



Orange County Registrar of Voters

**COMMUNITY ELECTION WORKING GROUP
MARCH 13, 2014
SANTA ANA, CALIFORNIA**

Chairman Eugene Lee called the meeting to order at 9:40 a.m.

Present:

Karen Hamman, City Clerk, City of Mission Viejo
CEW Vice-Chair, Linda Andal, City Clerk, City of Anaheim
Lucinda Williams, City Clerk, City of Fullerton
CEW Chair, Eugene Lee, Asian Americans Advancing Justice, Los Angeles
Judy Barnes, Senior Community Representative
Anna Jimenez Plank, Poll Worker Representative
Suzanne Narducy, Poll Worker Representative
Wanda Shaffer, Representative, League of Women Voters of OC
Michael Maxsenti, Independent Voters
Steven Spillman, Chairman, Mission Viejo Planning and Transportation Commission
Ben Hamatake, Community Outreach Manager, Registrar of Voters
Imelda Carrillo, Election Services Manager, Registrar of Voters
Brandy Miller, Community Engagement Manager, Registrar of Voters
CEW Secretary, Marcia Nielsen, Candidate and Voter Services Lead, Registrar of
Voters
Neal Kelley, Registrar of Voters

**WELCOME AND APPROVAL OF OCTOBER 10, 2013 CEW MEETING MINUTES /
ELECTION OF CHAIR AND VICE CHAIR / OTHER HOUSEKEEPING / CHAIRMAN
EUGENE LEE**

Chairman Eugene Lee welcomed the group, followed by self-introductions. He called for review and approval of the minutes from our October 10, 2013 meeting. Judy Barnes made a MOTION to approve the minutes. The MOTION was seconded by Wanda Shaffer and APPROVED UNANIMOUSLY.

Chairman Eugene Lee welcomed Michael Maxsenti as a new member of the CEW group. Suzanne Narducy made a MOTION to approve his membership; the MOTION was seconded by Linda Andal and APPROVED UNANIMOUSLY. Michael Maxsenti works with Southern California Registrar of Voters' offices and other organizations as an independent voice, educating voters on the open two-tier primary system and how it impacts independent voters.

Chairman Eugene Lee called for the nomination of a new Chair and Vice-Chair. The term of office for both positions is one year; however, both Chairman Eugene Lee and

Vice-Chair Linda Andal have served for several years. They both expressed appreciation for this opportunity but want others to have the chance to serve in leadership roles. Neal Kelley defined the duties of chairman and explained that the chairman helps lead the meetings and provides advice. Neal Kelley thanked both Chairman Eugene Lee and Vice-Chair Linda Andal for their service. Chairman Eugene Lee stated that nominations can be made by the floor. Judy Barnes recommended Zeke Hernandez; but since he was not present, nominations for both offices were tabled to the end of the meeting.

Neal Kelley stated that he spoke with existing CEW members to determine if they wanted to continue service. Eddie Marquez, Eugene Lee, Linda Andal, Lucinda Williams, Steven Spillman, Suzanne Narducy, Judy Barnes, Wanda Shaffer and Lyle Brakob stated that they would like to have their terms extended. Neal Kelley received no response from Richard Ybarra, Mary Anne Foo, Andy Arias, and Hillary Sklar (on extended leave). We will recruit to fill these vacancies.

Neal Kelley updated the group on the upcoming election. Candidate filing ended yesterday, with seven contests were extended. Neal Kelley detailed the 47 items on the ballot including State Constitutional contests (Governor, Lieutenant Governor, Secretary of State, Treasurer, Attorney General, Board of Equalization 4th District (extended) and Superintendent of Public Instruction); Congressional contests (39, 45 (extended), 46, 47, 48, 49 CDs); State Senate contests (32, 34, 36 SDs – all extended); State Assembly contests (55, 65,68, 69, 73, 74 (extended)) ADs; Judge of the Superior Court (Nos. 14, 20, 27, 35); School contests (Superintendent of Schools, Board of Education 2, 5, Irvine Unified School District, Short Term seat); County contests (Supervisor 2, 4, 5, Assessor, Auditor-Controller (extended), Clerk-Recorder, District Attorney-Public Administrator, Sheriff-Coroner, Treasurer Tax Collector). There are also five local measures (Measures A, B, C, D and E) and two statewide propositions (Proposition 41 and 42). Based on the California Voting Rights Act and data provided by the Secretary of State, we will be providing election materials in four additional languages in targeted precincts: Japanese (34), Tagalog (84), Khmer (2) and Hindi (2). Neal Kelley will forward a memo providing this information to the group.

VOTING SYSTEM ANALYSIS REPORT; DISCUSSION; RECOMMENDATIONS

Neal Kelley stated that our office has formed a New Voting System Working Group to evaluate the end of life for our current voting system. He indicated that we will be generating a report after extensive research and evaluation. The group will make recommendations at the conclusion of this study.

OVERVIEW OF PLAIN LANGUAGE VOTER INSTRUCTIONS; PLAIN LANGUAGE FOR 2014 SAMPLE BALLOT; VOTE-BY-MAIL; TRANSLATION OF PLAIN LANGUAGE

Kristin Reed stated that we have partnered with Transcend Translations to redesign the non-mandatory pages of the Sample Ballot Pamphlet and Vote-by-Mail instructions to an 8-10th grade reading level. This will include more white space, concise headlines, less complex text, the active voice, and more images and words. The templates will be used for the all elections and should potentially save money. She demonstrated this for the group. Neal Kelley stated that advocacy groups would like to have bill text translated into plain language, but doesn't feel that this will be done in the near future. He also

discussed the mandated pages of the Sample Ballot Pamphlet. Steven Spillman recommended duplicating the legal verbiage on the mandatory pages, and then duplicating them in plain language. Neal Kelley noted that this would be an additional printing cost to jurisdictions in the Sample Ballot Pamphlets, but thinks it is a good suggestion for our website.

INDEPENDENT (NO PARTY PREFERENCE) VOTER OUTREACH; PLANS FOR SAMPLE BALLOT AND WEB MATERIALS

Neal Kelley discussed the fastest growing category of the electorate - independent voters - which now constitute 38% to 42% of voters. He explained how Proposition 14 changed party-driven primary elections to an independent process. The top two vote-getters for voter-nominated contests, regardless of party affiliation or lack of party affiliation, will advance to the General Election. In nonpartisan contests, if a candidate receives a simple majority, he/she is elected. If not, the top two vote-getters in nonpartisan contests will go to a run-off in the General Election.

Neal Kelley stated that this is the first Open Primary since 2002, as there are no partisan contests on the ballot. He added that we are educating poll workers in training, providing information to voters in videos, press releases, and explaining this in the letter and body of the Sample Ballot Pamphlet. He noted that poll workers will continue to provide voters party ballots because the Statement of Votes must provide results by party. Neal Kelley led a discussion on the location of this information in the Sample Ballot Pamphlet, indicating that the educational material on independent voters will be front loaded, but cannot be placed on the front cover due to legal and language requirements. He added that SB6 clarified that there will be an endorsement page for the parties and that a candidate's ten-year party history is on our website. Once the filler pages are translated, they will be provided to the group before they are sent out.

NON-CITIZEN POLL WORKER PLANS (IN ACCORDANCE WITH AB817)

Ben Hamatake led a discussion on AB817 that was signed into law in 2013 and became effective in January 2014. We participated in data gathering for this bill that allows nonvoters to serve as precinct board members. This bill was sponsored by Asian Americans Advancing Justice and National Association of Latino Elected and Appointed Officials to "promote civic engagement among residents of the state" and will encourage nonvoters to participate in the electoral process. This will also increase our resources for bilingual recruitment and will be similar to our student poll worker program. Nonvoters are still not permitted to serve as Inspectors or tally votes.

Ben Hamatake stated that we are working with our vendor to create a field to capture the USCIS number, which is verifiable information, much like the unique identification number of voters in our database. There was a discussion about how nonvoters will be recruited and trained. Ben Hamatake reviewed the differences in training for Clerks and Inspectors and discussed the federal mandates of bilingual poll workers. A discussion regarding electioneering and influencing voters at the polling place followed. It was noted that voters receiving assistance at a polling place is documented.

2014 COMMUNITY ENGAGEMENT PLAN; OVERVIEW; METRICS

Brandy Miller discussed our outreach efforts in engaging eligible voters in the election process. To assist us in our efforts, we research different venues and data points. She

reviewed poll worker recruitment for November 2012, detailing areas that were challenging for bilingual recruitment and registration statistics by language. She then presented our goal of participation in 15 plus community outreach events. The events are geographically distributed throughout the county, focusing on events that are attended by over 500 people. She added that there have been 11 events identified between the June and November elections.

Brandy Miller then reviewed the upcoming MyBallot events at four Orange County high schools, including Mission Viejo, Loara, Marina and Costa Mesa High Schools. She explained the significance of this program and provided statistics on its success. In the 2012 General Election, approximately 30% of the poll workers were students. She described the three phases of this program, including the school visit/presentation, ballot creation by students at our facility, and Election Day at the school. Students are directly involved in all aspects of the program.

Our effort in establishing and continuing relationships with community partners was then discussed. Brandy Miller detailed our relationship with Verizon Amphitheatre, CSUF and UCI and corporate sponsors. These partnerships include concerts and registration drives, and assist us in providing poll workers and raising election awareness in the community. We publicly acknowledge and appreciate support from these groups. In 2014 we are targeting Starbucks, Home Depot, Costco, 24-hour Fitness and Target as potential corporate sponsors, but have yet to solidify a corporate sponsorship.

There was a discussion of recruitment challenges in primary elections. The A-Team was explained as a group of poll workers prepared to respond to last minute cancellations and call outs. The long hours, work schedules and split shifts were discussed.

2014 ADA POLLING PLACE PLAN; IMPROVEMENTS TO DIGITAL PROCESS; POTENTIAL WEB UPDATES FOR POLL WORKERS TO ACCESS ADA SET-UP

Imelda Carrillo explained our polling place recruitment process. She discussed our efforts in identifying and recruiting accessible, reliable polling places and the modifications that are made to have ADA-compliant sites. Our goal is to visit and re-assess each polling place in the county every three years. Determinations are made on an individual basis for barriers that are slightly out of technical compliance. Once this plan is finalized, it will be reviewed and implemented. To accomplish this aggressive goal, we use an iPad application. We have utilized HAVA funds to provide additional staff dedicated to this project. Imelda Carrillo noted that even when surveys have been completed, sometimes facilities change the room that will be used for the polling place. Visits will be scheduled to update surveyed information. An additional goal is to have survey dates no older than 2011. She added that we are improving poll worker access to ADA modifications through the Poll Worker Pass. We will also be providing assistance to the poll workers by supplying a visual of the actual set up of the polling place instead of simply giving written instructions.

Neal Kelley updated the group by stating that we have recently acquired an additional 30,000 square feet of warehouse space from the Public Guardian, saving us \$44,000 in rental of warehouse space. This provides us the space to label the Sample Ballot Pamphlets as well as perform other tasks onsite.

Neal Kelley then spoke about poll workers that don't wear name badges at the polling place. This is especially important for bilingual poll workers. The Poll Worker Pass has been modified to now contain a name badge for each poll worker. The Inspector will also have a name badge in his/her precinct supplies. He added that this was a direct result of input from this group.

Neal Kelley noted that there is now an "I Voted" sticker in the instructions for Vote-by-Mail voters.

He also wanted to thank Linda Strickland for her efforts in turning over the room and getting things set up for these meetings, as we hosted an FPPC meeting until 9:30 p.m. last night.

Chairman Eugene Lee asked for dates for our next meeting, which is scheduled for Thursday, June 26, 2014 at 9:30 a.m.

Chairman Eugene Lee returned to the election of Chair and Vice-Chair of this group. He suggested electing a Vice-Chair today to serve as Acting Chair until our next meeting, when this position will be elected. Vice-Chair Linda Andal nominated Lucinda Williams, City Clerk of Fullerton for Vice-Chair. Chairman Eugene Lee made a MOTION to nominate Lucinda Williams. The MOTION was seconded by Michael Maxsenti and APPROVED UNANIMOUSLY.

Lucinda Williams made a MOTION to adjourn, which was seconded by Michael Maxsenti and APPROVED UNANIMOUSLY.

The meeting was adjourned at 11:30 am.

Respectfully submitted,

Marcia Nielsen, Secretary