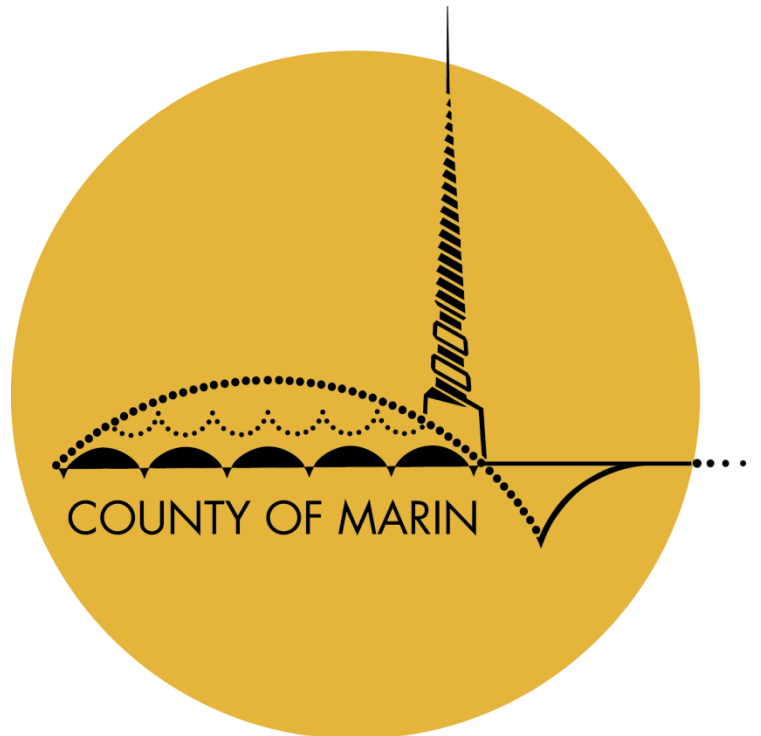


MARIN COUNTY ELECTIONS DEPARTMENT

ELECTION ADMINISTRATION PLAN for Implementation of the Voter's Choice Act



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Marin County Elections Department
ELECTION ADMINISTRATION PLAN
for Implementation of the Voter’s Choice Act
(Elections Code §4005)

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I. EXECUTIVE SUMMARY

INTRODUCTION

The California State Legislature passed the Voter's Choice Act (VCA) in 2016 (Senate Bill 450, Allen), which was intended to modernize elections in California by allowing counties to conduct all vote-by-mail elections and replace one-day polling places with regional vote centers open for up to 11 days. Regional vote centers are similar to traditional polling places but will provide greater flexibility and convenience for voters needing specific assistance by being open for more days, including two weekends, and allowing voters to visit any location.

The Act was implemented as a pilot by five counties in 2018, and in 2020 all California counties became eligible to adopt the Voter's Choice Act as their chosen method to conduct elections. To date, 15 counties have implemented VCA, including: Amador, Butte, Calaveras, El Dorado, Fresno, Los Angeles, Madera, Mariposa, Napa, Nevada, Orange, Sacramento, San Mateo, Santa Clara, and Tuolumne. The legislation was designed to increase voter participation and significantly change how elections are conducted through expanded access and voting options. In Marin County, the proportion of voters who vote by mail has increased steadily since a 2002 law passed allowing voters to request permanent vote by mail status. Currently, more than 80 percent of Marin County voters are permanent vote-by-mail voters.

OVERVIEW

Under the Voter's Choice Act, all active registered voters will automatically be mailed a vote-by-mail packet no later than 29 days before each election. If a voter requires in-person services such as registering to vote or updating voter registration, receiving a replacement vote-by-mail ballot, or voting on accessible voting equipment, they will be able to visit any regional vote center. In addition, ballot drop boxes will be available throughout the county beginning not less than 28 days before Election Day.

The number of vote centers and ballot drop boxes is determined by the number of registered voters on the 88th day before an election. At the time of preparing this Election Administration Plan, the County expects to establish 18 vote centers (4 open 10 days before the election and all 18 open 3 days before the election and on Election Day) and 12 ballot drop box sites open beginning not less than 28 days before the election and on Election Day until 8 p.m. Voters can return their ballot by U.S. mail, at a ballot drop box, or at any vote center.

Vote center locations are selected based on specific criteria, such as population centers, parking, access to public transportation, low rate of vote by mail usage, minority language communities, and proximity to low-income communities. Locations will also be evaluated on size, availability, accessibility, computer connectivity and security.

II. VOTE BY MAIL (VBM)

Elections Code §4005(a)(8)(A-B); §4005(a)(10)(I)(ii)

COUNTY VOTER INFORMATION GUIDE

The current Voter Information Guide (VIG) the Elections Department prepares now for each election will be expanded to include detailed information on the vote-by-mail process and options for requesting a replacement vote-by-mail ballot (VBM ballot) and for returning a VBM ballot. The VIG will also include locations and hours of operation of drop boxes and vote centers.

RECEIVING A VBM BALLOT

No later than 29 days before each election, all Marin County active registered voters are mailed a VBM ballot packet. The ballot packet includes instructions and a postage-paid return ballot envelope.

REQUESTING A REMOTE ACCESSIBLE BALLOT

Marin County registered voters with disabilities may opt to go on-line, through the Remote Accessible Vote By Mail (RAVBM) system, to request a downloadable ballot. RAVBM provides voters with disabilities the opportunity to request an electronic VBM ballot accessible using an authorized website. The electronic ballot can be downloaded to the voter's computer, marked using the voter's own assistive technology and then printed. Instructions include a return envelope image so the ballot can be returned in the same manner as any VBM ballot: through the U.S. mail, placed in a ballot drop box, or at any vote center.

REQUESTING A REPLACEMENT BALLOT

Any voter may request a replacement ballot by calling the Elections Department, (415) 473-6456, or by visiting any vote center, including the Elections Department. Or toll free, call 833-644-2061. Voters with disabilities may call 711 (CA Relay Service).

III. VOTE CENTERS

Elections Code §4005(a)(3)(A); §4005(a)(4)(A,C-E); §4005(a)(6)(B-D) §4005(a)(10)(I)(ii); §4005(a)(10)(I)(vi)(I); §4005(a)(10)(I)(vi)(III), §4005(a)(10)(I)(vi)(VI); §4005(a)(10)(I)(vi)(IX); §4005(a)(10)(I)(vi)(X); §4005(a)(10)(I)(vi)(XI)

NUMBER OF VOTE CENTERS AND HOURS OF OPERATION

The number of vote centers and hours of operation are established in the Elections Code. Beginning 10 days before an election for a minimum of eight hours per day, at least one vote center is provided for every 50,000 registered voters. Three days before an election, for a minimum of eight hours per day and from 7 a.m. to 8 p.m. on Election Day, at least one vote center is provided for every 10,000 registered voters.

Based on 175,220 registered voters in the November 2020 election, the Elections Department anticipates establishing 18 Vote Centers—four open for 10 days prior to an election, and an additional 14 open for three days prior to and including Election Day.

LOCATIONS

County staff created data maps for criteria listed in Elections Code section §4005(a)(10)(B) using data collected from the 2010 decennial Census, the American Community Survey, and the current voter registration file. The data maps show the areas of highest number of overlapping criteria and will be used to evaluate potential locations; the criteria map review will complement a functional assessment of size, availability, security, internet connectivity, and accessibility. In addition, the Elections Department will evaluate prior locations of polling places to determine suitability for vote centers, and may consult other available resources such as the Center for Inclusive Democracy's Location Siting Tool. Maps are available online at www.marinvotes.org. See **Appendix A** for criteria. The process of establishing locations continues at the time of publication of this Plan as outlined in **Appendix B**.

The Elections Department is working in partnership with the Language Accessibility Advisory Committee (LAAC), Voting Accessibility Advisory Committee (VAAC), and community members via community consultation sessions to identify vote center locations that are considered trusted, familiar sites. Consultation sessions will be held prior to publication of the EAP. A list of locations and hours of operation will be posted on the Department's website (www.marinvotes.org) when all vote centers have been confirmed. The complete list will also be included in election materials provided to each registered voter. The Department does not expect to utilize mobile vote centers at this time.

STAFFING AND LANGUAGE ASSISTANCE

The Department anticipates 10 staff members at each vote center, including bilingual staff. Community input and required languages identified for precincts in, or adjacent to, the vote center will help inform the number of bilingual staff. The Secretary of State's office provides the list of languages in addition to English that are required in the jurisdiction. Specified election materials will be translated into the jurisdiction's required languages. Currently, Marin County's required languages, other than English, are Spanish and Vietnamese. The Department intends to recruit prior bilingual poll workers, and collaborate with the LAAC to identify potential new sources of bilingual staff.

VOTER SERVICES

At any vote center, voters will be able to: 1) Return, or vote and return, their vote-by-mail ballot; 2) register to vote, or update their registration, and vote; 3) receive and vote a provisional ballot; 4) receive a replacement vote-by-mail ballot; 5) vote a regular, provisional, or replacement ballot using accessible voting equipment.

ACCESSIBLE BALLOT AND AIDES FOR VOTERS WITH DISABILITIES

An accessible ballot marking device (BMD) manufactured by Dominion Voting Systems is available for use by all Marin County registered voters at any vote center. A minimum of three devices is required at each location. The BMD is activated with a key card that populates the device with the voter's specific ballot. The ballot can be marked

using the touchscreen display, an audio tactile device, or a voter's own assistive technology. The accessible voting machines will be arranged to allow all voters the opportunity to cast their ballot privately and independently. These devices are certified by the Secretary of State for use in California elections. BMD equipment is not connected to the Election Information Management System, the central vote tabulating system located at the Elections Department, or the internet.

The Department will continue providing valuable services previously offered at traditional polling places. Vote centers will provide accessible voting booths, magnifiers, and pens with easy-to-hold grips. Curbside voting will be available for voters unable to physically go into the vote center. Mitigation equipment will be provided to vote center locations as needed, such as threshold ramps, door stops, or cones to designate ISA parking.

Like traditional poll workers before them, staff at all vote centers will receive training on assisting voters with specific needs and the use of the accessible ballot marking devices. Training materials will be developed with input from the Voting Accessibility Advisory Committee.

EQUIPMENT

The BMD at the vote center allows any voter to vote a regular, provisional, or replacement ballot, and features equipment that allows voters with visual, hearing, or physical disabilities to cast their ballot privately and independently. In addition, vote centers will include the following:

- Laptop computers at check-in stations so workers can securely access a voter's record to verify registration and to verify that voting has not already taken place.
- Ballot printing equipment so a voter may get a replacement vote-by-mail ballot, or precinct ballot.

Equipment is not connected to any unrelated components including the central vote tabulating system located at the Election Department. No voting system equipment is connected to the internet.

A voter will deposit their voted ballot into a locked ballot box. Ballots will be reconciled daily and returned to the Elections Department for storage in an alarmed area.

DESIGN AND LAYOUT OF VOTE CENTERS

Layout guidelines will be used to ensure voting booths and accessible ballot marking devices are placed in a manner that allows a voter to mark their ballot independently and privately. Layouts will be accessible to voters with disabilities and will be adjusted to accommodate the varying shapes and room sizes of each location. See **Appendix D** for sample layout.

IV. BALLOT DROP BOXES

Elections Code §4005(a)(1)(A-B); §4005(a)(10)(B); §4005(a)(10)(I)(vi); §4005(a)(10)(I)(vi)(II)

NUMBER OF BALLOT DROP BOXES AND HOURS OF OPERATION

The number of ballot drop boxes and hours of operation are established in the Elections Code. At least one ballot drop box location is provided for every 15,000 registered voters within the jurisdiction. All locations shall be open at least during regular business hours beginning not less than 28 days before the election. At least one ballot drop box shall be an accessible, secured, exterior drop box that is available for a minimum of 12 hours per day including regular business hours.

Based on 175,220 registered voters in the November 2020 election, the Elections Department anticipates establishing 12 ballot drop boxes open at least during regular business hours beginning 28 days before Election Day. At least two drop boxes will be available 24/7 at the Civic Center, 3501 Civic Center Drive, San Rafael; one of these drop boxes will be a drive-thru location.

LOCATIONS

County staff created data maps for criteria listed in Elections Code section §4005(a)(10)(B) using data collected from the 2010 decennial Census, the American Community Survey, and the current voter registration file. The data maps show the areas of highest number of overlapping criteria and will be used to assist with determining best locations; the criteria map review will complement a functional assessment of availability, security, and accessibility. In addition, the Elections Department will evaluate prior locations of ballot drop boxes, and may consult other available resources such as the Center for Inclusive Democracy's Location Siting Tool. Maps are available online at www.marinvotes.org. To request a printed copy of the map, call the Department at (415) 473-6456, toll-free (833) 644-2061, or 711 (CA Relay Service). See **Appendix A** for criteria. The process of establishing locations continues at the time of publication of this Plan as outlined in **Appendix C**.

The Elections Department is working in partnership with the Language Accessibility Advisory Committee (LAAC), Voting Accessibility Advisory Committee (VAAC), and community members to identify drop box locations that are considered trusted, familiar sites.

Locations and hours of operation will be posted on the Department's website (www.marinvotes.org) when all drop box locations have been confirmed. The complete list will also be included in election materials provided to each registered voter.

V. VOTING TECHNOLOGY

Each vote center will be equipped with three ballot marking devices (BMDs) on which voters can vote a regular, provisional, or replacement ballot. These units consist of a monitor and printer. The monitor is a touchscreen on which the voter makes selections and when finished, the voter prints their selections and deposits the ballot

into a secure ballot box. The BMD is activated with a key card that remains in the possession of the vote center chief.

In addition, vote centers will include laptop computers at check-in stations so workers can securely access a voter's record to verify registration and to verify that voting has not already taken place. Laptops will be connected to the election management system's server, allowing it to generate a voter-specific label to be affixed to a log signed by the voter, thus creating a record of in-person voters. Check-in computer stations will operate in full compliance with all security measures determined by the County's Information Services Technology staff.

Vote centers will also have ballot printing equipment so a voter may get a replacement vote-by-mail or precinct ballot. Ballot printing equipment consists of a specialized laptop computer and printer. Staff will be required to complete security logs to keep track of the ballots printed.

A voter will deposit their voted ballot into a locked ballot box. Ballots will be reconciled daily and returned to the Elections Department for storage in an alarmed area until counted. All ballots are counted in the Elections Department on equipment that is located in a secure, alarmed room.

At the end of each day, the laptop computers that provide access to all vote center functions will be placed in a locked cabinet. A security seal will be placed over the lock and the number recorded on a log sheet.

No voting machines or ballot counting equipment is connected to the internet.

Voters in the military or overseas and voters with disabilities may opt to go on-line, through the Remote Accessible Vote By Mail (RAVBM) system, to request a downloadable ballot. RAVBM offers the opportunity for military and overseas voters and voters with disabilities to request an electronic VBM ballot accessible using an authorized website. The electronic ballot can be downloaded to the voter's computer, marked using the voter's own assistive technology and then printed. Instructions include a return envelope image so the ballot can be returned in the same manner as any VBM ballot: through the U.S. mail, placed in a ballot drop box, or at any vote center.

All election equipment goes through extensive Logic & Accuracy Testing to ensure each piece of equipment is in proper working order.

VI. SECURITY

VOTE CENTERS

§4005(a)(4)(E)(ii); §4005(a)(10)(I)(iv)

All voting conducted at vote centers follows the Secretary of State's security standards, Elections Department security procedures, and regulations in the California Elections Code and the California Voting System Use Procedures. This includes, but is not limited to, ensuring all equipment at the vote center is sealed, stored, delivered, and

used in compliance with these regulations. In addition, current procedures require the majority of the election workers to be present when the site is open.

All equipment used at vote centers requires vote center workers (VC workers) to log in using unique passwords. Voting system equipment is stand-alone and not connected to any unrelated components or the internet.

The Ballot Marking Device (BMD) is activated with a key card that remains in the possession of the vote center chief. Laptop computers used to access voter registration information connect with the database using secure VPN wireless technology following the standards established by the County's Information Services Technology Department.

Staff will be required to complete security logs to keep track of the ballots printed on the specialized ballot printing equipment.

Ballots voted at the vote center are deposited into a locked drop box. Ballots are reconciled at the end of each day and returned to the Elections Department for storage in a secure, alarmed area.

Any and all recorded votes, including paper ballots, ballots submitted on voting equipment, Conditional Voter Registration (CVR) ballots, provisional ballots, and vote by mail ballots, will be securely transported to the Marin County Elections Department following chain-of-custody requirements.

At the end of each day, the laptop computers that provide access to all vote center functions will be placed in a locked cabinet. A security seal will be placed over the lock and the number recorded on a log sheet.

CONTINGENCY PLANNING

§4005(a)(10)(I)(vi)(VIII)(ia); §4005(a)(10)(I)(vi)(VIII)(ib)

All staff, including lead staff working at the vote centers and those providing technical support, will attend extensive training on the operation of the voting equipment, setting up a vote center, assisting and processing voters, securing sensitive equipment each voting night, and the proper procedures in case of an emergency.

Under California voting system requirements, all certified equipment must run on battery power in the event of a power outage. All locations will have a cell phone. Emergency responders will receive a list of all vote center locations. Each vote center will be provided with emergency procedures and be provided with an instruction manual for the operation of a vote center and processing voters.

The Elections Department works to immediately resolve the disruption at a polling site, and each disruption will have its own response. Generally, if a single vote center is disrupted, the Elections Department will ask VC workers to direct voters to other vote centers and will inform local police, the Secretary of State's office, and provide media updates to ensure voters are informed. If there is a natural disaster or other disturbance occurs that affects a vote center or ballot drop-off site's physical location, additional notifications, signage, and staff will be available to direct voters to an

alternate location. Should all activities at a vote center cease, staff will immediately secure that vote center's voting equipment and account for all voting materials in accordance with California Election Code and the Ballot Manufacturing and Finishing guidelines. The Elections Department will attempt to open a replacement Vote Center and extensively notice the change.

VII. BUDGET

COSTS AND SAVINGS

§4005(a)(10)(I)(v)

The Registrar of Voters expects the implementation of the Voter's Choice Act to result in one-time costs to purchase ballot printing equipment and miscellaneous supplies, redesign VC worker training, comply with significant expanded requirements for community and voter engagement, and comply with significant voter education and outreach requirements. The Elections Department has grant funds that will offset these one-time costs.

The Registrar of Voters anticipates that ongoing costs to operate vote centers will increase by less than 30 percent and will be offset by reduced costs in operations that are no longer required.

The short- and long-term cost estimates described above will be made available on the Elections Department's website when such costs are known.

VIII. VOTER EDUCATION AND OUTREACH PLAN

GENERAL REQUIREMENTS

The Marin County Elections Department has used the County Voter Information Guide, press releases, direct mail, and its own website to provide voters with information to successfully cast a ballot. These traditional activities will be supplemented by new outreach and education strategies to form the Voter Education and Outreach Plan that will educate voters on important topics including changes brought by the Voter's Choice Act, options to register to vote, options to cast a ballot (i.e., by mail or in-person), a list of addresses and schedules of voting locations and ballot drop boxes, how to obtain a replacement or a translated facsimile copy of a ballot, or options for receiving and voting a HAVA-compliant accessible ballot.

The Elections Department had previously engaged a network of civic, governmental, faith-based, educational, and community-based/service delivery organizations committed to a common mission: increasing civic participation. Formed in 2019 in anticipation of implementing the Voter's Choice Act, this network of diverse partners will continue to assist by participating directly in outreach and education through a variety of methods including displaying posters and flyers, publishing messages via social media, email, newsletters, and direct voter contact. The Department's EAP budget includes funds to contract with organizations to assist with targeted outreach to underrepresented communities; collaborating with communities'

trusted organizations is a vital part of the Outreach and Education Plan. The Outreach Partners network will be instrumental in executing the Department’s Voter Education and Outreach Plan as well as assisting with identifying emerging community trends and designing needs-responsive outreach and education efforts. The organizations that are currently part of the Outreach Partners network are listed below.

Agricultural Institute of Marin	Hearing Loss Association of America (North Bay Chapter)
Asian Advocacy Project	League of Women Voters
Bayside MLK Academy	Marin Center for Independent Living
Canal Alliance	Marin Community Clinics
City Clerk, Belvedere	Marin County Community Development Agency
Town Clerk, Corte Madera	Marin County Disability Access Program
Town Clerk, Fairfax	Marin Interfaith Council
City Clerk, Larkspur	North Marin Community Services
City Clerk, Mill Valley	The Marin Democratic Party (party central committee)
City Clerk, Novato	Marin County Peace & Freedom Party (party central committee)
Town Clerk, Ross	Marin GOP (party central committee)
Town Clerk, San Anselmo	Performing Stars
City Clerk, San Rafael	Play Marin
City Clerk, Sausalito	Student Elections Ambassador Prog.
Town Clerk, Tiburon	The Spahr Center
Community Action Marin	Veda Florez
Election Advisory Committee	Vivalon
VAAC	West Marin Multi-Services Center (Marin Co. HHS)
LAAC	

The Elections Department will utilize the Outreach Partners network to support implementation of the Voter Education and Outreach Plan that includes the following:

MEDIA/PUBLIC SERVICE ANNOUNCEMENTS

§4005(a)(10)(I)(i)(I); §4005(a)(10)(I)(i)(II); §4005(a)(10)(I)(i)(VIII)

The Elections Department will employ a variety of media outlets to alert voters of the upcoming election, provide important voting information including voter registration eligibility, when to expect to receive a vote by mail ballot or how to obtain a ballot in an accessible format, and promote the Department's toll-free voter assistance hotline (833-644-2061) and 711 (CA Relay Service). The Department produces an Outreach Kit that includes posters, flyers, and print-ready newsletter stories in addition to prepared messages that mirror the election cycle and are tailored to each media format. The aforementioned voter information will be incorporated into contents of the kit; the free kit is disseminated to Outreach Partners along with a "go live schedule" for releasing each text, social media, or email message to their customers, members, or followers. The Department will issue press releases, publish notices on its website and use its own social media (Facebook, Twitter) to increase voter awareness of significant events or deadlines.

Marin County does not have local television stations that serve primarily Marin County residents but is served by regional (Bay Area) media located in San Francisco, Oakland, and San Jose. While Marin County voters may benefit from another Bay Area county's outreach, the Elections Department will mitigate this limitation by relying on its Outreach Partner network, and local print media and cable access television networks (Marin Independent Journal, Marinscope, Novato Community Television, Community Media Center of Marin) to ensure Marin County voters receive locally relevant information including notifying voters of an upcoming election and promoting the toll-free voter assistance hotline. In addition, local newspapers or radio stations serving language minority communities will be used to provide the same but translated/interpreted information for bilingual or monolingual media.

The Elections Department will produce a public service announcement (PSA) in visual and audio formats that will alert voters of the upcoming election and important voting information including voter registration eligibility, when to expect to receive a vote by mail ballot, how to locate a vote center or ballot drop box, promoting the Department's toll-free voter assistance hotline, and how to obtain a ballot in an accessible format. PSAs will also be translated into required languages per federal and state election law and disseminated via print, television, and radio media that target each of those language minority communities.

COMMUNITY PRESENCE

§4005(a)(10)(I)(i)(III)

Through its network of Outreach Partners, the Elections Department recruited founding members of the Language Accessibility Advisory Committee (LAAC). The LAAC, along with the Department's existing Voter Accessibility Advisory Committee (VAAC) and Election Advisory Committee (EAC), form an invaluable network. The reciprocal sharing of information, experience, and advice informs staff of community

trends and preferences and supports committee members' desire to encourage and promote participation.

In addition to maintaining multiple advisory committees and an Outreach Partners network, the Elections Department will use a variety of short-term and long-term strategies to remain visible and maintain a community presence. Initially, the Department will use a public input process to introduce the Voter's Choice Act and the new voting options and services it offers, then seek input—especially from underrepresented communities—prior to publishing its draft Election Administration Plan (EAP). Thereafter, the Department will pursue a variety of methods to reach and educate voters about upcoming elections including disseminating information through Outreach Partners, conducting educational workshops at existing community events, accepting invitations for speaking engagements, submitting Op Ed or other educational articles to local newspapers, and conducting targeted outreach to historically underrepresented communities. To increase visibility, the Department may supplement efforts with paid advertising (e.g., on buses, in local publications, or on social media) or offer contracts to community partners to fund specific activities such as neighborhood “door-to-door” campaigns, disseminating door hangers, or producing videos that promote civic engagement. In addition, the Department will use static displays such as posters and banners throughout the county in areas that maximize exposure to eligible and registered voters, such as municipal buildings. Posters and banners are effective in promoting voter registration and alerting voters of upcoming elections. Efforts will be made to utilize “plain language” principles to ensure effective messaging.

VOTER SERVICES

§4005(a)(10)(l)(i)(X); §4005(a)(10)(l)(vi)(IX); §4005(a)(10)(l)(vi)(X); §4005(a)(10)(l)(vi)(XI); §4005(a)(10)(l)(vii); §4005(a)(10)(l)(i)(IV); §4005(a)(10)(J)

The Elections Department will provide services that benefit all voters while also using education and outreach targeted to historically underrepresented voters. Apart from other required voter notices, all active, registered voters will be contacted twice via direct mail with a notice announcing the upcoming election or other timely information needed to participate such as when to expect to receive a vote by mail ballot, how to obtain a replacement ballot or request a translated facsimile or accessible ballot, or how to locate in-person vote centers or a ballot drop box. Direct mail pieces will include translations to ensure language minority voters can access the same information. Voters with additional questions will be encouraged to visit the Department's accessible website (which may be viewed with Google translate) to use a look-up tool to find the nearest vote center and drop box locations, read the County Voter Information Guide, or learn how to request a facsimile or accessible ballot. Voters may also call the Department's toll-free voter assistance hotline or 711 (CA Relay for voters with disabilities) to speak with a live person.

For voters who require in-person voting, vote centers offer a variety of services including at least three accessible ballot marking devices, accessible voting booths, magnifiers and pens, and curbside voting. To ensure language access, the Elections Department may seek assistance from the LAAC or Outreach Partners network to

recruit sufficient personnel to place at least one bilingual staff person for each required language at every vote center. Vote center layout guidelines will be used to ensure voting booths and accessible ballot marking devices are placed in a manner that allows a voter to mark their ballot independently and privately. Layouts will be sensitive to accessibility needs of voters and will be adjusted to accommodate the varying shapes and room sizes of each location. Informational and directional signage and literature required by the Voter's Choice Act and/or the California Secretary of State's Office will be conspicuously displayed.

The Voter Education and Outreach Plan will be available in an accessible format on the Elections Department's website; it will be in English and translated into each required language according to federal and state election law.

BUDGET

§4005(a)(10)(l)(i)(VII)

The Elections Department will spend the necessary resources to ensure voters are informed about changes under the Voter's Choice Act and how to be ready to participate in upcoming elections. In addition to using various media, community presence, and advisory committees to distribute information, the Department will conduct two direct-to-voter mailings to highlight important information including upcoming elections and how to access more information via the toll-free voter assistance hotline.

A comparison of anticipated Voter Education and Outreach Plan expenses (as outlined above) with prior outreach budgets is shown in **Appendix E**.

TARGETED OUTREACH: LANGUAGE MINORITY COMMUNITIES

The Elections Department is committed to providing effective voter education and outreach to language minority communities. The Department will provide translations of required information and instructions such as language services available at vote centers, or postage-paid return postcards for requesting a translated facsimile vote by mail ballot in an eligible language other than English. In addition, the Department will collaborate with Outreach Partners to create then disseminate culturally and linguistically appropriate educational materials within language minority communities.

Identifying Communities

§4005(a)(10)(l)(i)(V)

The Elections Department will use a variety of sources to identify communities that may require language services including those identified by the California Secretary of State pursuant to Elections Code §14201, using census data and mapping technology to locate geographically concentrated voters with limited-English proficiency, and surveying Outreach Partners for insights. The LAAC will be queried for their expertise regarding unique language or regional differences that may impact outreach efforts such as selection of trusted sources for sharing information (e.g., preferred radio or newspapers).

Bilingual Communications and Public Input

§4005(a)(10)(I)(i)(VI)(ia); §4005(a)(10)(I)(i)(IX)

The Elections Department will host a public meeting with advocates and stakeholders from communities for each of the county's federal and state required languages to ask for feedback about implementation of the Voter's Choice Act. These public consultation meetings focused on language minority communities provide an opportunity to receive information, ask questions about new voting options and services, and provide input for the draft Election Administration Plan (EAP). An additional public meeting will be scheduled following completion of the draft EAP. Members of language minority communities will be able to review the EAP (on the Department's website) in each of the county's required federal and state languages then provide additional input.

The Department will also provide voter education directly to residents in language minority communities; these bilingual "workshops" will focus on increasing awareness of voting eligibility, and educating voters about changes and their voting options under the Voter's Choice Act and the expanded services it offers including the new toll-free voter assistance hotline. Announcements for bilingual workshop events will be disseminated through the Department's Outreach Partner network, LAAC, website, and media (including social media, press releases). The Elections Department will solicit feedback from the LAAC and examine data provided by the California Secretary of State that suggest practices that may improve voter attendance and participation at outreach events targeted to language minority communities. Workshop locations, dates, and times will be published as soon as the information becomes available.

When two- or four-year revisions to the EAP are required, the Department will again use a public input process (described above) to seek feedback from language minority communities for each of the county's federal and state required languages prior to making revisions to the EAP.

For each election conducted under the EAP (and its SOS-approved Voter Education and Outreach Plan), the Elections Department will produce a public service announcement (PSA) translated into required languages per federal and state election law and disseminated via print, television, and radio media that target each of those language minority communities. The PSA will alert voters of the upcoming election and important voting information including when to expect to receive a vote by mail ballot, how to locate a vote center or ballot drop box, and promoting the Department's toll-free voter assistance hotline. Currently, Marin County's required languages, other than English, are Spanish and Vietnamese. Language requirements may change following release of 2020 census data; the Elections Department will accommodate language changes to voter education and outreach activities as needed.

TARGETED OUTREACH: VOTERS WITH DISABILITIES

Accessible Communications and Public Input

§4005(a)(10)(I)(i)(VI)(ib); §4005(a)(10)(I)(iii)

The Elections Department will host a public meeting that includes individuals, service providers, and/or advocates of the disability community to ask for feedback about implementation of the Voter's Choice Act. This public consultation meeting with the disability community provides an opportunity to ask questions about new voting options and services including remote-accessible voting and the new toll-free voter assistance hotline, and then provide input for the draft EAP. An additional public meeting will be scheduled following completion of the draft EAP; voters may review the EAP on the Department's accessible website then provide further input.

The Department will also provide voter education directly to the disability community; these accessible "workshops" will focus on increasing awareness of voting eligibility, educating voters about changes and their voting options under the Voter's Choice Act and the expanded services it offers including the new toll-free voter assistance hotline, how to request and cast a remote-accessible ballot, or how vote in person with a ballot marking device that allows visually- or hearing-impaired voters to vote privately and independently. Announcements for workshop events will be disseminated through the Department's Outreach Partner network, Voter Accessibility Advisory Committee (VAAC), accessible website, and media (including social media, press releases). Workshops will enlist sign language interpreters to assist attendees. In addition to community input and formal public comment, the Elections Department will solicit feedback from the VAAC and examine data provided by the California Secretary of State that may suggest practices that improve voter attendance and participation at outreach events targeted to voters with disabilities. The Department will collaborate with Outreach Partners to create and disseminate educational materials to voters with disabilities. Workshop locations, dates, and times will be published as soon as the information becomes available.

When two- or four-year revisions to the EAP are required, the Department will again use a public input process (described above) to seek feedback from the disability community before the Department publishes revisions to the EAP.

For each election conducted under the EAP (and its SOS-approved Voter Education and Outreach Plan), the Elections Department will produce a public service announcement (PSA) in visual and audio formats that will alert voters of the upcoming election and important voting information including when to expect to receive a vote by mail ballot, how to locate a vote center or ballot drop box, promoting the department's toll-free voter assistance hotline, and how to obtain a ballot in an accessible format.

Accessible Voting

§4005(a)(10)(I)(iii)

Voters with disabilities may opt to go on-line, through the Remote Accessible Vote by Mail system (RAVBM), to request an electronic, accessible ballot using an authorized website. The electronic ballot can be downloaded to the voter's computer,

marked using the voter's own assistive technology, and then printed. Voting instructions include a return envelope image that may be printed and used to return the voted ballot in the same manner as other voters: through the U.S. mail or hand-delivered to a ballot drop box or vote center.

IX. LIST OF APPENDICES

Appendix A – Criteria for vote center and ballot drop box locations

§4005(a)(10)(B)

The county elections official considers proximity to:

- Public transportation
- Communities with historically low vote by mail usage
- Population centers
- Language minority communities
- Voters with disabilities
- Communities with low rates of household vehicle ownership
- Low-income communities
- Communities of eligible voters who are not registered to vote and may need access to same day voter registration
- Geographically isolated populations, including Native American reservations
- Accessible and free parking at vote centers and ballot drop off locations

And considers:

- The distance and time a voter must travel by car or public transportation
- The need for alternate methods for voters with disabilities for whom vote by mail ballots are not accessible to cast a ballot
- Traffic patterns near vote centers and ballot drop box locations
- The need for mobile vote centers in addition to the number of vote centers established pursuant to this section
- Vote center locations on a public or private university or college campuses

Appendix B – Proposed vote center locations

At the time of writing this draft Election Administration Plan (EAP), locations have yet to respond to inquiries regarding their interest and availability to host a 4- or 11-day vote center. Elections Department staff rely on their experience, knowledge, and fifteen factors set forth in the Elections Code to identify ideal locations based on their incidence of factors including proximity to historically low vote by mail usage, language minority communities, population centers, or voters with disabilities, as well as historical use as a polling place, geographic distribution, and physical capacity of the location.

When locations have been identified, a list and map look-up tool will be available on the Department's accessible website, which may also be viewed with Google translate.

Appendix C – Proposed drop box locations

At the time of writing this draft Election Administration Plan (EAP), locations have yet to respond to inquiries regarding their interest and availability to host a ballot drop box. Elections Department staff rely on their experience, knowledge, and fifteen factors set forth in the Elections Code to identify ideal locations based on their incidence of factors including proximity to historically low vote by mail usage, language minority communities, population centers, or voters with disabilities, as well as historical use as a ballot drop box or drop off location, geographic distribution, and physical accessibility and security of the location.

When locations have been identified, a list and map look-up tool will be available on the Department's accessible website, which may also be viewed with Google translate.

The proposed hours of operation for ballot drop boxes will be 24 hours a day, 7 days a week.

Appendix D – Vote Center sample design and layout

See diagram at end of document

Appendix E – Voter education and outreach budget

Outreach Budget 2020 ¹ General Election		Anticipated Outreach Budget 2022 ¹ Primary Election Vote Center Implementation	
Election-related Activities	Budget	Election-related Activities	Budget
Outreach Consultant	\$10,500	Outreach Consultant	\$10,500
League of Women Voters	\$3,000	League of Women Voters	\$3,000
Advertising	\$2,000	CBO Service Contracts	\$6,000
Unexpected Outreach ²	\$115,262	Direct Mailings 2x	\$88,520
		Bus Ads	\$6,400
		Banners	\$6,295
		Posters	\$2,140
		Flyers	\$758
		Newsletters	\$740
		Newspaper Ads	\$6,800
		Media Outreach (Radio, TV)	\$10,000
Total	\$130,762	Total	\$141,153
		VCA Implementation	Budget
		Workshops (translators)	\$3,000
		Public Meetings (translators)	\$3,000
		Translation of EAP ³	\$15,000
		Printed Public Notices	\$20,000
		Media Notices	\$10,000
Grand Total	\$130,762	Grand Total	\$192,153

Notes:

1. The outreach budget is in addition to regular election mailings that include the voter information guide and vote-by-mail ballot packet.
2. The November 2020 outreach budget increased unexpectedly by \$115,262 due to COVID-19 and the need to educate voters about election changes. Outreach efforts included direct mailings to voters, bus ads, newspaper ads, banners, flyers, and CBO service contracts.
3. EAP is Election Administration Plan, including the Outreach and Education Plan.

Example Vote Center Set-Up

(Voters may choose paper ballot or ICX regardless of voting method)

