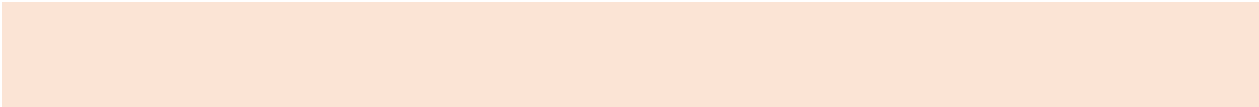# Orange County Registrar of Voters

Voter Education & Outreach Plan

"We will educate all eligible citizens about how to register to vote and how to exercise their right to vote."
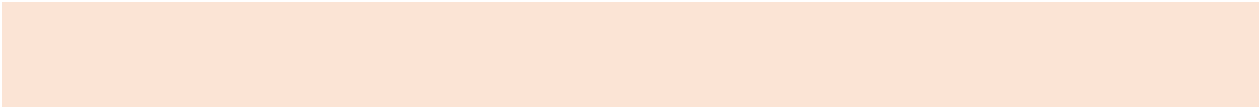
Overview

Orange County is home to 1.8 million registered voters, making it the third-largest county in California and the fifth-largest voting jurisdiction in the United States. The Orange County Registrar of Voters (OCROV) plays a crucial role in ensuring fair and transparent elections for the citizens of Orange County, managing voter registration, conducting elections, and ensuring the integrity of the election process. With each new election cycle, it is essential to ensure that every eligible voter in Orange County has the opportunity to exercise their right to vote. The Registrar of Voters strives to educate all eligible citizens in Orange County about how to register to vote and how to exercise their right to vote. This requires engaging and educating the public on the availability of voting and ensuring that everyone has access to the necessary resources to participate in the democratic process.
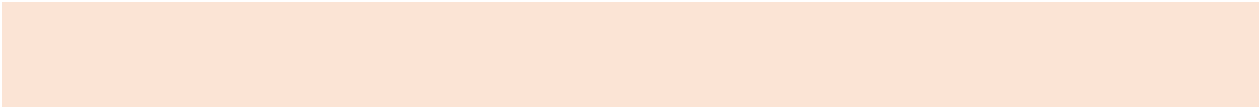
To achieve this, the Orange County Registrar of Voters has established a comprehensive Voter Education & Outreach Plan that implements and measures the success of the Voter Education and Outreach Plan (VEOP) as contained in OCROVs 2021-2025 Election Administration Plan (EAP) which was approved by the California Secretary of State's office.

The comprehensive Voter Education & Outreach Plan addresses five key goals while ensuring that timely, accurate information, from trusted sources, is available to all eligible citizens in Orange County:

1. **Reach Diverse Populations through Community Outreach Events**. We are committed to being proactive in reaching out to different communities of Orange County. As such, we will participate in events our office has historically attended and develop creative and more effective ways of communicating with voters. We aim to attend community outreach events that target diverse populations, including low-propensity voters and communities with limited access to information about voting.

2. **Increase Engagement and Participation with Newly-Eligible Voters.** We recognize the importance of engaging youth voters, as they represent the future of our democracy. To achieve this, we will develop and implement outreach strategies that target high schools, community colleges, and universities. We aim to educate young voters on the importance of civic engagement and provide them with the necessary resources to participate in the democratic process. Outreach efforts will also include new citizens.

3. **Collaborate with External Stakeholders and Community Partners.** To better serve the needs of Orange County voters, we will aim to seek public input from external stakeholders and community partners. We will collaborate with organizations that serve diverse populations to gather feedback and incorporate it into our outreach plan. We believe that public input and participation is essential to designing effective strategies for outreach that meet the needs of our voters.

4. **Reach Underserved Communities with Pop-Up Voting.** As a supplement to our regular Vote Centers, we will leverage community partnerships to provide voting access to sectors of the community that are most in need. We will take strategic approaches to identify potential locations that will ensure equal access to all voters.

5. **Conduct a Multi-Media Campaign.** Finally, we will conduct a media campaign to reach a wider audience and disseminate information that includes social media, paid advertising and earned media. Social media is a powerful tool for engaging and educating voters, and we aim to leverage social media platforms to engage with Orange County voters. Advertising will be used to help educate voters and to promote recruitment needs for Customer Service Representatives at Vote Centers.

Through these five goals, we aim to encourage voter participation while providing Orange County voters with the opportunity to exercise their right to vote. It is important to note that this plan is dynamic and can be expanded as needed.

Goal 1: Reach Diverse Populations through Community Outreach Events

Objectives
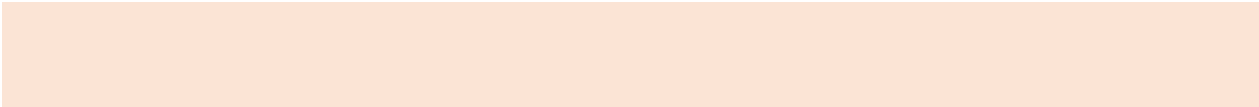
By achieving the goal, we will:

1. Effectively reach a large population and increase our visibility in the Orange County community.
2. Provide information on important dates, the voting process, election security and voting options via in-person and virtual settings.
3. Encourage the public to register to vote and cast their ballot during the voting period.
4. Engage with low-propensity voters, some of which may prefer to receive information via an in-person one-on-one setting.

Key Performance Indicators

1. Attend 20 Large Community Outreach Events per fiscal year (100+ attendees)
2. Attend 50 Small to Medium Community Outreach Events per fiscal year (99 or less attendees)

Strategies

1. Develop tailored outreach plans for each of the targeted outreach groups:

    Low-voter registration and/or low-voter participation regions

    Seniors

    Youth

    New Citizens

    Voters with Disabilities

    Languages: Voting Rights Act

    Languages: Secretary of State

2. Develop and implement metrics to evaluate the effectiveness of outreach efforts throughout the county and targeted communities.

3. Strengthen partnerships with community organizations. Work closely with community-based organizations to help in identifying event leads and event participation opportunities.
4. Proceed with the planning process in advance to secure appropriate turnaround time for the administrative and compliance review processes.

Evaluation Methods
1. Track the geographic areas and targeted audiences. Continue to develop and utilize tracking tools that include the location of each outreach event and the targeted outreach group(s).
2. Track the engagements, contacts, and interactions.
3. Track event planning checklists. Update the standardized checklist for planning and executing each outreach event. Continue to manage tracking tools to ensure progress toward completing each item on the checklist.
4. Conduct post-event debriefs to identify areas for improvement in the planning process and adjust the checklist as needed.

Goal 2: Increase Engagement and Participation among Newly-Eligible Voters

Goal Objectives

By achieving the goal, we will:

1. Promote civic education and participation on school campuses.
2. Encourage eligible youth to pre-register/register to vote.
3. Provide voter registration access to new citizens.
4. Engage in meaningful dialogue and foster an environment that cultivates lifelong voters and active citizens.
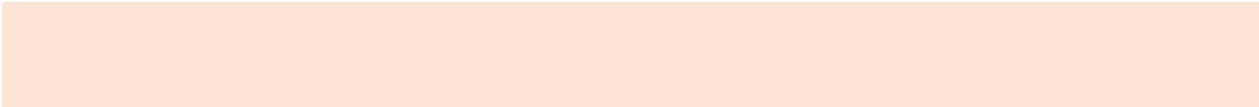
Key Performance Indicators

1. Reintroduction of High School Student Program as a Pilot.
2. Seek opportunities to provide voter education at English as a second language classes at events that target newly eligible citizens.

Strategies

1. Aim to maintain a good balance of youth voter education events throughout the County.
2. Analyze the voter turnout data among individuals between the age of 18 and 24 to determine specific areas to extend our youth voter education and outreach efforts. Identify targeted areas with low-propensity youth voters.
3. Leverage partnerships with school districts to create opportunities for district-wide initiatives on voter education and participation.
4. Partner with new citizenship events to provide access to voter registration and education.

Evaluation Methods

1. Track where youth voter education events are held to balance outreach efforts across the county.

2. Track attendance for all youth voter education events including engagements, contacts, and interactions.
3. Utilize event planning checklists. Maintain updated procedures and checklist for planning and executing youth voter education and outreach events.
4. Analyze voter and census data to identify any changes in population and voting trends.

Goal 3: Collaborate with External Stakeholders and Community Partners

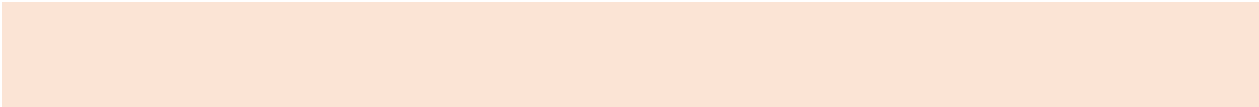**Goal Objectives**

By achieving the goal, we will:

1. Raise awareness of voter participation and civic engagement.
2. Build trust and rapport with local communities.
3. Ensure that the needs and concerns of voters are heard and documented.
4. Include a diverse sector of the community to ensure representation while providing equal opportunities for engagement in the electoral process.

Key Performance Indicators

1. Establish online training for registration drives.
2. Hold a minimum of 2 meetings with the Community Election Working Group.
3. Hold a minimum of 2 meetings with the Language Accessibility Advisory Committee.
4. Hold a minimum of 2 meetings with the Voter Accessibility Advisory Committee.

Strategies

1. Continue to facilitate regular meetings with our advisory boards, including the Community Election Working Group and its subcommittees: Voter Accessibility Advisory Committee and Language Accessibility Advisory Committee.
2. Provide community partners with voter education materials (tool kits, videos, infographics).
3. Provide training opportunities on affidavit registrations.
4. Provide the public with an opportunity to ask questions, submit feedback, and sign up for news releases and notices
5. Host an observation Open House during the first week of voting for each Statewide Election
6. Maintain a formal feedback process and tracking tool for collecting feedback from our community partners.

7. Analyze feedback and develop operational recommendations. Review and analyze the feedback received and use it to inform decision-making where possible. Provide regular updates on how the feedback is being considered.

Evaluation Methods
1. Track and analyze feedback. Monitor feedback received from community partners and identify possible improvements.
2. Assess community representation in the electoral process, by analyzing trends and demographic data.
3. Monitor community engagement. We will monitor community engagement in the election process through measures such as voter registration rates, participation in advisory board meetings, and participation in public forums.
4. Gather qualitative feedback and insights from our advisory boards about the electoral process and suggestions for improvement.

Goal 4: Reach Hard to Serve Communities with Pop-Up voting

Goal Objectives
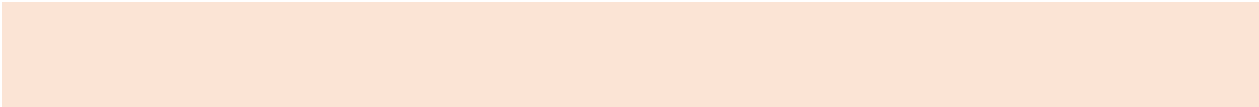
By achieving the goal, we will:

1. Create an inclusive and accessible environment that encourages eligible voters to exercise their right to vote.
2. Increase civic engagement and promote democratic participation.
3. Raise awareness about the importance of voting and civic participation.
4. Balance between meeting the needs of the community and locating pop-up locations that can drive foot-traffic.

Key Performance Indicators

1. Partner with community organizations to establish 5 pop-up voting opportunities per statewide election.
2. Leverage these partnerships to promote and market the pop-up events.

Strategies

1. Identify target communities. We will identify the communities that have historically faced barriers to voting by looking at current data.
2. Identify potential pop-up voting locations that are accessible to community members with disabilities or mobility issues. Engage with Voting Accessibility Advisory Committee members to obtain feedback from their community member needs.
3. Partner with community-based organizations. We will seek new partnerships and strengthen our existing connections with community-based organizations to host the pop-up voting at accessible locations and seek their assistance with promoting the pop-up voting opportunities.
4. Ensure accessibility. We will ensure that the pop-up voting events are accessible to community members most in need, including those with disabilities. We will

prepare accessible equipment and materials, such as large-print ballots and a wheelchair lift.

5. Provide bilingual support. We will identify additional languages that may be served during each of the pop-up voting events and aim to deploy the bilingual staff.

6. Seek assistance from our partner sites in promoting the pop-up voting opportunities.

7. Avoid holding a pop-up voting event in close proximity to a Vote Center.

Evaluation Methods

1. Track the check-ins, vote by mail drop offs and voter services provided. We will review this data to analyze trends and develop plans to continue increasing the visibility of the pop-up voting events. Identify key performance indicators for year two.

2. Conduct an accessibility assessment following SOS guidelines and checklist.

3. Conduct the language support evaluation.

Goal 5: Conduct a Multi-Media Campaign

In preparation for each Statewide Election, we will develop and conduct a media campaign to reach a wider audience and disseminate information. The media campaign will include social media, paid advertising and earned media to effectively reach and engage voters. By utilizing social media platforms such as Facebook, Twitter, and Instagram, we can effectively reach a wide audience and provide timely updates and resources for Orange County voters.

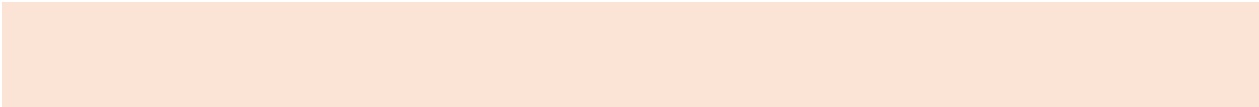**Goal Objectives**

By reaching the goal, we will:
1. Provide timely and accurate information by quickly sharing important election updates with the public.
2. Build trust and transparency by combatting mis/disinformation on voting and elections.
3. Explore opportunities for improving content accessibility.
4. Improve services by gathering feedback and identifying the needs of the public.
5. Promote events and Vote Centers by using social media as a tool to publicize information.
6. Promote Vote Center hiring opportunities via paid advertisements in English.
7. Ensure we are meeting state law requirements.

Key Performance Indicator
1. Create at least 60 social media posts for each Statewide Election.
2. Respond to social media comments and questions within a 48-hour time period.

Strategies
1. Develop hashtags for each Statewide Election.
2. Continue to develop a content calendar in advance. We will continue our practice to develop social media content and calendar in advance as we enter each Statewide Election cycle.

3. Explore and apply features available on social media. We will look at opportunities to utilize additional features on social media, including "Story" on Instagram and Facebook to maximize our ability to reach voters.
4. Develop content specifically to address misinformation/disinformation.
5. Develop a social media toolkit. We will develop a social media toolkit for each Statewide Election. The toolkit will include an infographic, videos, and sample social media graphics and examples of posts for public use and shall meet accessibility guidelines.
6. Develop videos/PSAs in all federal and State-mandated languages.
7. Develop a paid advertising campaign for each Statewide Election.
8. Develop an earned media campaign for each Statewide Election that includes a media briefing and/or tour.

Evaluation Methods
1. Track content calendar and publishing schedule.
2. Track response time for inquiries.
3. Monitor likes, comments, and shares. We will continue to keep track of the number of likes, comments, and shares our posts receive. These metrics will give us an idea of how engaged our audience is with our content.