

## APPENDIX M – VOTER EDUCATION AND OUTREACH PLAN DETAILS

Santa Clara County Registrar of Voters (ROV) is committed to diversifying voter engagement among county residents. This Voter Education and Outreach Plan outlines various activities that can be performed with the goal of increasing community partnerships, expanding civic engagement opportunities, and improving voter experience with the Vote Center Model. The following activities are planned for the first year of implementation.

### Outreach Types:

- Traditional outreach: The activities listed below represent the types of voter education and outreach efforts the ROV plans and participates in all year long regardless of scheduled elections. At these activities, the ROV provides voter education literature, civic and local government resources, Registrar of Voters office goods, and in-depth discussions to the public.
  - Tabling – Most general outreach events fall under tabling to provide resources, literature, voter education, voter registration, and Election Officer recruitment
  - Hosting booths – Per request of large-scale outdoor events, festivals, and conventions, we provide resources, literature, voter education, voter registration, and Election Officer recruitment
  - Voter registration trainings – Per request of individual/organization, we provide training on how to host voter registration drives based off of materials from the Secretary of State
  - Voter education presentations – Per request/organizations, voter education presentations cover the Voter’s Choice Act changes, civics 101, voting rights, and how to register/pre-register to vote
  - High school voter registration drives – Coordinate and assist in organizing voter registration drives with high schools
  - Networking/civic events – Presence and partnership building at community events and supporting events for various city Chamber of Commerce, city council districts, etc.
- Voter’s Choice Act-specific outreach: The ROV is planning new types of voter education and outreach activities that will highlight the transition of voting models from Polling Places to Vote Centers, actively inform voters on the upcoming changes, and invite individual and communal input in every step of the implementation process. The activities listed below represent the types of outreach efforts the ROV will host, participate in, and collaborate with the members and organizations of Santa Clara County:
  - Presentations
  - Discussions or Q&A Sessions
  - Partnership Building (in-person meetings with CBOs)
  - Workshops (for communities with language and accessibility needs)
  - Train-the-Trainer Programs (TTT) (training Outreach Partners to personalize and amplify the message)
  - Voting Equipment/Machine Demonstrations

**Branding/Message:** Santa Clara County has made a conscious decision to prioritize promoting information about Vote Centers and the services they will now be able to offer, including information about every voter receiving a vote-by-mail ballot. Considering that 75-80% of voters in

our County are already permanent vote-by-mail voters, the ROV would like to focus on the voters who will be most impacted by the change: voters who prefer to vote in person. Counties that have already implemented VCA and have held elections under the Vote Center Model mentioned that their focus on voting by mail may have contributed to voter confusion on Election Day as they were not as informed on the new Vote Center locations and the transition as a whole.

### **Outreach Timeline/Phases:**

- Phase 1: July-September 2019
  - Train-the-Trainer & Workshops
    - August 8, 2019 – Voter Education and Outreach Coalition (VEOC) Launch Party in collaboration with Silicon Valley at Home
    - September 7, 2019 – Train-the-Trainer Program
      - Collaboration with Women’s Equality Leadership Community 2020 & SCC Office of Women’s Policy
    - September 18, 2019 – Voter Education & VCA Workshop (Disability)
      - Collaboration with Vista Center for the Blind and Visually Impaired
    - October 2019 – Voter Education & VCA Workshop (Language)
      - Collaboration with Korean American Community Services
    - October/November 2019 – Voter Education & VCA Workshop (Language)
      - Collaboration with Vietnamese American Roundtable
  - High School Student Outreach
    - Countywide public high school voter registration and VCA education
      - Led by League of Women Voters and American Association of University Women
      - Collaboration with SCC Office of Women’s Policy and SCC Office of Education
- Phase 2: October-December 2019
  - Providing presentations, informative materials & literatures, & having a discussion (Q&A) with neighborhood associations & PTA in the City of San Jose
    - Collaboration with Silicon Valley at Home
  - College Student Outreach
    - Working with the Student Associations and faculty at:
      - San Jose State University
      - Santa Clara University
      - Stanford University (Undergraduate & Graduate)
      - Community Colleges
  - Corporate Businesses
  - Small and Local Businesses
  - Workshops
    - November 2019-January 2020 – Voter Education & VCA Workshop (Disability)
      - Collaboration with Silicon Valley Independent Living Center
    - November 2019-January 2020 – Voter Education & VCA Workshop (Disability)
      - Collaboration with San Andreas Regional Center
    - November 2019-January 2020 – Voter Education & VCA Workshop (Disability)
      - Collaboration with State Council on Developmental Disabilities

- November 2019-January 2020 – Voter Education & VCA Workshop (Language)
      - Collaboration with Chinese community
- Phase 3: January & February 2020
  - Media promotion
  - Strategic outreach to targeted/historically underserved communities
  - Neighborhood Associations & PTA (North & South County)
  - Collaborating with Elected Officials to promote the Primary & VCA
    - County Supervisors
    - City Councilmembers
    - Congressmembers
    - Representatives
    - School District Boards
  - Workshops
    - January/February 2020 – Voter Education & VCA Workshop (Language)
      - Collaboration with Vietnamese community
    - January/February 2020 – Voter Education & VCA Workshop (Language)
      - Collaboration with Spanish community
    - January/February 2020 – Voter Education & VCA Workshop (Language)
      - Collaboration with Tagalog community
    - January/February 2020 – Voter Education & VCA Workshop (Language)
      - Collaboration with Japanese community
    - January/February 2020 – Voter Education & VCA Workshop (Language)
      - Collaboration with Hindi community
    - January/February 2020 – Voter Education & VCA Workshop (Language)
      - Collaboration with Khmer community
    - January/February 2020 – Voter Education Workshop with the Homeless
      - Collaboration with SCC Office of Supportive Housing, Valley Homeless Health Care Program, and Homeless Healthcare Patient & Family Advisory Team
    - January/February 2020 – Voter Education Workshop with Evergreen Community College and San Jose City College
      - Collaboration with Women’s Equality Leadership Council