



## Orange County Registrar of Voters

### COMMUNITY ELECTION WORKING GROUP MARCH 3, 2016 SANTA ANA, CALIFORNIA

Neal Kelley called the meeting to order at 9:35 a.m.

Present:

CEW Chair Lucinda Williams, City Clerk, City of Fullerton  
Karen Hamman, Director of Community Relations/City Clerk  
Linda Andal, City Clerk, City of Anaheim  
Molly McLaughlin, City Clerk, City of Irvine  
Deanna Kitamura, Supervising Attorney, Asian Americans Advancing Justice, Los Angeles  
Tim Cheng, Commissioner, Irvine Community Services  
Ofelia Medina, Director of State Civic Engagement Policy, NALEO  
Zeke Hernandez, LULAC  
Jose Pena, Systems Change Advocate, Dale McIntosh Center  
Debra Marsteller, Executive Director, Project Independence  
Judith Barnes, Senior Community Representative  
Anna Jimenez Plank, Poll Worker Representative  
Suzanne Narducy, Poll Worker Representative  
Henry Vandermeir, Chair, Democratic Party of Orange County  
Wanda Shaffer, Representative, League of Women Voters of OC  
Lyle Brakob, Veterans Affairs Representative  
CEW Vice-Chair, Steven W. Spillman, Chairman, Mission Viejo Planning and Transportation Commission  
Justin Berardino, Information and Technology Manager  
Ben Hamatake, Community Outreach Manager, Registrar of Voters  
Imelda Carrillo, Election Services Manager, Registrar of Voters  
CEW Secretary, Marcia Nielsen, Candidate and Voter Services Lead, Registrar of Voters  
Neal Kelley, Registrar of Voters

### **WELCOME AND APPROVAL OF OCTOBER 8, 2015 CEW MEETING MINUTES / ELECTION OF MEMBERS WITH DECEMBER 2015 EXPIRING TERMS / OTHER HOUSEKEEPING / REGISTRAR OF VOTERS, NEAL KELLEY (CHAIR & VICE CHAIR)**

Chair Lucinda Williams welcomed the group and called for review and approval of the meeting minutes from our October 8, 2015 meeting. Debra Marsteller made a MOTION to approve the minutes, which was seconded by Molly McLaughlin and APPROVED UNANIMOUSLY. Self-introductions and a discussion regarding the election of members followed. CEW members whose terms expired in 2015 were contacted to determine if they want to continue their membership through 2017. Several members responded affirmatively including Deanna

Kitamura, Linda Andal, Lucinda Williams, Jose Pena, Gabriel Taylor, Wanda Shaffer, Lyle Brakob, Suzanne Narducy, Judith Barnes, and Steven Spillman. Three members did not respond. Chair Lucinda Williams asked for a MOTION to extend the terms of these members; Zeke Hernandez made a MOTION which was seconded by Karen Hamman and APPROVED UNANIMOUSLY. Neal Kelley mentioned that he now has the responsibility of managing Publishing Services for the County.

### **UPDATE OF PROGRESS ON 2016 MAJOR INITIATIVES AND PROJECTS**

Neal Kelley reviewed the Academic Study on List Maintenance from our last meeting that will get underway in April.

He then mentioned the voter survey that will be conducted outside of polling places and asked for feedback from the group. He will email the survey after our meeting. He noted that we plan to utilize temporary workers that will collect the data for both the Primary and General Elections. Deanna Kitamura asked if the surveys would be conducted exclusively in English or if they would be available in the languages we support. Neal Kelley stated that he would like to explore this, especially for targeted precincts.

Neal Kelley continued by discussing petition checking technology and the ballot duplication processes. Both processes are very manual and labor intensive. He explained how automating these processes would assist us in certifying election results quicker but added that the details still need to be worked out. The goal is to have the ballot duplication process technology in place for November because there will be 15,000 to 20,000 ballots that will require duplication.

Neal Kelley then discussed the SB450 Vote Center Bill and how it impacts future voting system purchases. This Bill would change the number of voting areas from 1,300 to approximately 150. He mentioned the details of his meetings with the State Senate and State Assembly leadership and Secretary of State Alex Padilla.

He then announced that the six months Voting System Maintenance Project has been completed. He reviewed the trends in testing every piece of the voting equipment and the necessity of replacing motors and other parts to keep the equipment in functioning condition for the 2016 elections. He emphasized that this has been a priority in our office.

Neal Kelley revealed the design of the Sample Ballot Pamphlet. He demonstrated how the Sample Ballot will look and asked for input from the group. The look and feel is much simpler and easier to read. Ben Hamatake led a discussion on the changes, explaining why these are being made. Molly McLaughlin mentioned parallel branding and believes messaging should be consistent with history. Karen Hamman suggested a name change and likes the title of Voter Information Guide. Tim Cheng recommended using a slogan such as "Your Vote Matters". Judith Barnes stated that she thinks the cover should be simpler and recommends a larger font size. Wanda Shaffer liked the Table of Contents. Zeke Hernandez added that the use of larger fonts and photos or pictures can be dramatic and will catch the voter's attention.

Neal Kelley previewed the inner pages of the pamphlet, revealing icons and white space instead of pages full of text. There will be section headers which will be shown on the appropriate pages

and in the Table of Contents. Neal Kelley thanked the group for the input and added that he will email these pages for additional feedback. There was further discussion on the formatting of the Candidates' Statement pages, to which Ben Hamatake described the removal of the headings within the statements to a banner on each page, giving the candidate more room for his/her actual statement. This and other changes should make it easier for the voters to navigate through the pamphlet.

### **OVERVIEW OF 2016 OCVOTE.COM (WEBSITE) RE-FRESH**

Ben Hamatake discussed mobile devices used to access our website, stating that more voters are accessing information from mobile devices and not desktops. He noted that we have made changes to accommodate this, including mobile-first response designs, flat designs with white space and high contrast. He added that the design now reflects widened out screens, enhanced functions, less drop shadow, and less gradients. These features have become more important than the design elements. He showed a prototype of the new web pages. He stated that the site will open from the left with a list of categories and curated content, spotlighting the content that users want and will change as timelines change. Ben Hamatake pointed out our most popular feature is our voter lookup tool. Neal Kelley added that we will be incorporating a VIP (Voter Information Project) tool on the back end to assist all California voters in looking up their voting information on SoCalVotes.com. There was also a discussion on the mapping tool on our website that reflects election results from 2014 to present.

### **UPDATE (AND REVIEW) OF DRAFT POLL WORKER TRAINING MATERIALS (INCLUDING DEMO SUPPLY BOX; MANUAL; VIDEO; POLL SIGNAGE)**

Neal Kelley explained the refresh of the video training which follows the Poll Worker Handbook and serves as a supplement to poll worker training. He explained that the new documentary describes the process from candidate filing to getting a ballot to the voter. This documentary will make the process easier for voters to understand and will be released in time for the General Election. The Training Video and training material will be offered to the group, but will be locked down shortly. Neal Kelley added that Angela Garbiso will be providing the Poll Worker Handbook to the group for review.

There was a discussion on the improvements to Election Supplies for the polling places. Polling place signage has changed significantly and will include display stands to mimic point-of-purchase displays and single signage in languages for better visibility for voters and poll workers. These will be shipped with the voting booths and will require a simple two-step assembly. Neal Kelley stated that this display will be placed in front of the official table and will reduce the number of signs at the polling place. It was noted that there are many possibilities for this stand.

Imelda Carrillo next reviewed the streamlining of Election Supplies, including the unused ballot bags, the JBC main envelope, the spoiled surrendered ballot envelope and the addition of an Inspector Checklist, which is now part of the Poll Worker Handbook. She noted that the look and feel of the materials will be much easier to use. The red canvass bags have also been changed to orange bags with pockets on front and back, and will include the receipt and Collection Center map on the outside.

Imelda Carrillo next discussed the new Supply Box which will have a tray and will be a different size. It will be easier to set up and break down. The new box design will improve handling and organization. She asked for feedback on the additional language inside the lid. It was suggested that a list of contents, a checklist, or sealing tape be included.

Ben Hamatake added to the discussion of the new training video and e-learning classes. He reviewed the meetings that were conducted to bring these different components into sync. He said that consistent information is important, and that the e-learning piece will launch on May 6. He described the Poll Worker Handbook that will be smaller for easy-access and spiral bound to lay flat and procedural in nature with iterative design methods. It is designed for one person to hold, call out step on checklist and another follow direction. Ben Hamatake showed the prototype with plain language, black on white imagery, line art, and custom illustrations. He noted that the Poll Worker Handbook will be sent to the group for review. He described the facilitated training that creates an interactive training for poll workers. The goal is to transfer knowledge designed to learn and carry out complex processes while providing a positive experience with hands-on activity. He added that the elearning Module uses expanding tools for learning, providing an alternate modality option available to learners. Customer service is an additional component of the training.

Neal Kelley stated that 2006 was the last time that we went to the Board of Supervisors for an increase to poll worker stipends. He stated that we conducted focus groups and studies and proposed an increase which was just approved by the Board. Our office is now able to offer up to \$160 for Inspectors and \$130 to Clerks. There was discussion on why it is difficult to recruit in June Elections.

### **VOTECAL OVERVIEW (STATEWIDE VOTER DATABASE – CHALLENGES; VOTER RECORDS (HOW DATA IS PROCESSED); HOW THIS WILL WORK IN JUNE 2016; SB450 (VOTE CENTER) UPDATE**

Justin Berardino explained VoteCal, the statewide database that all California counties are now on. He discussed the advantage in easily transferring real-time information, improving the process in identifying duplicate voters between counties. He stated that Orange County was the first county to go live, helping in planning, testing and setting up the process. We have also been involved in the Business Process Committee. Other counties ask how we have implemented VoteCal and have established best practices from our successes. Our county has a positive, pro-active attitude and sees advantages to data sharing and improving the voter registration database. The challenges faced with the VoteCal system include tens of thousands of messages to process, learning that different counties have different processes and dealing with the “blackout” periods. The question of security was addressed as Justin Berardino explained that VoteCal is actually more secure because the database is contained in one central location. He added that there will be a mock election on March 21 to conduct performance and stress testing of the statewide database.

Neal Kelley stated that we conducted a fee study over the past year. This will significantly decrease the fees for obtaining data in advance of the June Primary, upon Board approval. There was discussion about interfacing with VoteCal for vendors to get the voter registration information. Justin Berardino said he hadn't heard that the process has changed at this point.

Neal Kelley updated the group on SB450. He added that Deanna Kitamura worked with the stakeholder groups who then passed it to the Leadership. Several changes were negotiated including having a Vote Center for each 50,000 voters from ten days prior to four days prior to the election. The number of Vote Centers would increase to one for every 10,000 voters from three days prior to the day before the election. Neal Kelley discussed the challenges and benefits of Vote Centers, noting that Orange County would definitely like to move in this direction in 2018 if the Bill passes. The State also wants other solutions, like "pop up" voting at specific location during that same time period. Extensive outreach is an important part of this bill. Vote Centers and their impact on provisional and vote-by-mail voting were also discussed, as well as budget considerations.

### **POLLING PLACE CONSOLIDATIONS; POLLING PLACES ON (OR NEAR) COLLEGES & UNIVERSITIES**

AnnaSophia Servin reviewed polling place consolidations at UCI. She added that there would be no changes for these 7,301 voters from the November 2014 General Election for June. In total, there are five total polling places throughout the UCI campus. Most of these voters prefer to vote in person than by mail. AnnaSophia Servin mentioned we have been working with the League of Women Voters and UCI Vote and ASUCI via email and web. She added that we have plans for UCI spring events and Welcome Week.

Imelda Carrillo next discussed our study of polling place consolidations. She stated that we reviewed combined precincts that have historically been linked at one polling place in twelve cities. As a result, we now have 175 precincts that were linked historically together that are now just one precinct. This is easier on the poll workers and the voters, improving the voter experience.

Neal Kelley reviewed important dates for the upcoming June 7, 2016 Presidential Primary Election. These include: sample ballot mailing beginning on April 28; Vote-by-Mail ballot mailing beginning May 9; the close of voter registration on May 23; and the last day to apply for a Vote-by-Mail ballot on May 23. He added that same-day registration does not go into effect until the statewide database is certified which will not be until 2017. He concluded by stating that he will send out the action items, the sample ballot pages and cover, and the Poll Worker Handbook for review. He added that he will send out a date for our next meeting in September.

Suzanne Narducy made a MOTION to adjourn, which was seconded by Zeke Hernandez and APPROVED UNANIMOUSLY.

The meeting concluded at 11:40 a.m.

Respectfully submitted,

Marcia Nielsen, Secretary