Registrar of Voters

Orange County Registrar of Voters

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Orange County Overview

1. **1.6 million registered voters**

2. **5th largest voting jurisdiction**

3. **49 full-time staff**

4. **Hundreds of election aides**

5. **Thousands of volunteers**

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Voter Expectations

- ✓ **Limited interaction with the Department**

- ✓ **Little time to make an impression**

- ✓ **Expectation of high level of service, transparency, consistency**

- ✓ **Community outreach goal: increase voter interactions/contacts/impressions**

- ✓ **Increase opportunities to leave a positive impression**

Long-Term Outreach Goals

- ✓ **Act as a resource to voters beyond the election cycle**

- ✓ **Become a part of the public's consciousness**

- ✓ **Provide information, resources, and opportunities in multiple formats**

- ✓ **Communication and access to information should be intuitive and easy**
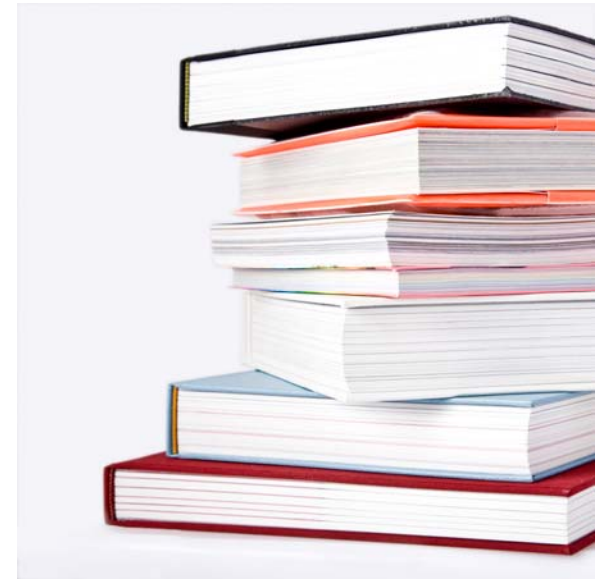
Layers of Communication

- ✓ **Two primary mediums: Online and Community Outreach**

- ✓ **Public expects information in a variety of formats**

- ✓ **Maximize our use of technology as a response to the public's changing communication methods**

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Online Efforts: Social Networking & Website Expansion

- ✓ **Online efforts include the expansion of the ocvote.com website and the use of social networking**

- ✓ **Act as a resource for voters, a clearinghouse of information**

- ✓ **Enhance transparency of Orange County's elections**

- ✓ **A leader in the elections community**

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Increased Transparency

✓ **360 degree virtual tour of the Registrar of Voters office**

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Convenient Access to Information

- ✓ **Live streaming video of Election Night operations and vote-by-mail ballot operations**

- ✓ **Election results updated every 30 minutes on Election Night**

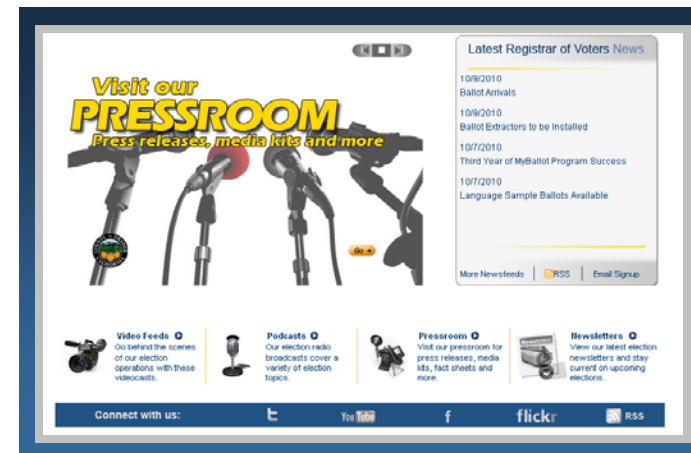- ✓ **"Elections on the Go" mobile application**

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Stay Connected Web Page

- ✓ **Pressroom with media contacts, press kits, department fact sheets, images for the media, press releases, department profile**

- ✓ **Newsletters (712 subscribers)**

- ✓ **Newsfeeds (640 subscribers)**

- ✓ **Social networking links**

- ✓ **Video blogs**

- ✓ **Podcasts**

Comprehensive Resources

"How-To" Handbooks:

- **Countywide Initiative Process**
- **Submitting Ballot Arguments and Rebuttal Arguments for Countywide Measures**
- **Recall Petitions**
- **Election Observers**
- **Bilingual Poll Workers**

Election Webinars

- ✓ **Designed to provide detailed information on topics of interest**

- ✓ **300 people signed up so far**

- ✓ **Election Billing, Community Outreach, 2010 Election Legislation, Ballot Security, Supply Distribution**

- ✓ **Poll worker topics:**

  - • **Chain of Custody Documents**
  - • **Election Day Morning**
  - • **Provisional Ballots How-To**
  - • **ABCs of Being a Poll Worker**
  - • **Early Set-Up**
  - • **Closing the Polls**

Explore Election Webinars!

Our FREE election webinars cover a variety of topics. Sign up today!

Register or learn more ▶

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Personalized Election Information

- ✓ **Voter registration lookup**

- ✓ **Vote-by-mail ballot tracking**

- ✓ **Provisional ballot status lookup**

- ✓ **Elected official and district mapping system**

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Online Community Engagement

- ✓ **Enhanced marketing efforts**
- ✓ **Customized volunteer sign-up pages**
- ✓ **Souvenir event photographs**
- ✓ **Outreach events calendar**
- ✓ **Election Events LIVE**

Thank You for VOLUNTEERING! Ready to be happy?

Volunteer now →

Military and Overseas Voter Portal

- ✓ **Provides easy access to personalized election information**
- ✓ **Ability to print ballot and return envelope image or receive ballot electronically**
- ✓ **Voter registration lookup**
- ✓ **Email security and privacy**
- ✓ **Federal and state laws**

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Social Networking

- ✓ **Response to changing communication and technology**

- ✓ **Increased connection with the public**

- ✓ **Immediate and convenient access**

- ✓ **Enhanced transparency**

- ✓ **Positive response to efforts**

- ✓ **Awards Won: PR News Nonprofit Awards Finalist, NaCO Achievement Award**

- ✓ **Facebook, Twitter, YouTube, Flickr, RSS**

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Facebook

- ✓ **Launched Summer 2008**

- ✓ **1,600+ friends**

- ✓ **1,200+ notes, photo albums, videos, links, status updates**

- ✓ **Daily monitoring and updates**

- ✓ **Contacts from outreach events "friended"**

- ✓ **Consistent quality and messaging between Facebook and ocvote.com**

- ✓ **Positive response from the public and stakeholders**

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Facebook Friend Comments

"Thanks for the hard work of you and your team!"

"Been following your preparations and I'm looking forward to voting tomorrow knowing it will go over very smoothly."

"Thanks for informing us on all the procedures, regulations, and preparations for elections. A thankless job at times, I imagine. So, thank you!"

"Great job again, Neal! Whether we like the results or not, we can depend on you and your team to provide them to us quickly and in a format we can actually understand. Congrats to you and the team for another job well done."

"Neal, the elections run so efficiently with all the positive changes you have implemented. You have a great office and staff."

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Twitter

- ✓ **Primarily used leading up to and on Election Day**
- ✓ **540 followers, 277 tweets**
- ✓ **Live updates from the field on Election Day:**

"We had just under 500 calls today from voters. The most common question? Can I get a vote-by-mail ballot."

"We processed 1,100 voting booths today. We're at 2,900 total (5,500 to go)."

"Here we go - Election Day in AD72. Field supervisors to go through roll call via radio in 15 min."

"Pest control just showed up in Placentia and removed the entire swarm and hive. The attack of the killer bees at the poll site."

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YouTube

- ✓ **20,000+ views**

- ✓ **100+ videos**

- ✓ **Video blogs on election preparation processes, new programs, election updates, etc.**

- ✓ **Poll worker training videos: issuing provisional ballots, voting equipment set-up, chain of custody, closing the polls, etc.**

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Community Outreach & Engagement

- ✓ **Dramatically increased the number and variety of outreach events attended**

- ✓ **Refined communication strategies and training**

- ✓ **Intern program to supplement staff efforts**

- ✓ **Focus on increasing high school and college poll workers**

- ✓ **Street Team & new marketing efforts**

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Sample of Community Events Attended

- ✓ **Irvine Youth Job Fair**
- ✓ **Dana Point Boat Show**
- ✓ **Orange County Fair**
- ✓ **US Open of Surfing**
- ✓ **LiveNation Concerts**
- ✓ **Komen Race for the Cure**
- ✓ **"Cast the Vote" at Disneyland**
- ✓ **Fountain Valley Easter Egg Hunt**
- ✓ **Street Team at Newport Beach Pier**
- ✓ **Huntington Beach Youth Government Day**

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Sample of Community Events Attended

- ✓ **MLB All-Star Game**
- ✓ **Great Park Anniversary**
- ✓ **Cinco de Mayo Festival**
- ✓ **Irvine Global Village**
- ✓ **Orange International Street Fair**
- ✓ **San Clemente Fiesta Street Festival**
- ✓ **Friendly Center Health & Resource Fair**
- ✓ **A Celebration of Service: Veterans Event**
- ✓ **Asian Pacific Community Health & Resource Fair**

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Community Outreach Success

Since March 2010:

- ✓ **60+ events attended**
- ✓ **63,000 impressions**
- ✓ **8,700 contacts**
- ✓ **1,400 poll worker leads**
- ✓ **1,000 voter registration forms collected**

Media Response

- ✓ **Media response to enhanced communication and outreach efforts**

- ✓ **Increased coverage: local, regional, statewide, national, and international**

  - • **Corporate Sponsor coverage: 16 news stories**
  - • **Drive-Thru Voting coverage: 33 news stories**

- ✓ **Access to a wealth of information on ocvote.com**

- ✓ **Increased accessibility, transparency, openness**
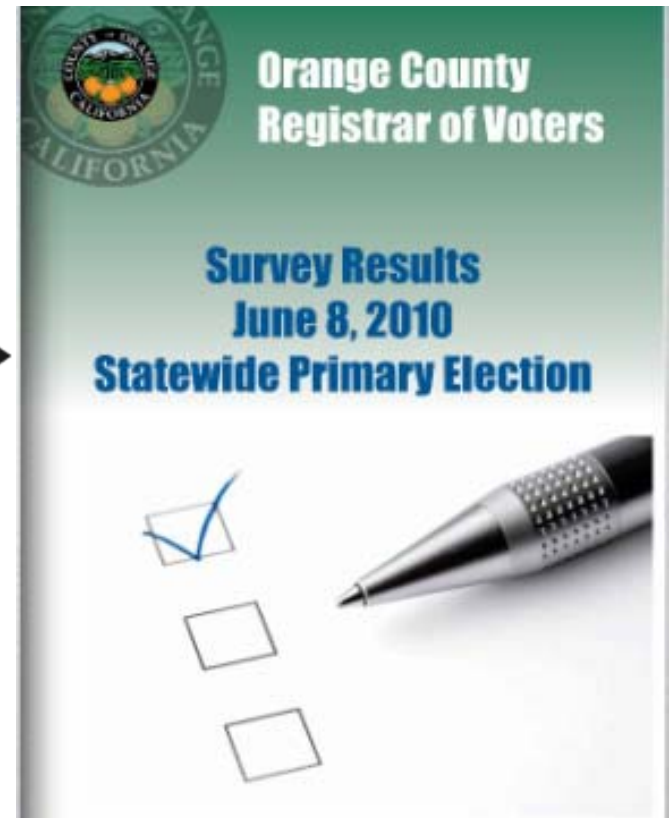
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Voter Response

✓ **Increased website traffic (90,000 visits prior to June election)**

✓ **Utilization of website features:**

- **Increase in newsletter and newsfeed subscriptions (1,350 + subscribers)**
- **Thousands of YouTube video views (20,000+)**
- **Webinars gaining in popularity (300 RSVPs)**

✓ **Positive comments received through social networking websites**

✓ **Facebook friends added daily (1,600+)**

✓ **Interaction and conversations with voters on an on-going basis**

✓ **Developing and maintaining relationships**

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Future Plans

- ✓ **Efforts evaluated each election cycle**

- ✓ **Improvements where needed**

- ✓ **Extensive surveying of stakeholders**

- ✓ **Results help guide the direction of the Department**

- ✓ **Continually striving to provide exceptional service to the public**

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Survey Results
June 8, 2010
Statewide Primary Election

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Questions?

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