



ALEX PADILLA | SECRETARY OF STATE | STATE OF CALIFORNIA
ELECTIONS DIVISION

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September 9, 2016

County Clerk/Registrar of Voters (CC/ROV) Memorandum #16289

TO: All County Clerks/Registrars of Voters

FROM: /s/ Milena Paez
NVRA and Voter Outreach Analyst

RE: Voter Education and Outreach: National Voter Registration Day

National Voter Registration Day is a formally recognized voter outreach initiative which aims at registering eligible citizens so they can be empowered to cast a ballot on Election Day.

This year, National Voter Registration Day occurs on September 27, 2016. The Secretary of State's Office encourages California's grassroots organizations, businesses, schools, and other civically minded groups to promote the vote within their communities. Secretary Padilla has issued a resolution (attached) detailing the importance of participating in this national event. Feel free to use this resolution as a tool to gain support and recognition from your Board of Supervisors or local community groups.

The National Voter Registration Day organization has resources available for participating groups and allows local events to be posted in a searchable calendar on their website at <http://nationalvoterregistrationday.org/events/>. The Secretary of State has added a webpage dedicated to this day and includes links to these resources. This page can be found at <http://www.sos.ca.gov/elections/voting-resources/voting-california/help-strengthen-our-democracy/national-voter-registration-day/>.

If you have questions about this or any other outreach related matter, please feel free to contact me at Milena.Paez@sos.ca.gov or (916) 695-1577. Thank you.

Attachment

State of California

SECRETARY OF STATE

RELATIVE TO RECOGNIZING NATIONAL VOTER REGISTRATION DAY

WHEREAS, *the Secretary of State's office is committed to empowering all Californians to be informed, active members of our democracy; and*

WHEREAS, *consistent civic engagement contributes to a more representative government; and*

WHEREAS, *nearly seven million eligible Californians are not currently registered to vote in the upcoming November 8, 2016, Presidential General Election; and*

WHEREAS, *increasing voter registration is essential to reaching the goal of having all eligible California citizens participate in our democracy by casting a ballot on Election Day; and*

WHEREAS, *technology, including California's online voter registration application, is helping to remove barriers to voting, giving citizens greater access to voting resources; and*

WHEREAS, *every Californian can encourage their families, friends, co-workers, and neighbors to register and exercise their right to vote; and*

WHEREAS, *California businesses, community groups, nonprofit organizations, and public agencies can help mobilize their communities to vote in all elections; therefore be it now*

RESOLVED, *that I, Secretary of State Alex Padilla, recognize September 27, 2016, as NATIONAL VOTER REGISTRATION DAY, and encourage all eligible Californians to register to vote.*

Subscribed this 9th day of September, 2016


Alex Padilla
California Secretary of State

