



Orange County Registrar of Voters

COMMUNITY ELECTION WORKING GROUP

APRIL 21, 2011

SANTA ANA, CALIFORNIA

Neal Kelley, Registrar of Voters called the meeting to order at 9:35 a.m.

Present:

Karen Hamman, City Clerk, City of Mission Viejo
CEW Vice Chair, Linda Andal, City Clerk, City of Anaheim
Sharie Apodaca, City Clerk, City of Irvine
Paul S. Joo, President, Korean U.S. Citizens League of Orange County
Gladys Negrete, Data Analyst, Civic Engagement, NALEO (Alternate)
Hillary Sklar, Attorney, Disability Rights California
Judy Barnes, Senior Community Representative
Wanda Shaffer, President League of Women Voters of North Orange County
Lyle Brakob, Veterans Affairs Representative
Anna Jimenez Plank, Poll Worker
Suzanne Narducy, Poll Worker
Brett Rowley, Community Outreach Manager, Registrar of Voters
Imelda Carrillo, Election Services Manager, Registrar of Voters
CEW Secretary, Marcia Nielsen, Candidate and Voter Services Lead, Registrar of Voters
Neal Kelley, Registrar of Voters

WELCOME / APPROVAL OF FEBRUARY 10, 2011 CEW MINUTES / OTHER HOUSEKEEPING

Registrar of Voters Neal Kelley welcomed group and introduced a new member, Hillary Sklar. Self introductions followed. The agenda was distributed.

Vice Chair Linda Andal called for review and approval of minutes from the February 10, 2011 meeting. Wanda Shaffer made the MOTION to approve, which was seconded by Karen Hamman and APPROVED UNANIMOUSLY. Wanda Shaffer asked Neal Kelley for the PowerPoint from this meeting, which will be e-mailed today.

Neal Kelley discussed the possibility of a statewide petition which could result in an election in September or November of this year. It is also possible that there will be no election. At this point, it is likely that the February and June 2012 Primaries will be combined into one election.

NOVEMBER ELECTION SURVEY RESULTS

Neal Kelley detailed the November Election survey results. He noted that overall satisfaction level is higher in smaller elections. Imelda Carrillo and Brett Rowley reviewed the survey results, adding that we are identifying items that need improvement in our extensive debriefing sessions.

Neal Kelley stated that we are trying to ascertain why poll workers serve. Community service continues to be the primary reason, while monetary compensation remains a relatively small motivating factor. In response to poll worker surveys, we have changed the name of our Training

Manual to "Operations Manual." These survey results have been a very informative tool. Suzanne Narducy feels that no changes are necessary to the manual, stating that it is like the Bible in providing detailed answers for every situation. Judy Barnes and Anna Plank concurred, adding that they both index their manuals.

Supply distribution was discussed. We will continue to offer early pick up, reservations and will add a south county location.

Neal Kelley discussed the survey results from the phone bank. He reported that the surveys showed a slight reduction in overall quality. We will continue to work on ways to improve our service. Overall satisfaction remains high.

VOTE-BY-MAIL ENVELOPE TRANSLATIONS

We are redesigning the VBM envelopes to accommodate the new extractors, which will minimize the slicing and jamming of ballots. With the extractors in place for November, we saved over \$180,000 by limiting resources required to process ballots. For the 2012 presidential election cycle, we will add an additional extractor for the increase in workload. This new envelope will be used for the San Juan Capistrano election on June 7, 2011. Significantly, we are translating the VMB envelopes for future elections. This means that the ballot, instructions and envelope in will be in the requested language of the voter.

RESULTS OF SAN CLEMENTE ELECTION RISK LIMITING AUDIT

Professor Philip Stark from Berkeley conducted the first audit in the country at our facility. This method is based on margin of victory in a contest and provides less risk than a traditional 1% hand count. This new method also covers a larger spectrum with fewer ballots. There were 446 randomly selected eslate ballots and 21 paper ballots audited. The results matched exactly. This process will generate a significant savings over the traditional 1% hand count, and will provide more confidence in the auditing process. Professor Stark will present these findings at a national conference and has posted our results on his website. The legislature will review the results after all 5 counties in the pilot program have completed their audits. Wanda Shaffer and Paul Joo asked if this sampling size was too small. Justin Berardino explained how the random sampling was done and stated that the numbers for auditing would have been about the same, had we conducted a traditional audit. Justin explained that Professor Stark details why this method is used on his website. The process includes ballots throughout the precincts of close contests, not simply individual precincts. Neal Kelley added that the spread in the contest determines the sample size. In close contests, more ballots will be audited.

UPGRADING DEMOCRACY PROJECT / PLANS FOR IMPROVED VOTER REGISTRATION DATA

PEW's Charitable Trusts Democracy Project is striving to improve the quality of voter lists. Neal Kelley discussed this pilot program for ten states that utilizes several data sources to clean up lists. Even though California has chosen not to participate in this program, our office is trying to incorporate some of these ideas to ensure the accuracy of our database. He wants to compare our voter registration list with a wider array of data sources to broaden the base of information used to update voter rolls. This will reduce the number of provisional voters and reduce costs. To do so, we are looking into more reliable sources such as credit header data and have worked diligently to improve the quality of our database over the past few years. Neal Kelley stated that we will be releasing a report of all of our actions to improve the quality of the voter file since 2005, detailing our efforts over the past several years.

We are negotiating with Experian to see how effective this tool might be. Neal Kelley wants our office to have the cleanest voter file in the country and would like this accomplished before the

presidential elections. We will test this process by sending 500 names to Experian to merge data. Neal Kelley has asked for feedback from this group on these efforts.

SAN JUAN CAPISTRANO SPECIAL MUNICIPAL ELECTION

There will be 15 poll sites, 60 poll workers, in-class and online training for experienced clerks for the San Juan Capistrano Special Municipal Election. Neal Kelley discussed voting system sustainability. We conducted poll worker focus groups to determine how to resolve this problem and communicate to the board members. He mentioned that the pins are bent very easily. We would like to add a port protector, but given time restraints, we will be directing poll workers to plug directly into the back of the eslate. As a result of the focus groups, we have decided to direct poll workers on how to plug the equipment in with a directional sticker. This should resolve 90 percent of problems at the polls.

Sample ballots for San Juan Capistrano have been proofed and are ready for mailing, which will begin April 28. The vote-by-mail ballots will be dropped May 9. There are very few language requirements except for Spanish.

The Community Program Specialists discussed the language requirements for San Juan Capistrano and overall language requirements. There is an upward trend for election materials in Chinese, Korean, Spanish and Vietnamese. In 2008, there were 5,700 voters requesting election materials in Chinese; 9,500 voters wanted materials in Korean; 23,500 voters requested materials in Spanish; while Vietnamese is the language choice for 37,383 voters. Gladys Negrete said she appreciated this information and is interested in receiving 2010 data. Neal Kelley said this information will be emailed to the group.

Imelda Carrillo discussed Poll site accessibility, providing updates for the group on the \$236,000 grant funds we received for improving accessibility at poll sites and resources to purchase equipment and training programs. Funds will be used for educational and informational materials, as well as the purchase of equipment, training and set up teams. This will also include upgrades to our website. There is an ongoing reassessment of all active poll sites. Since late 2009, a total of 625 surveys have been completed.

Hilary Sklar asked which poll site survey our office utilizes. Imelda Carrillo responded that we use the SOS revised survey. We have been updating our surveys for specific areas that need changing. For example, our set up teams will take more resources but will be benefit for election and poll workers.

UPDATE ON NEW WEBSITE PROJECT

Neal Kelley discussed the work that has gone in the development of our new website. We have used a story board to map out the flow, and have used a content management system to make improvements. This project has been done completely in house. We have successfully tested software to provide better translation workflow. This simplified structure will require fewer pages and provide more information to users. We will use the latest web technology and best practices. This project team (Neal Kelley, Justin Berardino and Ben Hamatake) has been working diligently to make things more defined, more interactive, and more effective on mobile devices. It will be more ADA compliant, with expanded "Stay Connected" portions. The new website will feature more multimedia interaction and will be more integrated with the EIMS data. It will be more intelligent to provide quicker information to the voter. It will be simple, easy to use, with a complex structure behind it. It will include an Election Studio, which will have live broadcasts; a library of resources similar to iPad; online candidate filing; and online data purchasing. This new website is set to launch November 1.

The City Partnership module will also be redesigned to be more helpful to City Clerks. Neal Kelley solicited feedback from the City Clerks so that we design our website to better serve their needs. Linda Andal and Sharie Apodaca asked if there could be more robust data available and current Reports of Registration to the Secretary of State. Sharie Apodaca asked if we could add verbiage to our website with a link to the state website to provide state contest results for state offices and propositions. Neal Kelley said he appreciates the input and added that we included incumbent data in last year's results based on similar requests.

REDISTRICTING AND CENSUS DATA UPDATE

The last day for the public to submit a county redistricting plan and receive feedback is May 4, 2011. The final date for submitting redistricting plans is May 18, 2011. Our office has computers to facilitate this process, but we have not had any one use this resource. Paul Joo noted that he has attended many redistricting meetings and feels that people are submitting their plans through city and other county facilities. Other deadlines were discussed, reflecting that November 1, 2011 is the deadline for the Board of Supervisors to adopt the boundaries. Our office will have the boundaries in place by early 2012.

Neal Kelley announced that consistent with our ADA efforts, our restrooms are now improved and are ADA compliant. Public works funded projects.

After discussion, it was agreed that our next meeting will be held on Thursday, October 13, which will be timely if there is a November election.

The meeting was adjourned at 10:45 a.m.

CEW member Lyle Brakob contacted the Registrar of Voters office following the meeting asking that the minutes reflect that he intended to mention that Brett Rowley, Manager, Community Outreach, met with him on Friday, February 17u, 2011 to discuss the last draft of the "veteran" voter information outreach material. He was appreciative of the office's support of the project and noted that the highlights of the meeting included that the documents should 1) be suitable for "military" purposes as well non military and 2) that is should be placed on the Registrar of Voters' web site so that it can be printed at will.

Thanks,

Respectfully submitted,

Marcia Nielsen, Secretary