



**Orange County Registrar of Voters**  
**COMMUNITY ELECTION WORKING GROUP**  
**JANUARY 23, 2020**  
**SANTA ANA, CALIFORNIA**

CEW Chair Steven Spillman called the meeting to order at 10:35 a.m.

Present:

Theresa Bass, City Clerk, City of Anaheim  
Molly M. Perry, City Clerk, City of Irvine  
CEW Vice-Chair, Lucinda Williams, City Clerk, City of Fullerton  
Charles Kim, President, inter-Community Action Network (iCAN)  
Ruben Alvarez, Jr., Publisher, Stay Connected OC  
Scott Barron for Gabriel Taylor, Voting Rights Advocate  
Anna Jimenez Plank, Poll Worker Representative  
Randall Avila, Executive Director, Republican Party of Orange County  
Wanda Shaffer, Representative, League of Women Voters of OC  
Alexander Williams, Youth Representative  
Lyle Brakob, Veterans Affairs Representative  
CEW Chair, Steven W. Spillman, Mission Viejo Community Services Commissioner  
Justin Berardino, Operations Manager, Registrar of Voters  
Jackie Wu, Community Outreach Manager, Registrar of Voters  
Imelda Carrillo, Election Services Manager, Registrar of Voters  
CEW Secretary, Marcia Nielsen, Candidate and Voter Services Manager,  
Registrar of Voters  
Neal Kelley, Registrar of Voters

**WELCOME AND APPROVAL OF AUGUST 8, 2019 CEW MEETING MINUTES;  
WELCOME TO NEW MEMBERS; ELECTION OF NEW OFFICERS; OTHER  
HOUSEKEEPING**

Chair Steven Spillman greeted the group, followed by self-introductions. He welcomed visitors Scott Barron, Eduardo Morales, and the new members. He noted that Eddie Marquez and Adria Jimenez are absent. Chair Steven Spillman briefly explained that the CEW group seeks input from the voting community at large. He added that Neal Kelley will provide an overview of the purpose of the group. Chair Steven Spillman called for review and approval of the meeting minutes from August 8, 2019. Molly Perry made a MOTION, which was seconded by Ruben Alvarez, Jr. The minutes were APPROVED UNANIMOUSLY, with Charles Kim abstaining.

Steven Spillman thanked the members that have renewed for another term. He thanked the group for the opportunity of serving as Chair. He then called for the nomination of new officers. Ruben Alvarez, Jr. self-nominated for the position of Chair; he was elected by acclamation. Chair Ruben Alvarez, Jr. then asked for nominations for Vice-Chair. Molly Perry made a MOTION to nominate Vice-Chair Lucinda Williams to serve another

term, which was seconded by Alexander Williams and APPROVED UNANIMOUSLY. Steven Spillman will chair this meeting and encouraged members to be proactive by contributing items for the agenda.

### **OVERVIEW OF MARCH 3, 2020 PLANNING AND CRITICAL DATES/MILESTONES; CALENDAR OF EVENTS**

Neal Kelley stated that the Community Election Working Group (CEW) was formed ten years ago in 2010. He added that this group was formed to consolidate our outreach efforts, allowing our office to be more responsive to feedback received from the communities. This group has had 25 meetings to date.

Neal Kelley thanked the subcommittees for helping our office improve disability and language access. He specifically thanked Elizabeth Campbell and Gabe Taylor for being instrumental in providing input for training. In response to input from the language subcommittee, we have changed the way we communicate on the Voter Information Guide and other election materials.

Our office will be working diligently to improve the voters' experience in the Presidential Primary Election as we transition to Vote Centers. This group has provided important feedback on hundreds of items. Neal Kelley stated that he appreciates the support of the group at the Board of Supervisors' meetings and other community outreach events.

Neal Kelley discussed the efforts our office has made in Vote Center communication. He stated that we have held close to 100 meetings since May 2019. He added that SB 450 required three public meetings; we had 42. We also conducted a mock election with stress tests to determine the best way to process voters in a Vote Center model.

Neal Kelley reviewed the pertinent dates for the Presidential Primary Election. He stated that 225,000 Voter Information Guides were released this morning. The vote-by-mail ballots will be mailed on February 3, 2020. A new law now requires this mailing to be complete in five days, including language ballots. The close of registration is February 18, 2020, but with conditional voter registration, voters can register through Election Day. There will be 38 Vote Centers open on February 22, 2020; the additional 150 Vote Centers will open on February 29, 2020, giving the voters 11 days of voting. The certification deadline is April 2, 2020.

Neal Kelley explained that No Party Preference voters can cast ballots for Democratic, Libertarian, or American Independent presidential candidates. If these voters want to cast ballots for Republican presidential candidates, they need to re-register.

He stated that there were two recall petitions passed. The City of Westminster will hold a special recall election on April 7, 2020. Candidate filing for that election ends today. The City of Santa Ana will also hold a special recall election; the date has yet to be determined.

Imelda Carrillo provided the group with updates on the last accessibility meeting, including working groups, site selection, language, and public meetings. She reviewed the Election Administration Plan (EAP) updates and discussed additional workshops to increase participation. Imelda Carrillo added that last year we had two meetings, and that she would like to increase this number. She stated that there will be a big event on January 31, 2020 at the Dayle McIntosh Center. She thanked Elizabeth Campbell and Gabe Taylor for their support in reviewing the ballot marking devices and the new voting system.

Jackie Wu gave an update on the language subcommittee meetings, indicating that translated vote center outreach materials and language workshop planning were in process. She stated that we are exploring events for all languages. She thanked the members of this subcommittee for their feedback and support in preparing for Vote Centers. She explained that language support will be provided at Vote Centers based on the number of voters requesting election materials in the different languages. Neal Kelley added that there will be video conferencing at the Vote Centers, providing voters with language support at all sites. He stated that we have one court-certified staff member in-house, and that the balance of the translations is sent out to vendors. Our team reviews for critical errors and consistency.

### **VOTE CENTER SITE DISCUSSION; OPENING ISSUES AND INSTALLATION CONCERNS**

Justin Berardino discussed the 13 criteria used for evaluating Vote Center sites, demonstrating the locations selected throughout the County for Vote Centers. He noted that we tried to obtain the best sites, but they may not have been available. He then reviewed ballot drop boxes and the challenges in securing locations.

Imelda Carrillo discussed the challenges in securing Vote Center locations. She thanked the City of Irvine as an example, stating that they determined how many 11-day and four-day Vote Centers would be required based on their population. Molly Perry was very helpful, reserving 10 city sites. There were also four colleges, one county library and one business facility selected as Vote Centers. Imelda Carrillo added that it is difficult to get a commitment for the 11-day Vote Center sites. She stated that the City of Buena Park has one 11-day site and four 4-day sites, securing one city site, a school district office, two businesses and one retail location.

Neal Kelley informed the group that there will be 15 counties transitioning to the Vote Center model in 2020. He added that we won't be utilizing schools for Vote Centers, which accounted for 400 polling places in 2018. This has been a big challenge, but one that has been met. He stated that ballot drop boxes will also not be at schools due to traffic flow.

Imelda Carrillo said that there are new Vote Center sites included on our website. She stated that the Voter Information Guide does not have a complete list of sites since all sites were not secured at the time of printing. She said that Irvine and Fullerton are

locked, and that Anaheim is almost locked. Steven Spillman asked if the sites will remain the same for November 2020. Imelda Carrillo noted that most sites will remain the same, but that some entities are not allowing this for November. We will make every effort to use the same sites if possible. Neal Kelley added that there will be pop-up voting available in selected locations for a single day only. He stated that the back of the Voter Information Guide will show the voter's nearest ballot drop box and Vote Center.

### **BALLOT DROP BOX OVERVIEW; GIS DATA AND OPERATIONAL REVIEW; BALLOT DROP BOX SECURITY**

David Goulding provided an overview of ballot drop boxes, stating that we will need 110 drop boxes and that 73 will be installed by January 24, 2020. There are 24 signed agreements that have also been scheduled for installation. We are still waiting for 12 signed contracts and have an additional 13 agreements out. He added that the installation and concrete needs have been a challenge. Neal Kelley stated that this will be complete for the Primary Election, so it will not be an issue for November. David Goulding detailed the ADA assessment on each box, which is sometimes difficult. There are only a few ballot drop boxes with drive-through capabilities due to ADA compliance regulations. He revealed that there is a phone number to report graffiti, which goes directly to our office. Neal Kelley made a commitment to remove graffiti within 24 hours.

David Goulding reviewed the GIS data and operational overview, demonstrating ballot drop box locations on a heat map. He thanked the City of Fullerton for their help in securing the five required ballot boxes in the City. There is one at a retail site, three at City sites, one at a college, and one at an airport. He briefly discussed ballot drop box security and stated that the box is anchored into the ground. There have been two vehicles that have hit ballot drop boxes without sustaining damage to the boxes.

David Goulding then detailed the randomized pick up routes, adding that we will be utilizing two-person teams. The ballots will be picked up every other day at the beginning but will change to daily pick up. He stated that there are fire suppression devices inside. Neal Kelley added that the Fire Department came out to assist with this testing. He described how ballots inside the ballot drop box are also safe from water damage due to the raised platform. He explained that there will be two county employees at every ballot drop box ready to close the boxes exactly at 8:00 p.m. or when the last voter in line before 8:00 p.m. deposits his or her ballot.

There was a discussion on permits required for the ballot drop boxes and how the permits were approved. David Goulding responded that this was different for each site. He said that in addition to city and county government offices, we communicated with real estate offices, land management organizations, property owners, non-profit organizations, and chambers of commerce. Steven Spillman volunteered to assist with this. David Goulding said that we have five-year agreements for the ballot drop boxes.

## **MARCH 2020 COMMUNICATION PLAN; OVERVIEW OF CRITICAL COMMUNICATION ISSUE AND TIMING**

Neal Kelley spoke about Vote Center Communication. He said that we started communicating with voters on January 6, 2020. He plans to reach voters between 10-12 times, using a multi-media marketing plan. We will be utilizing You Tube, print and broadcast media, and three direct mailers. We held a focus group to assist with the messaging which will emphasize that voting is different and will be provided in the four VCA languages. We will also be saturating the cable market with a robust streaming campaign on Spotify and Pandora. Neal Kelley added that the images will vary, depending on local demographics. He stated that a direct mail piece dropped last week, and that we have received positive feedback. The second mailer will go out February 23, 2020 and will feature dynamic data with the voter's closest Vote Center and ballot drop box. There will be an additional mailer to voters with a history of voting at polling places.

Neal mentioned that we have launched our new website which features simple locate buttons on maps and static pages. The website is more dynamic, video-paced, and mobile-friendly. There will also be a YouTube channel at youtube/ocrov with open caption and in all languages. This channel will provide short focused videos on different subjects. Neal Kelley said that we have released a media kit packed with many helpful tools to be shared as needed.

## **VOTE CENTER STAFFING; TRAINING DISCUSSION; OVERVIEW OF ON-BOARDING PROCEDURES**

Kim Hosler discussed staffing changes with the implementation of Vote Centers. The Vote Center staff will be recruited and will be County Extra Help employees. She asked for assistance with recruitment activities from the group. These positions have been posted on government jobs.com since October 19, 2019. Kim Hosler stated that we are projecting that we will need 1,053 individuals to staff Vote Centers. This process includes an application, testing, interview, reference checks, live scan and extensive training. She detailed the footprint for the required language staff which include 95 Spanish, 28 Korean, 49 Vietnamese, and nine Chinese staff members. Kim Hosler provided an update on language recruitment, describing the recruitment messaging at speaking events, the CEW meetings, workshops, and mass mailings. Ruben Alvarez, Jr. asked for a recruitment flyer in Spanish; Kim Hosler will provide this to him. There was discussion on the testing process.

Lyle Brakob asked about delivering ballots to the military voters. Neal Kelley stated that we mail and email ballots at 60 days prior to the election and conclude this mailing at 45 days prior to the election. Neal Kelley described the Remote Accessible Vote By Mail (RAVBM) process, which is a new solution that will allow voters to download ballots, mark ballots online, print and mail the ballots back to our office. He added that every

military installation has voting assistance officers to assist with getting ballots to military voters.

Jackie Wu next spoke about training, emphasizing that customer service is a major component in the new training process. She announced that there will be a voting system demonstration immediately following this meeting. Jackie Wu then stated that AnnaSophia Servin has transitioned to a new position, so she will be overseeing training for our Department. She added that the Vote Center Training Handbook has been completed and describes the new processes and procedures. This Handbook is an expanded size and has columns for notetaking. Jackie Wu said that online training will not be offered due to the expanded responsibilities of the Vote Center staff and the need to train directly on the new voting system. There will now be a three-day training with a soft opening on January 30, 2020.

Neal Kelley next addressed the electronic-based street index, which can be found at [ocvote.com/street](http://ocvote.com/street) index. This will be operational by February 3, 2020 and will provide near real-time updates. This information can be accessed and downloaded if an individual is qualified to receive that information. He added that the ballot drop boxes have numbers which will allow the ballots to be tracked from a specific location.

Neal Kelley thanked Steven Spillman for his leadership in serving as Chair of the CEW group. He also thanked the Cities for their partnerships and commitment to providing voters the best possible voting experience. Steven Spillman reminded the CEW members to assist with outreach for language and Vote Center employees and to email agenda topics for the next meeting which will be scheduled in April 2020.

Wanda Shaffer made a MOTION to adjourn, which was seconded by Molly Perry and APPROVED UNANIMOUSLY.

The meeting was adjourned at 12:10 p.m.

Respectfully submitted,  
Marcia Nielsen, Secretary