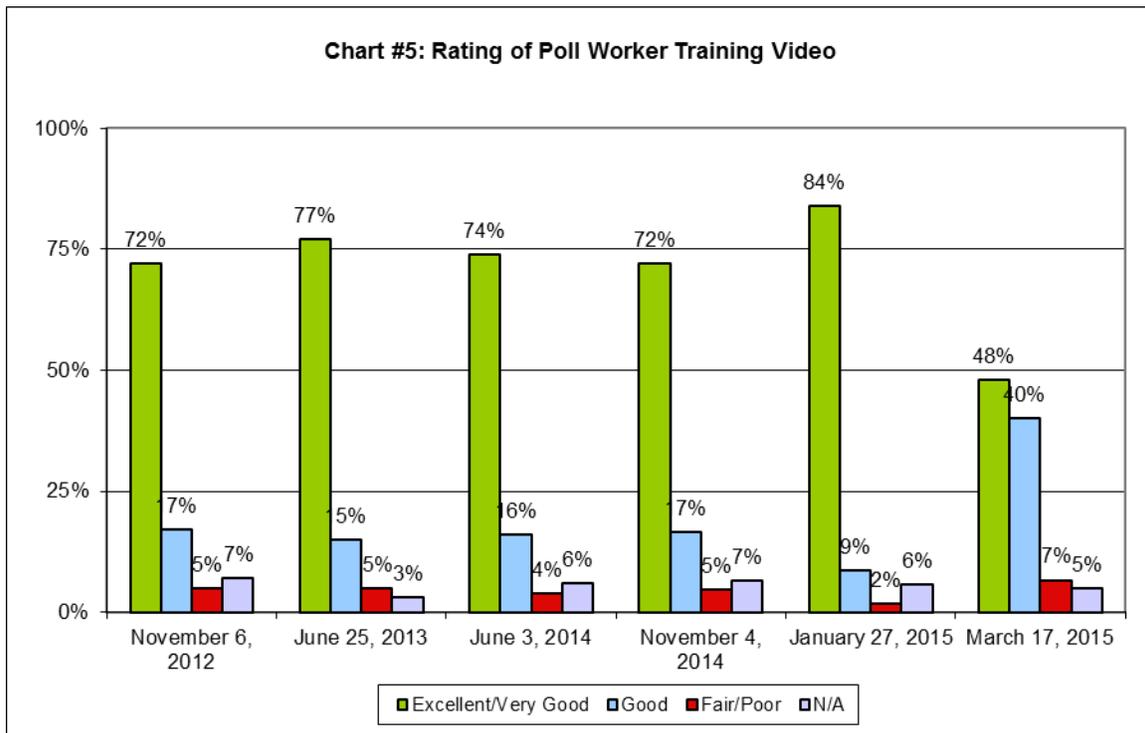


For the March 2015 survey, the rating scale changed to a 4-point scale that eliminated the Very Good option. Comparisons shown in the Charts 4, 5, 7, 8, 11 and 12 reflect the scale change.

Poll Worker Training Video

The Poll Worker Training Video provides a comprehensive overview of all polling place operations in an engaging and easily understandable format. For the March 2015 election, as shown in Chart #5, 88% of respondents rated the training video as excellent or good, a sustained positive score compared to previous elections.

March 17, 2015 Poll Worker Survey



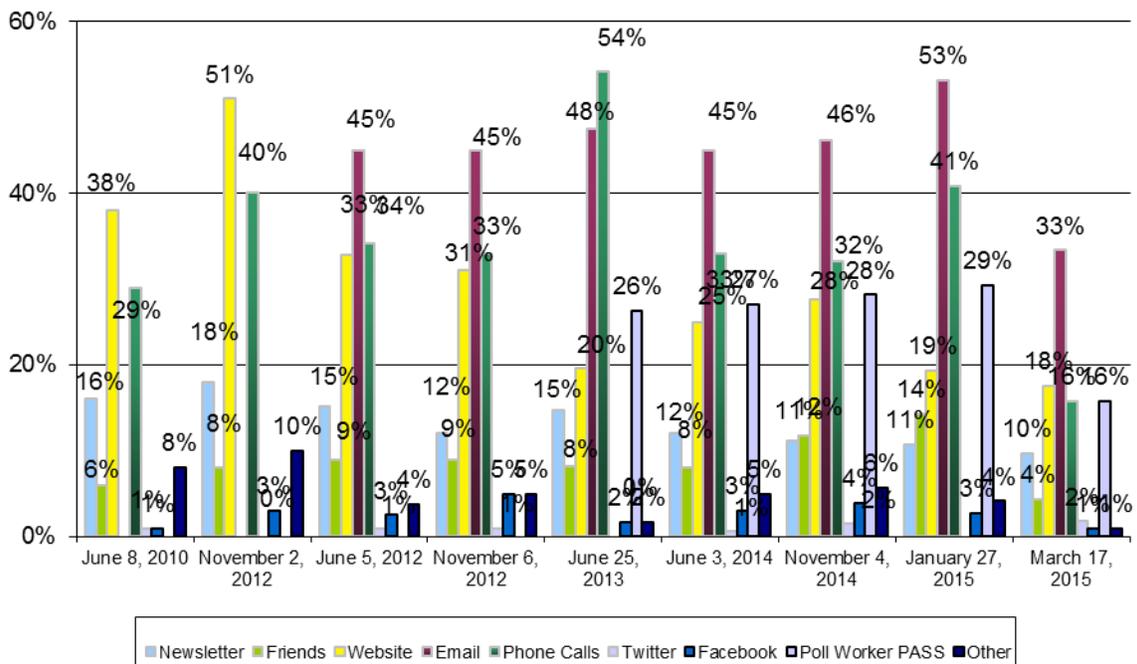
For the March 2015 survey, the rating scale changed to a 4-point scale that eliminated the Very Good option. Comparisons shown in the Charts 4, 5, 7, 8, 11 and 12 reflect the scale change.

Communication

Poll workers are provided many options for receiving information about the Registrar of Voters and election updates. The Poll Worker Survey asked respondents to indicate their preferred method(s) (more than one could be selected) of communication from the following options: newsletters, friends, website, telephone calls, Poll Worker PASS, Facebook, Twitter, email, and other. For the March 2015 election, as shown in Chart #6, email continues to be the most popular response. Phone calls and Poll Worker PASS are the second and third most popular, followed by the Registrar of Voters website. Facebook and Twitter continue to be the least utilized options by poll workers.

March 17, 2015 Poll Worker Survey

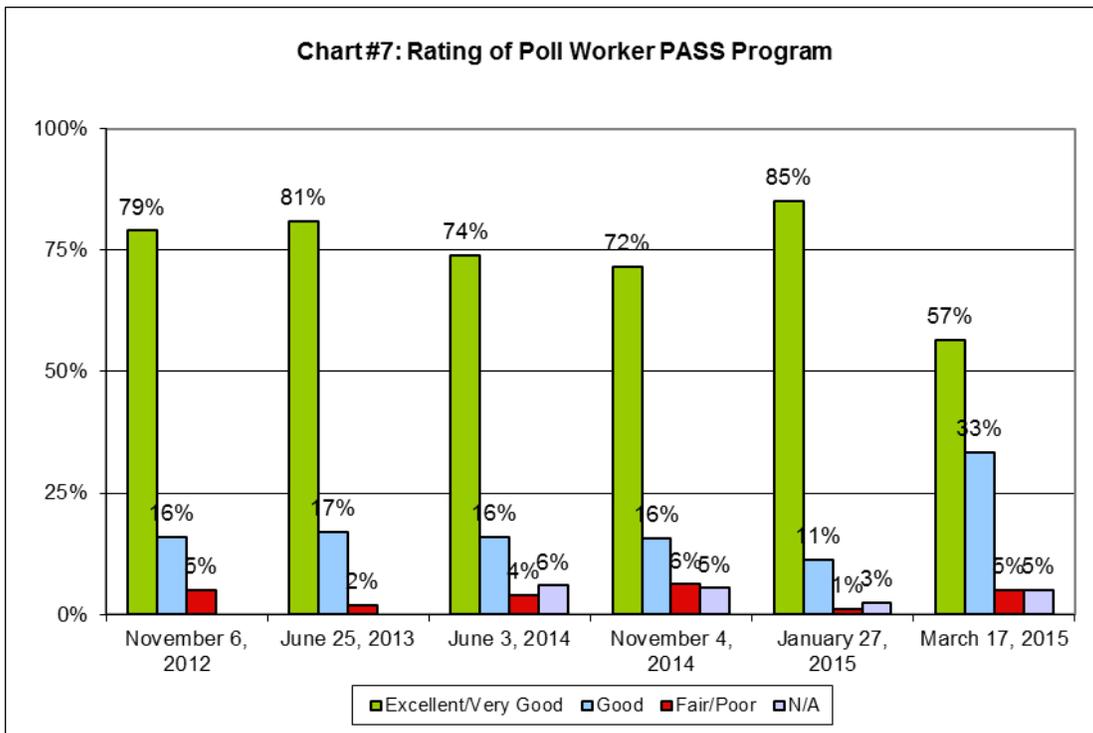
Chart #6: Poll Workers' Preferred Methods of Communication



March 17, 2015 Poll Worker Survey

Poll Worker PASS Program

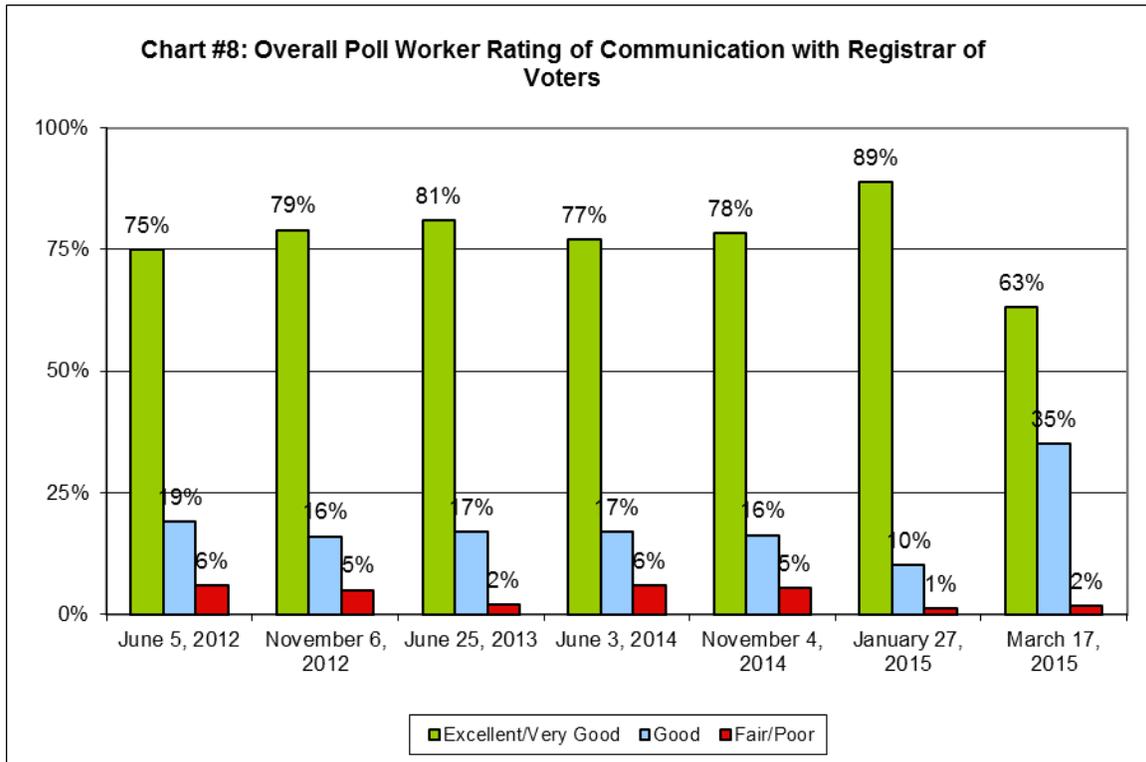
The Poll Worker PASS program was created to provide poll workers with immediate access to election information. Each poll worker is provided a unique identification number that is used to access their individual account through which real time updates can be received regarding training, polling place assignment, supply distribution and much more. Chart #7 shows 85% of respondents rated the program as excellent or very good.



For the March 2015 survey, the rating scale changed to a 4-point scale that eliminated the Very Good option. Comparisons shown in the Charts 4, 5, 7, 8, 11 and 12 reflect the scale change.

March 17, 2015 Poll Worker Survey

Overall, as shown in Chart #8, 98% of respondents described the communication as excellent or good, a sustained high score compared to previous elections.

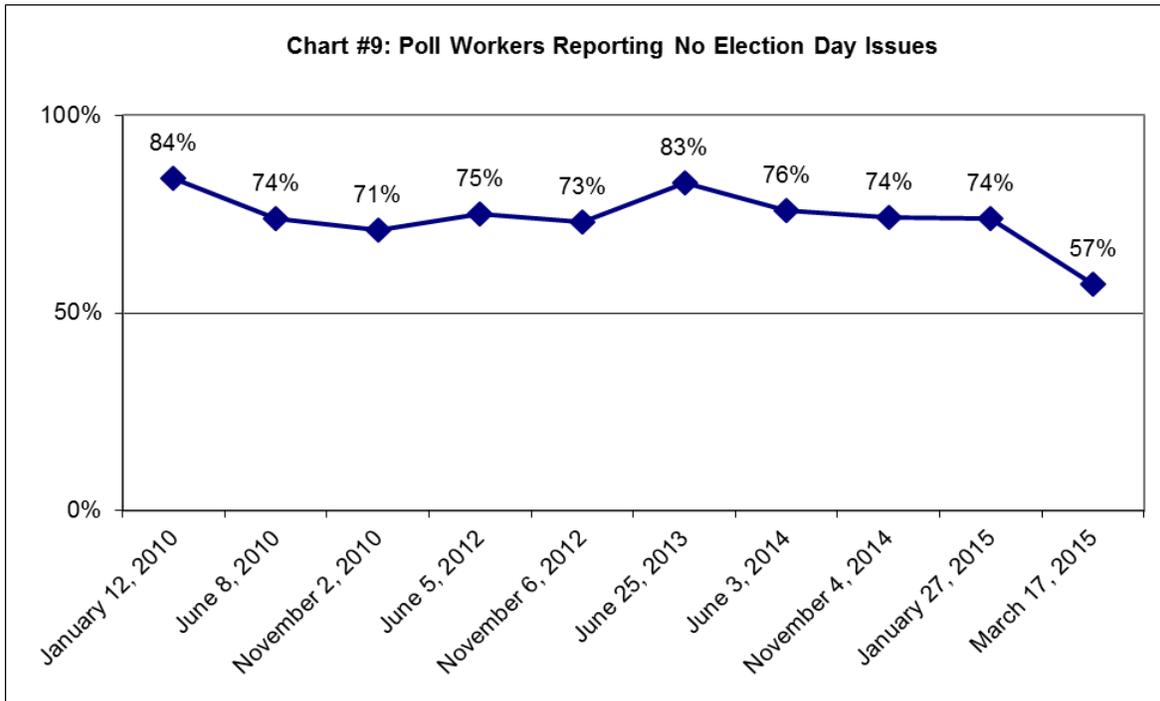


For the March 2015 survey, the rating scale changed to a 4-point scale that eliminated the Very Good option. Comparisons shown in the Charts 4, 5, 7, 8, 11 and 12 reflect the scale change.

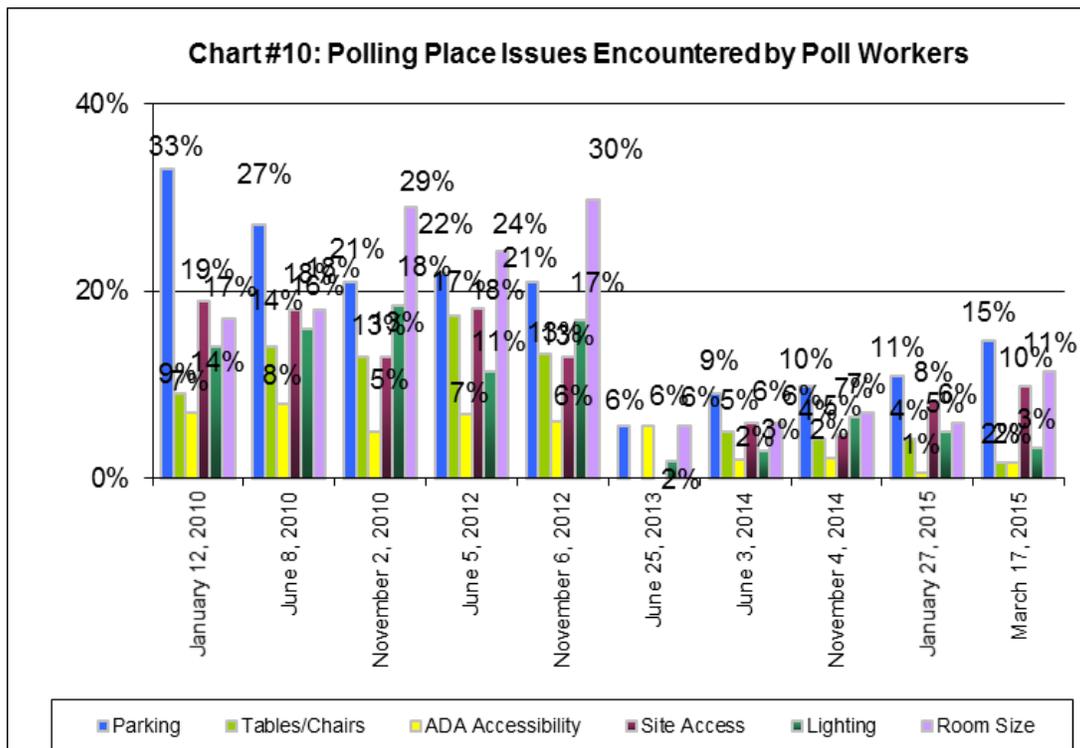
Polling Place Challenges

Poll workers were asked whether they experienced difficulties on Election Day, such as eBooth set-up, parking, polling place accessibility and facilities. For the March 2015 election there is a notable change in that more respondents said they encountered issues, as Chart #9 shows, compared to previous elections. See the Chart #10 for a summary of the issues encountered.

March 17, 2015 Poll Worker Survey



For the March 2015 election, most notably, respondents indicated they encountered issues with parking (15%), room size (11%), and access (10%) to the polling place site.

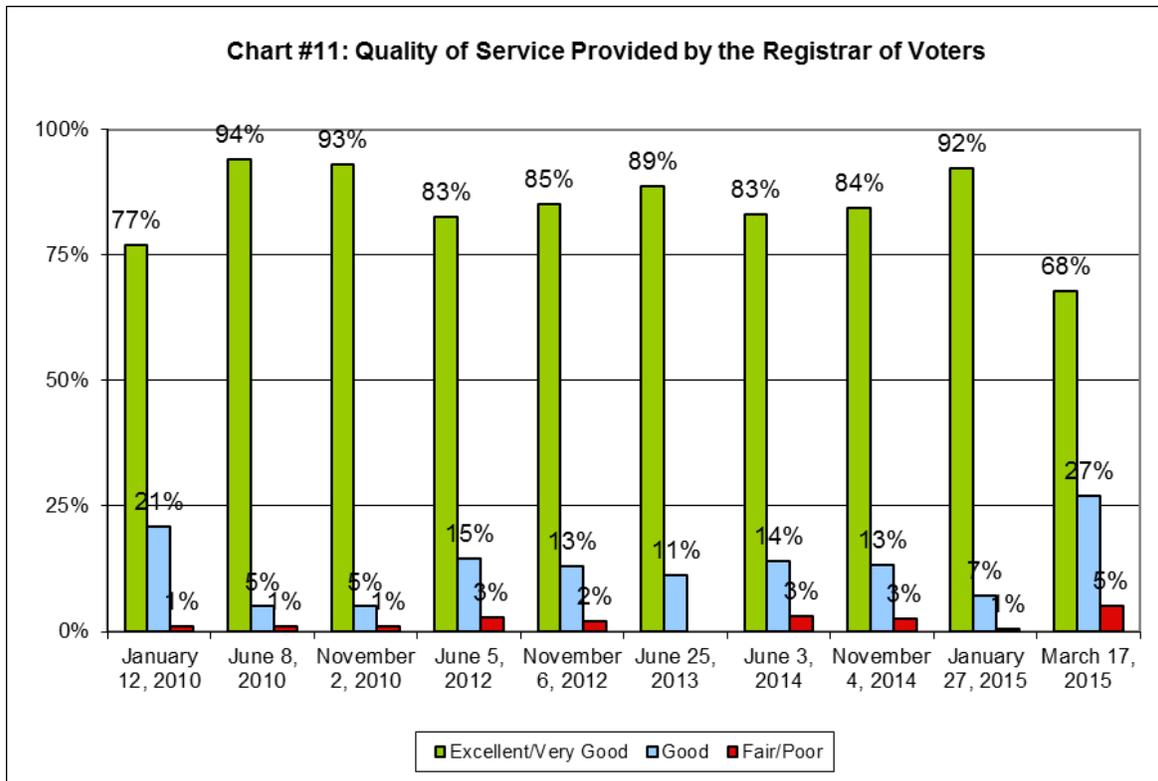


March 17, 2015 Poll Worker Survey

Overall Experience

Lastly, poll workers were asked to rate the overall quality of the service provided by the Registrar of Voters, their overall experience serving in the election, and the likelihood that they would volunteer again for future elections.

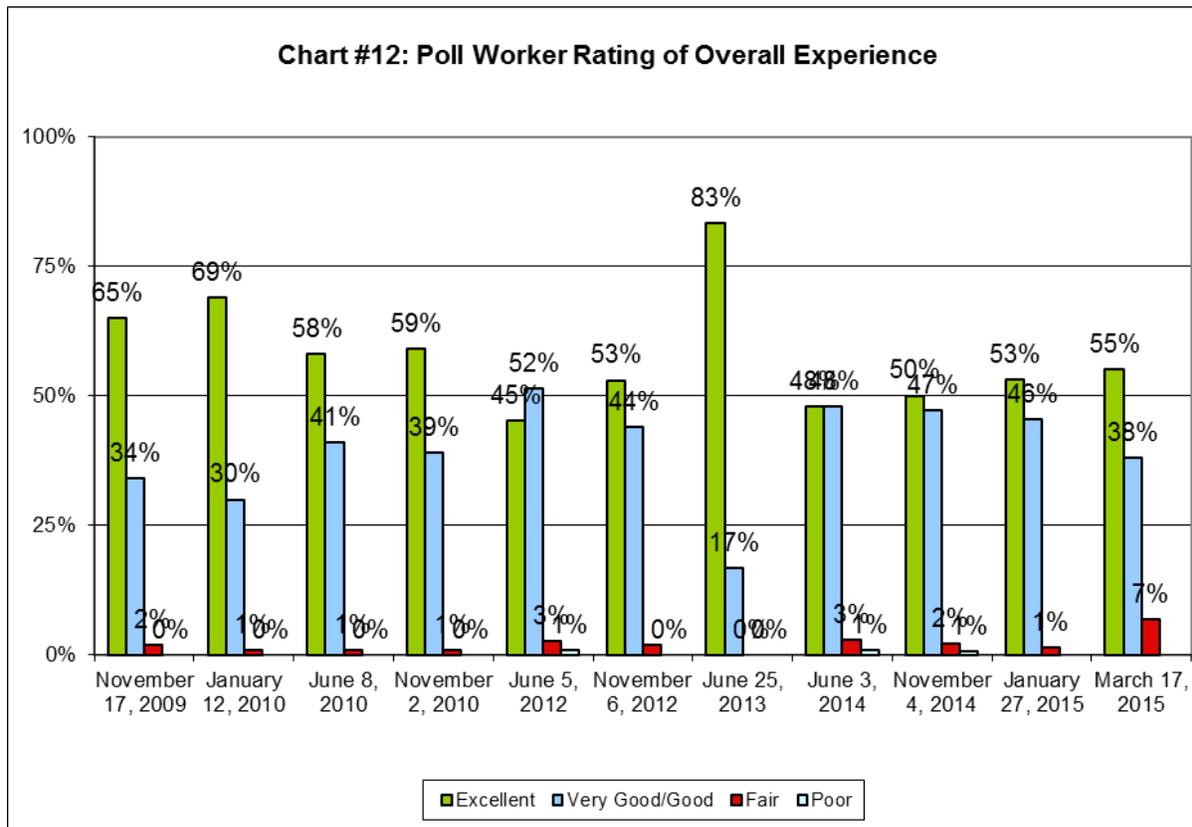
For the March 2015 election, as shown in Chart #11, the overall quality of service provided by the Registrar of Voters was rated excellent or good by 95% of respondents, a sustained high score compared to previous elections. The Department continues to explore innovative methods to provide excellent service to poll workers.



For the March 2015 survey, the rating scale changed to a 4-point scale that eliminated the Very Good option. Comparisons shown in the Charts 4, 5, 7, 8, 11 and 12 reflect the scale change.

For the March 2015 election, as shown in Chart #12, 93% of respondents rated the overall experience of serving in the election as excellent or good. Here, too, results are consistent with most of the previous elections.

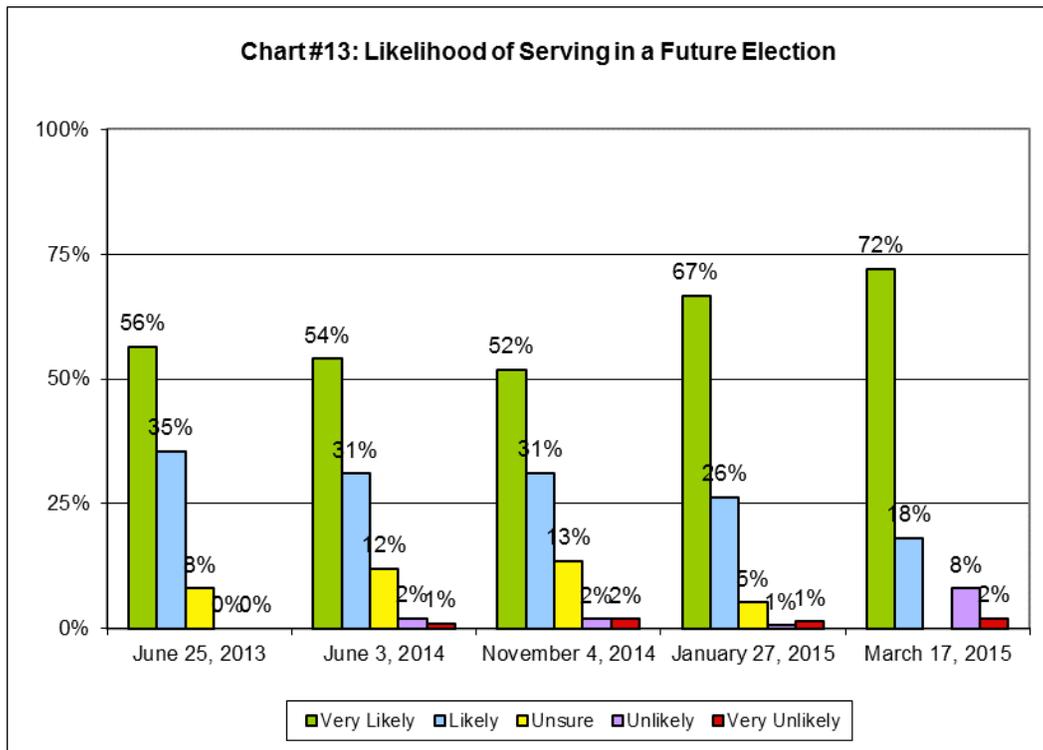
March 17, 2015 Poll Worker Survey



For the March 2015 survey, the rating scale changed to a 4-point scale that eliminated the Very Good option. Comparisons shown in the Charts 4, 5, 7, 8, 11 and 12 reflect the scale change.

Finally, poll workers were asked to report on the likelihood of serving in a future election. For the March 2015 survey, the rating scale changed to a 4-point scale that eliminated the Unsure option, which may explain the slight uptick in the number who selected Unlikely. However, similar to previous surveys, overall 90% of respondents said it was very likely or likely that they would serve again in a future election, as shown in Graph #13.

March 17, 2015 Poll Worker Survey



For the March 2015 survey, the rating scale changed to a 4-point scale that eliminated the Unsure option. Comparisons shown in the chart reflect the scale change.

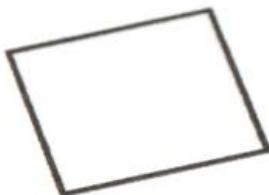
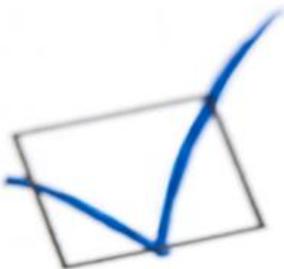


Training Survey

937 Poll Workers

7 Questions

333 Survey Responses

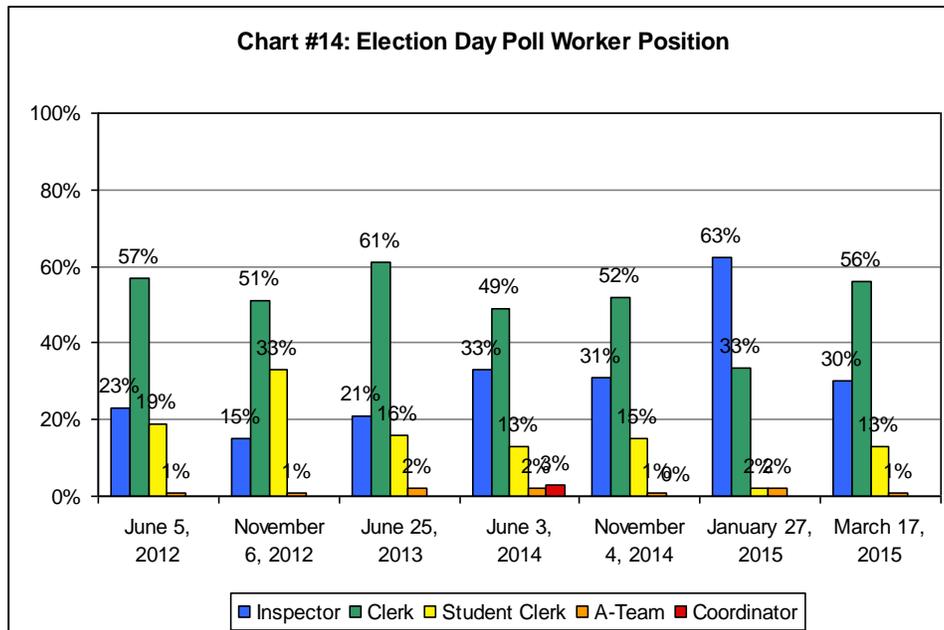


March 17, 2015 Training Survey

Overview

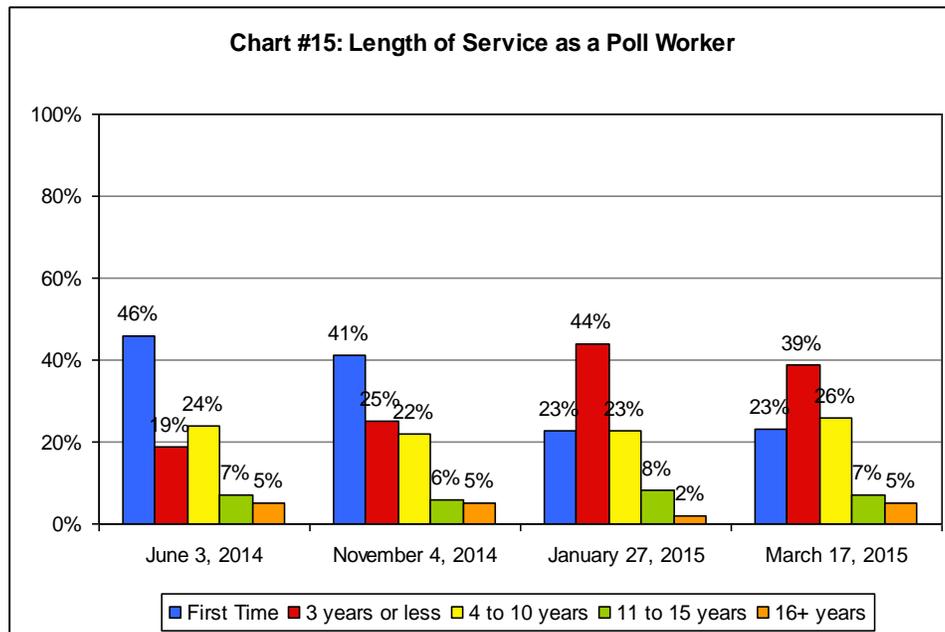
All poll workers are required to attend a training class or complete an online training component prior to Election Day to ensure a quality experience for poll workers and voters. In addition to in-class and online training opportunities, poll workers participate in hands-on practice sessions. After completing training, all poll workers were invited to participate in the Training Survey which solicited feedback on multiple aspects of training, including the competency and professionalism of trainers, the thoroughness of topics discussed, and the quality of training facilities.

For the March 2015 election, 333 of 937 volunteers responded to the training survey for a response rate of almost 36%. As shown in Chart #14, more than half of respondents were Clerks. Note, Coordinators who completed training were asked to complete a separate survey and their responses are discussed in that Coordinator Survey section of this report.



March 17, 2015 Training Survey

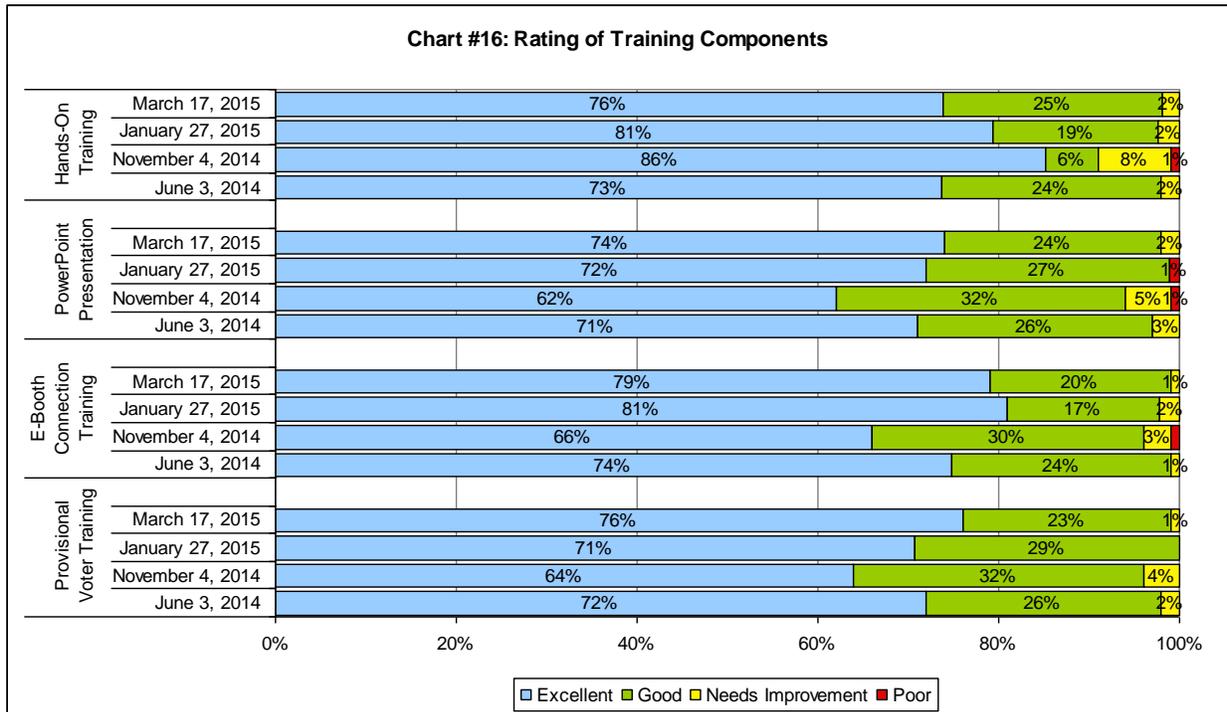
As shown in Chart #15, for the March 2015 election a majority of respondents had some amount of prior experience as a poll worker, and 23% served for the first time. This profile pattern is typical for a special election, where the Registrar of Voters first seeks out experienced poll workers.



Training Topics

Poll workers were asked to rate the adequacy of training on various topics including provisional voter training and eBooth connection training, as well as both the PowerPoint training materials and hands-on training components using a rating scale of excellent, good, needs improvement, and poor. For the March 2015 election, as shown in Chart #16, a majority of respondents gave an excellent rating for each component. There is a slight increase in the Excellent rating for provisional voter training and a slight decrease in the Excellent rating for Hands-On training.

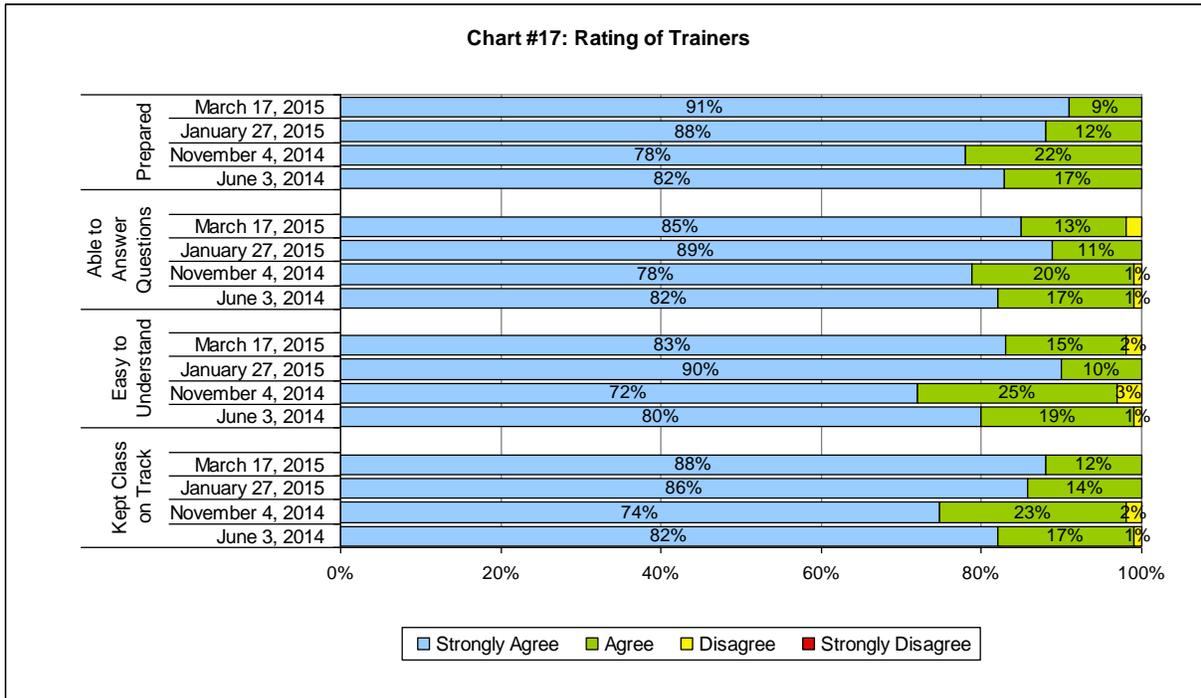
March 17, 2015 Training Survey



Trainer Performance

In addition to training components, the survey asks about the level of competency and professionalism exhibited by the trainers. For the March 2015 election, nearly all respondents gave positive ratings. The Strongly Agree scores for being prepared and keeping the class on track are slightly higher. For being easy to understand and answering questions, the Strongly Agree scores slipped slightly.

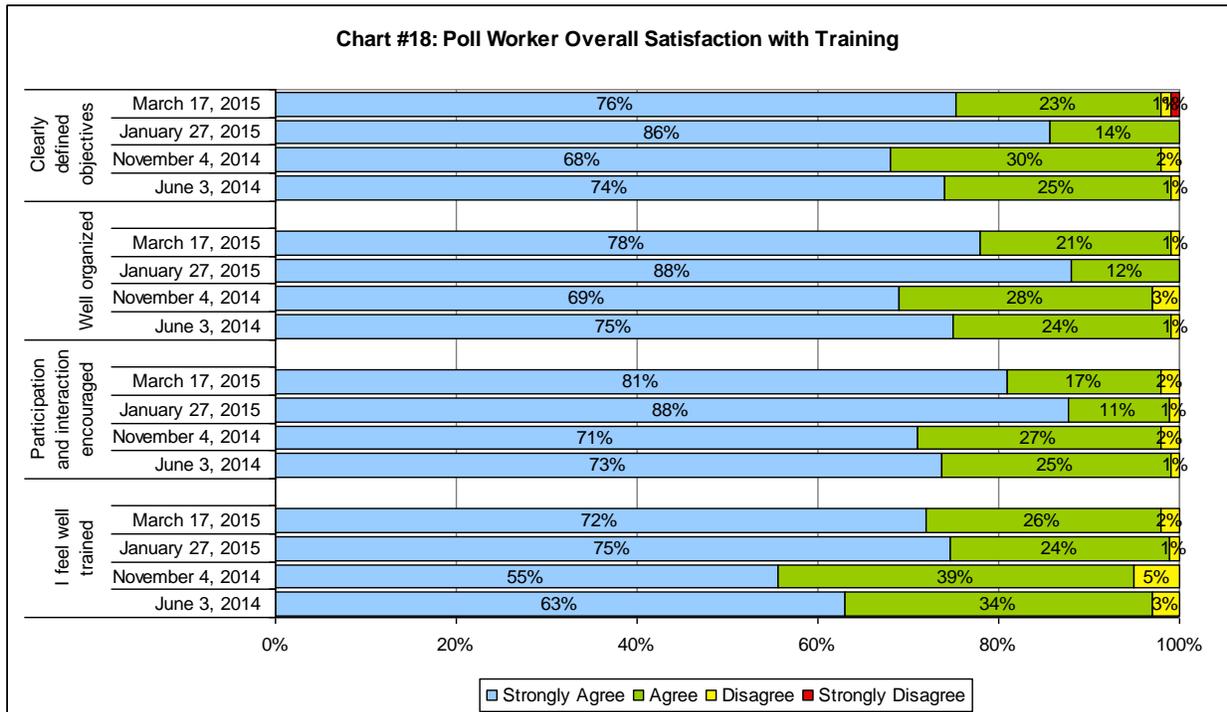
March 17, 2015 Training Survey



Overall Satisfaction

Respondents were asked to rate statements regarding the clarity and organization of training, as well as the level of interaction and sense of preparedness for Election Day. For March 2015, as shown in Chart #18, while nearly all respondents gave positive ratings, the data reveal that Strongly Agree ratings dipped notably lower for the training being well organized and having clearly defined objectives.

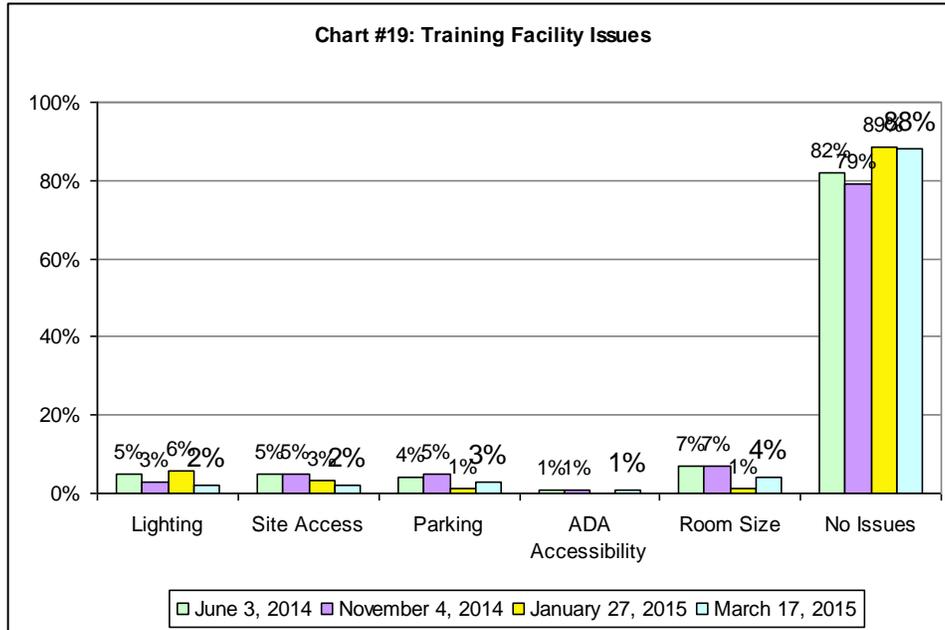
March 17, 2015 Training Survey



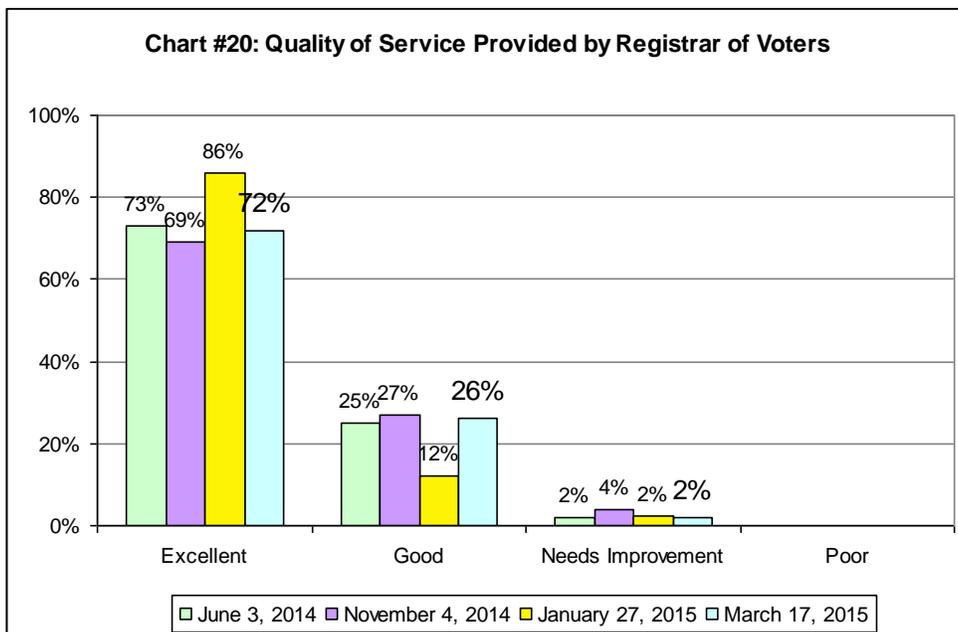
Registrar of Voters Service

Respondents were asked to identify issues or difficulties they experienced at their training facility. As shown in Chart #19, and consistent with previous elections, for the March 2015 election nearly all said there were “no issues” at their training facility. Of the very small number of respondents who reported an issue, here, too, consistent with previous elections, they indicated room size, parking, lighting and site access.

March 17, 2015 Training Survey



Lastly, poll workers were asked to rate the quality of service provided by the Registrar of Voters. For March 2015, as shown in Chart #20, although nearly all respondents gave a positive rating, the Excellent rating slipped notably compared to previous elections.



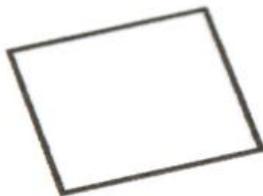
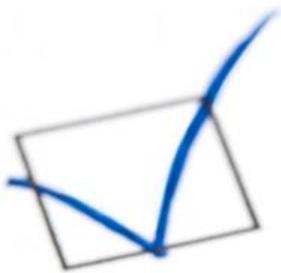


Delivery Survey

189 Polling Places

4 Questions

58 Survey Responses



March 17, 2015 Delivery Survey

Overview

The Registrar of Voters utilized the services of three delivery companies to transport supplies and equipment to polling places prior to the March 17, 2015, 37th Senate District Special Election. The delivery drivers were notified that polling place hosts would be surveyed regarding the quality of their delivery service. The brief telephone survey consisted of four questions.

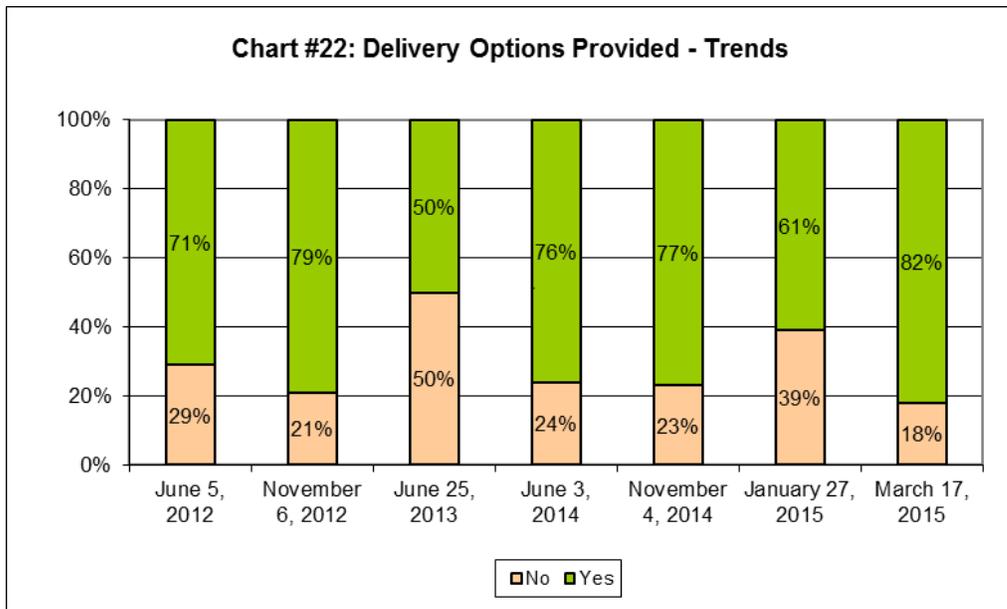
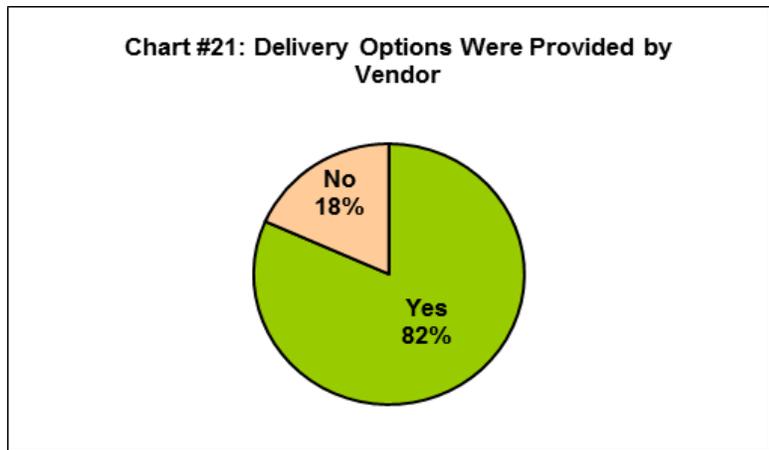
1. Were you provided options for your delivery time?
2. Was the delivery completed on time?
3. Was the delivery driver courteous?
4. Were there any issues with your delivery?

Of the 189 polling place hosts who served in the March 2015 election, 49 completed all or part of the survey for a 26% response rate. Each polling place host was given the option to skip any of the above listed questions within the survey.

March 17, 2015 Delivery Survey

Scheduling Options

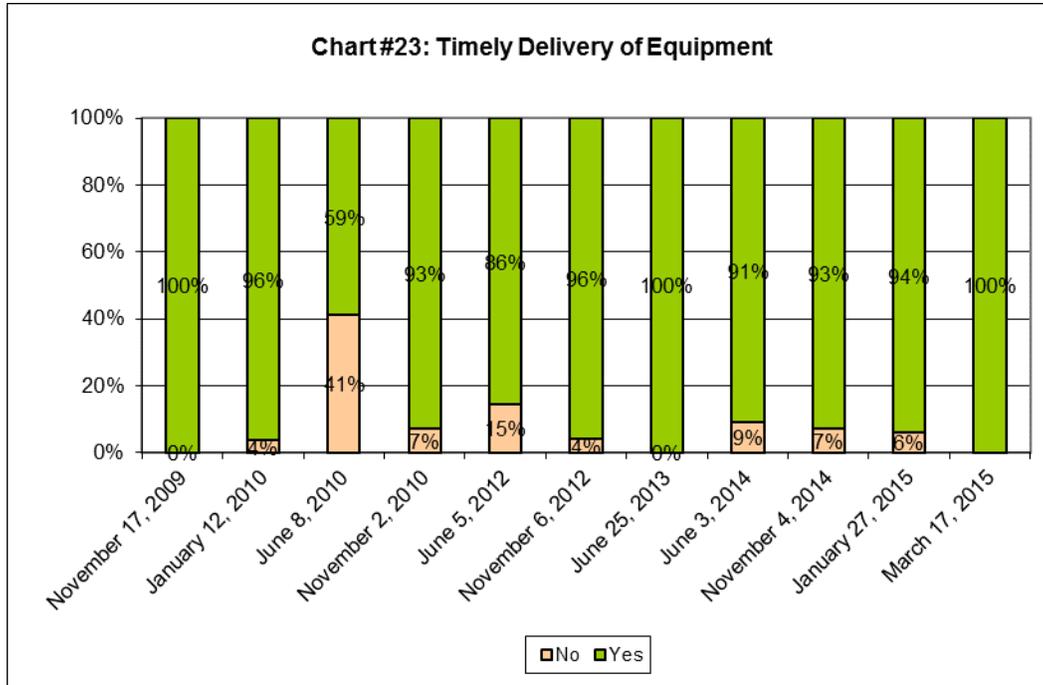
In order to provide flexibility and convenience for the polling place hosts, delivery vendors are expected to offer various options for delivery time and date. For the March 2015 election, as shown in Charts #21 and #22, 82% of respondents said they were given delivery options, the highest percentage of Yes' compared to previous elections. Follow up on "No" responses often reveal that polling place hosts were dissatisfied with the options they did receive.



March 17, 2015 Delivery Survey

On-Time Delivery

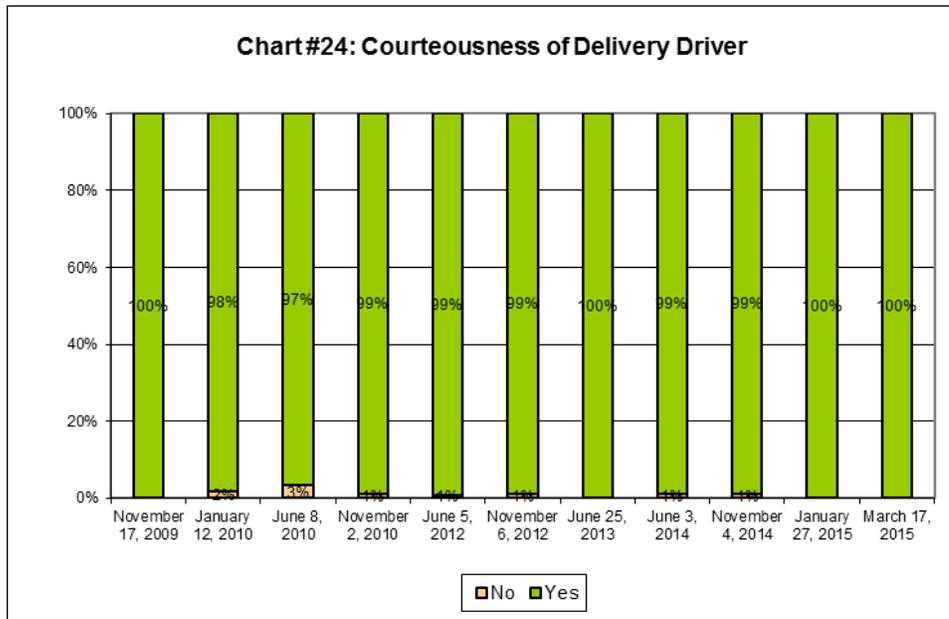
Polling place hosts were asked if the delivery of equipment occurred on-time. For the March 2015 election, and consistent with most previous elections, Chart #23 shows that all respondents said the delivery was timely. The Registrar of Voters will continuously strive to maintain a high level of timeliness for polling place hosts.



Courteous Service

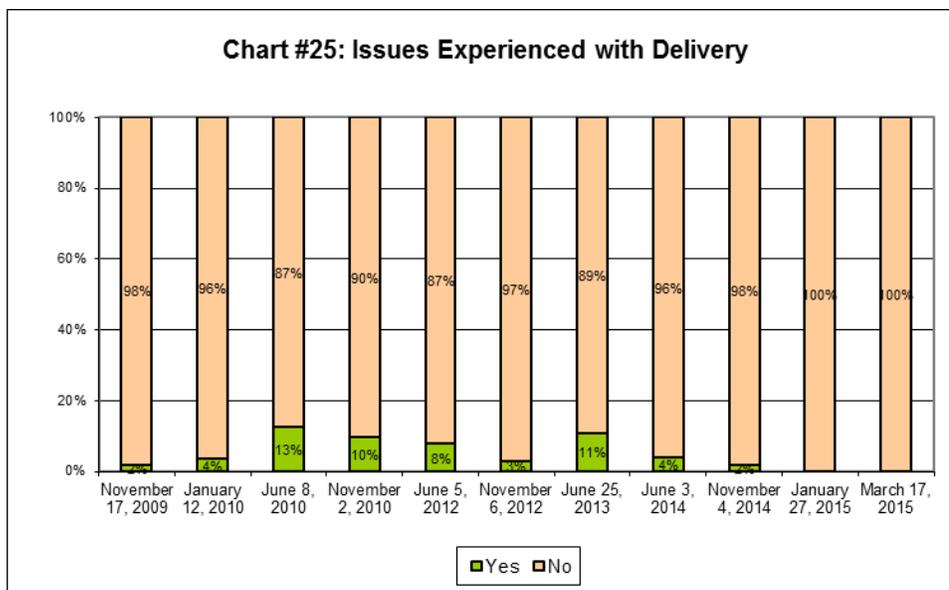
Polling place hosts were also surveyed regarding the level of courteousness exhibited by the delivery driver. For the March 2015 election, all respondents stated that the driver had been courteous, and this is consistent with the trend of high satisfaction expressed by polling place hosts with the courteousness of delivery drivers.

March 17, 2015 Delivery Survey



Delivery Issues

Finally polling place hosts were asked if they experienced any issues with the delivery of equipment. For the March 2015 election, all respondents reported “no issues” in regard to the delivery of equipment, and this is consistent with the results from the prior elections, as shown in Chart #25.



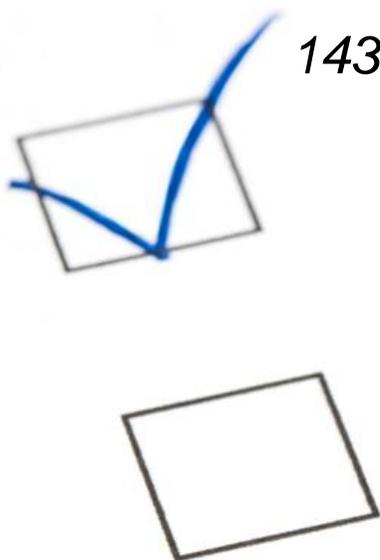


Phone Bank Survey

4 Customer Service Agents

3 Questions

143 Survey Responses



March 17, 2015 Phone Bank Survey

Overview

The Orange County Registrar of Voters hired and trained 4 Customer Service Agents in order to provide continuous phone bank coverage for poll workers contacting the office for assistance prior to the March 17, 2015, 37th Senate District Special Election. Surveys were provided to poll workers who called the Poll Worker Phone Bank. (Note: for voters at-large who needed assistance, calls were handled directly by the Registrar of Voters' permanent staff through the main office number. As always, in compliance with Section 203 of the Voting Rights Act, our permanent staff provided voter customer support in Spanish, Chinese, Korean, Vietnamese, and English. No surveys were provided to voters who called our main office number).

During the weeks leading up to the March 17, 2015, 37th Senate District Special Election, hundreds of calls were made to the Poll Worker Phone Bank on a number of topics that included scheduling and/or rescheduling training, accessing online training, early set-up at the polling place, setting up the Poll Worker PASS account, and calls from Inspectors asking about the staffing of Clerks at their polling place. At the conclusion of each call, the agents transferred poll worker callers to a telephone survey to measure the level of service provided. Survey results were monitored daily by the phone bank supervisor in order to immediately identify and rectify issues experienced by callers. Follow-up with callers who provided low survey scores was conducted within 24 to 48 hours of the call. Additionally, survey results were analyzed by the Election Planning team on a weekly basis to ensure consistent, high levels of customer service to poll worker volunteers.

A total of 143 callers responded to the telephone survey. The Phone Bank Survey asked these three questions:

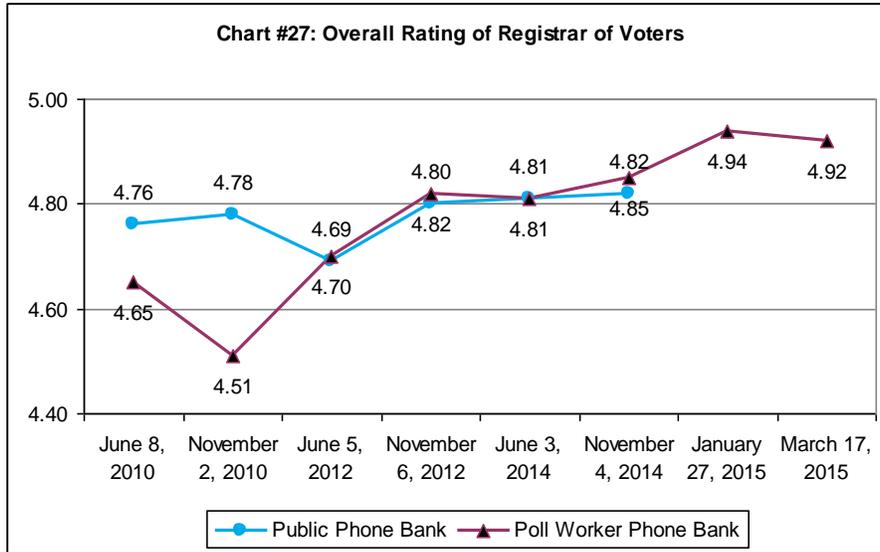
1. Was your question answered?
2. How would you rate the Customer Service Agent with whom you spoke?
3. How would you rate your overall experience with the Registrar of Voters?

The responses are based on a five-point scale: 5= excellent, 4= very good, 3= good, 2= fair, and 1= poor. The goal set by the Registrar of Voters was to achieve a score of 4.5 (90%) or higher.

March 17, 2015 Phone Bank Survey

Overall Rating of Registrar of Voters Service

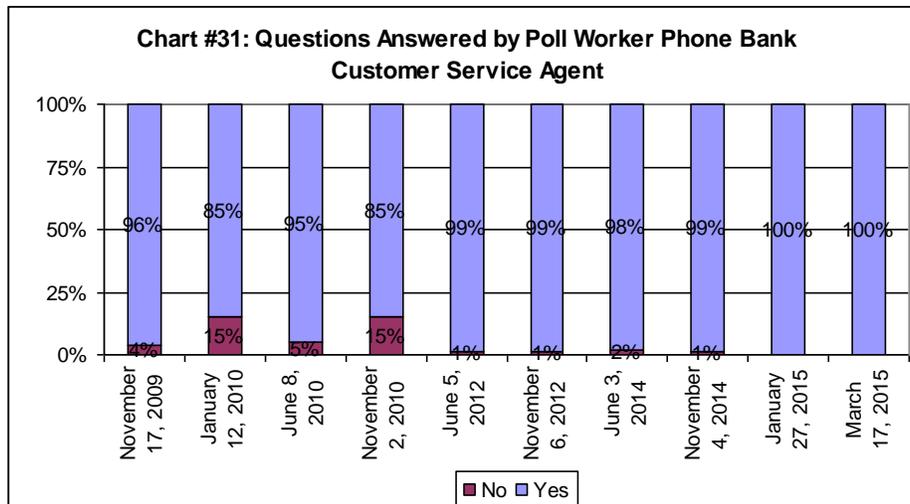
The March 2015 scores show sustained high ratings for overall service, as shown in Chart #27.



Note: for January 27, and March 17, 2015, elections, only the Poll Worker Phone Bank was in operation. There is no data for the Public Phone Bank for these elections.

Questions Are Answered

As shown in Chart #31, the March 2015 data show a continuing trend that 100% of respondents reporting their questions were answered.

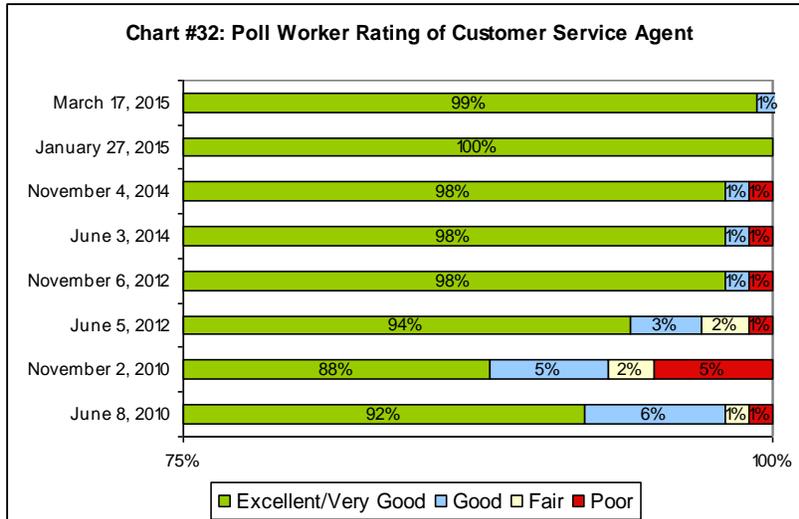


Note: the Chart numbers 28-30 for public phone bank data are intentionally skipped to preserve Chart number comparisons to previous and future reports.

March 17, 2015 Phone Bank Survey

Customer Service Agent Rating

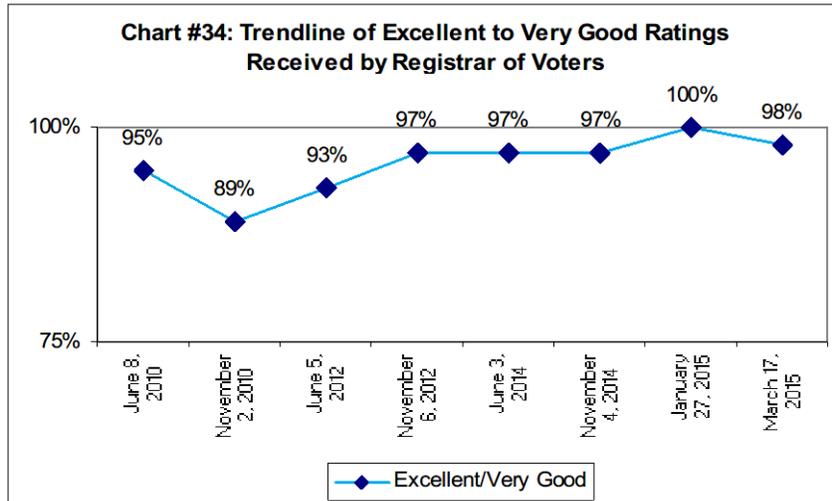
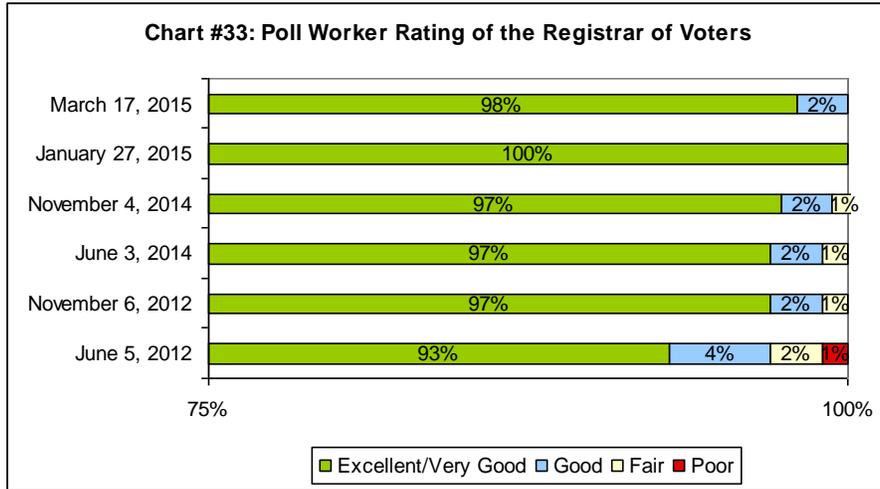
Callers were asked to rate the Customer Service Agent on a scale of one to five, with five representing excellent and one indicating poor. As shown in Chart #32, March 2015 data show a continuing trend that nearly all respondents give an Excellent or Very Good rating.



Overall Quality of Service

The final question asked poll workers to rate the overall quality of service provided by the Registrar of Voters. As shown in Charts #33 and #34, the March 2015 data show 98% of respondents gave an Excellent or Very Good rating, which is consistent with the positive trend in ratings from previous elections.

March 17, 2015 Phone Bank Survey



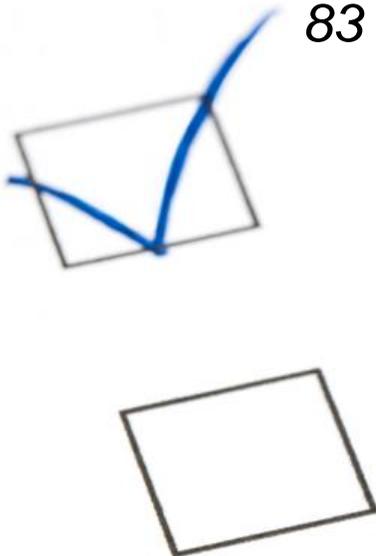


Polling Place Survey

189 Polling Places

8 Questions

83 Survey Responses



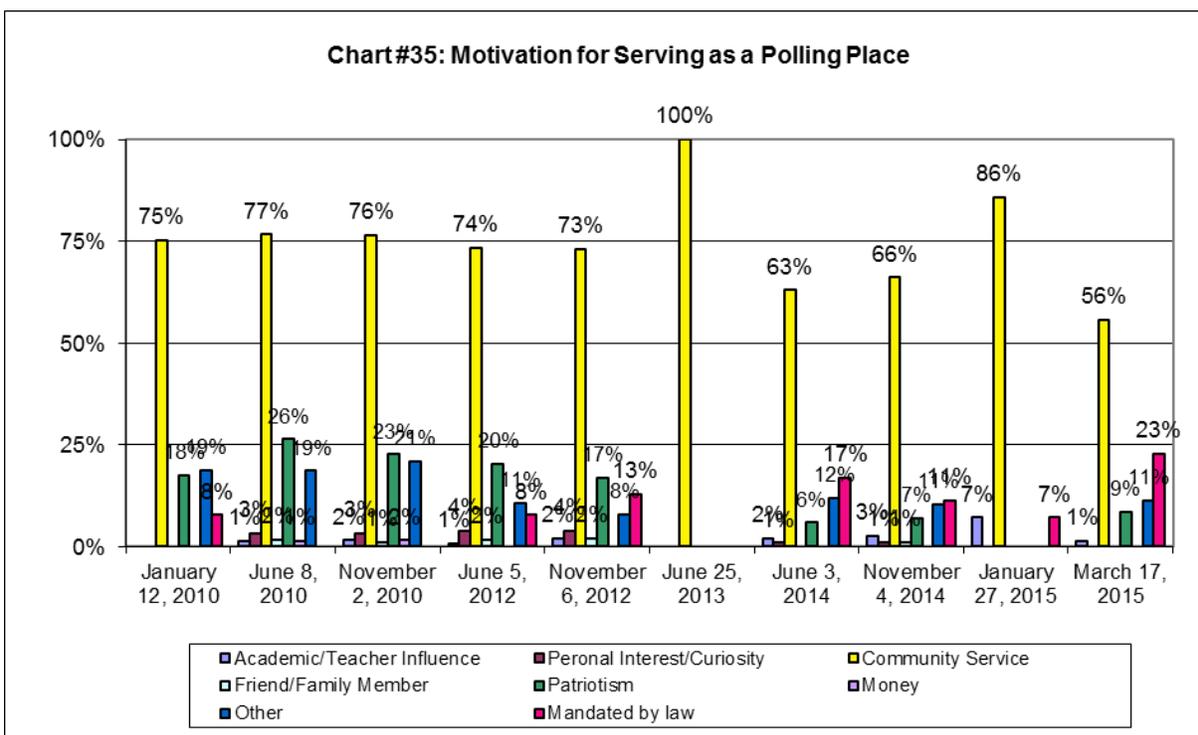
March 17, 2015 Polling Place Survey

Overview

Following each election, polling places hosts are asked to rate their experiences with various aspects of serving as a polling place. For the March 17, 2015, 37th Senate District Special Election, there were 189 polling place hosts. In total, 83, or 44%, of polling place hosts completed the eight-question survey. The survey solicited feedback regarding the hosts' overall experience and motivation for serving in this election, the ease of receiving and storing the voting equipment, level of satisfaction with service provided by the delivery company and the Registrar of Voters office respectively.

Motivation

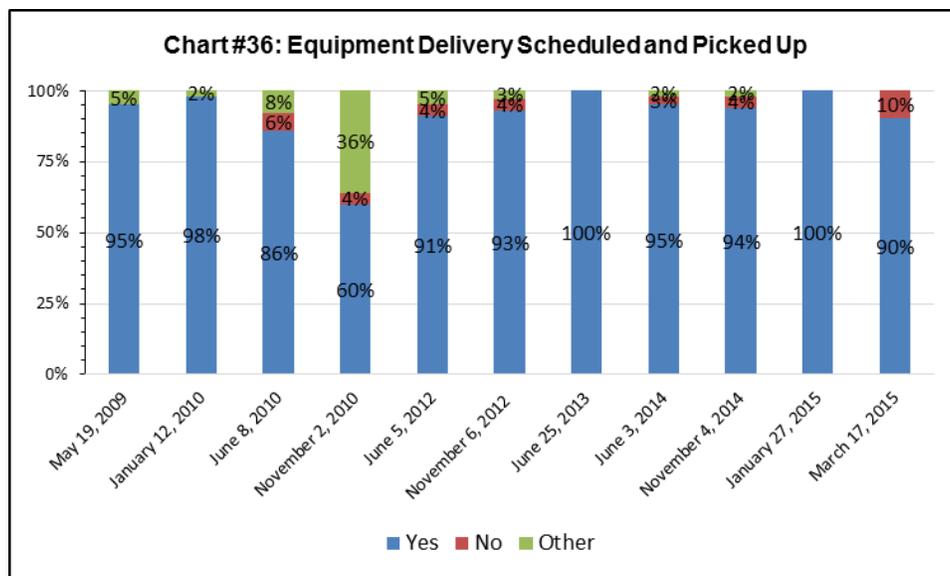
Polling place hosts were asked to identify their primary motivation for serving as a polling place. Respondents could select one or more options: academic or teacher influence, community service, patriotism, mandated by law, personal interest or curiosity, a family member or friend, or other. For the March 2015 election, as shown in Chart #35, and consistent with all previous elections, community service is the most popular motivation.



March 17, 2015 Polling Place Survey

Equipment Delivery and Pick-Up Schedule

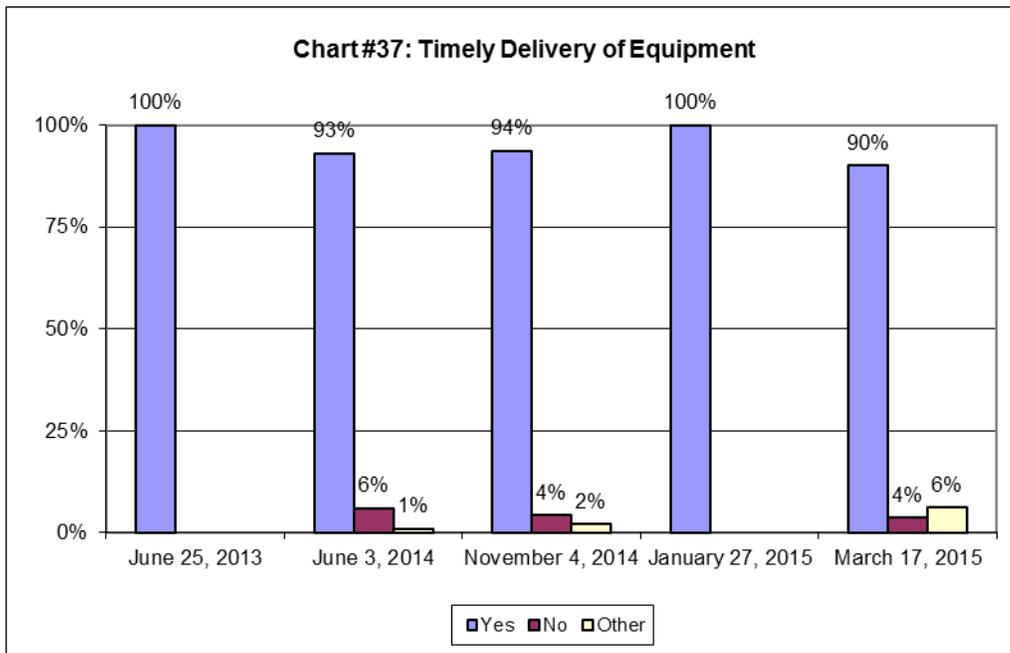
In order to make the process of being a polling place host as convenient as possible, delivery companies are required to schedule delivery times with the hosts. The Polling Place Survey asked if delivery scheduling options were made available. For the March 2015 election, as shown in Chart #36, 90% of respondents reported that they were able to schedule the delivery of voting equipment.



On-Time Delivery

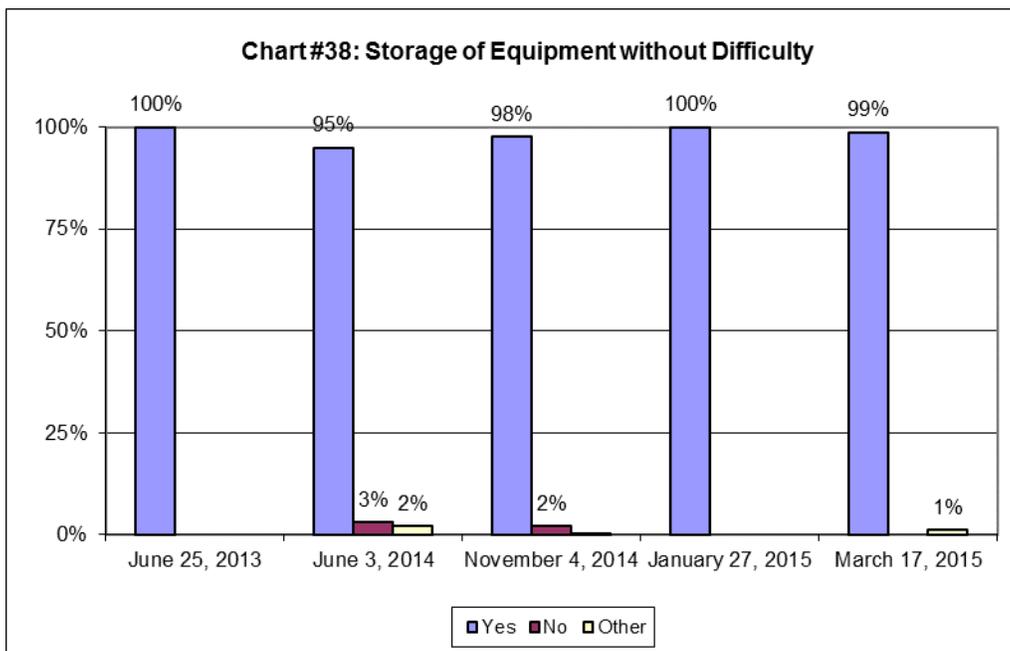
Polling places were asked if the equipment had been delivered to their facility on the agreed-upon date and within the scheduled time frame. For the March 2015 election, as shown in Chart #37 below, 90% of respondents reported that the equipment had been delivered as scheduled.

March 17, 2015 Polling Place Survey



Equipment Storage

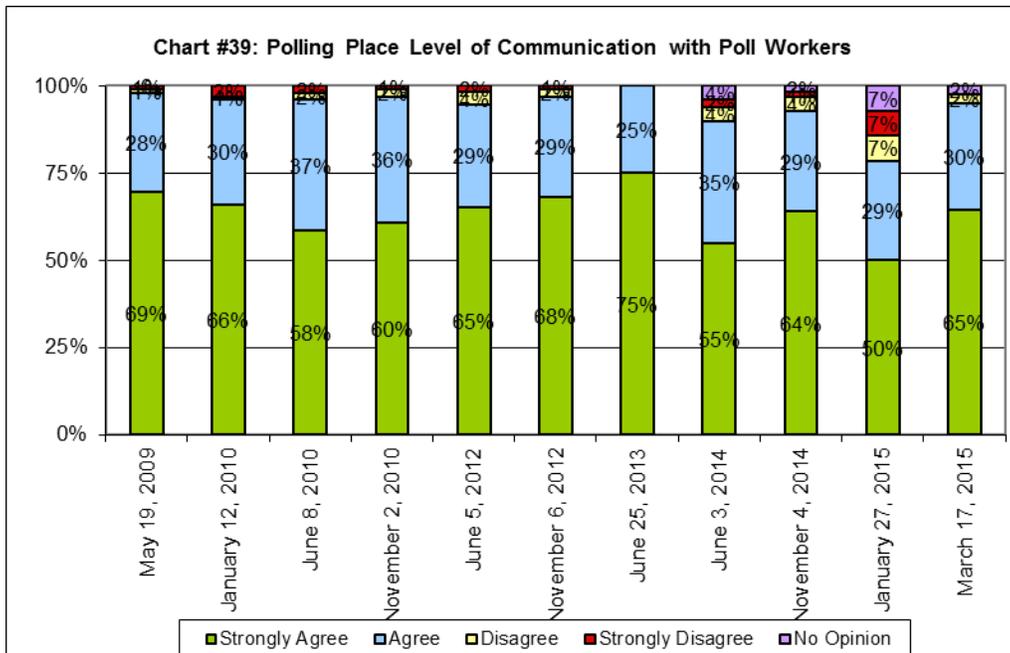
For the March 2015 election, 99% of respondents reported that they were able to store the equipment caddy without difficulty, as illustrated in Chart #38.



March 17, 2015 Polling Place Survey

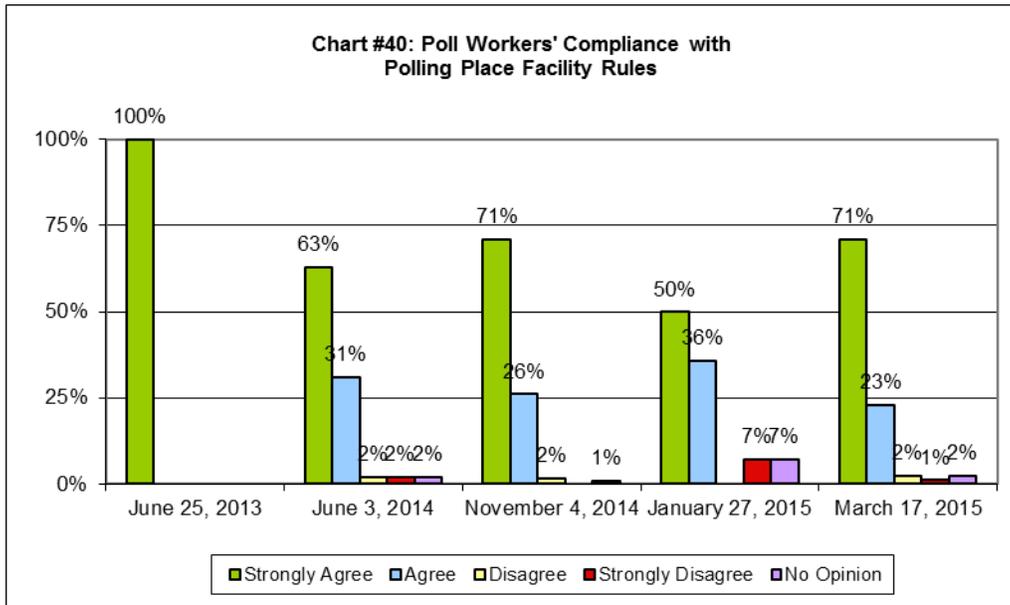
Quality of Interactions with Assigned Poll Workers

Successful Election Day set-up and operations depend heavily upon the communication and respect between the poll workers and the polling place host. The survey solicits feedback regarding the level of communication between the polling place hosts and assigned poll workers, poll worker's compliance with the rules of the facility, and the condition of the facility after Election Day. For the March 2015 election, as shown Chart #39, 95% of respondents strongly agreed or agreed that the poll workers communicated with the polling place host as needed.

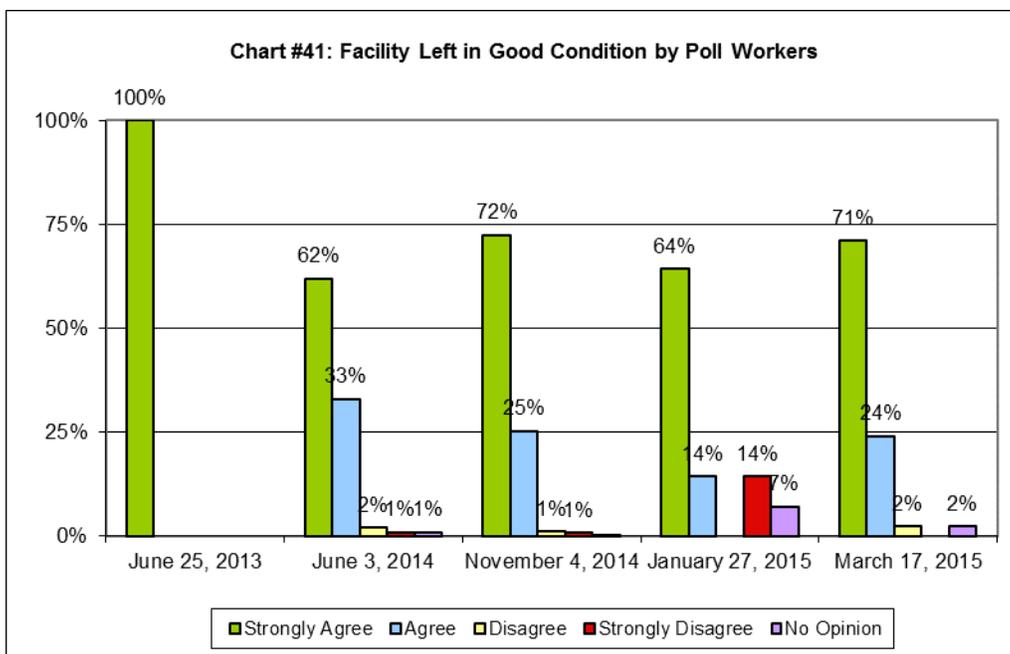


As polling place hosts volunteer their facilities freely, it is important that the poll workers respect the facility's rules. For the March 2015 election, as shown in Chart #40, 94% of respondents strongly agreed or agreed that the poll workers complied with the rules of the facility. It is extremely important to polling place retention efforts that poll workers comply with the rules of their assigned facility, and the Registrar of Voters will continue to emphasize the importance of poll workers being respectful to polling place hosts and their facilities.

March 17, 2015 Polling Place Survey



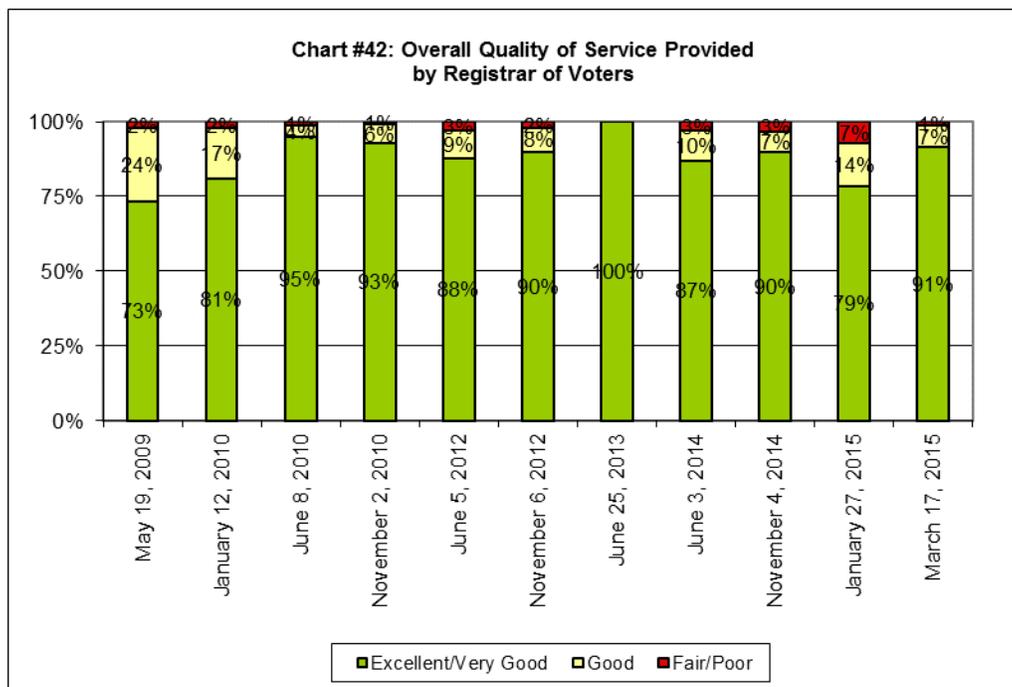
For the reasons expressed above it is equally important that after a very long Election Day poll workers leave the polling place in good condition. Poll workers are informed in training that they are expected to leave the facility in the same condition as its original state prior to the election. For the March 2015 election, as shown in Chart #41, 95% strongly agreed or agreed that their facility had been left clean and in good condition.



March 17, 2015 Polling Place Survey

Overall Quality of Service

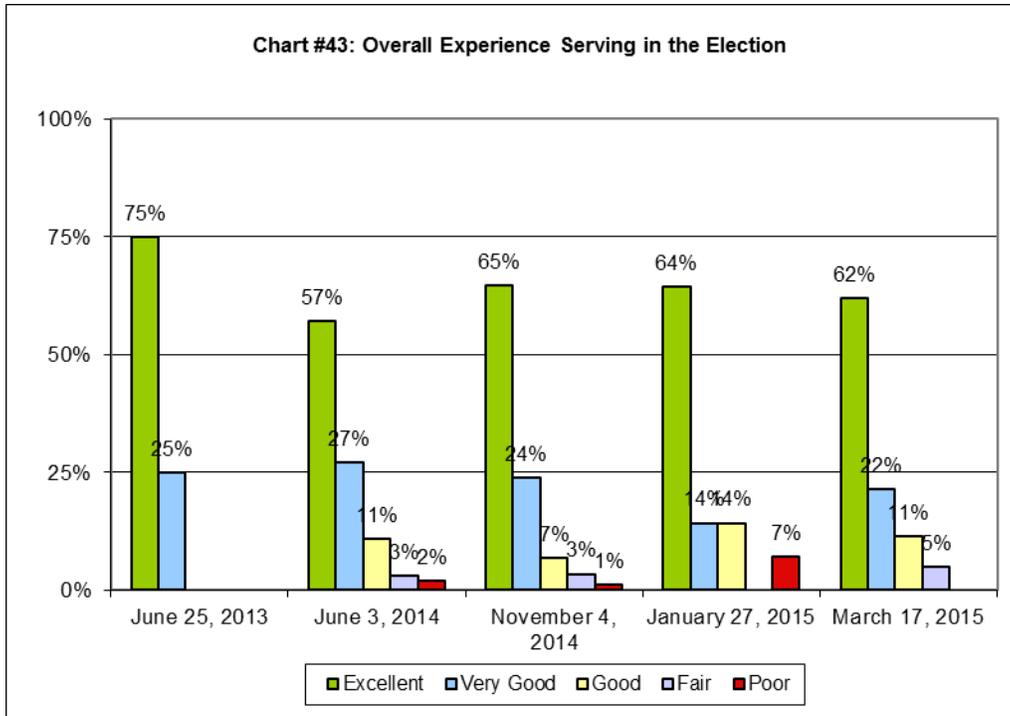
As the Registrar of Voters office is the first and primary point of contact for polling place hosts, it is critical that the customer service provided meets the high standards set by the office. For the March 2015 election, as shown in Chart #42, 91% of respondents reported that quality of service was excellent or very good.



March 17, 2015 Polling Place Survey

Overall Experience

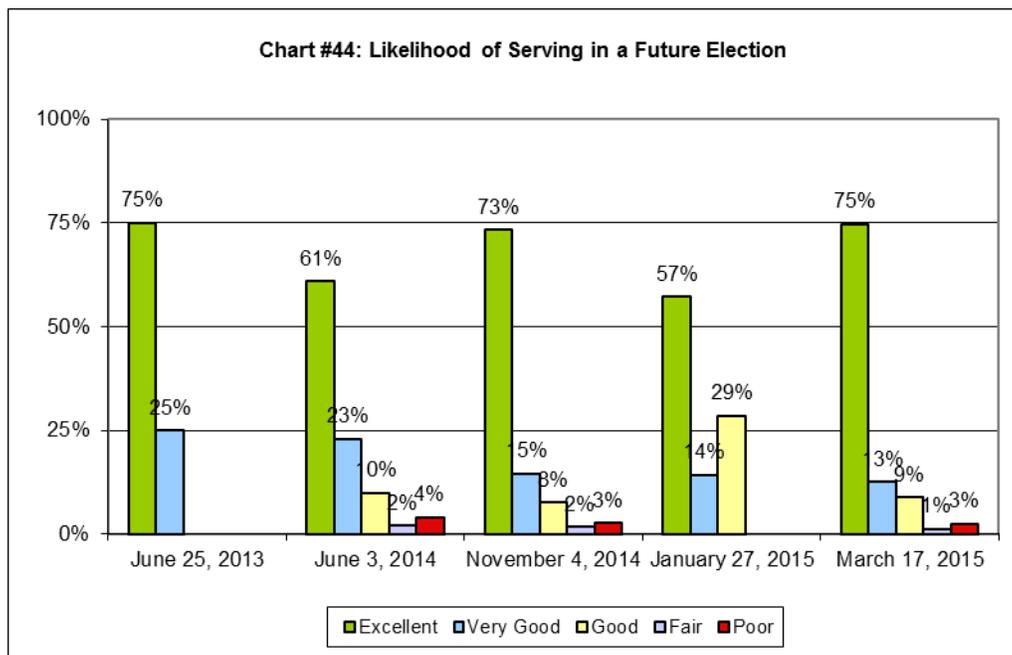
Similarly, when polling place hosts were asked about their overall experience serving in the March 2015 election, 95% rated their experience as excellent, very good or good, as shown in Chart #43.



March 17, 2015 Polling Place Survey

Likelihood to Serve in Future Elections

Lastly, polling place hosts were asked about the likelihood of offering their facilities again in a future election. For the March 2015 election, 96% of respondents said the likelihood is excellent, very good or good. As elections require the recruitment of hundreds or thousands of polling places, the goal of the Registrar of Voters office is to increase this percentage to 100% in order to ensure high polling place retention rates.



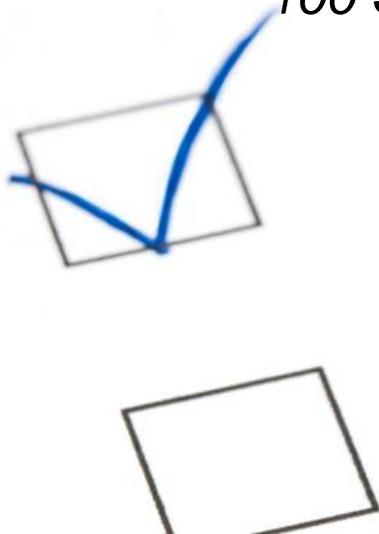


Election Supply Distribution Survey

189 Supply Boxes

6 Questions

100 Survey Responses



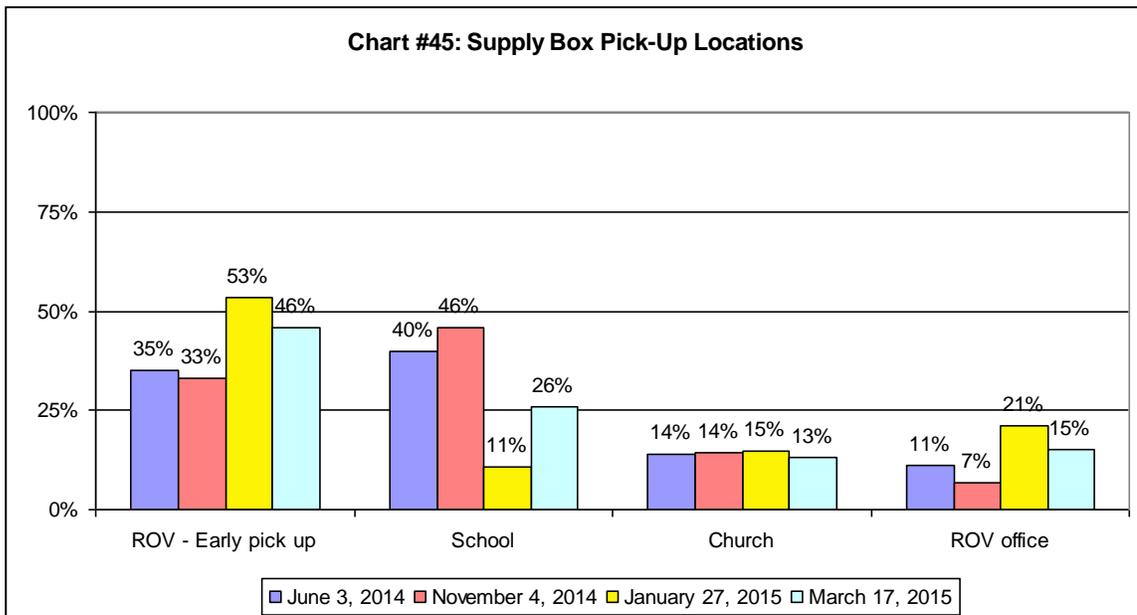
March 17, 2015 Election Supply Distribution Survey

Overview

Each election, Inspectors are responsible for picking up their polling place supply box prior to Election Day. (Larger equipment such as voting equipment, tables, chairs and e-Booths are delivered to polling places by delivery companies contracted by the department.) The supply box contains critical Election Day items such as the voter roster, street index, directional signs, electrical equipment, the American flag, and more. For Inspectors' convenience and greater flexibility, the department offers Inspectors the option to make an appointment for early pick-up at the Registrar of Voters office or to pick up on the Saturday prior to the Election at a distribution site in their community. The 3 distribution sites for the First Supervisorial District included the Registrar of Voters office, a school facility and one church facility. Inspectors were asked to complete the Supply Distribution Survey in order to evaluate the process. Of the 189 Inspectors in this election, 100 responded to the survey for a response rate of 53%.

Supply Box Pick-Up Location

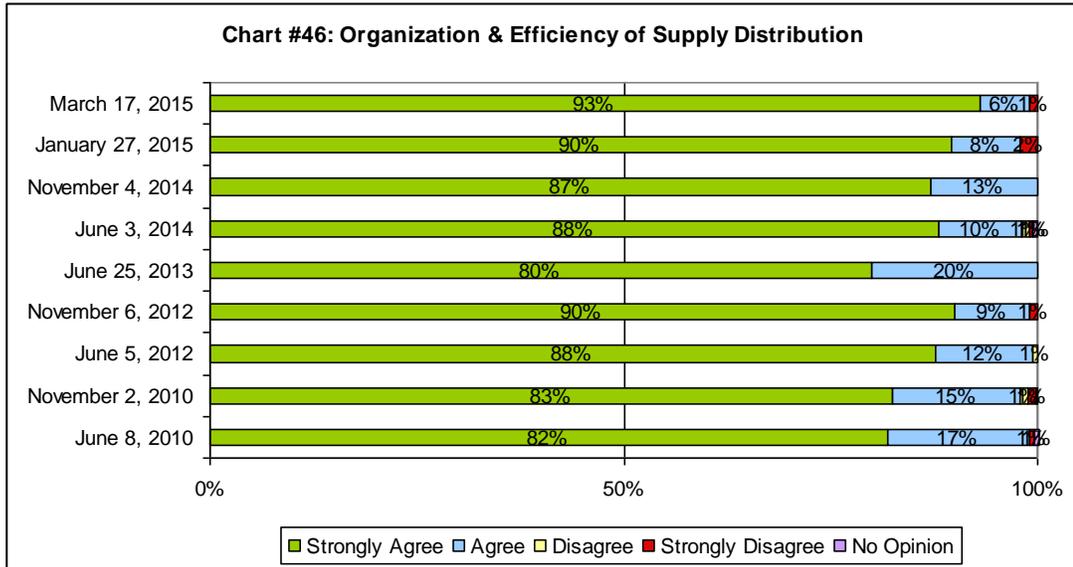
For the March 2015 election, and similar to the most recent other special election as show in Chart #45, almost half of respondents (46%) scheduled appointments for early pick-up at the Registrar of Voters office. When Inspectors choose early pick-up, it helps the Registrar of Voters reduce overall costs to transport and distribute supplies to locations throughout the community.



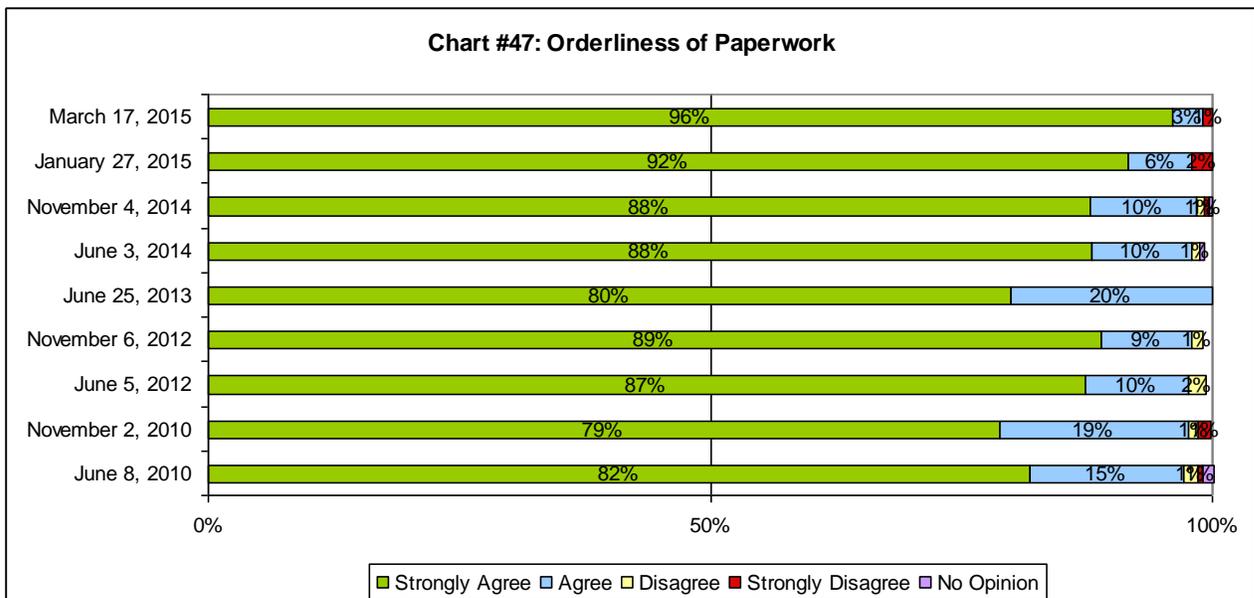
March 17, 2015 Election Supply Distribution Survey

Organization and Efficiency

Inspectors were asked if the supply distribution process was organized and efficient. The March 2015 data show that we continue to earn very high Strongly Agree ratings in this area.

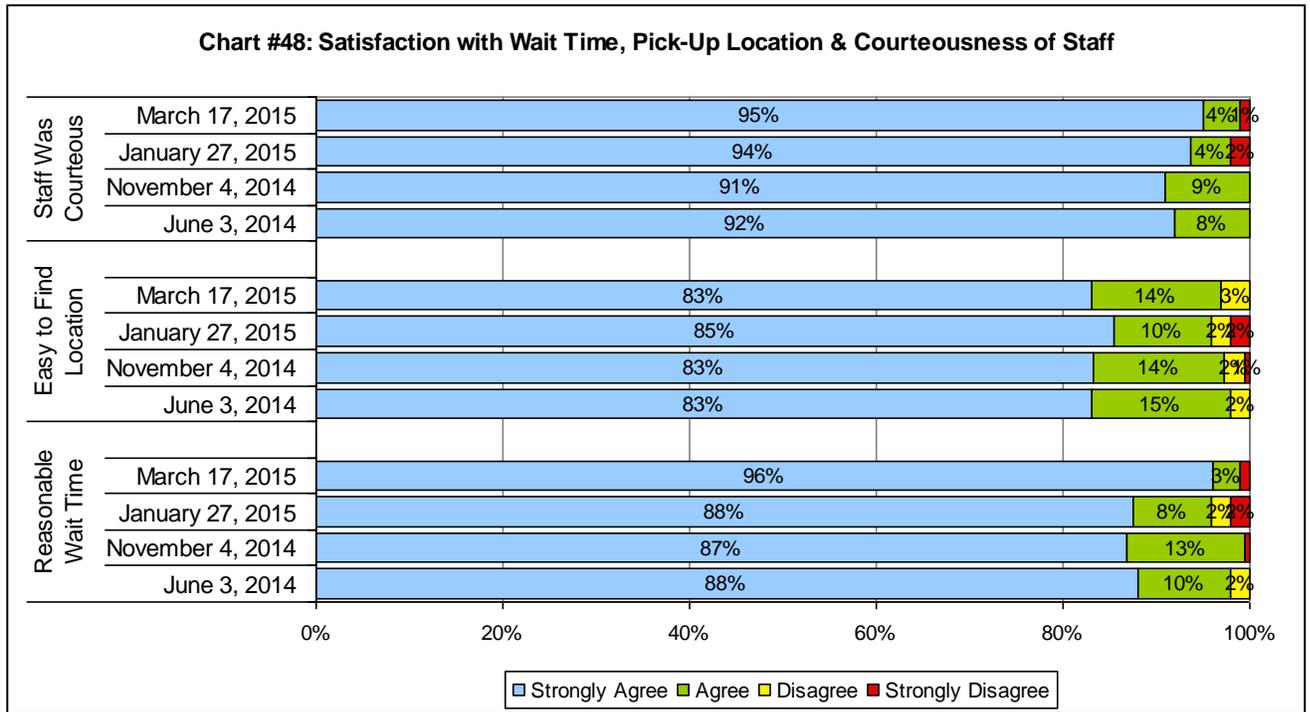


The Strongly Agree ratings for paperwork being in order continue to rise, as shown in Chart #47. The March 2015 election received the highest top rating compared to previous elections.



March 17, 2015 Election Supply Distribution Survey

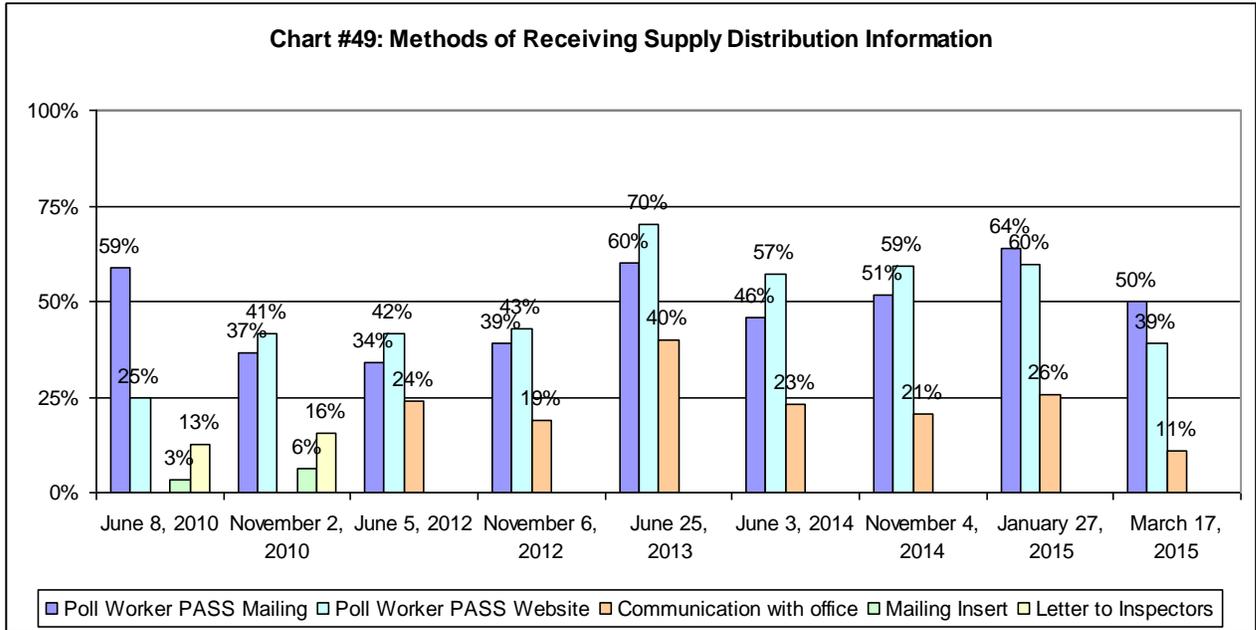
The March 2015 data show that respondents gave notably higher Strongly Agree scores for the wait time compared to previous elections. The high positive scores across the board demonstrate the department's ongoing commitment to providing the highest level of customer service to poll workers.



Communication

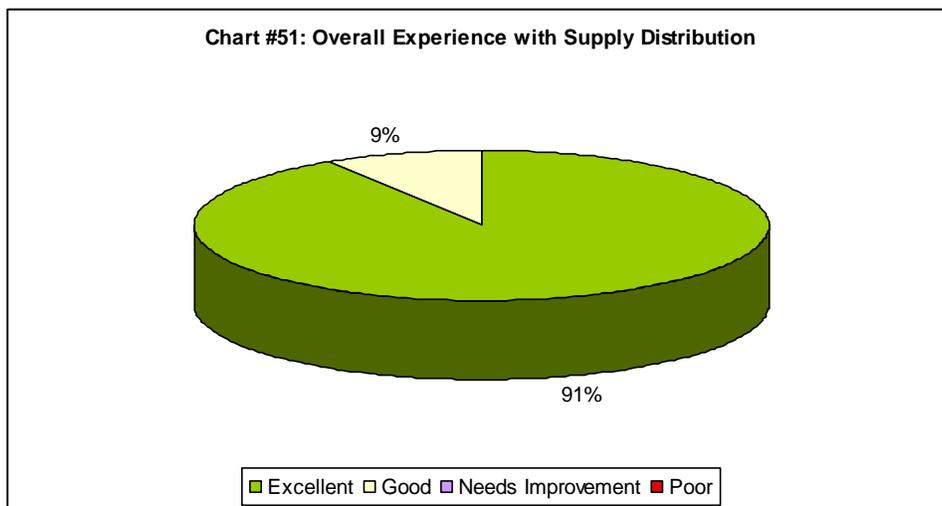
The department utilizes a variety of methods to convey information to Inspectors about Supply Distribution. Respondents were asked which method they used to receive information. Beginning with the March 2015 survey, respondents could select only one option. As shown in Chart #49, the Poll Worker PASS mailing and website continue to be the most popular options.

March 17, 2015 Election Supply Distribution Survey



Overall Satisfaction

Overall for the March 2015 election, 91% of respondents said their experience with supply distribution was Excellent, as shown in Chart #51. This is consistent with past data giving very positive ratings for the overall experience. The Registrar of Voters office will continue to ensure a positive experience in order to maintain a high level of satisfaction with the supply distribution experience.



Note: Chart #50 intentionally skipped to preserve comparisons to charts in previous reports.

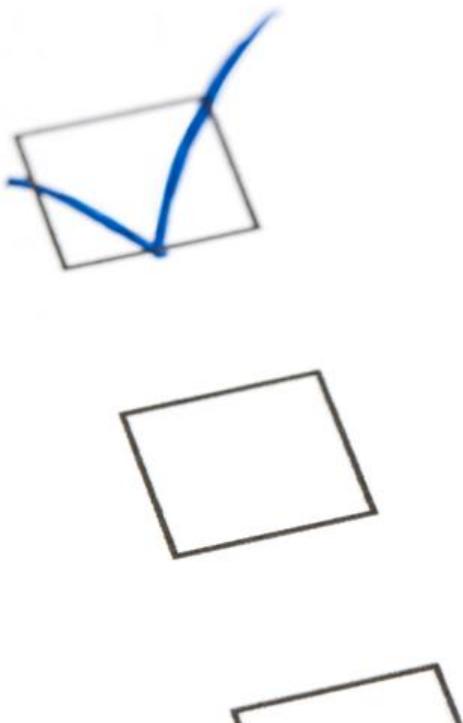


Recruitment Survey

937 Poll Workers

4 Questions

258 Survey Responses



March 17, 2015 Recruitment Survey

Overview

For every election, poll workers are a vital part of the process. Our staff of Community Program Specialists, Field Representatives, and Election Aides recruit volunteer poll workers who help us ensure Election Day runs as smoothly as possible. For the March 17, 2015, 37th Senate District Special Election, 937 volunteer poll workers were recruited and 258 (28%) responded to the survey.

After the volunteer was recruited and assigned to a polling place, an automated telephone survey was sent to each poll worker. This Recruitment Survey helps ensure that the Registrar of Voters provides the highest level of customer service and maintains positive relationships with poll workers during the recruitment process. Poll workers were asked to rate four statements using a scale of one to five, where five was the highest possible rating or strong agreement with a statement; conversely, a score of one was the lowest rating possible rating or strong disagreement with a statement:

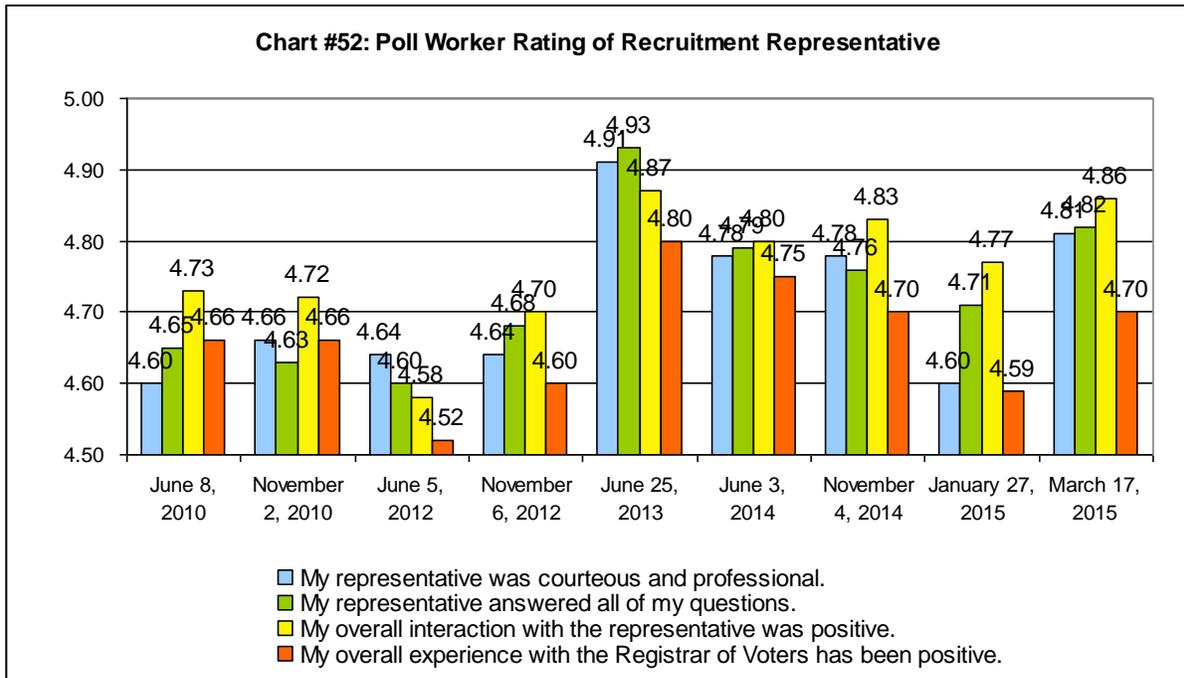
1. My representative was courteous and professional.
2. My representative answered all of my questions.
3. My overall interaction with my representative was positive.
4. My overall interaction with the Registrar of Voters has been positive.

Our goal is to achieve a score of 4.5 (90%) or higher for each statement. We review the survey feedback daily to ensure we are providing a high level of customer service and to identify low ratings that require follow-up.

March 17, 2015 Recruitment Survey

Overall Ratings

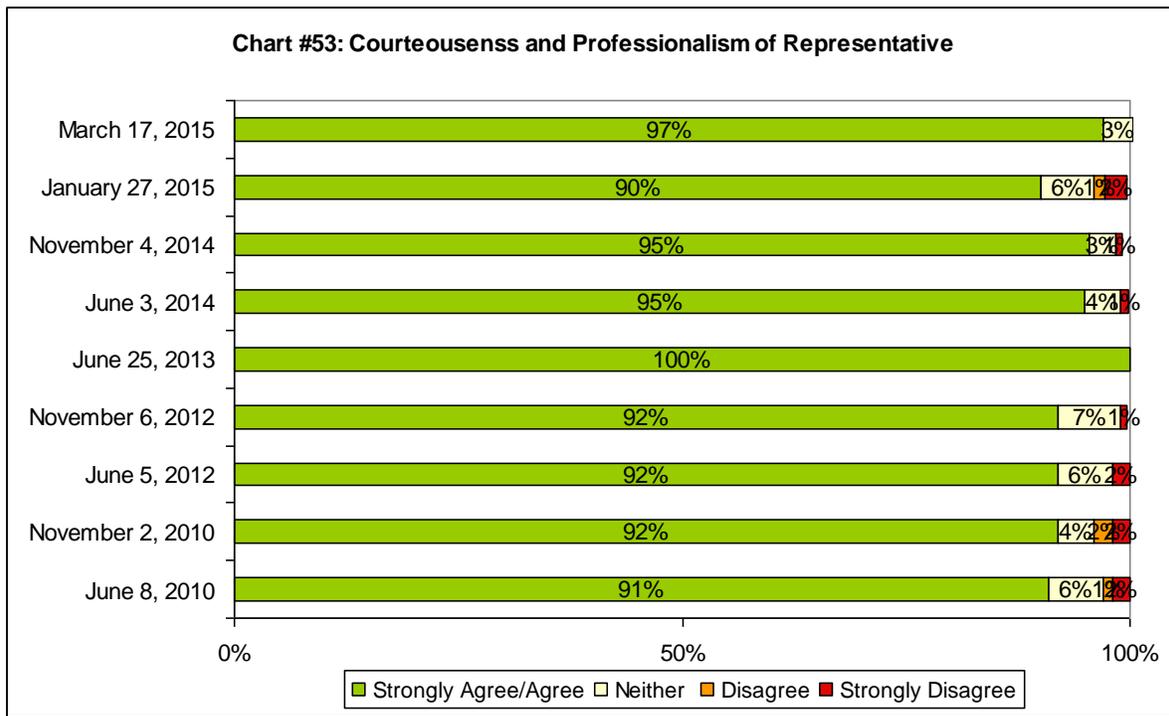
As shown in Chart #52, scores for the March 2015 election are notably higher compared to the most recent previous elections, especially the score for the representative answering all questions. The Registrar of Voters office continues to strengthen its processes to improve the quality of customer service provided to its volunteers.



March 17, 2015 Recruitment Survey

My Representative Was Courteous and Professional

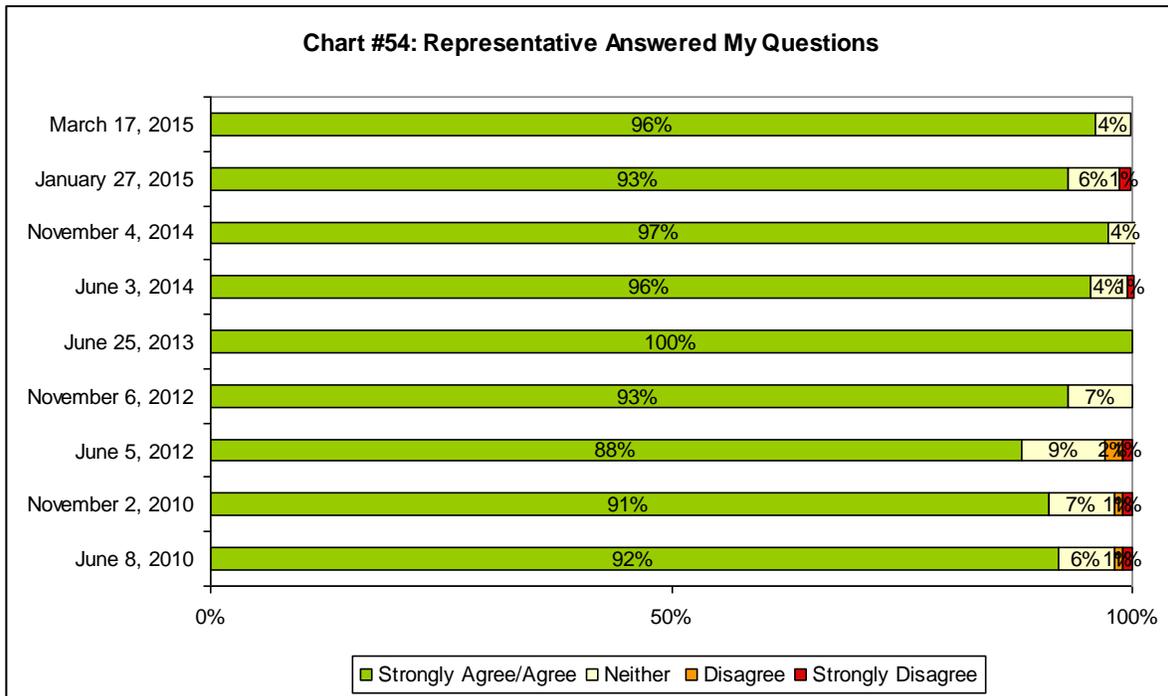
It is expected that the Registrar of Voters staff will be friendly, helpful, and make the process of volunteering in an election as easy as possible. For the March 2015 election, positive ratings increased compared to most previous elections, as shown in Chart #53. Ninety-seven percent of respondents gave a positive rating of Strongly Agree or Agree.



March 17, 2015 Recruitment Survey

My Representative Answered All of My Questions

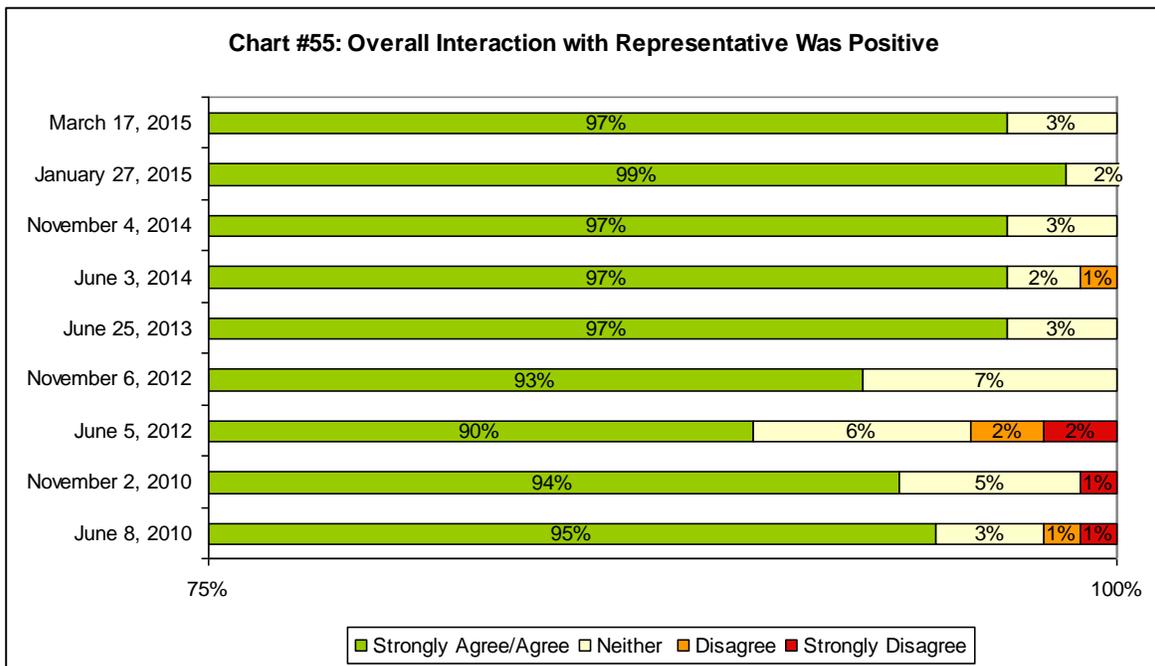
To make the processes of serving in an election as convenient and efficient as possible, it is important that representatives at the Registrar of Voters office answer questions and concerns that poll workers have in regard to volunteering on Election Day. Consistent with previous elections and as shown in Chart #54, for the March 2015 election staff receive very positive ratings: nearly all respondents gave a score of Strongly Agree or Agree.



March 17, 2015 Recruitment Survey

My Overall Interaction with the Representative was Positive

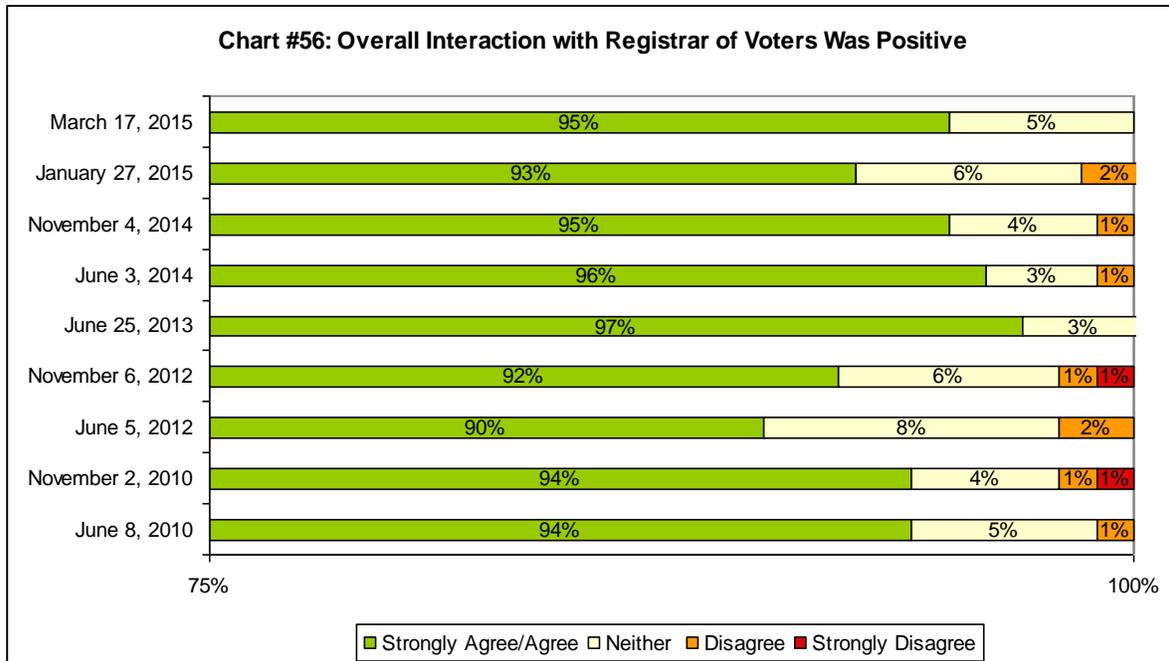
The recruitment phase is typically the first contact volunteers have with the Registrar of Voters office, and it is critical that the first impression made by the representative is a positive one: it can set the tone for the overall level of satisfaction experienced by poll workers, as well as impact the likelihood of future service. As shown in Chart #55, scores for March 2015 show that nearly all strongly agreed or agreed that their interaction was positive.



March 17, 2015 Recruitment Survey

Overall Experience with the Registrar of Voters has Been Positive

Poll workers were asked to rate the quality of their overall experience with the Registrar of Voters office. The high positive score of 95% for March 2015 is on par with that of previous elections, as shown in Chart #56.



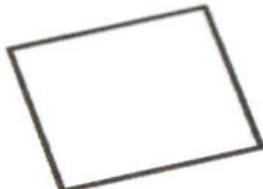
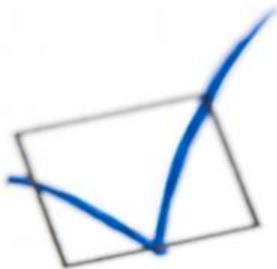


Coordinator Survey

39 Coordinators

5 Questions

22 Survey Responses



March 17, 2015 Coordinator Survey

Overview

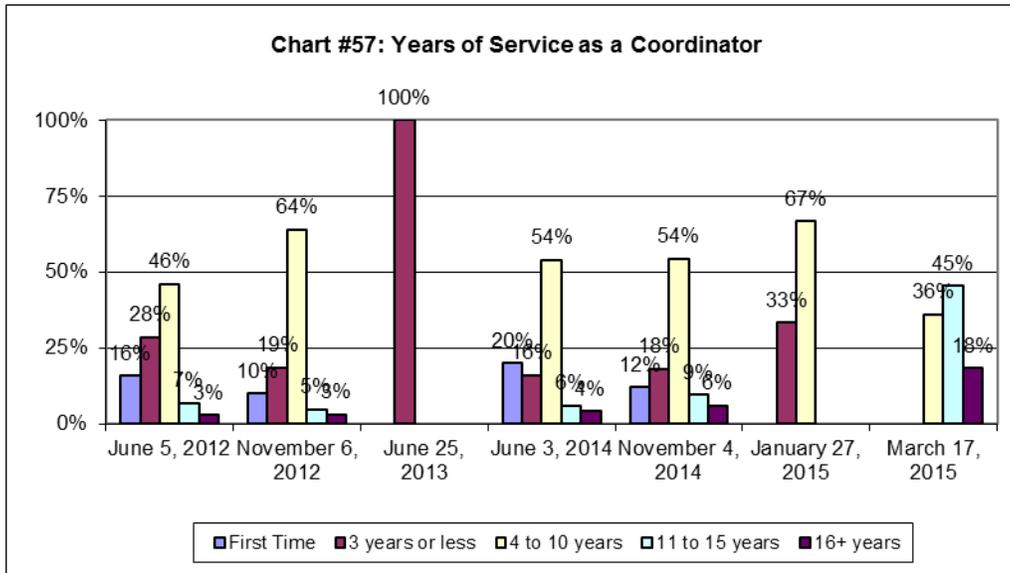
Election Day Coordinators play a vital role in Election Day communications, general troubleshooting and polling place supply replenishment. To be qualified to serve as a Coordinator, previous service as a Polling Place Inspector is required. There are two levels of the Coordinator position: Coordinator or Lead Coordinator. Coordinators are assigned five to six polling places and provide continual backup support and monitoring of statutory compliance and procedures. In the March 17, 2015, 37th Senate District Special Election, 31 of the 3919 Coordinators served in this capacity. The remaining eight served as Lead Coordinators. Lead Coordinators must have prior experience of serving as a Coordinator, and they are responsible for the oversight of approximately four Coordinators.

All Coordinators are charged with keeping the department apprised of the status of their assignments from 5:30 a.m. through the close of polls on Election Night. They are responsible for alerting the office of any major issues that may arise, as well as assisting poll workers resolve problems. All Coordinators are provided a survey on Election Night, and their feedback is extremely valuable to the department due to that they have a critical role in ensuring Election Day is a success and they are among the department's most experienced volunteers. Of the 39 Coordinators who volunteered in this election, 22 submitted surveys for a response rate of 56%.

Coordinator Experience

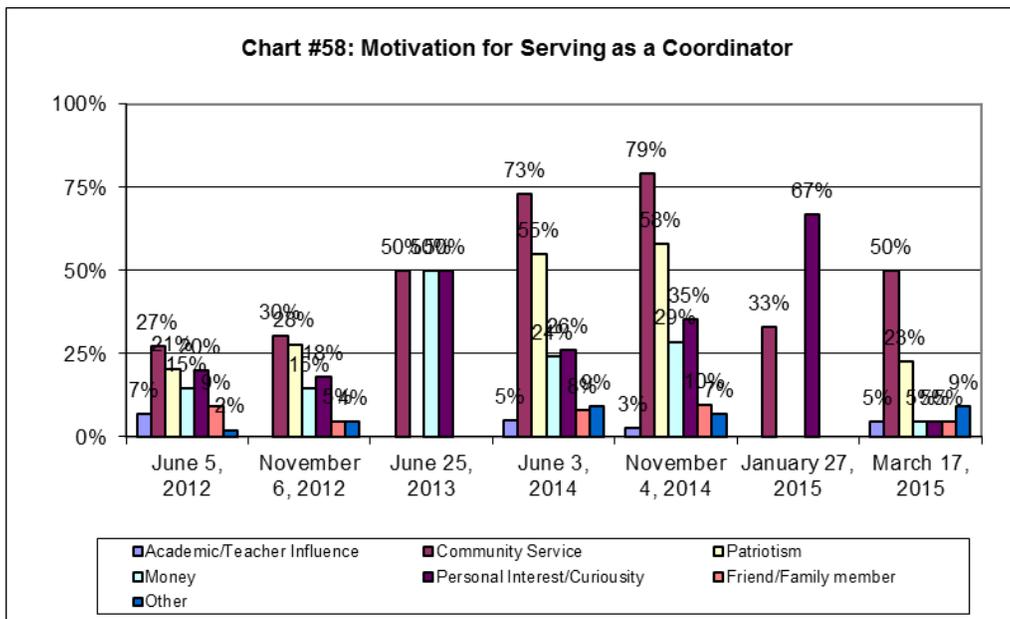
In addition to being asked to rate various aspects of their Election Day assignment, Coordinators were asked to provide information about their length of service in Orange County as a Coordinator and their motivation for volunteering. For the March 2015 election, as shown in Chart #57, all Coordinators have at least four years of experience in that role. More than half have 11 or more years' experience. This demographic is typical in a small special election, where the Registrar of Voters recruiting staff try to staff polling places with experienced poll workers.

March 17, 2015 Coordinator Survey



Motivation

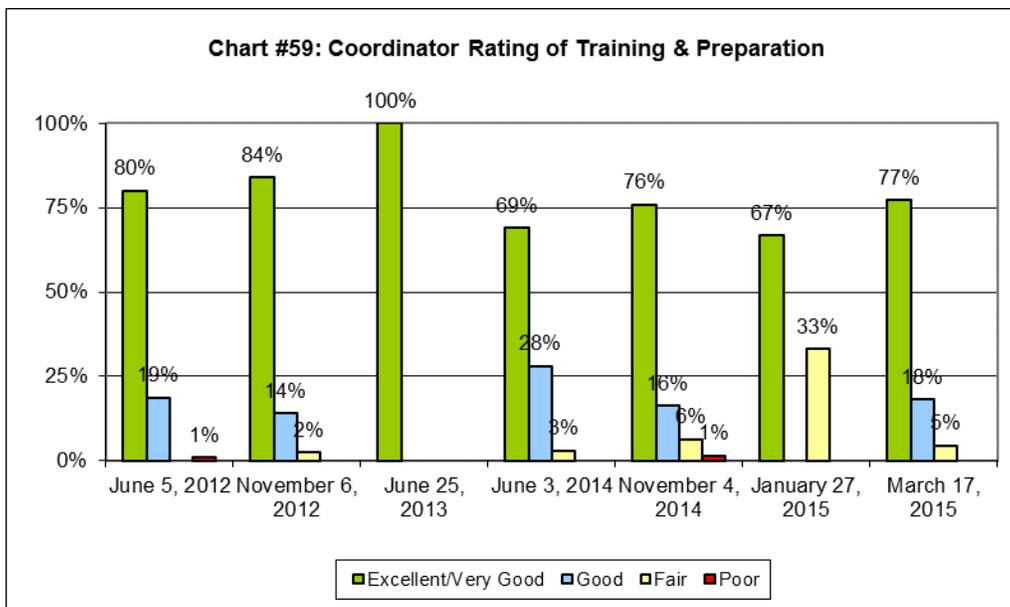
The Coordinator Survey asked respondents to indicate which factor(s) motivated them to volunteer. For the March 2015 election, half of the respondents selected Community Service. About a quarter selected Patriotism.



March 17, 2015 Coordinator Survey

Training and Preparation

Coordinators were asked to rate the Registrar of Voters on the level of training and preparation they received prior to Election Day, using a scale of excellent, good, fair, and poor. Note: for the March 2015 survey, the rating scale changed to a 4-point scale that eliminated the Very Good option. Comparisons shown in the Charts 59-63 reflect the scale change. For the March 2015 election, as shown in Chart #59, 95% of respondents described the preparation and training they received as excellent or good. The department places a high priority on preparing and training poll workers, and survey comments and assessments are fully analyzed in our effort to continue to strengthen the excellent and very good ratings while keeping the fair or poor ratings to a minimum.

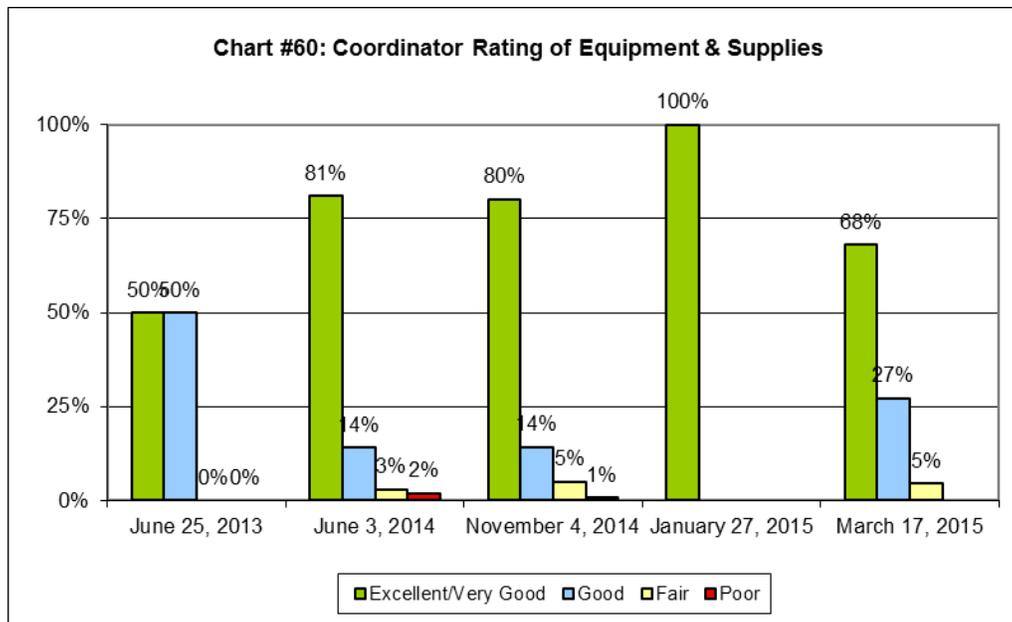


For the March 2015 survey, the rating scale changed to a 4-point scale that eliminated the Very Good option. Comparisons shown in the Charts 59-63 reflect the scale change. Also note, the January 2015 data include only three respondents so the percentages are skewed due to a small sample size.

March 17, 2015 Coordinator Survey

Equipment and Supplies

Coordinators were also asked to rate the equipment and supplies that were provided by the Registrar of Voters office. For the March 2015 election, as shown in Chart #60, 95% of respondents gave ratings of excellent or good.



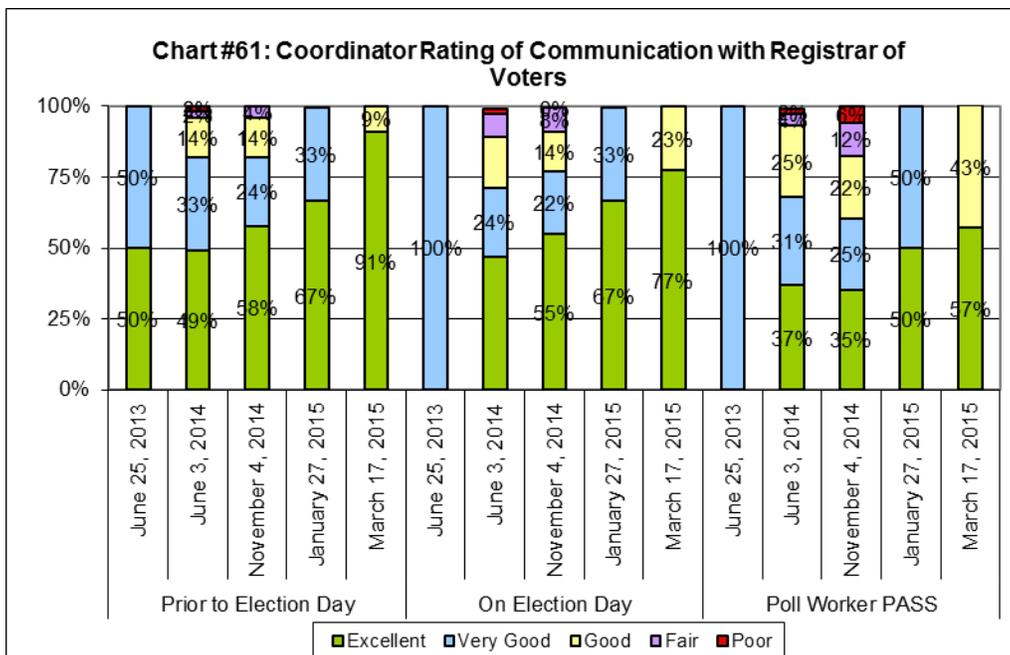
For the March 2015 survey, the rating scale changed to a 4-point scale that eliminated the Very Good option. Comparisons shown in the Charts 59-63 reflect the scale change. Also note, the January 2015 data include only three respondents so the percentages are skewed due to a small sample size.

March 17, 2015 Coordinator Survey

Communication with the Registrar of Voters Department

In order to keep Coordinators informed and increase their level of preparation, the Registrar of Voters works to facilitate effective communication between the department and volunteers.

Coordinators were asked to rate the effectiveness of communication with the department prior to Election Day, on Election Day, and overall through the Poll Worker PASS program. For the March 2015 election, as shown in Chart #61, across-the-board the excellent ratings are higher compared to previous elections.

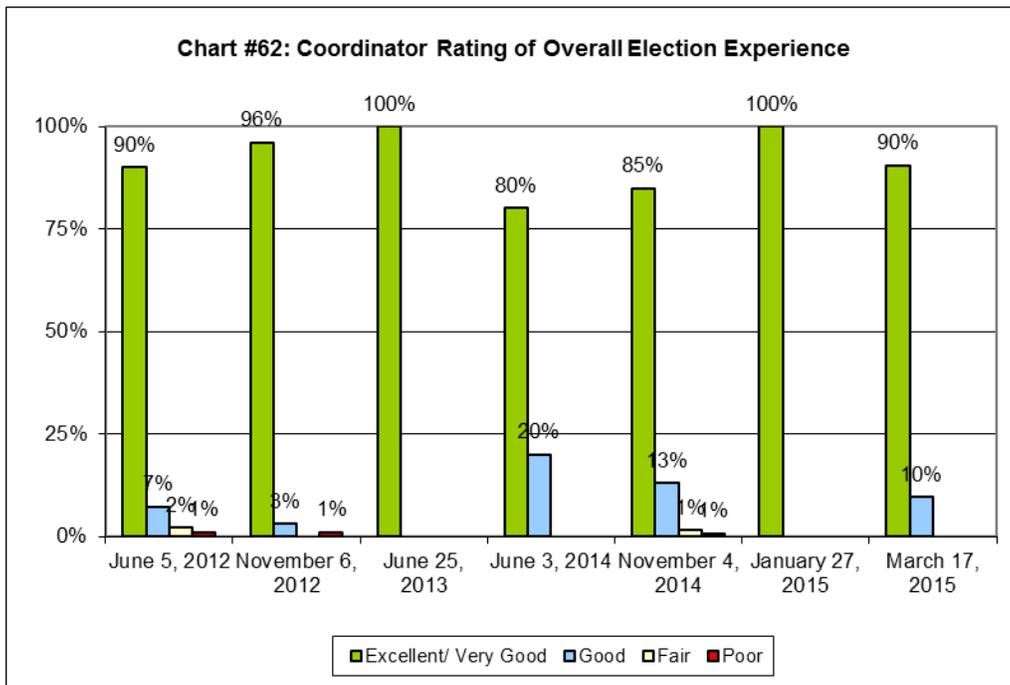


For the March 2015 survey, the rating scale changed to a 4-point scale that eliminated the Very Good option. Comparisons shown in the Charts 59-63 reflect the scale change. Also note, the January 2015 data include only three respondents so the percentages are skewed due to a small sample size.

March 17, 2015 Coordinator Survey

Overall Satisfaction

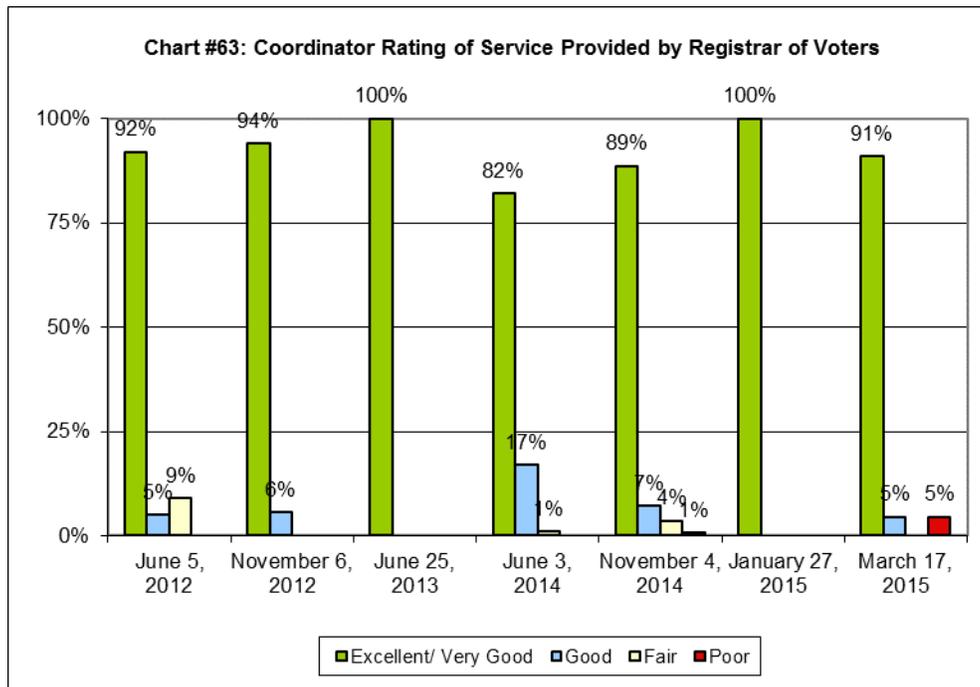
The survey measures the overall experience in the election, overall quality of service provided by the Registrar of Voters office, and the likelihood that they will serve in a future election. For the March 2015 election, as shown in Chart #62, all respondents rated their overall experience as excellent or good.



For the March 2015 survey, the rating scale changed to a 4-point scale that eliminated the Very Good option. Comparisons shown in the Charts 59-63 reflect the scale change. Also note, the January 2015 data include only three respondents so the percentages are skewed due to a small sample size.

March 17, 2015 Coordinator Survey

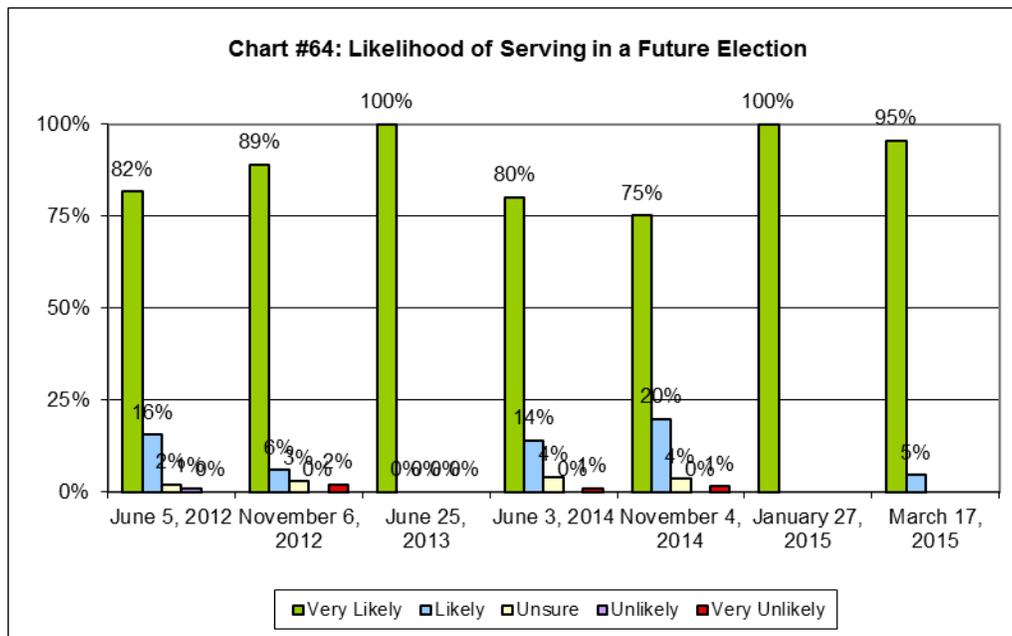
Likewise, Chart #63 shows that for the March 2015 election 95% of respondents rated the quality of service provided by the Registrar of Voters office as excellent or good. One respondent rated it as poor.



For the March 2015 survey, the rating scale changed to a 4-point scale that eliminated the Very Good option. Comparisons shown in the Charts 59-63 reflect the scale change. Also note, the January 2015 data include only three respondents so the percentages are skewed due to a small sample size.

March 17, 2015 Coordinator Survey

Lastly, for the March 2015 election, all respondents indicated that it is very likely or likely that they will serve in a future election. This is significant, as Coordinators are valuable assets to the department due to the amount of experience they have acquired and their vital role of providing support to multiple polling places on Election Day. The quality of the Election Day experience and the service provided by the department has a direct correlation on the likelihood of serving in future elections.



For the March 2015 survey, the rating scale changed to a 4-point scale that eliminated the Unsure option. Comparisons shown in the chart above reflect the scale change.

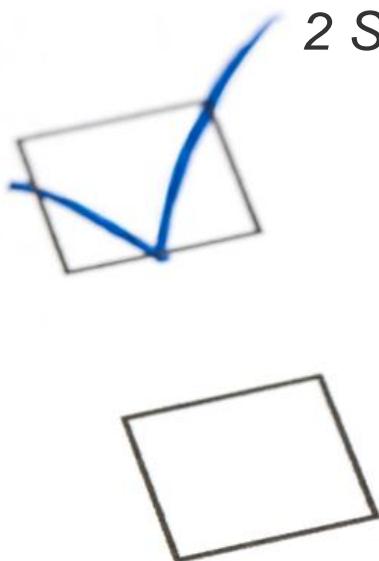


A-Team Member Survey

33 Members

7 Questions

2 Survey Responses



March 17, 2015 A-Team Member Survey

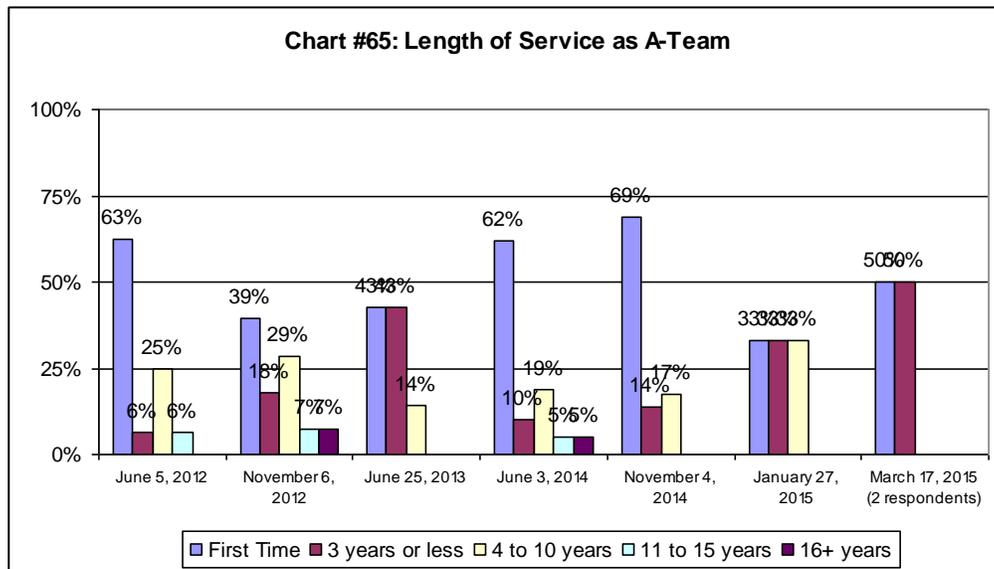
Overview

The Registrar of Voters recruits a select number of poll workers to serve on the A-Team as back-up volunteers. These volunteers are all trained as Inspectors and are prepared to deploy to any polling place on Election Morning. A-Team members play an important role as poll worker cancellations and no-shows are unavoidable when working with hundreds of volunteers. The ability to deploy trained A-Team members to replace poll workers who do not report to their polling place enables the Registrar of Voters office to remain in compliance with election law that mandates each polling place be staffed with an Inspector and bilingual poll workers.

For the March 17, 2015, 37th Senate District Special Election, 33 volunteers were recruited to serve as A-Team members. Each member was asked to complete a survey and share information about their experience. In total, 2 of the 33 (6%) A-Team volunteers responded. It is important to note that the March 2015 percentages shown will be skewed extremely high or low because there are only two survey respondents.

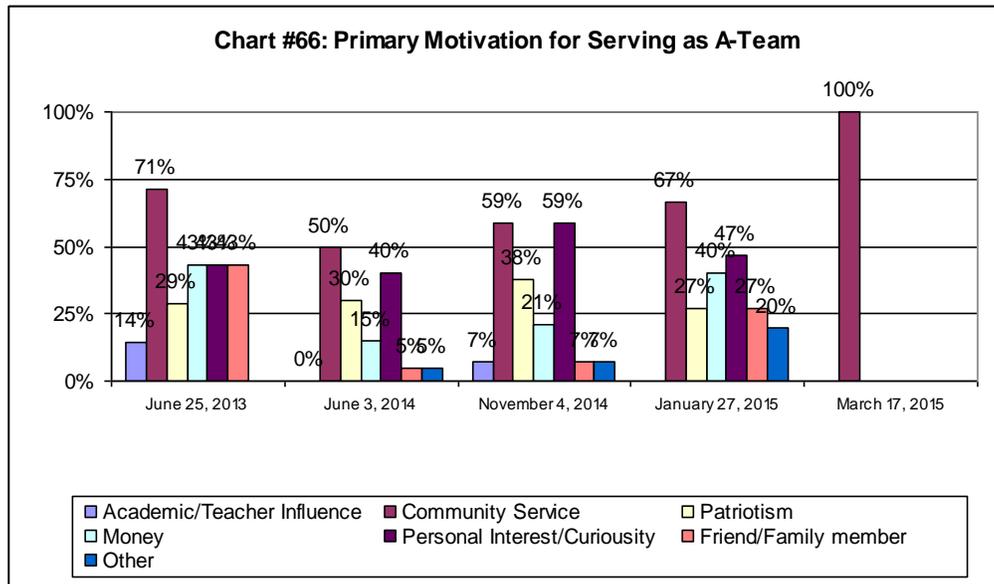
A-Team Experience

As shown in Chart #65, for the March 2015 election one respondent had 3 or fewer years of service and one respondent served for the first time.



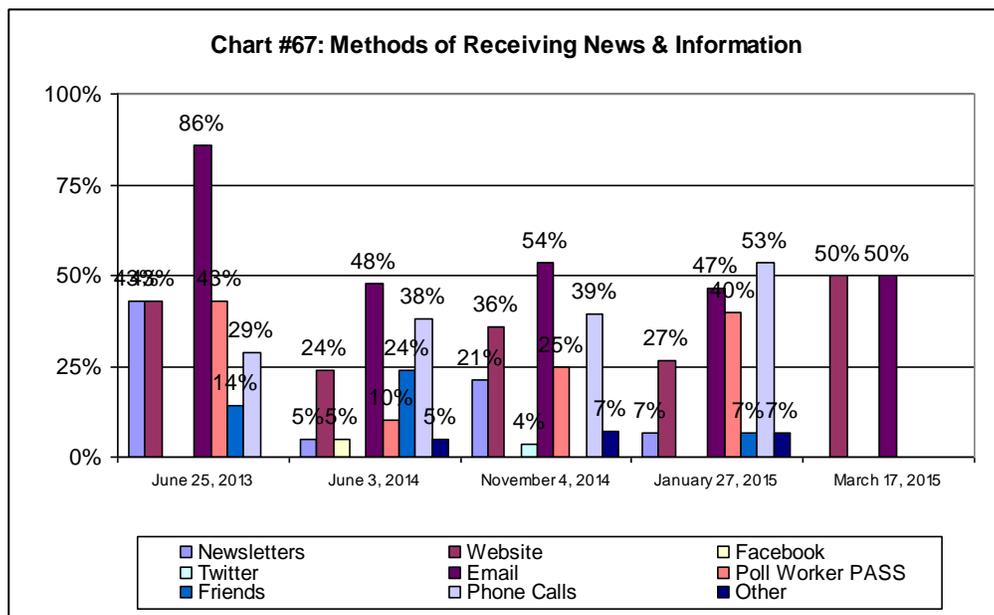
March 17, 2015 A-Team Member Survey

Respondents were asked to share their primary motivation for serving. For the March 2015 election, both respondents were motivated by community service, as shown in Chart #66.



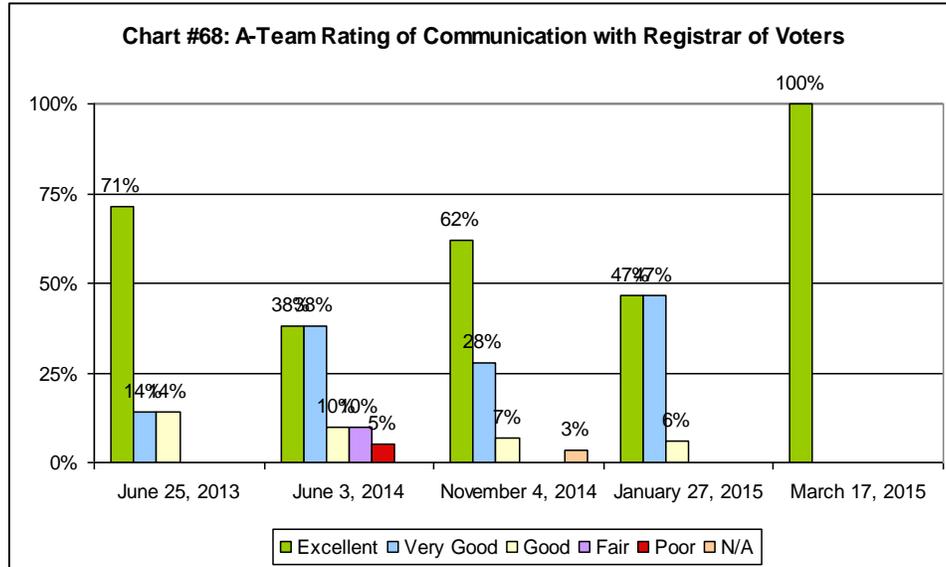
Communication

As shown in Chart #67, the two respondents for the March 2015 election said they used relied on email and the website to communicate with the office.



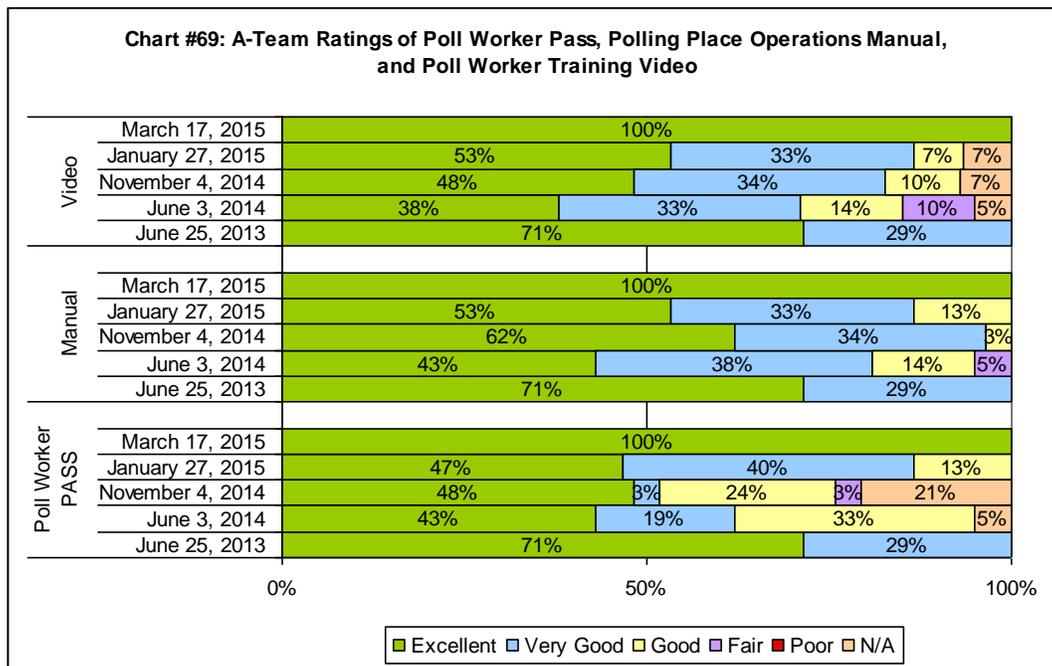
March 17, 2015 A-Team Member Survey

Both respondents for the March 2015 election rated communication with our office as “Excellent”.



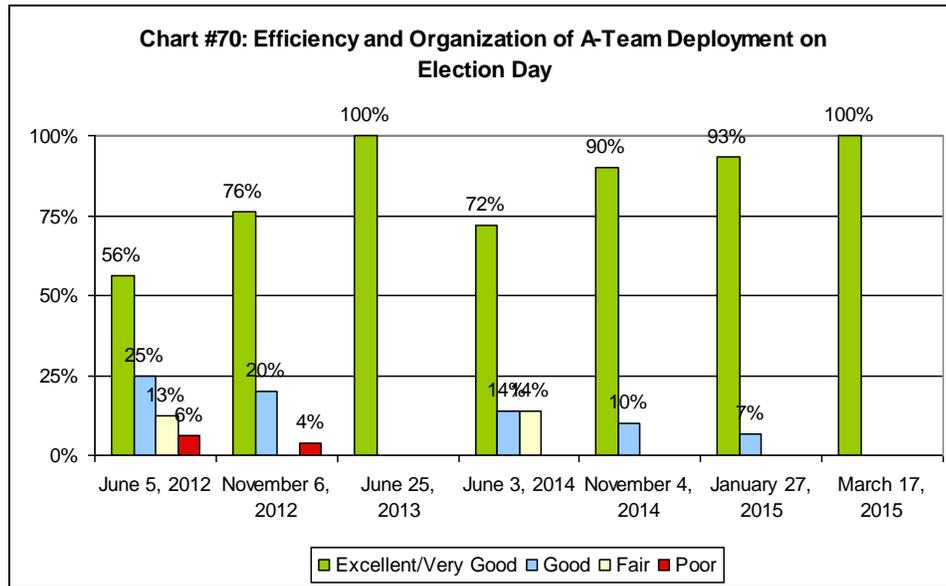
Preparation and Organization

A-Team members were asked to rate the quality of the Poll Worker PASS program, the Polling Place Operations Manual, and the Poll Worker Training Video. Both respondents for the March 2015 election rated each area as “Excellent”.



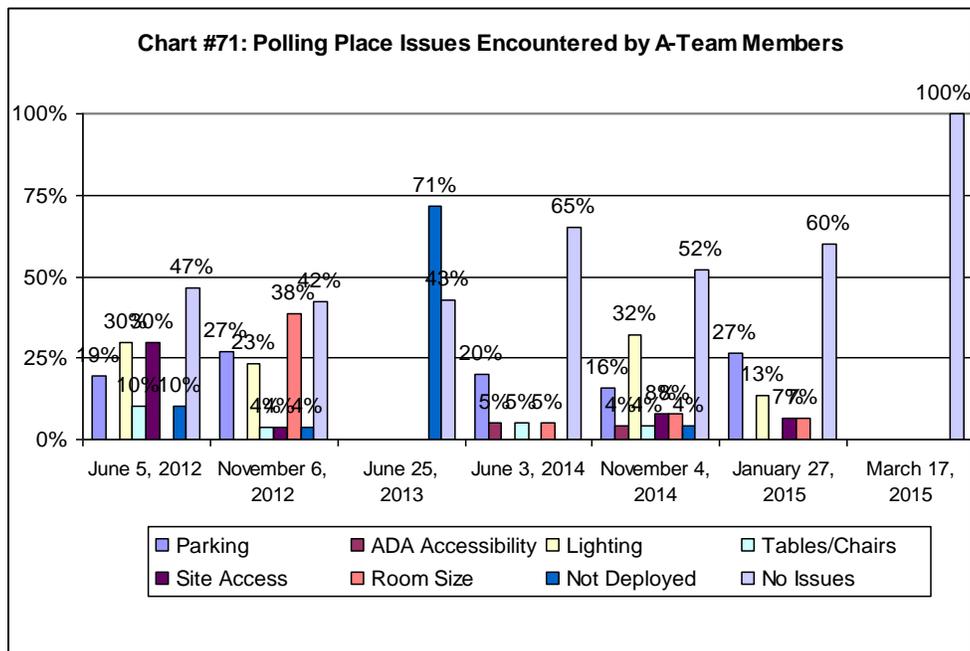
March 17, 2015 A-Team Member Survey

Both respondents for March 2015 gave an “Excellent” rating for the efficiency and organization of their deployment on Election Day.



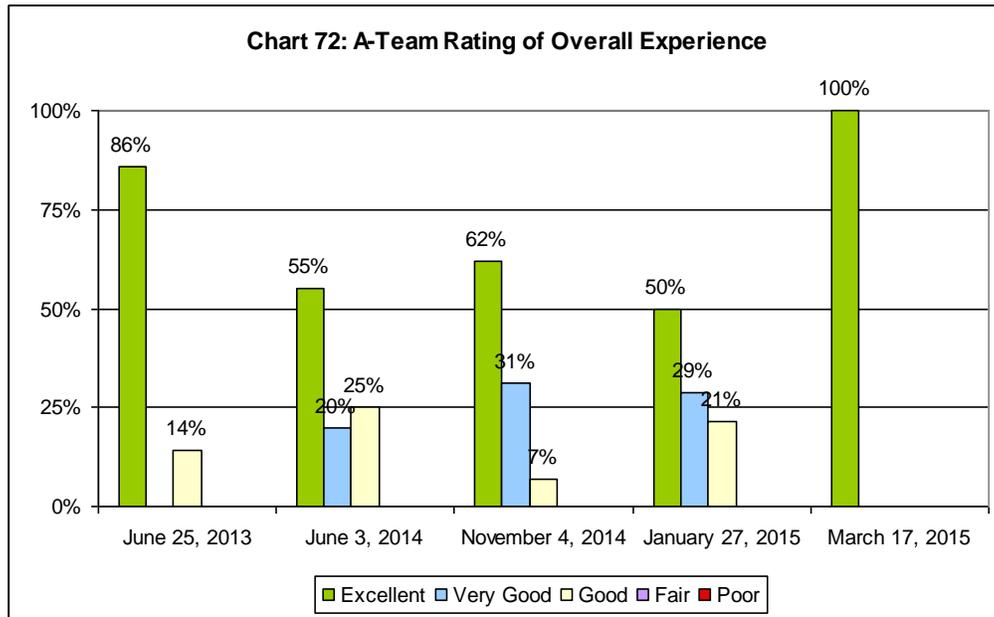
Election Day Experience

A-Team Members were asked about any issues encountered and the quality of service provided by the Registrar of Voters office. One of the A-Team members responded, reporting no issues.

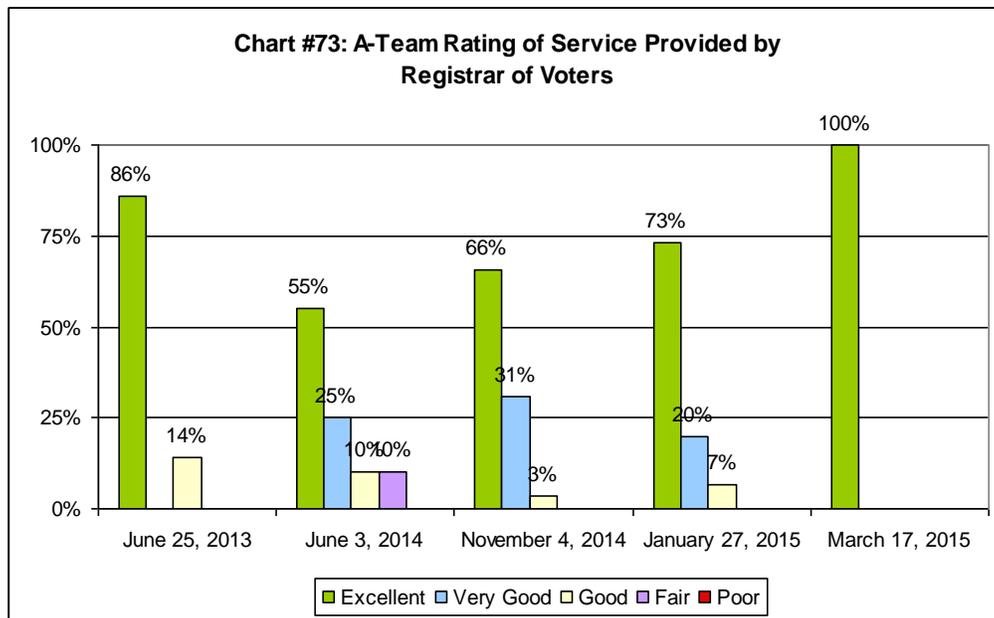


March 17, 2015 A-Team Member Survey

In regard to their overall experience serving in this election, both respondents in March 2015 described the experience as “Excellent”.

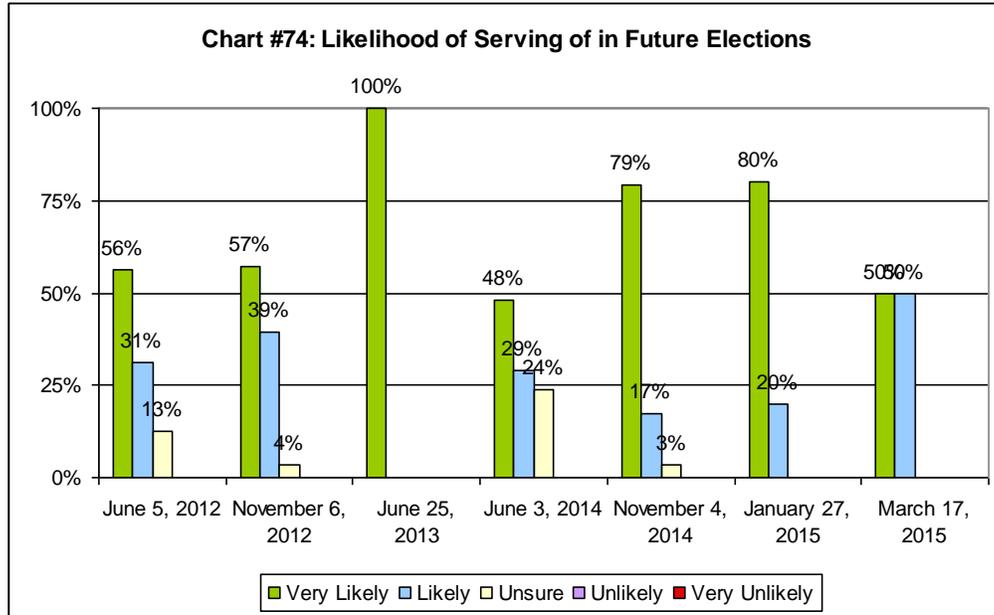


Both respondents in March 2015 described the quality of service they received from the Registrar of Voters office as “Excellent”.



March 17, 2015 A-Team Member Survey

Both of the respondents for March 2015 said it was Very Likely or Likely that they will serve in a future election.



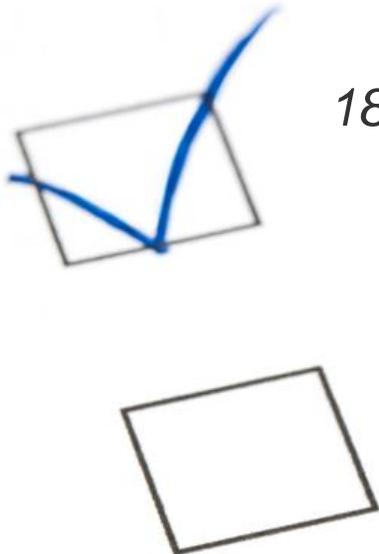


Collection Center Survey

8 Collection Centers and 57 Staff

7 Questions

18 Survey Responses



March 17, 2015 Collection Center Survey

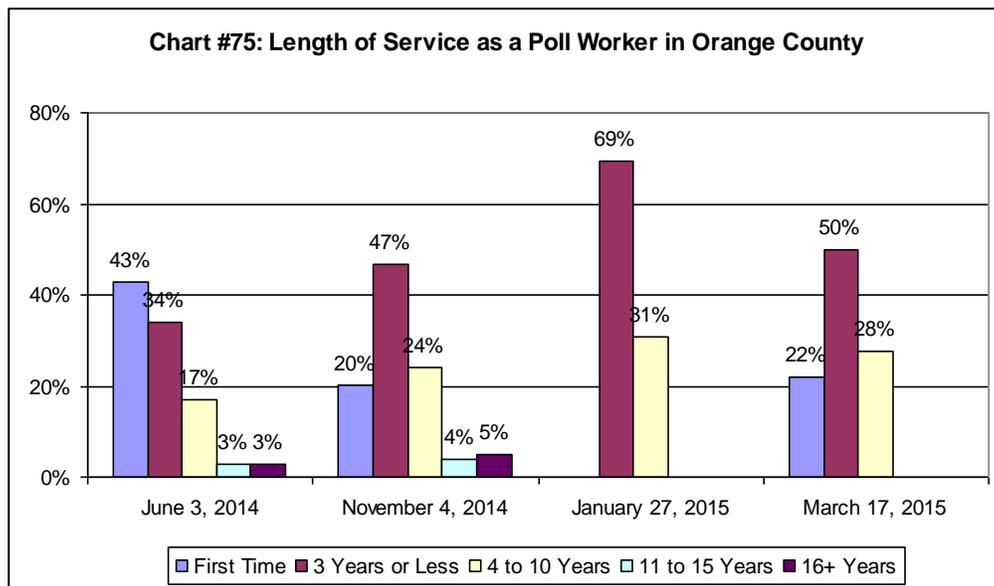
Overview

After closing the polls on Election Night, Inspectors return the ballots cast and all other items from their supply box to a designated Collection Center. After all supplies and ballots cast have been delivered to a Collection Center and accounted for by the Registrar of Voters staff, poll workers have officially completed all of their duties. For the March 17, 2015, 37th Senate District Special Election, the department utilized eight Collection Centers, staffed with volunteers who serve as Collection Center Workers, throughout the First Supervisorial District. Under the direction of a Collection Center Supervisor, these volunteers assist with traffic control, supply box and equipment movement, communications, and documenting information.

For the March 17, 2015, 37th Senate District Special Election, the Registrar of Voters recruited 8 Collection Center Supervisors to oversee 49 Collection Center Workers. The seven-question Collection Center Survey obtains feedback about the quality of training and service provided by the Registrar of Voters, as well as any issues encountered at their assigned Collection Center. In total, 18 of the 57 (32%) of Collection Center workers completed the survey.

Length of Service

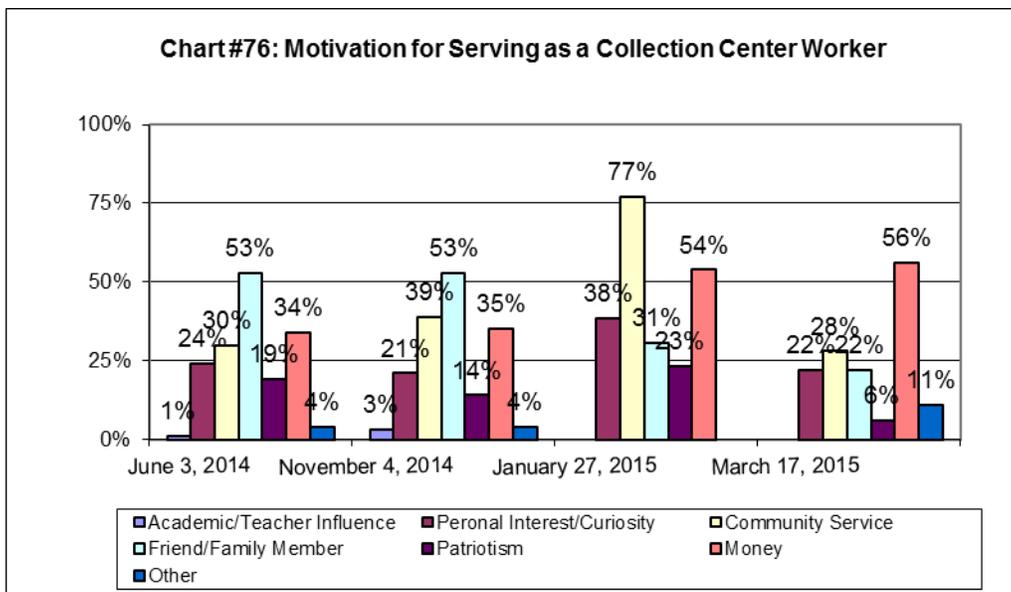
For March 2015, as shown in Chart #75, half of respondents had some experience (3 years or less) serving as a poll worker in Orange County. About 1/5 were first time workers. This is a typical staffing pattern for a small-scale, special election.



March 17, 2015 Collection Center Survey

Motivation

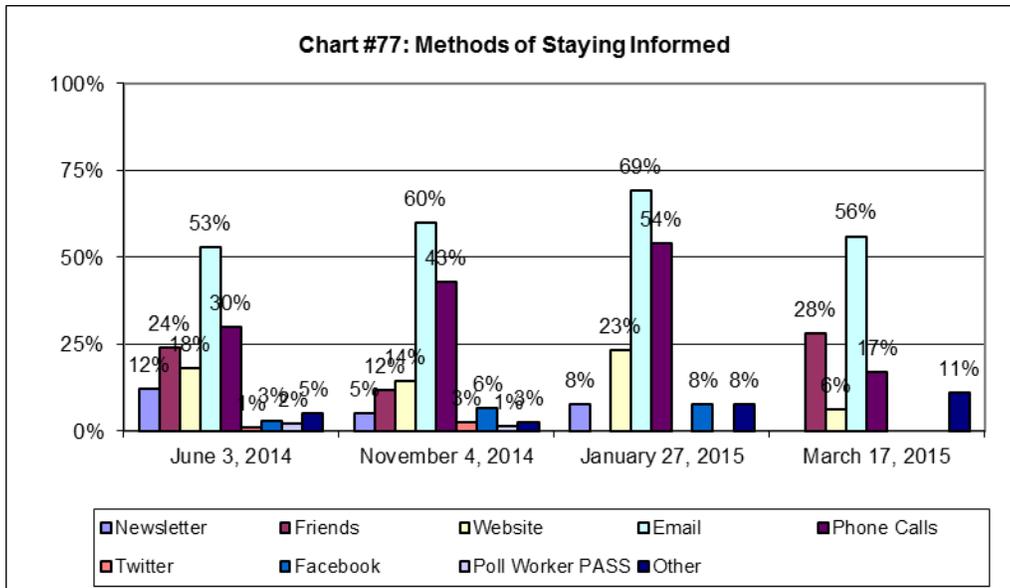
Collection Center Workers and Supervisors were asked about their motivation(s) for serving on Election Night. Respondents could select more than one option. For the March 2015 election, as shown in chart #76, shows that the most popular motivation was money, followed by community service. Compared to previous elections, there is a shift in the primary motivations where community service had received the highest number of responses.



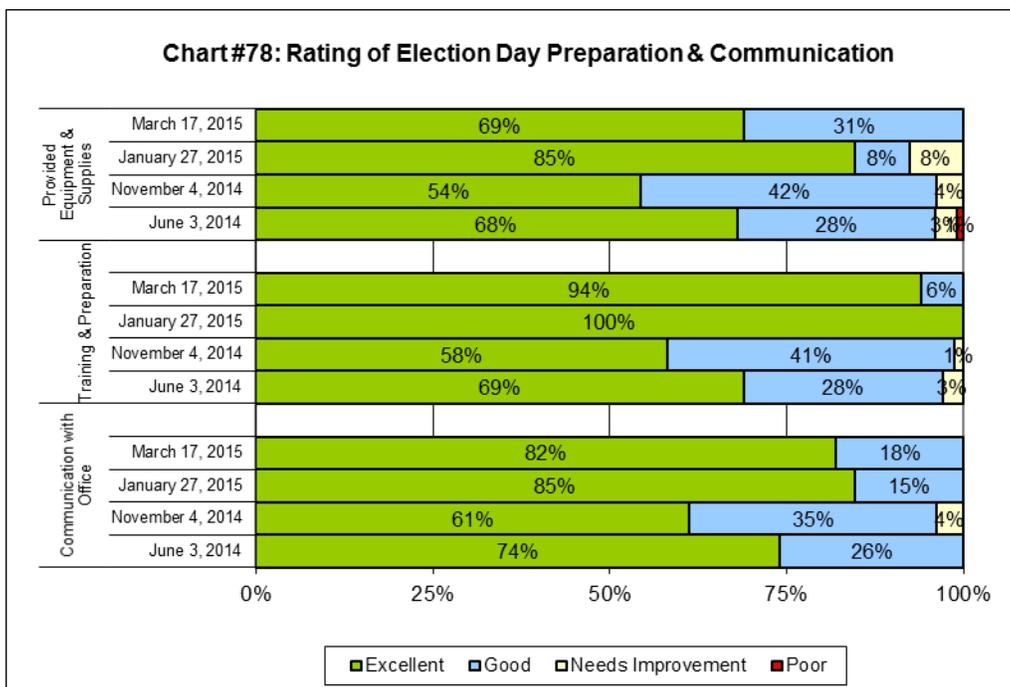
Communication and Preparation

All volunteers are provided a variety of methods for staying informed about Election Day and Registrar of Voters news. Collection Center Workers were asked how they prefer to stay informed, as shown in Chart #77. For the March 2015 election, by far email was the most preferred method.

March 17, 2015 Collection Center Survey



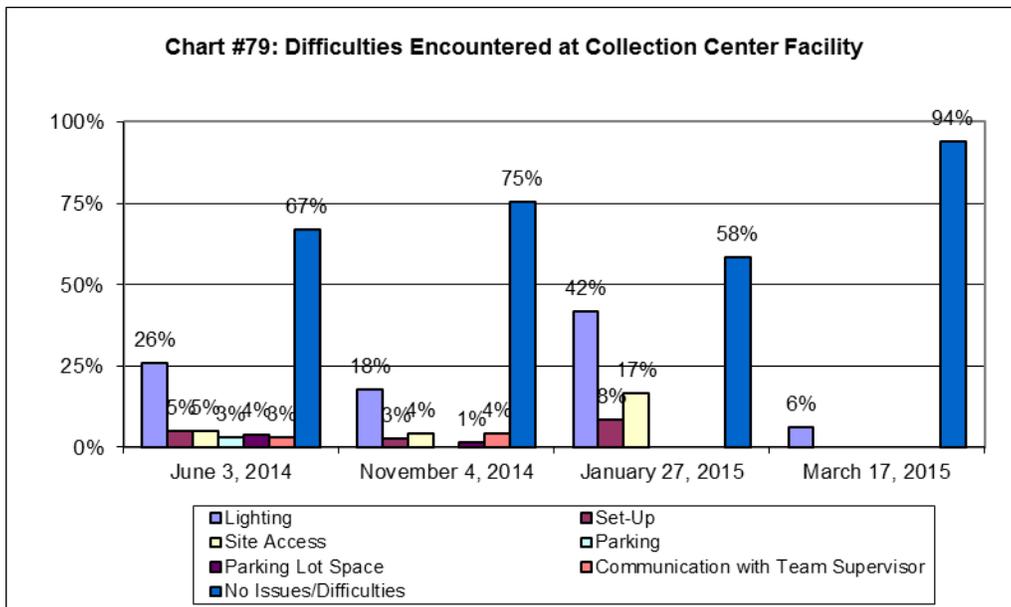
Survey respondents were asked to rate the quality of election day preparation, communication, and equipment and supplies provided by the Registrar of Voters. For the March 2015 election, as shown in Chart #78, all respondents said excellent or good, with more than half giving an excellent rating in each area.



March 17, 2015 Collection Center Survey

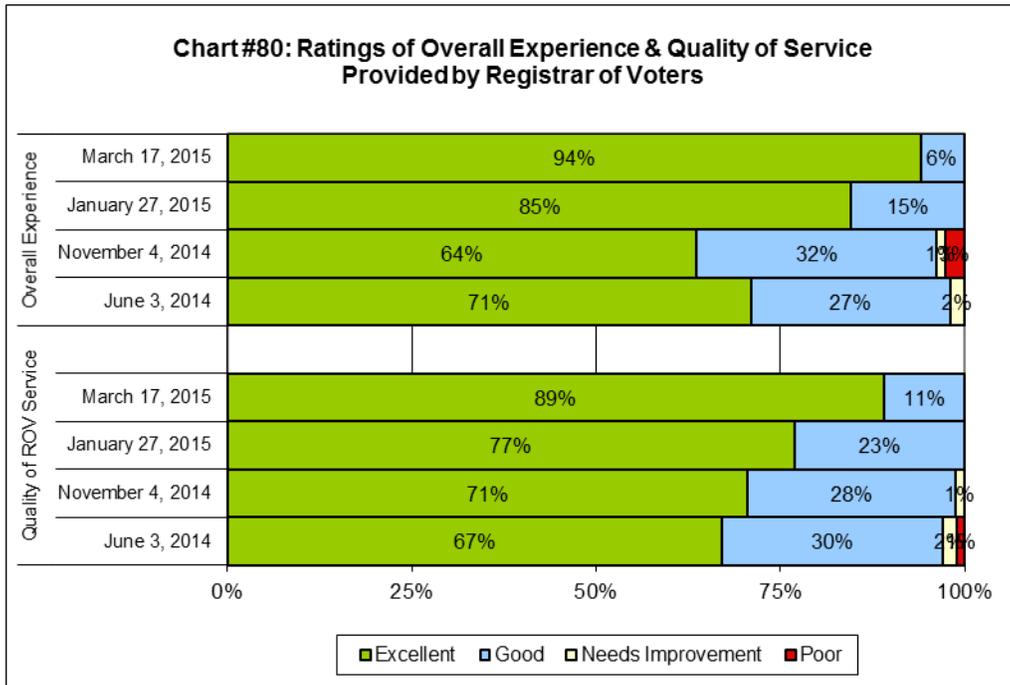
Overall Satisfaction

In order to ascertain the overall level of satisfaction experienced by Collection Center Workers volunteering on Election Night, the survey asked about issues encountered at the assigned Collection Center, the level of service provided, and the likelihood of future service. For the March 2015 election, as Chart #79 shows, nearly all respondents said there were no issues or difficulties at their Collection Center. Lighting was the only issue reported by the remaining respondents.

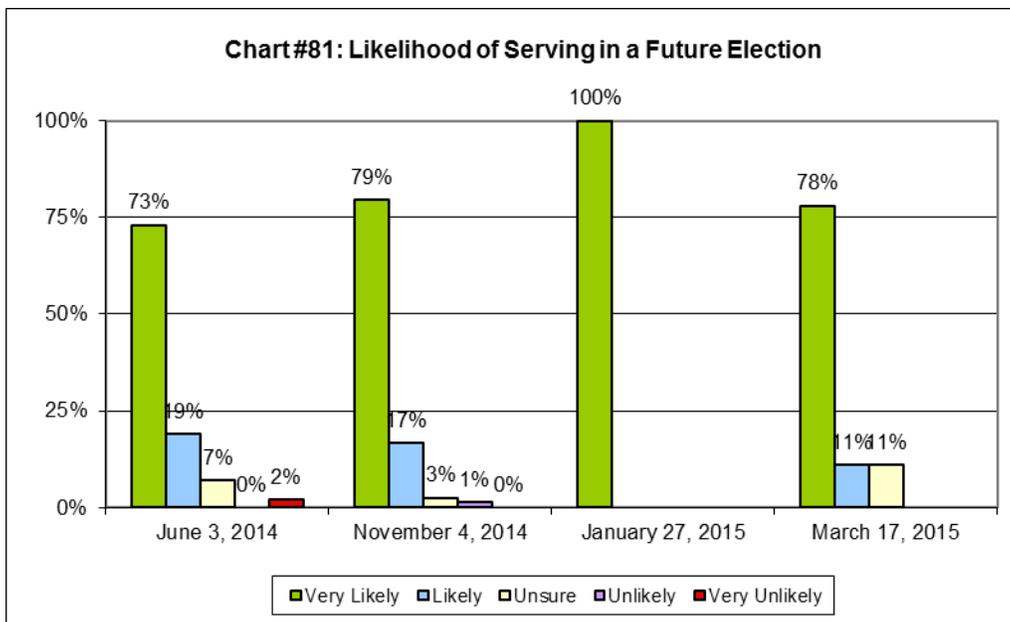


For their overall experience and quality of service provided, as shown in Chart #80, for the March 2015 election all respondents gave an excellent or good rating. Collection Center workers were much more positive in this election regarding their overall experience.

March 17, 2015 Collection Center Survey



As detailed in Chart #81, positive ratings for the overall experience and quality of service undoubtedly contributed to most respondents reporting that it was very likely or likely they would serve in a future election.



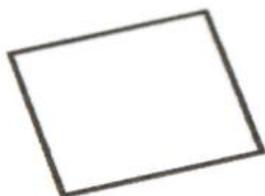
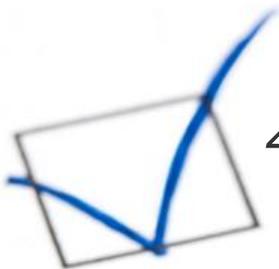


Candidate Filing Survey

4 Candidates

5 Questions

4 Survey Responses



March 17, 2015 Candidate Filing Survey

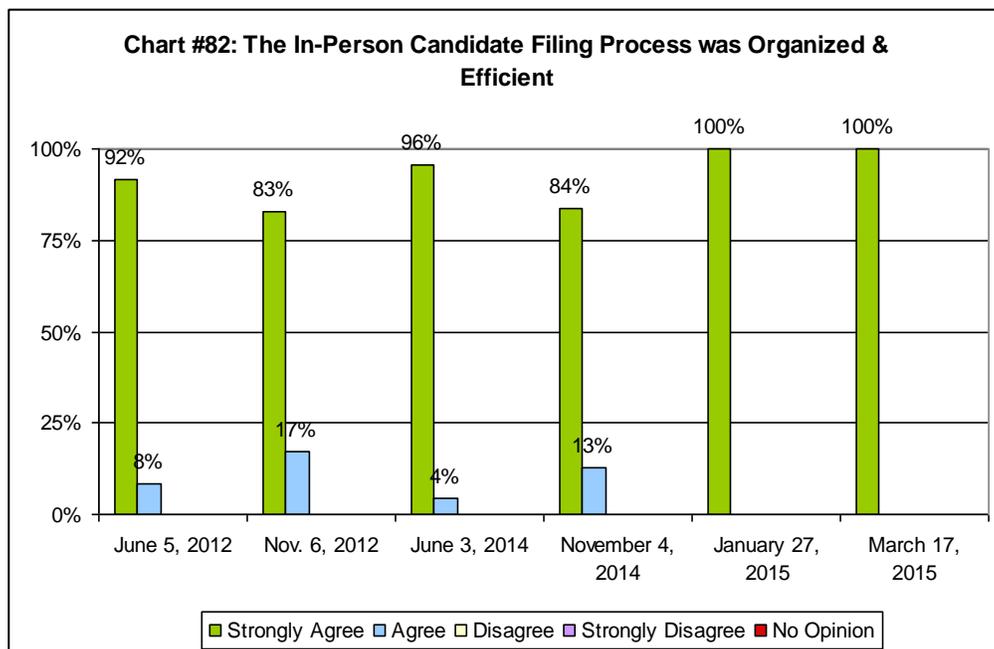
Overview

The Registrar of Voters office strives to provide an outstanding level of customer service to all candidates running for office, whether they are running for a statewide office such as Governor or Congressional Representative or a local office such as Member of the Orange County Board of Supervisors. Our goal is to make the process easier to understand and less time consuming for candidates. The Candidate Filing Survey assesses the efficiency of the process, professionalism of staff, and overall quality of service provided to candidates filing for office.

For the March 17, 2015, 37th Senate District Special Election, the Registrar of Voters office assisted four candidates in the filing process. All candidates were required to complete the entire process in person at our office (as compared to a statewide primary or general election where candidates have to option to begin the filing process online and complete the final steps in person at the Registrar of Voters office). All four candidates completed their survey.

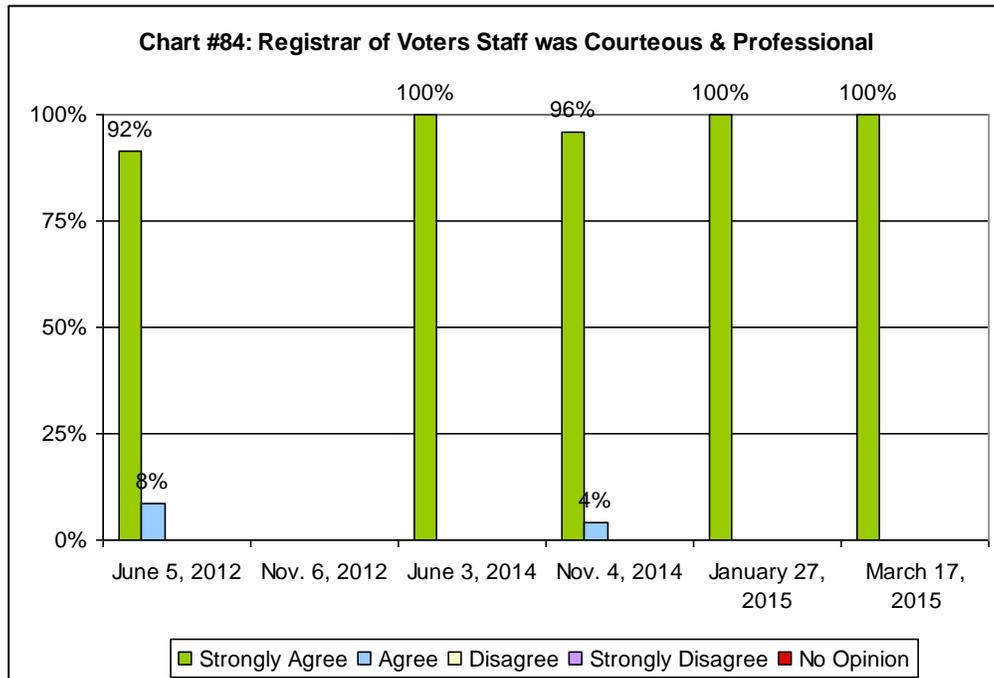
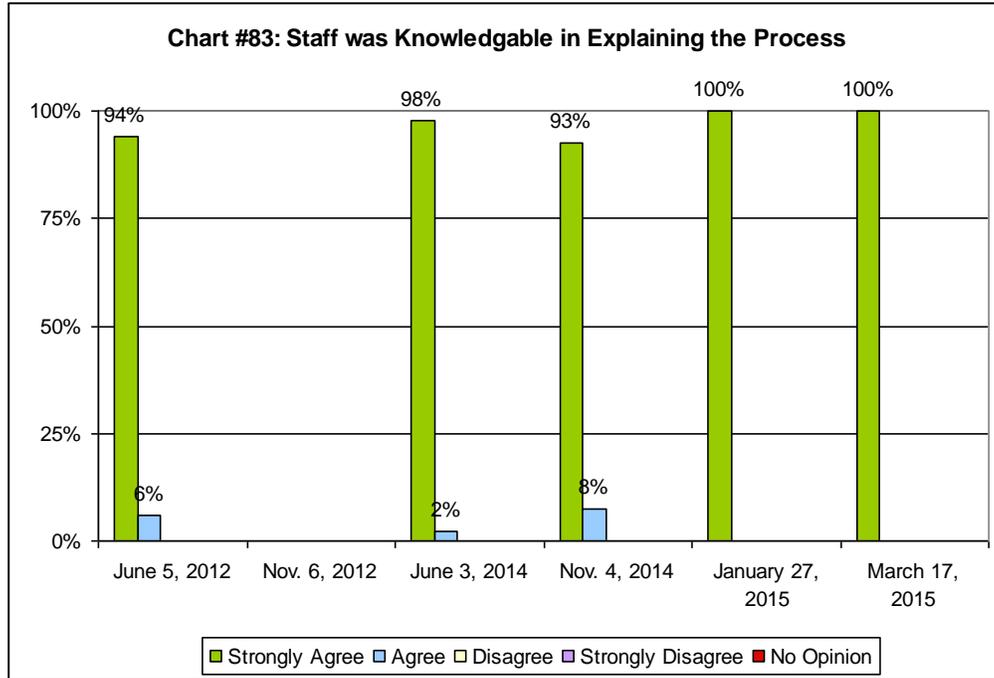
Candidate Experience

Candidates continue to give very positive ratings in all areas measured. All four candidates in the March 2015 election said they “Strongly Agree” the in-person process is organized and efficient.



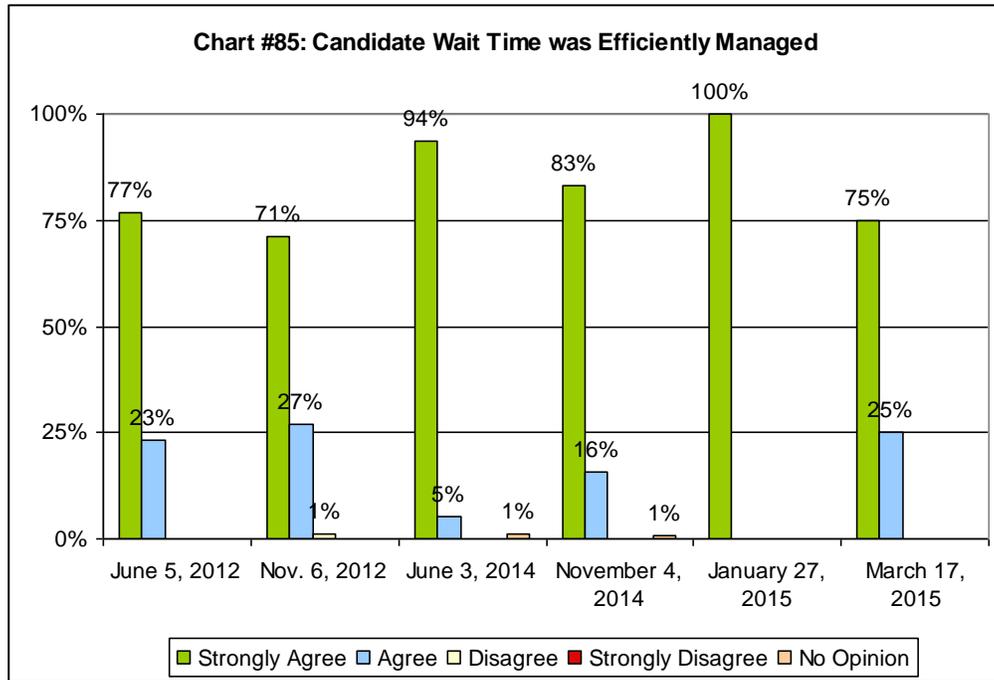
March 17, 2015 Candidate Filing Survey

Our Candidate & Voter Services staff receives high marks for their knowledge, level of professionalism, and courteousness. Continuing that trend, in the March 2015 survey all respondents gave a “Strongly Agree” rating.

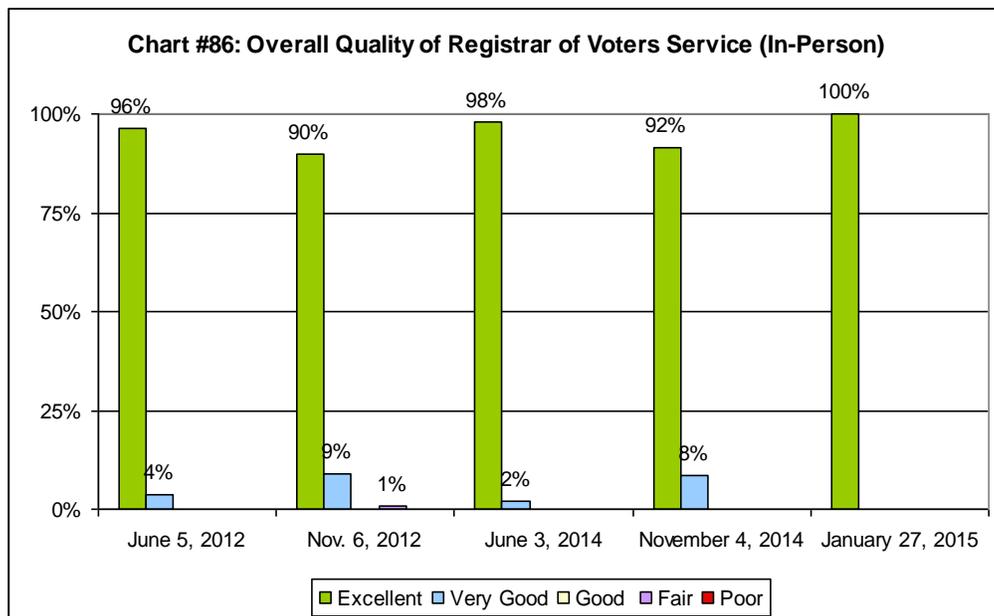


March 17, 2015 Candidate Filing Survey

We continually look for ways to improve our process to efficiently manage amount of time candidates must wait in our office while we work with them to complete the filing process. In the March 2015 survey, all four candidates gave a positive rating, most saying “Strongly Agree”.



Overall, candidates give very positive ratings for the quality of service they receive. In March 2015, all four respondents rated the service “Excellent”.



March 17, 2015 Conclusion

The March 17, 2015, 37th Senate District Special Election survey results were positive in all areas measured, and helpful feedback was received from poll worker volunteers, candidates, delivery vendors, and polling place hosts.

Areas that showed positive ratings or a positive gain in ratings were:

- **Communication:** gains in satisfaction with overall communication between poll workers and polling places.
- **Training:** gains in satisfaction with most of the poll worker training class components and objectives; the provisional voter training; poll workers feel “prepared for election day” after training.
- **Service in future elections:** high scores for all volunteers’ overall experience being “excellent” and the likelihood that they will serve in future elections.
- **Recruiting:** gains in satisfaction with the **overall recruitment experience**.
- **Early supply pick-up advantage:** nearly half of Inspectors utilized the highly efficient “early pick-up appointment” option rather than waiting for the traditional pick-up day schedule, and satisfaction ratings for the organization and effectiveness are notably more positive compared to previous elections.

Responses that require additional attention from the Department are:

- Ensuring the hands-on component and clarity of overall objectives for training meets poll workers’ needs.
- Ongoing innovation that makes the **A-Team members’ overall experience** such that more respondents indicate they are “very likely” to serve in a future election.
- Investigating the feedback from Coordinators regarding equipment and supplies provided, to ensure they have what they need, when they need it.
- Ongoing evaluation of options that help **minimize parking and room size** at polling places.

The Orange County Registrar of Voters will continue to work to improve its service on all levels and will address issues that have surfaced through these survey results.