



# Engaging the Electorate

## Insuring Integrity and Democracy



**LOS ANGELES COUNTY**  
**REGISTRAR-RECORDER/COUNTY CLERK**

# Is it our role?

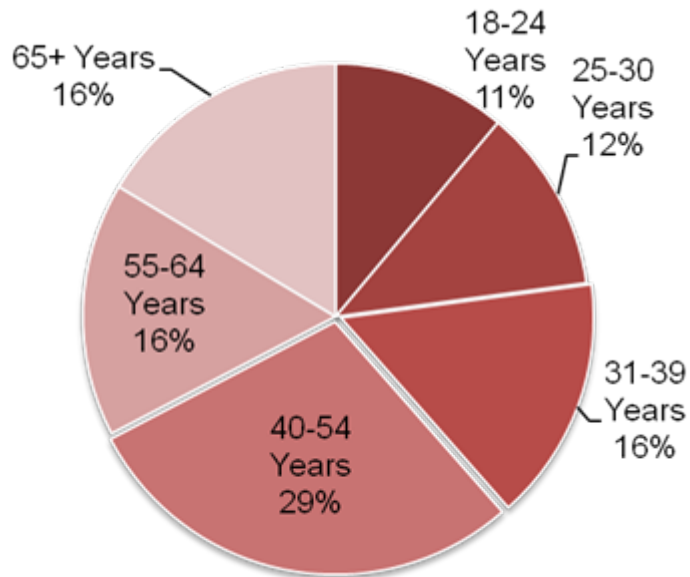
- Greater voter participation increases the integrity of elections and strengthens democratic process
- Voters need an official source of information about the process
- Elections are a community service not an impersonal process



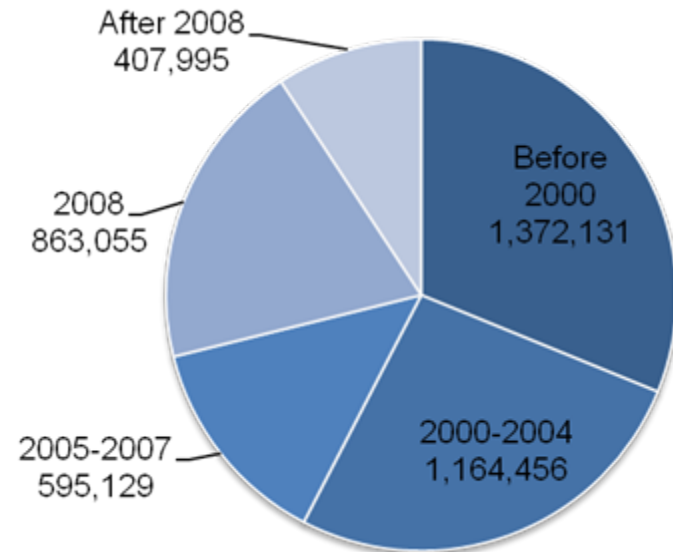
# Need for Sustained Outreach

*The Electorate in Los Angeles County is constantly changing with a flux of young and newly registered...*

### Voters by Age Group



### Voters by Period of Registration



# Core Outreach Rationale

- Make elections more accessible and be responsive to community needs
- Elections are a collaborative process—get everyone involved
- Government is not the best messengers
- Communication is changing so should you



# Outreach Focus Areas

- Year round stake holder engagement
- Voter Registration
- Voting Systems Education
- Earned Media
- E-Outreach
- Voter Protection
- Special Projects



# Stakeholder Engagement

## **Community Voter Outreach Committee (CVOC)**

*Provide citizens greater participation/information regarding election preparations and critique*

- Standing committee of more than 100 community stakeholder groups
- Stay tuned in to community needs
- Citizen voice in the election preparations process
- Get information out through community networks



# Voter Registration

## New Citizen Voter Registration

*Partnership with USCIS and Federal Courts to conduct assist new citizens with voter registration during naturalization ceremonies...*

- Up to 10,000 new citizens per ceremony
- Multilingual outreach staff  
(*English, Spanish, Chinese, Korean*)



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# Earned Media

- Establish ongoing communications to provide information that can help news organizations shape programming
- Proactively prepare media products (e.g. short radio psa's)
- Set up meetings with news staff

## CASE STUDY

### Univision KMEX

- Meeting with news director
- Briefing on Election timeline and voter information
- Materials distribution
- Media availability





# e-Outreach

## Social Networks

*Establish a presence to conduct outreach in new social network sphere.*

- Facebook
- Twitter
- You Tube

## Email Blasts

*Deliver election information and services directly to voters via email*

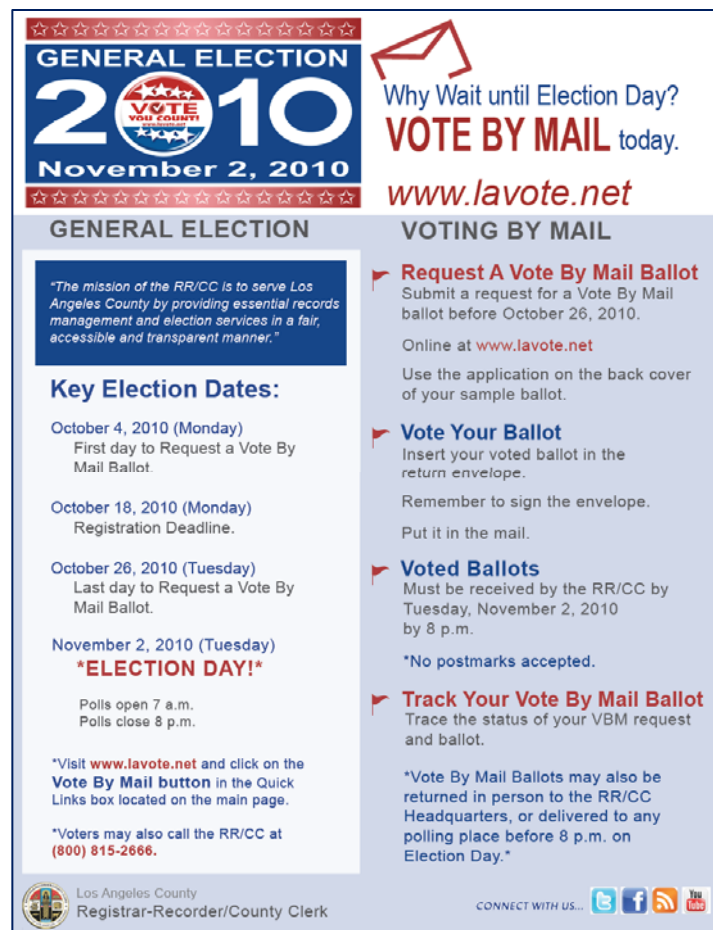
- Utilize emails provided by voters on voter registration form
- Coordinate three email messages
- Provide direct links to online services



# Email Blast (Sample)

## Vote By Mail

- Universe of 500,000+
- Non-Permanent VBM Voters
- Provides information and links about voting by mail this election



GENERAL ELECTION  
**2010**  
November 2, 2010

Why Wait until Election Day?  
**VOTE BY MAIL** today.  
[www.lavote.net](http://www.lavote.net)

GENERAL ELECTION VOTING BY MAIL

*"The mission of the RR/CC is to serve Los Angeles County by providing essential records management and election services in a fair, accessible and transparent manner."*

**Key Election Dates:**

- October 4, 2010 (Monday)  
First day to Request a Vote By Mail Ballot.
- October 18, 2010 (Monday)  
Registration Deadline.
- October 26, 2010 (Tuesday)  
Last day to Request a Vote By Mail Ballot.
- November 2, 2010 (Tuesday)  
**\*ELECTION DAY!\***  
Polls open 7 a.m.  
Polls close 8 p.m.

\*Visit [www.lavote.net](http://www.lavote.net) and click on the **Vote By Mail** button in the Quick Links box located on the main page.

\*Voters may also call the RR/CC at (800) 815-2666.




**Request A Vote By Mail Ballot**  
Submit a request for a Vote By Mail ballot before October 26, 2010.  
Online at [www.lavote.net](http://www.lavote.net)  
Use the application on the back cover of your sample ballot.

**Vote Your Ballot**  
Insert your voted ballot in the return envelope.  
Remember to sign the envelope.  
Put it in the mail.

**Voted Ballots**  
Must be received by the RR/CC by Tuesday, November 2, 2010 by 8 p.m.  
**\*No postmarks accepted.**

**Track Your Vote By Mail Ballot**  
Trace the status of your VBM request and ballot.  
**\*Vote By Mail Ballots may also be returned in person to the RR/CC Headquarters, or delivered to any polling place before 8 p.m. on Election Day.\***

Los Angeles County  
Registrar-Recorder/County Clerk

CONNECT WITH US...    





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