Detailed Outline
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EAC Hearing Testimony

Intro into Orange County Elections

- With 1.6 million registered voters, Orange County is the 5th largest voting jurisdiction in the country.

- With this comes the responsibility of providing exceptional service to all voters before, during, and after Election Day.

- Voters generally interact with our office only during an election cycle and it typically brief (at a polling place, over the phone).

- This interaction, whether at a polling place, the office, or over the phone, must be seamless. This limited interaction requires that the brief time we have with the public is positive in every regard.

Why Orange County Embarked on Comprehensive Outreach Efforts

- Our goal is to act as a resource for voters beyond an election cycle.

- Our communication and outreach efforts were expanded in an effort to become a part of the voter's daily life.

- We strive to provide valuable information to the public in a multitude of formats. Voters should intuitively know where and how to obtain the information they need to be an informed and engaged voter.

Layers of Communication in Orange County Elections

1. Online

- Our efforts to reach voters have focused on providing information in a variety of accessible formats, recognizing that not all people obtain and share information in the same way.

- This includes maximizing our use of technology in communication, while maintaining more traditional methods of obtaining information.

- Our website and social networking expansion is an on-going effort.

- The goals of the ocvote.com website and our social networking efforts are:

     1. To be a clearinghouse of election information and data for voters and the general public; and

2. To enhance the transparency of the department and of Orange County's elections.

- Examples of our online efforts to increase transparency and provide information to the public include:
    - o A 360 degree virtual tour of our office.
    - o Live streaming of election night operations.
    - o A "Stay Connected" page featuring a pressroom, videoblogs, podcasts, newsfeeds, newsletters, and links to our various social media web pages.
    - o 30-minute election night updates of election results.
    - o The development of our "Elections on the Go" mobile application for smart phones.
    - o A series of "How-To" handbooks on topics such as Observer Rights, the Initiative Process, and Bilingual Poll Workers.
    - o Vote-by-mail ballot tracking.
    - o Voter registration look-up.
    - o Elected official and district mapping system.
    - o A Military and Overseas Voter portal.
    - o Webinars on various election topics designed to provide information to the public and poll workers.
    - o Provisional ballot status lookup.
    - o Live streaming video of vote-by-mail ballot operations.
    - o Outreach events calendar.
    - o Online souvenir event photos.
    - o A regularly updated Facebook profile with over 1,600 friends, a Twitter account, Flickr photo sharing web page, and a YouTube channel featuring how-to poll worker videos and updates on election operations and planning.

2. Community Outreach & Engagement

- We have dramatically expanded our community outreach efforts this year.
- In addition to increasing the number of events we participate in, we have altered our strategy of communicating with the public, using proven techniques to reach out to voters on voter registration and poll worker opportunities.

- The establishment of a college internship program has allowed us to accomplish our outreach goals at no cost to the department while having the effect of reaching a younger generation of voters and poll workers.
- Strategies include the use of a Street Team to reach the public at the places they hang out, improved communication training, and new marketing materials and giveaway.

Media Response

- The media has been responsive to our efforts to communicate with the public and to enhance our operations.
- Increased media coverage on the local, regional, statewide, national, and international levels has shared our efforts with people around the world.
- The media has access to a wealth of information on our website, and we have established a reputation with the media as being open, accessible, and transparent.

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Voter Response

- We have seen a tremendous response to our efforts.
- Website traffic has increased steadily with each addition and enhancement.
- Voters are utilizing the website features; newsletter and newsfeed subscriptions continue to rise, voters met at outreach events are signing up to be poll workers on the website, poll workers are viewing the how-to videos by the hundreds, webinars have become a popular way for poll workers and the public to obtain information.
- Our social networking followers and friends continue to grow daily.
- Positive comments received on these sites reinforce that our efforts are worthwhile to the public.
- Through these venues we are able to connect with voters on a daily basis, rather than only during an election cycle. Developing and maintaining these relationships is integral to achieving our goals.

Future Plans

- With each election cycle we evaluate our efforts and make improvements where needed. We collect extensive survey data from our stakeholders which allows us to access the level of service provided to the public, and make adjustments where needed.

- We are continually striving to improve our service to the public through improved efficiencies and more effective service delivery.