ORANGE COUNTY REGISTRAR OF VOTERS

Voter Education & Outreach Plan

Mission Statement

"To provide election services for the citizens of Orange County to ensure equal access to the election process, protect the integrity of votes, and maintain a transparent, accurate and fair process."

Vision Statement

"To ensure excellence in the administration of elections to inspire confidence and trust in the democratic process."

"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 1.9 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.

OCROV strives to educate all eligible citizens in Orange County about how to register to vote and how to exercise their right to vote by 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 the goals of OCROV and the California Voter's Choice Act (VCA), OCROV has developed a comprehensive Voter Education & Outreach Plan (VEOP) that outlines its priorities, strategies and success indicators.

This plan includes the use of targeted funding in staffing resources, outreach materials, public service announcements (PSA), and digital platforms such as OCROV's website, and social media channels to support voter education and outreach. Additionally, OCROV may invest in other outreach strategies, such as paid advertising. Outreach materials will also be shared with community partners who, as trusted messengers, will be asked to distribute voter education to their constituents.

For more details on what OCROV has spent on voter education and outreach during past regular statewide elections conducted pursuant to the VCA refer to Appendix A of this document.

Goals

The VEOP 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**. OCROV is committed to proactively engaging with the diverse communities that make up Orange County and will continue to participate in historically attended community events while exploring innovative ways to communicate with voters. OCROV will participate in 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 among Newly Eligible Voters.** OCROV recognizes the importance of engaging youth voters, as they represent the future of our democracy. To achieve this, OCROV develops and implements outreach strategies that target high schools, community colleges, and universities. OCROV aims to educate young voters on the importance of civic engagement by providing them with the necessary resources to participate in the democratic process. Outreach efforts will also target new citizens.

3. **Collaborate with External Stakeholders and Community Partners.** To better serve the needs of Orange County voters, OCROV will seek public input and assistance from external stakeholders and community partners. OCROV will also collaborate with organizations that serve diverse populations to gather feedback and help inform its outreach planning. Public input and participation are essential and will continue to be used by OCROV to design effective outreach strategies that meet the needs of voters. Community partners will also be asked to serve as trusted messengers to educate their constituents about voter registration and voting in elections.

4. **Reach Underserved Communities with Pop-Up Voting.** As a supplement to regular Vote Centers, OCROV will leverage community partnerships to provide voting access to sectors of the community that have one or more barriers to voting in a Vote Center. OCROV will take a strategic approach to identifying potential voting locations to help ensure equal access for all voters.

5. **Conduct a Multi-Media Campaign.** OCROV will conduct a media campaign to reach a wider audience. This campaign will include the use of some or all of the following methods each election: direct voter communications, social media, paid

advertising, earned media, and the website. Targeted advertising may also be used to promote recruitment needs for Customer Service Representatives at Vote Centers.

Through these five goals, OCROV aims to ensure Orange County voters know how to exercise their right to vote. It is important to note that this plan is dynamic and can be expanded or reduced as needed.

Goal 1: Reach Diverse Populations through Community Outreach Events

Goal Objectives

By achieving the goal, OCROV will:

1. Effectively reach a large population and increase its visibility in the community.
2. Encourage the public to register to vote.
3. Provide information on important dates, the voting process, election security and voting options via in-person and virtual settings.
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 approaches for each of the targeted groups:

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

    Seniors

    Youth

    New Citizens

    College Students

    Voters with Disabilities

    Languages: Federally Required (Voting Rights Act Section 203)

    Languages: State Required (Election Code Section 14201)

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 engagements, contacts, and interactions.
3. Maintain event planning checklists. Update the standardized checklist for planning and executing outreach events. 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, OCROV 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. Engage high school, community college, and university students through various outreach initiatives.

2. Seek opportunities to provide voter education at English as a second language classes and 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, community colleges and universities to create opportunities for 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 and new citizenship 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, OCROV 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. Hold a minimum of two meetings a year with the Community Election Working Group.

2. Hold a minimum of two meetings a year with the Language Accessibility Advisory Committee.

3. Hold a minimum of two meetings a year with the Voter Accessibility Advisory Committee.

4. Distribute a Communications Tool Kit to community partners by E-50 for each regular statewide election.

Strategies

1. Continue to facilitate regular meetings with advisory boards to share and gather input about voting under the VCA model. OCROV advisory boards include the Community Election Working Group, which serves as OCROV's Voter Education and Outreach Advisory Committee, and its subcommittees: Voter Accessibility Advisory Committee and Language Accessibility Advisory Committee.

2. Provide community partners with voter education materials such as tool kits, videos, and infographics that include information about voting under the VCA model so that they can, as trusted messengers, share the information with their constituents.

3. Provide online training for registration drives.

4. Provide the public with an opportunity to ask questions, submit feedback, and sign up for news releases, notices and newsletters.

5. Host an observation Open House close to the day ballots are mailed for each statewide election.

6. Maintain a formal process and tracking tool for collecting feedback from 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 received from community partners and identify possible improvements to educational messages and outreach strategies.

2. Assess community representation in the electoral process, by analyzing trends and demographic data.

3. Monitor community engagement in the election process through measures such as voter registration rates, participation in advisory board meetings, and participation in public forums.

Goal 4: Reach Underserved Communities with Pop-Up Voting

Goal Objectives

By achieving the goal, OCROV will:

1. Create an inclusive and accessible environment that encourages eligible voters with one or more barriers to getting to a Vote Center to exercise their right to vote.

2. Increase civic engagement and promote democratic participation by raising awareness about the importance of voting.

3. 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 at least five pop-up voting opportunities per regular statewide election.

2. Leverage these partnerships to promote and market the pop-up events.

Strategies

1. Identify target communities that have historically faced barriers to voting by looking at current data.

2. Identify and locate 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. OCROV will seek new partnerships and strengthen 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. OCROV will ensure that the pop-up voting events are accessible to community members most in need, including those with disabilities.

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

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

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

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

8. On Election Day, the mobile voting unit will be staged exclusively for emergency response to a disruption to voting at a Vote Center.

Evaluation Methods

1. Track the check-ins, Vote-By-Mail ballot drop offs and voter services provided. OCROV will review this data to analyze trends and develop plans to continue improving the visibility of the pop-up voting events.

2. Conduct an accessibility assessment following California Secretary of State guidelines and checklist.

3. Conduct the language support evaluation.

Goal 5: Conduct a Multi-Media Campaign

In preparation for each regular statewide election, OCROV will develop and conduct a media campaign to reach a wider audience which will include disseminating information about the toll-free voter assistance hotline and upcoming elections. The media campaign will leverage the use of direct voter communications, social media, paid advertising, earned media and OCROV's website to effectively reach and engage voters.

The multi-media campaign will include targeted voter education messaging to English and language media outlets provided in an accessible format, ensuring information is accessible to all voters. By utilizing its website and social media channels such as Facebook, X, and Instagram, OCROV can effectively reach a wide audience to provide voters with timely election updates and information about language and accessibility services.

In addition, OCROV continues to inform voters of upcoming elections by sending two direct voter contacts by mailing postcards to voters without email addresses and emailing the rest. Under the VCA, counties may reduce this to one contact after six statewide elections—but only for voters registered in the county for all six elections. OCROV qualifies for this option and will assess whether reducing to one contact is cost-effective. If adopted, half of the savings will support outreach to historically underrepresented voters.

When mailing, OCROV will meet the minimum requirement of one piece per address, surname, and language, but may choose to send individual mailers to each voter.

During special elections, OCROV will at least meet the minimum VCA voter education and outreach requirements, including those for direct voter contacts, county voter information guides and OCROV's website.

Goal Objectives

By reaching the goal, OCROV will:

1. Provide timely and accurate information by quickly sharing important election updates with the public. Through the use of multi-lingual PSAs and direct voter contacts, OCROV will ensure voters are familiar with the toll-free voter assistance hotline and upcoming elections.

2. Build trust and transparency by combatting misinformation/disinformation on voting and elections.

3. Explore opportunities for improving content accessibility. This includes ensuring the website considers language and accessibility needs.

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 email, social media and/or paid advertisements in English.

7. Ensure it is meeting state law requirements.

8. Promote language and accessibility services by developing multilingual videos, social media posts and outreach materials.

Key Performance Indicator

1. Create at least 60 social media posts for each regular statewide election.

2. Respond to social media comments and questions within two business days at least 90 percent of the time.

3. Send out one to two direct contacts to voters during each election.

Strategies

1. Develop hashtags for each statewide election.

2. Continue to develop a social media content calendar in advance of each regular statewide election.

3. Explore and apply features available on social media to maximize its ability to reach voters.

4. Develop content specifically to address misinformation/disinformation.

5. Develop a communications tool kit for each regular statewide election. The tool kit will include infographics, videos, and sample social media graphics and examples of social media posts and newsletter articles for public use and shall meet accessibility guidelines.

6. Develop at least one PSA in all federal and state required languages that includes information about upcoming elections and the toll-free voter assistance hotline. The PSA will be developed for use by English and language print and audio media for all elections. OCROV may also create a video PSA for regular statewide elections for television media and social media use.

7. Develop a paid advertising campaign for each regular statewide election.

8. Develop an earned media campaign for each regular statewide election that includes a media briefing and/or tour.

9. Maintain website content that is current and accessible. This includes ensuring the availability of relevant election information, how to request an accessible Vote-By-Mail ballot, and other voter services.

10. Develop videos and print materials promoting language and accessibility services available during the voting period.

Evaluation Methods

1. Track content calendar and publishing schedule.

2. Track response time for inquiries.

3. Monitor likes, comments, impressions and shares. OCROV will continue to keep track of the number of likes, comments, and shares posts receive. These metrics will provide insight into whether content is resonating well with targeted audiences.

Appendix A

Budget for Voter Outreach
§4005(a)(10)(I)(i)(VII)

The table below shows what OCROV has spent on voter education and outreach during regular statewide elections conducted pursuant to the VCA.

The actual expenditures included in the table do not reflect total labor costs for outreach operations as OCROV did not categorize labor uniquely in all instances. Going forward OCROV will work to better capture full labor costs for outreach.

OCROV is committed to providing a similar level of voter education and outreach activities in future regular statewide elections while ensuring an efficient use of taxpayer funds. When OCROV's total annual budget is reduced or otherwise constrained, OCROV may put more emphasis on free or low-cost outreach methods and reduce use of outreach methods that carry a substantial cost.

Voter Education and Outreach Funding History and Comparison

Items/Activities	Primary 2022 Actual	General 2022 Actual	Primary 2024 Actual	General 2024 Actual	Primary 2026 Budget
Legal Notices	$11,861	$10,773	$5,362	$33,346	$11,300
Voter Outreach Events	$17,897	$11,859	$13,943	$11,836	$10,000
Misc. Outreach Operations	$2,318	$38,669	$31,443	$58,287	$45,000
Advertising	$0	$182,361	$223,287	$174,629	$175,000
Two Direct Voter Contacts	$519,106	$585,040	$612,123	$604,159	$608,000
County Voter Information Guides	$1,874,383	$2,030,401	$2,065,308	$1,975,178	$2,020,000
Total	$2,425,565	$2,859,103	$2,951,466	$2,857,435	$2,869,300