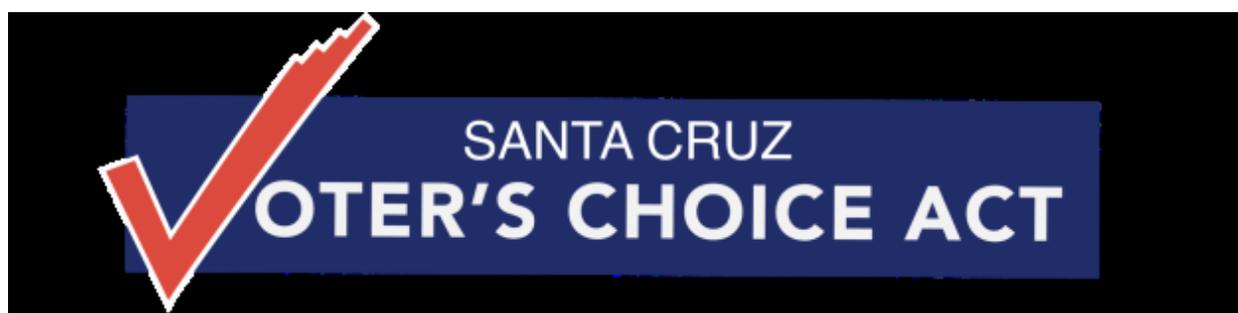


# **Santa Cruz County Clerk/Elections Department**



## **Draft Election Administration Plan**

**Amended 5/10/2022**

**701 Ocean St., Room 310**

**Santa Cruz, CA 95060**

**(831) 454-2060**

**[www.votescount.us](http://www.votescount.us)**

**[info@votescount.us](mailto:info@votescount.us)**

## Table of Contents

Executive Summary.....	4
Vote-By-Mail Ballots .....	6
Background.....	6
Vote Center and Ballot Drop Box Locations.....	8
Vote Center Formula and Considerations .....	9
Ballot Drop Box Location Formula and Considerations.....	15
Vote Centers and Ballot Drop Box Siting Tool and Methodology .....	19
Services for Voters with Disabilities .....	19
Updated Accessibility Survey.....	20
Information for Services for Voters with Disabilities included in County Voter Information Guide and VBM Instructions.....	20
Accessible Information Posted to Website.....	20
How a Voter with Disabilities may request a Mail Ballot, RAVBM, or Replacement Ballot ..	21
Remote Accessible Vote-By-Mail (RAVBM).....	21
Type and Number of Accessible Ballot Marking Devices.....	21
Type and Number of Reasonable Modifications at Vote Centers.....	21
Curbside Voting and Voter Assistance .....	22
Mobile Voting .....	22
Toll-Free Voter Phone Line .....	22
Language Assistance Services.....	23
Translated Reference Ballots and Language Assistance.....	23
Language Assistance Services included in County Voter Information Guides or Mail Ballot Instructions and Website.....	23
Bilingual Vote Center Staffing and Supported Languages .....	24
Voting Technology.....	24
Electronic Roster of Voters (E-pollbooks).....	24
Voting System .....	24
Ballot Marking Device (BMD) .....	25
Voting Security .....	26
Security and Contingency Plans to Ensure Prevention of Disruption.....	26

Security and Contingency Plans to Ensure Continuation of Election in Event of Disruption	27
Fiscal Impact.....	29
Estimates of Short-Term and Long-Term Savings.....	29
Overview of Voter Education and Outreach Plan .....	30
Background.....	30
Summary of Goals.....	31
Community Partners.....	31
Remote Accessible Vote-By-Mail Outreach.....	34
High Schools.....	34
Colleges and Universities.....	34
Detention Facilities, Probation, and Parole.....	34
Voter Engagement and Community Events .....	35
General Media Plan .....	36
Budget for Voter Outreach .....	38
Future Activities .....	39
Appendices .....	39
Public Meetings .....	39
Public Meeting Schedule .....	39
Community Events.....	40
Media Partners .....	41
Public Input Overview.....	43
Publications .....	61
COVID-19 Protocols .....	65
Prohibited Activities.....	65
Special Election Provisions .....	65

## Executive Summary

The California Voter's Choice Act (VCA), or Senate Bill (SB) 450 (Allen, 2016) was signed into law on September 29, 2016, adding Section 4005 to the California Elections Code (EC), allowing counties, after receiving approval from their Board of Supervisors, to conduct any election by mail, with certain requirements. Under VCA, all voters are mailed a ballot at least 29 days before an election, and each county establishes, with public input, numerous ballot drop box locations and vote centers throughout the county where any county voter may cast their ballot. This legislation is one of many election reforms designed to change how elections are conducted in order to increase voter participation and voter engagement by expanding voting options.

The Santa Cruz County Board of Supervisors approved the county's transition to a vote center model on March 22, 2022. The Santa Cruz County Clerk/Elections Department immediately created internal working groups to develop processes for operating and conducting elections under the vote center model in time for the June 7, 2022, Statewide Direct Primary Election.

A great deal of planning along with the purchase of required technology and equipment had already been accomplished as a result of administering a total of four elections including the November 3, 2020, Presidential General Election and the September 14, 2021, California Gubernatorial Recall Election under a "VCA-like" model due to the global pandemic. For the March 3, 2020, Presidential Primary Election the County Clerk/Elections Department conducted under a hybrid model, where both vote centers and traditional polling places were used.

In addition to the work already accomplished by the County Clerk/Elections office, we have incorporated feedback provided by voters and community advisory committees such as the Language Accessibility Advisory Committee (LAAC), and Voter Accessibility Advisory Committee (VAAC). We are also thankful for the support and guidance provided by the Secretary of State's office and the counties who have transitioned before us.

You can learn more about joining the county's LAAC and VAAC on the Elections website at [County Accessibility Committees \(www.votescount.us\)](http://www.votescount.us).

The Election Administration Plan (EAP) provides the foundation and guiding outline for the future of voting and elections in Santa Cruz County. We have updated our website to inform the public about the upcoming changes and incorporated tools for community feedback and site suggestions. The website can be found at [votescount.us](http://votescount.us).

The County Clerk/Elections office has enhanced our election outreach program to design and implement a comprehensive Voter Education and Outreach Plan ranging from expanding our social media presence, partnerships with high schools and institutions of higher education, collaborations with government agencies and community organizations, and have begun conducting a variety of voter education workshops. Following the public comment period and finalization of the EAP, the County Clerk/Elections office will continue to be in the community using this plan as a framework for the County Clerk/Elections office to meet its goal of

informing Santa Cruz County's over 160,000 registered voters of the full transition to the vote center model.

The first countywide election under this new model will be the June 7, 2022, Statewide Direct Primary Election. We look forward to continuing to provide Santa Cruz County voters with more convenient and secure voting options and an improved voter experience through the vote center model. All active registered voters will receive a ballot in the mail, and they may still choose to vote in-person at any voter service center in Santa Cruz County.

At the time of preparing this EAP, Santa Cruz County is required to have a minimum of 17 vote centers open for four days, including Election Day, and 4 of those 17 vote centers open an additional seven days for a total of 11 days and a minimum of 15 mail ballot drop off locations. These minimum requirements are based on current voter registration totals and California Elections Code requirements. Voters may return their vote-by-mail ballot by mail (no postage required), at a ballot drop off location, or at any vote center.

As we transition to the vote center model, my staff and I remain committed to our mission of providing election services to the citizens of Santa Cruz County to ensure equal access to the election process, protect the integrity of votes, and maintain a transparent, accurate and fair process while safeguarding voters against the spread of misinformation by keeping them informed of their voting options and the conduct of elections.

Tricia Webber  
Santa Cruz County Clerk

## Vote-By-Mail Ballots

§4005(a)(8)(A)

The implementation of the Voter's Choice Act (VCA) in Santa Cruz County requires that every one of its over 160,000 active registered voters receive a ballot in the mail. Santa Cruz County has proven that it is well positioned to handle the volume of the printing, mailing, and processing of mail ballots that will result from this requirement. It supports current voter behavior and projected trends, which the Santa Cruz County Clerk/Elections office has already taken into consideration.

Additionally, beginning on January 1, 2022, all voters will now receive a ballot in the mail regardless of preference or voting model, pursuant to Assembly Bill (AB) 37 (Berman, 2021).

### Background

The number of voters requesting a ballot by mail for one or all elections has steadily been increasing over the better part of two decades in Santa Cruz County. The Santa Cruz County Clerk/Elections office recognizing this trend, invested in our mail ballot infrastructure through both machinery that assists in sorting and opening the envelopes, and staff who take regular training on signature verification and handwriting analysis. The office has matured its processes, increased capacity and is more than prepared to manage the processing of mail ballots accurately and securely.

Additionally, the Santa Cruz County Board of Supervisors passed a resolution requiring the County to pay for the return postage on mail ballots in 2016, 2 years prior AB 216 (Gonzalez) becoming law making paid return postage a state mandate. As a result of the Board resolution, Santa Cruz County Clerk/Elections invested in permanent ballot drop boxes across the county and increased the number of staffed drop boxes at locations like libraries and city and county offices to offer more ways for voters to get their ballots to the office other than the mail, reducing time for delivery and overall expenses to the County.

In the March 2020 Presidential Primary election, the Santa Cruz County Clerk/Elections office issued about 120,000 mail ballots to voters who specifically requested to receive their ballots by mail, which was approximately 73% of the county's total registered voters.

This preparation proved successful while administering the November 2020 Presidential General election. As a result of the COVID-19 global pandemic, the Governor's two Executive Orders (N-64-20 and N-67-20), and related legislation (AB 860 (Berman) and Senate Bill 423 (Umberg)) permitted the County Clerk/Elections office to conduct the Presidential General election under a "VCA-like" voting model, the County Clerk/Elections office mailed over 173,000 ballots to all active registered voters in the county and made available 18 in-person voting sites open for four days, and 21 mail ballot drop-off locations open for nearly a month. The VoteMobile was also deployed during the voting period to locations across the county, for in-person voting and as a mail ballot drop-off location.

The County Clerk/Elections Department again operated under a "VCA-like" model for the

September 14, 2021, California Gubernatorial Recall Election. Over 175,000 ballots were mailed to the county's active registered voters, 21 mail ballot drop-off locations were open for nearly a month, 18 in-person voting sites were open for four days of in-person voting, and the VoteMobile was again across the county for nearly a month for in-person voting and mail ballot drop-off.

## Ballot Printing & Mailing Preparation

The County Clerk/Elections office has a state certified vendor who can handle the vote by mail ballot printing and mailing capacity. The office has also maintained a long-term and strong partnership with its local United States Postal Services (USPS) office to ensure timely delivery and return of mail ballots. Each election cycle, the office meets with representatives from the USPS local post offices, the San Jose post office where all Santa Cruz County mail routes through, the Business Mail units, and the Bay Area region management to ensure that our Elections mail is correctly designed, labeled with the correct indicia, and to create an alert at all local offices of what Santa Cruz County mail looks like.

The vote by mail packet is sent to voters in a white envelope with a blue bar and "XO", addressed to the voter and marked with the Official Election Mail logo containing the following:

- A green postage paid return envelope
- The official ballot, which may be on multiple ballot cards depending on how many contests are in the election
- Instructions on how to complete and return the ballot
- The three closest Vote Centers or ballot drop box locations along with directions on how to access to the complete list of locations with their hours of operation at [votescount.us](https://www.votescount.us).
- An "I Voted" sticker

## Processing Returned Mail Ballots

The County Clerk/Elections office has invested over the years to manage backend processing of mail ballots. The office currently operates its own high-speed mail sorting machine that is used to process the returned ballots. The sorting machine takes an image of every returned envelope, and tracks that the ballot has been returned. The images of the signature on the returned envelopes are used by staff to perform a signature comparison and determine if the signature compares with the voter's signature on file. Signature comparison is done by staff, it is not automated. The steps for processing returned mail ballots is reviewed at each election and staff is trained prior to each election. Additionally, staff trains yearly on signature comparison and handwriting analysis.

The speed of the mail sorting equipment and its integration with our signature verification process has allowed the County Clerk/Elections office to seamlessly handle the volume of returned mail ballots.

## Counting Returned Mail Ballots

The County Clerk/Elections office has four high-capacity scanners that can scan over 10,000 ballots per hour per scanner. These were leased in 2019 and have more than doubled scanning capacity.

## Tracking Mail Ballots

The Registrar's office uses the Secretary of State's "Where's My Ballot" system operated through BallotTrax. This system provides additional transparency for voters on the status of their mail-in ballot. Voters can receive notifications as their security return envelope with ballot enclosed moves through the mail stream. Mail ballots are tracked using an Intelligent Mail Barcode (IMB) which the United States Postal Service uses to track when ballots are mailed and returned to the Registrar's office.

## Vote Center and Ballot Drop Box Locations

§4005(a)(10)(B)

The VCA establishes detailed criteria and formulas for the placement and locations of vote centers and ballot drop off locations. Vote centers and ballot drop box locations will be decided based on specific considerations including the requirements described below:

- Proximity to public transportation
- Proximity to communities with historically low vote-by-mail usage
- Proximity to population centers
- Proximity to language minority communities
- Proximity to voters with disabilities
- Proximity to communities with low rates of household vehicle ownership
- Proximity to low-income communities
- Proximity to communities of eligible voters who are not registered to vote and may need access to same-day voter registration
- Proximity to geographically isolated populations, including Native American reservations
- Proximity to college campus or university
- Access to accessible and free parking
- The distance and time a voter must travel by car or public transportation
- Traffic patterns near vote centers and ballot drop-off locations
- The need for alternative methods for voters with disabilities for whom vote by mail ballots are not accessible to cast a ballot
- The need for mobile vote centers in addition to vote center

## Vote Center Formula and Considerations

### §4005(a)(10)(l)(vi)(I)

The VCA has established a formula for determining the number of vote centers based on the number of registered voters. Counties are instructed to provide one 11-day vote center for every 50,000 registered voters and one 4-day vote center for every 10,000 registered voters. Based on the formula outlined in the VCA, the required minimum is 4 vote centers open for 11 days, including Election Day, and a total of 17 vote centers that will be open for four days, including Election Day, in Santa Cruz County.

The County Clerk/Elections office plans to provide more vote centers than the minimum number required. Santa Cruz County will operate 5 vote centers for 11 days, including Election Day, one center in each of the five Supervisorial districts. Thirteen additional locations will be in full operation during the last four days of voting throughout Santa Cruz County. Vote centers will have two “opening days”, with greater numbers of vote centers in operation during the final four days with expanded hours on Election Day.

## Vote Center Minimum Requirements

Vote centers will be decided based on requirements set forth in statute, the accessibility to voters with disabilities and language needs, location availability, public feedback, and in accordance with our Voting Location Accessibility Plan. The County Clerk/Elections office will use voter and population data to assist with selecting the best areas for vote centers.

The County Clerk/Elections office has been identifying and assessing hundreds of potential facilities to ensure that locations are distributed throughout Santa Cruz County in a manner that provides greater access and convenience for all voters.

## Vote Center Site Selection

VCA requires counties to consider at a minimum fifteen criteria when establishing vote centers. The County Clerk/Elections office uses the Center for Inclusive Democracy (CID) siting tool, the most current available geospatial data, past locations and community canvassing to consider all required criteria. The County Clerk/Elections office provides access to the interactive CID siting tool which allows the user to search for and evaluate any proposed location against required criteria (see Center for Inclusive Democracy Siting Tool description on page 18).

While the CID Siting Tool provides a quick and effective way to assess proposed locations against required criteria, it does not automatically define where vote center locations will be identified and confirmed.

## Vote Center Survey Assessment

In addition to considering required criteria, a vote center survey assessment considers many of the other site selection elements that, while not specified in Elections Code 4005 (A)(10)(B) but

required in other federal and state law, impact the vote center siting process. Some examples of these site selection elements include path of travel, size of the voting room, the presence of adequate lighting (both inside and outside), the geographic area of the proposed site, internet connectivity, and parking, and electrical capacity.

The Santa Cruz County Clerk/Elections Department evaluates all possible sites using our Voting Location Accessibility Plan, a document that was created by the County and approved by the California Department of Justice (DOJ). This document contains the criteria when evaluating a site and provides the steps to choose the best location in an area. The Voting Location Accessibility Plan was created in the early 2000s when Santa Cruz County was one of two California counties sued by the California Attorney General. During the eight-year settlement agreement period, Santa Cruz County became a pioneer for voting location access surveying that has been adopted across the state. Working alongside the DOJ and accessibility consultants, Santa Cruz County Clerk/Elections developed a survey tool used to evaluate voting locations, paths of travel to the voting location, parking, voting location set up, and learned how to identify what mitigations needed to be used to make a location usable. During this time hundreds of locations were surveyed and analyzed, mitigations were identified, locations were ranked by criteria listed in the Accessibility Plan, and all locations were discussed by the local Voting Accessibility Advisory Committee (VAAC), the access consultants, and finally approved by the DOJ.

As locations are built or remodeled, the Santa Cruz County Clerk/Elections survey teams conduct a survey and rank the location. Additionally, locations are surveyed yearly to reevaluate that the most accessible locations are being used. Because of this, Santa Cruz County voters have been using the same voting locations for many elections.

## Vote Center Facility Recruitment Process

As a result of the COVID-19 global pandemic and emergency legislation the County Clerk/Elections office conducted both the November 2020 presidential general and the September 2021 gubernatorial recall elections under a “VCA-like” voting model with 18 voting locations open for four days of voting across the county. These voting locations were again reviewed and assessed to determine if they would meet minimum requirements for a vote center. All the locations that were used for vote centers were long established voting locations used by the County Clerk/Elections office and had previously been approved according to our Voting Location Accessibility Plan described above.

## Facility Research

Based on the previous surveys and as a part of Santa Cruz County’s Voting Location Accessibility Plan, a large portion of the buildings, both public and non-public have been surveyed. As new buildings are constructed or remodeled, staff surveys to determine if the most appropriate and accessible voting location is still being used.

Non-public facilities were contacted for further discussion on availability and potential costs. Public facilities were contacted to schedule vote center survey assessments.

Consistent with the Accessibility Plan and voting location research, additional locations and facilities are constantly being evaluated and added to a master list for further research. Suitable facilities, that have not served as voting locations previously or recently, have been contacted for vote center surveys and assessment.

### List of Potential Vote Centers with Days and Hours of Operation

§4005(a)(10)(l)(vi)(III), §4005(a)(10)(l)(vi)(VI)

The County Clerk/Elections office is constantly in the process of identifying potential vote centers and conducting site assessments and accessibility surveys. Vote center locations will be selected in conjunction with public feedback and the requirements as necessitated by law. The final list of selected vote centers will be included in the Voter Information Pamphlet and will be available on the County Clerk/Elections Department's website, [votescount.us](https://votescount.us).

Starting ten days before Election Day, five voter service centers will be open:

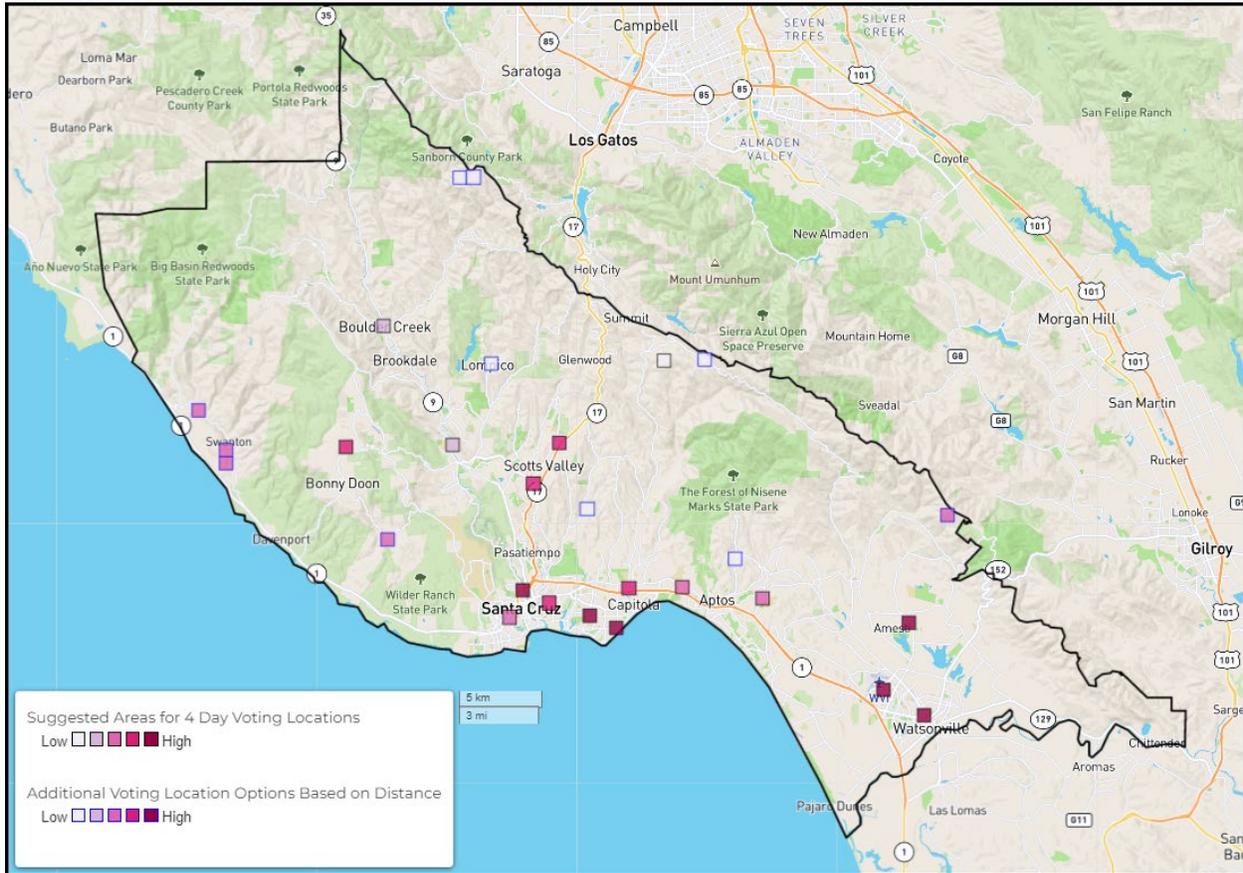
- 8am to 5pm Monday through Friday (including holidays),
- 9am to 5pm Saturday and Sunday, and
- 7am to 8pm Election Day.

An additional 13 voter service centers will open starting at three days before Election Day:

- 9am to 5pm Saturday and Sunday,
- 8am to 5pm Monday, and
- 7am to 8pm, Election Day.

See page 48 in Appendices for the 11-Day and 4-Day Locations Table at the time of publishing. The Santa Cruz County Clerk/Elections office will publish a list of vote centers on the Election Information page at [votescount.us](https://votescount.us).

# Map of Suggested Areas for Vote Centers



## Vote Center Layout

§4005(a)(10)(l)(vi)(XI)

A voter's experience at any of the county's voter centers will be like voting at the County Clerk/Elections office, the Watsonville City Clerk's office or one of the voting locations used during previous elections such as the March 2020 presidential primary, the November 2020 presidential general, and the September 2021 gubernatorial recall elections. Vote centers offer voters enhanced services and benefits that are secure and convenient. All vote centers will be equipped with four electronic rosters (electronic pollbooks, or e-pollbooks) allowing vote center staff to verify the status and eligibility of the voter quickly and easily, and a minimum of four ballot marking devices. At vote centers, a voter will be able to:

- Drop off an already voted mail ballot (sealed inside its return envelope)
- Vote in-person using a pre-printed paper ballot
- Vote in-person using a ballot marking device (tablet) to mark selections and print out an official paper ballot
- All ballot marking devices are fully accessible allowing voters with disabilities to vote independently and privately
- Vote in-person using the ballot you received in the mail
- Obtain a replacement ballot
- Get language assistance
- Register to vote and vote the same day
- Update voter registration information (address, political party)

The County Clerk/Elections office will implement vote center layout guidelines to ensure all ballot marking devices and voting booths are placed in a manner that allows a voter to mark their ballot independently and privately. Layouts will be sensitive to the accessibility needs of voters and will be expected to be adjusted to accommodate the varying shapes and room sizes of each location (see page 47 in Appendices for a sample layout). Each vote center will have a site-specific binder (Blue Binder) that will have specific maps for the location showing all mitigations needed, such as temporary thresholds, mats, etc., how and where to place signage showing the paths of travel, parking set-up and more.

Each vote center layout incorporates six stations:

- Curbside Station: Staff stationed at the curb/in parking lot, to accept mail ballot drop off in a secure ballot box on wheels and at the approximate height of a car window, offer curbside voting if requested, and direct voters.

- Greeter Station: Greet voters, manage any lines, accept mail ballot drop off or provide check-in forms, clipboard, pen, and direct voters to check-in station.
- Check-in Station: Check-in voters, conditionally register voters and provide assistance.
- Ballot Station: Ballots are printed on demand specific to the voter’s precinct and party (presidential primary only).
- Voting Area: Voters mark their selections privately and independently on either an accessible ballot marking device or in a voting booth.
- Ballot box: Cast ballot in official ballot box and receive “I Voted” sticker.

## Number of Vote Center Employees

§4005(a)(10)(l)(vi)(IX)

The estimated number of vote center employees is based on the number of 11-day and 4-day vote centers, the number of check-in stations and ballot marking devices in relation to the anticipated turnout and a schedule that supports all-day shifts. Estimates of the number of required vote center workers are calculated based on an average of six staff needed at the 11-day centers, and ten staff for 4-day voting at all centers. The average considers that there may be differences in the number of required staff at any given vote center.

Vote Center Type	# Sites	Staffing Type	# Days	Full-day Shifts	Projected Number of Shifts
11-Day	5	5-person staff	7 Days	5 sites x 5 staff	175
		10-person staff	4 Days	5 sites x 5 added staff	100
4-Day	13	10-person staff	4 Days	13 sites x 10 staff	520
VoteMobile	1	3-person staff	29 Days	1 site x 3 staff	87
Total Projected Need (All numbers are estimates)	18				882 shifts covered by 250 staff

## Training of Voter Service Center Election Officers

Training of vote center workers is guided by the California Secretary of State’s Poll Worker Training Guide. The County’s Election Officer Training Manual and other training materials can be viewed on the County Clerk/Elections website. This material is typically posted one month prior to Election Day.

Each Election Officer will attend an in-person training where they will be presented with an overview of the election and the process. Under the guidance of a team of trainers, the election

officer will go through a mock vote center where they will receive hands-on experience with each of the stations and will learn how to check-in voters, issue ballots, print ballots, activate the ballot marking device, set-up the ballot marking device with the audio function, process conditional voter registration, and more. Each election officer will also work a minimum of one day in an 11-day center for more “on the job” training. The 11-day centers will be led by County Clerk/Election Department staff and members of the training team.

## Ballot Drop Box Location Formula and Considerations

§4005(a)(1)(A) and §4005(a)(10)(B)

The VCA has established a formula for determining the number of ballot drop off locations based on the number of registered voters. Counties are instructed to provide at least two locations within the jurisdiction where the election is held or at least one ballot drop off location for every 15,000 registered voters, with at least one drop off location be an exterior box available for a minimum of 12 hours per day. Per the formula, 12 drop off locations are required. Santa Cruz County Clerk/Elections Department has provided ballot drop boxes and drop off locations for many years. Currently there are 17 secure stand-alone exterior drop boxes throughout the county and 6 staffed drop off locations in our City Clerk offices and libraries. For the June 7, 2022 election, Santa Cruz County plans on having a minimum of 23 ballot drop off locations throughout the county.

Minimum criteria are being considered and evaluated while researching any potential ballot drop box location. Ballot drop box sites that will best provide voters with additional options to drop off their ballot securely and conveniently are being considered. Best efforts are being made to identify locations for stand-alone drop boxes, in areas with existing security camera coverage in different areas than vote center sites and post offices.

There will be a combination of stand-alone and staffed ballot drop box locations.

## Ballot Drop Box Minimum Requirements

§4005(a)(10)(I)(vi)(VI)

In addition to the VCA minimum requirements, the California Secretary of State’s office regulations such as accessibility and language requirements for the drop off boxes. Stand-alone ballot drop boxes have been designed to provide translated legal language included in the graphics of the ballot drop box. As well, the County Clerk/Elections office is evaluating the possibility of adding additional features to support voters with disabilities, such as content in Braille, and high contrast artwork, and will continue to work with disability community partners to research best practices for future consideration.

Ballot drop box locations, whether indoors or outdoors, will be decided based on the requirements set forth in the VCA, accessibility to voters with disabilities and language needs, location availability, and public feedback.

Additionally, the County Clerk/Elections office will follow “California Code of Regulations (CCR) Title 2. Administration, Division 7, Chapter 3. Article 1. Vote by Mail Ballot Drop Boxes and Vote by Mail Drop Off Locations” guidelines which provide security measures in the design requirements of the ballot drop box, security monitoring and procedures of use during the available voting period. The design and language printed on the ballot drop boxes will inform the public that the box is official and secure. Ballot drop boxes will have preventative security such as anti-vandalism coating and fire suppression features.

## Ballot Drop Box Survey Assessment

VCA requires counties to consider at a minimum fifteen criteria when establishing ballot drop box locations. The County Clerk/Elections office uses the Center for Inclusive Democracy (CID) siting tool and the most current available geospatial data to consider all required criteria. The County Clerk/Elections office provides access to the interactive CID siting tool which allows the user to search for and evaluate any proposed location against required criteria (see description of Center for Inclusive Democracy Siting Tool on page 19).

While the CID Siting Tool provides a quick and effective way to assess proposed locations against required criteria, it does not automatically define the final ballot dropbox locations.

Beyond the minimum requirements, additional criteria will be considered in choosing the ballot drop box locations. These criteria, while not required by law, impact the siting process, and improve the desirability of the location. Some examples of these site selection elements include, presence of an onsite security camera, availability of short term/temporary parking spaces for the ballot retrieval team, and the presence of adequate lighting at the proposed site.

## Ballot Drop Box Location Recruitment Process

Previous voting locations and mail ballot drop off locations were reviewed to determine if the location could support a ballot drop box on site. Working concurrently with potential center site selections, potential ballot drop box locations have been identified that will provide additional options for voters to drop off voted ballots. In addition, research has been conducted on potential city sites, libraries, and other publicly available locations. Well-known retail shopping centers and privately-owned properties have also been identified as possible locations. All potential ballot drop box locations are being further reviewed.

Every potential site will undergo a site assessment to determine suitability and accessibility. Once the site is fully reviewed, final determinations will be made on the potential location of any placement. This will require working with the site tenant, property management company and/or property owner for approval.

## List of Potential Ballot Drop Boxes with Days and Hours of Operation

§4005(a)(10)(I)(vi)(IV), §4005(a)(10)(I)(vi)(VII)

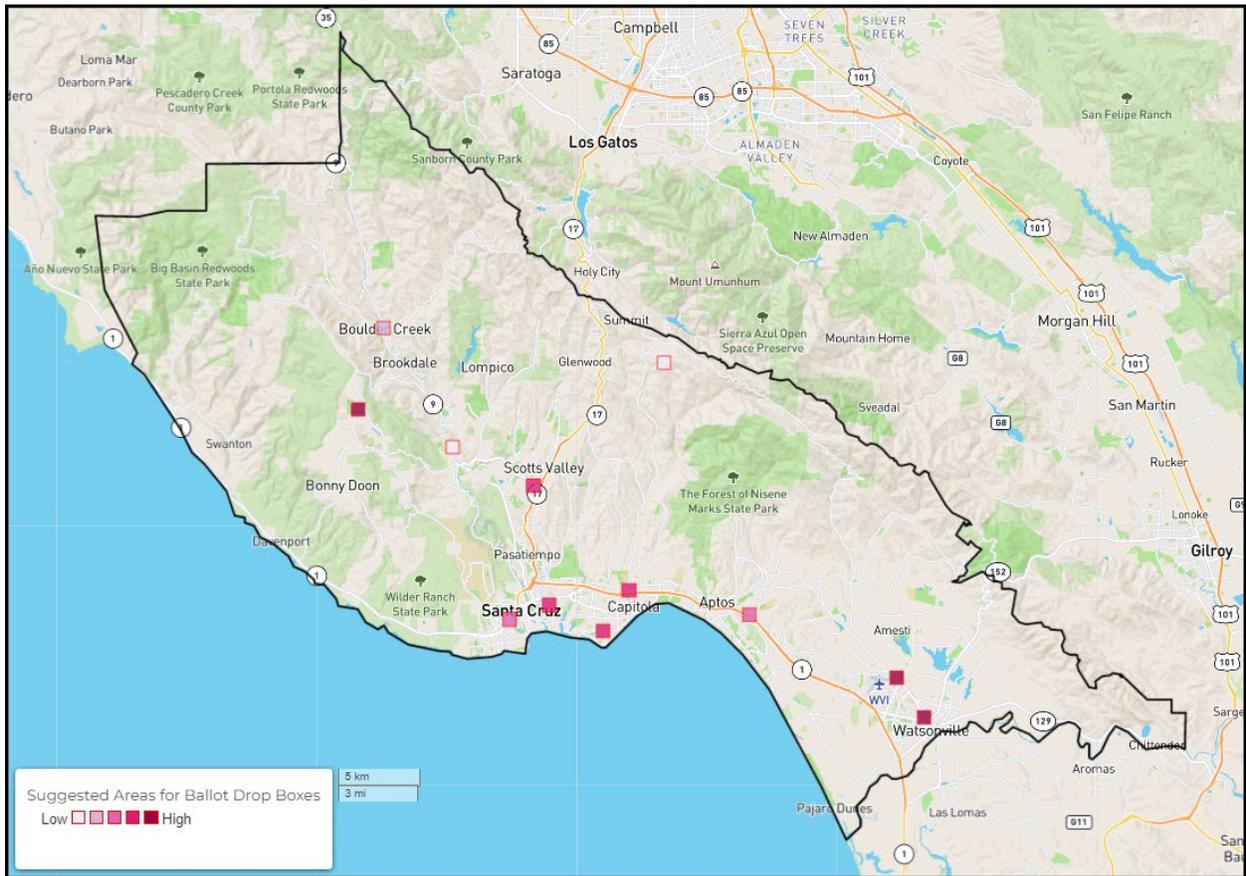
As mentioned previously, the County Clerk/Elections office has previously established drop

boxes currently, which will remain and the office is in the process of identifying additional potential ballot drop box locations and conducting site assessments and accessibility surveys. Additional ballot drop box locations will be selected in conjunction with public feedback and the requirements as necessitated by law. The final list of selected ballot drop box locations will be included in the Voter Information Guide and will be available on the County Clerk/Elections website at [votescount.us](https://votescount.us).

All stand-alone outside ballot drop box locations will be available 24 hours a day, 7 days a week beginning 29 days prior to each election. All staffed ballot drop boxes will be available during regular business hours beginning 29 days prior to each election. All ballot drop box locations will close Election Day, at 8pm.

See page 49 in Appendices for Ballot Drop Off Locations Table at the time of writing and publishing. The Registrar of Voter's office will publish a list of ballot drop box and drop off locations on the Election Information page at [votescount.us](https://votescount.us).

# Map of Suggested Areas for Ballot Drop Box Locations



## Vote Centers and Ballot Drop Box Siting Tool and Methodology

To assist with selecting sites for vote centers and ballot drop box locations, the County Clerk/Elections office uses the [Center for Inclusive Democracy \(CID\) siting tool](#) and the County's Geographic Information System (GIS) technology to help identify optimal sites for potential vote centers and ballot drop box locations. This is accomplished by visualizing demographic and voter data, polling places, parcel information, census data, and precinct information at the community level.

Utilizing the siting tool's grid, made up of half mile cells covering the entire county, "suitable areas" were identified and compared against archived polling places, voting locations and new public properties and facilities. Survey assessments were performed to determine if the locations would meet minimum required criteria and other site selection elements for a vote center or ballot drop off location.

To further assist with the process, the CID data was integrated with potential vote center and ballot drop box locations based off archived polling places, voting locations, public infrastructure, and community sites. This allows exploring existing data, proposing new sites, and tracking progress of site selection process to make informed decisions.

## Methodology

Using CID siting tool, site selection elements, and GIS technology, the Santa Cruz County Clerk/Elections Department will identify locations for all "suitable areas" in the County to host vote centers and ballot drop off locations.

## Services for Voters with Disabilities

§4005(a)(10)(l)(vi)(X)

The Santa Cruz County Clerk/Elections Department is committed to supporting voters with disabilities throughout the election process including the transition to the vote center model. The County Clerk/Elections office will expand and update services for voters with disabilities through a collaborative process of community and advisory committee input and by using an updated comprehensive accessibility survey.

The County Clerk/Elections office supports voters with disabilities by:

- Ensuring all vote centers meet accessibility requirements
- Using ballot marking devices with current accessibility supported technology
- Providing the ability to cast a ballot independently from home through the county's remote accessible vote by mail (RAVBM) system
- Providing audio and large print versions of voting materials

## Updated Accessibility Survey

§4005(a)(4)(C)

To comply with accessibility requirements, the Secretary of State Accessibility Checklist was reviewed to ensure the existing Voting Location Accessibility Survey was current and correct. The Santa Cruz County Clerk/Elections Department survey contained all the current codes and regulations. Items that are included in the survey are paths of travel from public transportation to all entrances to the voting location, accessible parking spaces, thresholds, curbs, and various types of ramps.

## Information for Services for Voters with Disabilities included in County Voter Information Guide and VBM Instructions

§4005(a)(8)(B)(i)(IV)

The County Voter Information Guide includes information on how voters with disabilities can request assistance, Disability Rights California's Voting Hotline phone number, and how to contact the County Clerk/Elections office for any general questions. Additionally, the guide will specify that a voter unable to mark a ballot may bring up to two individuals to assist with voting. The guide will also include information for voters to request a remote accessible vote by mail ballot (RAVBM).

## Accessible Information Posted to Website

§4005(a)(10)(I)(i)(IV), §4005(a)(8)(B)(ii)

The County Clerk/Elections website provides information to all voters in an accessible format. Special attention has been given to the design of the website to facilitate compatibility with screen readers and easy navigation.

The website provides voters with information relating to the election process, registering to vote, VCA legislation, and the Election Administration Plan (EAP). The website also has a dedicated [Accessible voting](#) webpage that will provide information about services available to voters with disabilities, including:

- Vote center and ballot drop box accessibility
- Ballot marking device description and instructions
- Resources for voters with disabilities
- Requesting a remote accessible vote by mail ballot ([RAVBM](#))

The website includes information on the types of services available to voters with disabilities, what services can be accessed at vote centers, and more. It will also include a list of vote centers and ballot drop boxes in an accessible format.

## How a Voter with Disabilities may request a Mail Ballot, RAVBM, or Replacement Ballot

§4005(a)(5), §4005(a)(10)(I)(ii)

With the move to vote centers, a person with a disability can request a mail ballot, RAVBM, or replacement ballot via the website, through email, over the phone, in written form, or in person at the County Clerk/Elections office. In addition to these options, voters will also be able to request a replacement ballot and vote in-person at any vote center.

## Remote Accessible Vote-By-Mail (RAVBM)

§4005(a)(8)(B)(i)(IV)

Any Santa Cruz County registered voters may request a downloadable ballot by contacting the County Clerk/Elections office. The voter will receive an access code used to connect to the remote accessible vote-by-mail (RAVBM) system. RAVBM provides voters with disabilities the ability to request access to a mail ballot electronically. The ballot can be downloaded to the voter's computer, marked using the voter's own assistive technology and then printed. Instructions are provided as a part of the RAVBM session.

As with any mail ballot, RAVBM ballots must be sealed inside a return envelope as provided in the instructions, signed, and returned by mail or at any vote center or official ballot drop off location.

Return instructions are also available in the voter information guide sent to every voter's mailing or email address.

## Type and Number of Accessible Ballot Marking Devices

§4005(a)(2)(B), §4005(a)(4)(D), §4005(a)(10)(I)(vi)(X)

All Santa Cruz County vote centers will be equipped with a minimum of four fully accessible ballot marking devices and may expand the number of devices dependent on the voting room size and voter needs. All voters are offered the use of these accessible ballot marking devices.

A voter can mark their ballot using the tablet display, audio tactile device, or their own assistive technology. The ballot marking devices provide voters with disabilities an autonomous voting experience. Ballot marking devices will be arranged to allow all voters the opportunity to cast their ballot privately and independently.

## Type and Number of Reasonable Modifications at Vote Centers

§4005(a)(6)(D), §4005(a)(10)(I)(vi)(X)

There are multiple types of reasonable modifications that will be offered inside vote centers. A minimum standard of four accessible ballot marking devices, and physical modifications will be

in place to support voters with disabilities.

Magnifiers and signature guides are available and prominently displayed at each check-in station. Chairs will be available if needed at check-in stations and at the accessible voting units. If a voter needs additional assistance, vote center workers will be available to assist a voter as a visual guide through the voting room, or to read out any information they may not be able to see.

In addition to the modifications mentioned above, each vote center will be surveyed for accessibility and evaluated under the Voting Location Accessibility Plan. If needed, facilities may be provided with threshold ramps for short rises to enter rooms, cones to identify hazards, and mats to cover slipping hazards. Most facilities will be asked to leave doors to the voting room open for accessibility.

Each vote center will have election officers in the parking lot to greet voters, answer questions, have a secure ballot drop box and to be available if a voter requests curbside voting.

### Curbside Voting and Voter Assistance

The County Clerk/Elections office offers curbside voting at all voting locations. Voters can let the outside vote center workers that they would like to vote from their car. The vote center worker will get the necessary information to check the voter in and offer the voter the ability to vote with a paper ballot or by using the accessible ballot marking device. The vote center worker will deliver the ballot to the voter and stand by to return the voted ballot contained in a privacy sleeve to the ballot box for the voter.

The County Clerk/Elections office offers voter assistance for voters that are unable to access an in-person voting location or need assistance in accessing voting information and ballot. Voters can email or call the County Clerk/Elections office to request assistance. Staff coordinates with the voter and will deliver to the voter what is needed to assist the voting experience.

### Mobile Voting

The County Clerk/Elections office will continue to provide mobile voting with the VoteMobile to bring voting to voters in unique locations and geographic areas where voters might otherwise have limited access to in-person voting options. The VoteMobile's locations will be posted on the County Clerk/Elections [website](#) and is updated regularly with new locations.

The County Clerk/Elections office is also researching the potential of a second VoteMobile as well as "pop up" voting locations.

### Toll-Free Voter Phone Line

§4005(a)(10)(I)(vii)

The public will be provided a toll-free voter phone number to direct voters to the accessibility features in order to ask questions and receive voting and election-related information. The toll-

free phone number will be published on the County Clerk/Elections Department website and provided in media outreach and direct voter contact information including the County Voter Information Guide.

Voters who are deaf, hard of hearing, or speech-disabled may use the California Relay Service (CRS) by dialing 711 to use the telephone system via a text telephone (TTY) or other device to call the County Clerk/Elections office toll-free voter phone number. CRS supports the following modes of communication: TTY, VCO, 2LVCO, HCO, STS, VASTS, ASCII, or Voice.

## Language Assistance Services

The County Clerk/Elections office provides comprehensive language assistance services to voters. From having dedicated bilingual staff prepare culturally appropriate translations and maintaining an event calendar, the County Clerk/Elections office is committed to providing opportunities for language communities to learn about the transition vote centers.

The County Clerk/Elections office has full-time bilingual employees for the county's state covered language and during each countywide election cycle we make effort to recruit bilingual election officers.

## Translated Reference Ballots and Language Assistance

### §13400

Per California Elections Code §14201, the County Clerk/Elections office is required to provide translated reference ballots in Spanish for specific precincts and information indicating that translated reference ballots are available. The County Clerk/Elections office will have a complete set of translated reference ballots for all ballot types at every vote center as well as have the translated Spanish ballot available on the accessible ballot marking device and in audio form.

Voters who have indicated that they wish to receive their election materials in Spanish will automatically be sent a translated Spanish ballot in the mail. It will come with a cover letter about 2-5 days following the official mail ballot packet.

Each voter service center will have the information to contact the Telephone Based Interpreter Service provided by the Secretary of State's office. This service provides services in 74 languages. Instructions on how to utilize this service will be included in the Election Officer training and will be included in all the vote center postings.

## Language Assistance Services included in County Voter Information Guides or Mail Ballot Instructions and Website

### §4005(a)(8)(B)

Voters will be notified of their ability to request translated election materials and language assistance services in the County Voter Information Guide and mail ballot instructions.

The website provides the complete list of language assistance services.

## Bilingual Vote Center Staffing and Supported Languages

§4005(a)(10)(l)(vi)(IX)

Every effort will be made to recruit and assign Spanish bilingual vote center staff in all vote centers.

At vote centers, voters will have alternate options to receive effective in-language assistance such as translated written materials, or assistance over a telephone call.

## Voting Technology

### Electronic Roster of Voters (E-pollbooks)

Electronic pollbooks (e-pollbooks) replace paper rosters and provide a mechanism to ensure efficient and secure processing of eligible voters at any vote center location. These e-pollbooks are connected to the County Clerk/Elections Department in real time to access an electronic list of registered voters (Roster of Voters) that are used at vote centers. The Roster of Voters is the official list of all registered voters eligible to vote in the election. E-pollbooks may be used to verify voter registration data, including name, address, date of birth, preferred language, party preference, and precinct. They provide better searching and more up-to-date voter status information than a paper roster, creating a better voting experience for voters.

The e-pollbooks exchange voter status updates with the voter registration system in a protected, encrypted way, which enables the staff at the vote center to better verify a voter's eligibility to receive a ballot and prevent double voting. The registration system shares that information through its connection to the VoteCal system. VoteCal is the centralized statewide voter registration database that interacts and exchanges information with county registration database and other state systems such as Department of Corrections and Rehabilitation, Department of Public Health, and the Department of Motor Vehicles.

### Voting System

The County Clerk/Elections Department follows strict chain of custody requirements for voting system software and hardware throughout the testing, certification, and operating process. As part of the certification process, Santa Cruz County's voting system went through rigorous functional and security testing conducted by the Secretary of State's office and a certified voting system test lab to ensure the system's compliance with California and federal laws, including the California Voting System Standards (CVSS) which are the strictest in the nation. The county's certified voting system software and hardware is used in an environment where

chain of custody and software integrity is strictly controlled.

Security is built into every aspect of county's voting technology. As part of the rigorous voting technology certification process, an independent third-party testing authority conducted source code review and evaluation, hardware and software security penetration testing, and operational testing to validate system performance and functioning under normal and abnormal conditions. This was done to identify any vulnerabilities in the code requiring voting system vendors to resolve or mitigate prior to certification to essentially prevent any issues with the county's elections.

The Registrar's office strict chain of custody requirements, including personnel requirements, protects the source code from breaches and the post-election reviews and audits establish compliance between voted ballots and the voting system.

In addition, the county's voting system is paper based, meaning the County Clerk/Elections office has a paper ballot trail for every vote cast.

### Ballot Marking Device (BMD)

Every vote center will have a minimum of four tablet ballot marking devices that will print out an official paper ballot with the voter's choices that the voter can review before placing the ballot in the official ballot box to be counted at the County Clerk/Elections office.

Voters visiting these locations to cast their ballot in person have the option to mark their ballot using the device. This device does not store, tabulate or count any votes and it does not store any voter information.

There is a reason why these devices are called ballot marking devices. The voter marks their selection on the screen. Then, on the paired printer the voter will print out their official ballot with their selections. This official paper ballot is what goes inside the official ballot box to be tabulated at the County Clerk/Elections office.

The ballot marking devices are fully compliant with the Americans with Disabilities Act. In addition to English, voters can select a Spanish translated ballot.

Vote center staff will start a voter's session by activating the device. Voters choose the language and make their selections by touching the screen next to voting choices. Voters can review their choices and make corrections if necessary on-screen, then tap "print ballot" to print out their official ballot. After reviewing their selections, voters deposit their ballot using the secrecy sleeve or envelope given to them by vote center workers in the ballot box.

Instructions are found in the County Voter Information Guide and on the County Clerk/Elections website [votescount.us](https://votescount.us).

## Voting Security

The County Clerk/Elections office aggressively pursues security measures to protect the integrity of our elections by paying attention to issues related to ballot integrity and voter registration systems. Although threats are constantly changing and incidents are unique, there are best practices and strict protocols in place to prepare for threats and incidents.

The County Clerk/Elections office continues to improve our current systems through hardware and software lifecycle management practices. The Registrar's office has implemented physical and cybersecurity controls while incorporating training for employees.

There are strict access controls in place securing the room where the voting system resides. The County Clerk/Elections office has ceiling mounted cameras in all rooms where the ballots are processed and tabulated. The cameras are also directed at entry and exit areas for additional security precautions.

## Security and Contingency Plans to Ensure Prevention of Disruption

§4005(a)(10)(I)(vi)(VIII)(ia)

The County Clerk/Elections office has a multi-pronged approach to ensure prevention of disruption to election operations through partnerships, internal controls, and procedures.

## State, Federal, and Local Partnerships

The County Clerk/Elections office has developed a relationship with the Santa Cruz County Information Services Department (ISD) who manages the county's IT network. The County Clerk/Elections office is next door to ISD and staff from ISD will assist during set up of each voter service center. The County Clerk/Elections office also has a direct relationship with the California Secretary of State, Department of Homeland Security (DHS), Federal Bureau of Investigation (FBI) and the Election Assistance Commission(EAC).

There is increased collaboration around election cycles including before and after the election. The County Clerk/Elections office enhances security awareness and communication, including regular meetings with the County ISD, Sheriff, DHS, and the FBI.

## Internal Controls

From a technical perspective, the County Clerk/Elections office includes a multi-layered approach to ensure the data remains encrypted and always secured. Physical security is also a consideration when choosing a location to host a vote center. Only facilities that provide adequate physical security will be chosen.

Mobile device management allows total control of securing and enforcing policies related to e-pollbook tablets. Mobile device management allows for the ability to remotely wipe a device, use password enforcement, and enable software updates asneeded.

Every vote center will have a phone for notification in the event of an emergency. Vote center staff will also receive training and instructions in their reference manual on what procedures to follow should there be an emergency. Voting equipment will have battery back-up in the event there is a loss of power. Additionally, locations are provided with generators and tents along with a map of an outdoor location in the event the building needs to be evacuated, voting can be set up quickly and securely outside so the voting process is not disrupted.

## Procedures, Methods and Standards

Chain of custody procedures are used as an administrative control as part of the overall strategy to secure election operations. The chain of custody procedures ensures that physical tracking of voting system equipment is in place.

Voting system components are stored within a secure location until deployed for the election. Ballot marking devices are placed in numerically sealed transportation containers.

Election workers sign chain of custody documents, known as seal verification logs, for voting equipment. Election workers and vote center staff are required to check the security seals periodically and report any broken seals or suspicious activity. Voting equipment is inventoried and placed in a secured location.

## Security and Contingency Plans to Ensure Continuation of Election in Event of Disruption

§4005(a)(10)(I)(vi)(VIII)(ib)

The County Clerk/Elections office has a continuity of operations plan in place to mitigate or prevent disruptions in the elections process; however, it is equally important to be prepared to respond to the real possibility of an incident or disruption. This section outlines the steps taken to be prepared to continue elections operations in the event of a disruption.

## Vote Center Response During the Voting Period

During the voting period, election support personnel are located throughout Santa Cruz County, ready to respond to any incident. These field personnel have replacement voting equipment and supplies and are trained to handle technical issues. Vote center employees have emergency contact information, including a dedicated helpdesk that can quickly resolve issues, or dispatch a member of the support team in the field.

All vote center equipment functions independently. If one piece of equipment stops functioning, it does not impact the operation of other voting equipment.

## Continuity of Operations Plan

The County Clerk/Elections office has an in-depth plan that can be used in the event of a cybersecurity incident or outage. This plan provides a systematic way to identify, address and recover from an incident.

Essential functions and their associated information technology dependencies have been identified to ensure ongoing elections operations in the event of a disruption. It provides a framework for determining critical business processes and enabling the organization to survive the loss of part or all operational capabilities.

Delegations of authority have been set to avoid misinformation and manage the dissemination of information to voters, staff, and media during a disruption, as well as make policy determinations and decisions for functional areas of the department as appropriate.

## Methods and Standards

### §4005(a)(10)(I)(iv)

The purpose of the continuity plan is to allow election operations to continue in the event of a disaster, an incident, or a service disruption. By identifying the procedures for essential functions, processes, communications, and alternate facilities, most foreseeable disruptions to elections operations can be mitigated.

## Essential Functions

The continuity plan identifies all essential functions required to run an election. Each of these essential functions are analyzed, and the technical dependencies for each are determined. For each of the technical dependencies, a recovery strategy is defined, including the restoration of required data.

## Communications

The continuity plan also addresses modes of communication, and how communication can continue during a disruption. This includes alternate modes of communication in the event the primary system fails. Responsibilities are assigned for disseminating information, and key stakeholders with whom it will be required to communicate in the event of a disruption. The process that is disrupted determines with whom the communication needs to occur. For example, some disruptions will require communication to only vote center staff, while other disruptions may require communication to the media and general public.

## Alternate Facilities

Alternate facilities are designated for local disasters, such as fires, floods, or other situations that would not allow access to our main facilities.

For vote centers affected by a disaster or power outage, voting activities can be relocated to another part of the facility. Ballot marking devices and E-pollbooks have battery backup and could be moved outside for temporary use due to a short-term loss of indoor access. If voting activities cannot continue, then nearby locations will be contacted and voters will be provided guidance on where to go. Signage will be posted at any affected locations and information related to the relocation will be disseminated through local media outlets.

## Fiscal Impact

### Estimates of Short-Term and Long-Term Savings

§4005(a)(10)(I)(v)

As indicated before, Santa Cruz County was able to utilize funding in 2020 and 2021 to build the infrastructure for transitioning to the VCA model. Additionally, Santa Cruz County already had the minimum required amount of ballot drop boxes and increasing the number of drop boxes was already included in the yearly budget.

The County Clerk/Elections office has invested in its voting system, matured its processes, and increased its capacity over the years to manage such an already large percentage of voters who prefer voting by mail and is well positioned moving forward to manage the processing of mail ballots accurately and securely.

As a result of the transition to the Voter’s Choice Act, the County of Santa Cruz expects to see a status quo budget as there will be savings from no longer paying the nearly 2,000 poll workers a stipend to work on Election Day. However, ongoing costs are expected as a result of providing wireless connectivity for ePollbooks (Roster of Voters) to use at each vote center and there are additional costs for voter outreach and education as a result of the new requirements.

Equipment Costs	FY 19/20	FY 20/21	FY 21/22	FY 22/23	FY 23/24
Voting System (lease – 8 yearly payments)	\$206,176	\$217,857	\$217,857	\$217,857	\$217,857
Electronic rosters		\$86,266			
Network Equipment	\$17,000	\$17,000	\$17,000	\$17,000	\$17,000
Mail sorting machine (purchased in 2013) (yearly maintenance)	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Exterior Drop boxes (budget 2/year)	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000
<b>Total Equipment Costs</b>	<b>\$232,176</b>	<b>\$326,123</b>	<b>\$243,857</b>	<b>\$243,857</b>	<b>\$243,857</b>

	Costs	Savings
Traditional Polling Place election officer stipends		\$151,000
Vote Center election officer stipends	\$120,560	
Traditional Polling Place rental stipends		\$4,500
Vote Center rental stipend	\$1,600	
Additional Voter Outreach and Education	\$75,000	
<b>Total</b>	<b>\$197,160</b>	<b>\$155,500</b>

The Registrar’s office will continue to analyze the effects of the Voter’s Choice Act on long-term costs and savings associated with conducting elections under this new model.

## Overview of Voter Education and Outreach Plan

§4005(a)(10)(I)(i), §4005(a)(10)(I)(i)(VI)

### Background

The County Clerk/Elections office already has a robust voter education and outreach program with dedicated full-time staff along with an additional temporary staff and a dedicated team of trained volunteers. Our outreach coordinator has strong and well-established relationships with community leaders and stakeholders. We are committed to cultivating new partnerships with community organizations, as well as strengthening our existing relationships with community partners during the transition to the vote center model.

It has been challenging during the pandemic but historically we have participated in well over 100 community events and meetings each year. Through 2020 and 2021 much of this work was done virtually and with COVID-19 still looming we will continue using a virtual platform as appropriate.

Fortunately, we can leverage our recent voter engagement activities and the exposure gained through conducting the last two statewide elections in 2020 and 2021 and two local elections under a “VCA-like” model. We can also leverage our office’s longstanding practice of offering multiple locations for early and weekend voting. The comprehensive outreach campaigns associated with those elections will only support our efforts moving forward.

### “VCA-like” November 2020 Presidential General Election Cycle, the “VCA-like” September 2021 Gubernatorial Recall Election Cycle and two local “VCA-like” elections in November and December 2021:

During the November 2020 election cycle the County Clerk/Elections office sent two direct mailings to all registered voters informing them of the upcoming changes in the election and their voting options.

Santa Cruz County is in a unique media position because our county’s media is from neighboring counties which makes a barrier to reach Santa Cruz County voters with a message specific to them and not confuse the voters in the other counties. However, in 2020 and 2021, Santa Cruz and the neighboring counties all utilized the “VCA-like” model and there was the ability to have a common message. For the first time, we ran audio ads across 2 different radio stations. With all but one of our neighbors either already a VCA county or transitioning to the VCA model in 2022 we will continue to build on the common messaging and using radio, newspaper and television to outreach to Santa Cruz County voters.

In addition to traditional and digital advertising, the County Clerk/Elections office has utilized flyers posted in business across the county including gas stations, convenience/grocery stores, and food establishments located in underserved neighborhoods. We plan to again post flyers at businesses and add pamphlets for voters to take.

For digital media we will post daily Facebook, Instagram, and Twitter ads that target the general market.

Partnering with the United States Postal Service, we are using an Informed Delivery campaign on all our election related mail that provides an active link to our website for corresponding information related to the mail. For example, the vote by mail ballot packet will link to voting options and how to return the ballot.

All campaigns will inform Santa Cruz County voters of their voting options consistent with the Voter's Choice Act, including that all active registered voters will automatically receive a ballot in the mail approximately one month before Election Day, voters can return their ballot by mail, or at any ballot drop off or voting location, and in-person voting is available over multiple days at any one of the 18 locations across the county.

These four elections gave Santa Cruz County quite an advantage as we now officially transition to the Voter's Choice Act. The County Clerk/Elections office has already gone to great lengths to prepare voters for any changes they may find in the upcoming election. The 2022 outreach efforts and media campaign will continue to reinforce voting options and that now these changes voters have already experience are permanent for all future elections.

The County Clerk/Elections office will continue to participate in outreach events that have been historically attended, as well as develop creative and more effective ways of communicating to voters. This Voter Education and Outreach Plan will highlight outreach events the Registrar's office will coordinate and/or attend, outline messaging strategies that will increase our presence in the community, and detail how resources will be allocated more efficiently through the analysis of key data points.

## Summary of Goals

- Voter education workshops/demonstrations
- Vote Center community presentations
- Community engagement events
- Partnerships with colleges and universities
- Partnerships with high schools
- 2 – 4 direct voter contacts
- Robust multilingual, targeted media campaign
- Increased social media presence

## Community Partners

§4005(a)(10)(l)(i)(III)

A successful community outreach program includes maintaining established partnerships with

community-based groups and organizations. The County Clerk/Elections office regularly meets with dedicated individuals from various organizations across Santa Cruz County including advocacy groups, civic groups, citizen leagues, senior centers, churches, city clerks, political parties, and other individuals. Community partners are listed starting on page 40 in Appendices.

## Voting Accessibility Advisory Committee & Language Accessibility Advisory Committees

§4005(a)(9)(A), §4005(a)(9)(B), §4005(a)(10)(I)(i)(I)

The County Clerk/Elections longstanding Voting Accessibility Advisory Committee (VAAC) and Language Accessibility Advisory Committees (LAAC) are designated to focus on the needs of voters with disabilities and minority language communities.

The mission of the VAAC is to advise and assist the County Clerk/Elections office with providing services to voters with accessibility needs and explore all opportunities to provide equal access to the ballot.

The VAAC also provides recommendations identifying and prioritizing activities and programs to ensure voters with disabilities can independently cast a ballot. The responsibilities of the committee include providing expertise on accessibility matters; incorporating accessibility procedures into operations; and providing feedback to the County Clerk/Elections office regarding accessibility standards and outreach to voters with disabilities.

The mission of the LAAC is to advise and assist the County Clerk/Elections office with implementation of federal and state laws relating to access to the electoral process by voters with limited-English proficiency.

The LAAC also provides recommendations identifying and prioritizing activities and programs to ensure equal access to the ballot. The responsibilities of the committee include providing expertise on language accessibility issues; providing recommendations identifying and prioritizing activities; and responding to the office's questions regarding language support.

LAAC and VAAC meeting agendas and a list of members and supporting organizations for each group can be found starting on page 42 in Appendices. Community partners are listed on page 40 in Appendices.

## Voter Education Workshops for Language Communities

§4005(a)(10)(I)(i)(VI)(ia)

Following the final publication of the EAP, specifically during the week of May 23, the County Clerk/Elections office will host voter education workshops to provide vote center and election information for Spanish which is Santa Cruz County's state required language.

These workshops will include information about the vote center model, voting equipment

overview/demonstration, language assistance services, ballot drop-off options, and methods to request translated election materials. Information about the workshops will be announced at least 10 days in advance of the date and will be shared with the LAAC and language community organizations.

The County Clerk/Elections office will partner with the LAAC and its language community partners to determine the number of workshops, dates, times, and locations, and what materials to distribute to best serve voters with language needs.

The County Clerk/Elections office understands that these official workshops will be the week prior to the 11-day voting locations opening and will be 2 weeks after the ballots have been mailed to voters. The office will be providing other outreach services to the community to aid in understanding the vote center voting model and provide education of the voting process in general. These outreach services will be done in a combination of methods including meetings, presentations, use of the VoteMobile (mobile voting unit), and joint events with community partners.

## Methods to Identify Language Communities

### §4005(a)(10)(I)(i)(V)

The County Clerk/Elections office utilizes the number of voters who request language assistance through voter registration forms. Voters may also notify the County Clerk/Elections office of their language preference by telephone, fax, email or online to update their language preference. Sources such as the United States Census Bureau help identify areas where there may be communities that have limited-English proficiency and may need language assistance.

In addition, the County Clerk/Elections office receives input from language community partners on the geographic distribution of where language communities exist in Santa Cruz County.

## Voter Education Workshop for Disability Community

### §4005(a)(10)(I)(i)(VI)(ib)

Following the final publication of the EAP, the County Clerk/Elections office will host voter education workshops to increase accessibility and participation of eligible voters with disabilities. The workshops will include education about the vote center model, voting equipment overview/demonstrations, the accessibility of the voting equipment, ballot drop-off information, and options for obtaining an accessible vote-by-mail ballot.

The County Clerk/Elections office will partner with the VAAC and its disability community partners to determine the number of workshops, dates, times, and locations, and what materials to distribute to best serve voters with disabilities. Possibilities include developing instructional and informational outreach materials on topics such as RAVBM and available services for voters with disabilities at vote centers.

Information about the workshop events will be announced at least 10 days in advance of the date and it will be shared with the VAAC and disability community organizations.

The County Clerk/Elections office understands that these official workshops will be the week prior to the 11-day voting locations opening and will be 2 weeks after the ballots have been mailed to voters. The office will be providing other outreach services to the community to aid in understanding the vote center voting model and provide education of the voting process in general. These outreach services will be done in a combination of methods including meetings, presentations, use of the VoteMobile (mobile voting unit), and joint events with community partners.

## Remote Accessible Vote-By-Mail Outreach

§4005(a)(10)(l)(i)(II)

The Registrar's office will develop an outreach plan to inform voters of the availability of RAVBM in partnership with the VAAC. Different strategies will be created based on the target audience and best practices on how to reach them. This will be implemented as a part of the larger overall media strategy for informing and engaging voters leading up to the June 7, 2022 Gubernatorial Primary Election.

## High Schools

The County Clerk/Elections office has strong relationships with high schools through its Student Election Officer Program. The program allows students to participate as election officers on Election Day or assist with receiving or in the office to gain hands-on experience in the democratic process.

In addition, the County Clerk/Elections office will leverage its existing relationships with high schools to provide registration and pre-registration opportunities, voter registration training, and information on how elections are conducted under the vote center model.

## Colleges and Universities

The County Clerk/Elections office has a strong relationship with the community college and university through hosting in-person voting and mail ballot drop-off locations, as well as supporting voter education efforts and voter registration training to student organizations.

## Detention Facilities, Probation, and Parole

The County Clerk/Elections office has established relationships with county detention facilities, and the probation department to provide voter registration training, election information, news stories, flyers and posters, updates, and we remain available to answer questions from staff as they assist voters throughout the year.

We also coordinate the receipt of voter registrations, distribution of ballots including conditional voter registration, and the return of ballots for each county detention facility.

We provide volunteer training to outside organizations that have arranged with the Sheriff's department to register individuals at the county detention facilities.

We will continue to work with community organizations and advocates to identify how we can support efforts to inform those on probation or on parole of their rights to register and vote.

## Voter Engagement and Community Events

Participating in events throughout Santa Cruz County is an integral part of the County Clerk/Elections office voter outreach program. These efforts aim to achieve the following goals:

- Educate voters on the transition to the vote center model and voting options
- Provide information and allow opportunity for individuals to register to vote
- Network and pursue collaborative opportunities

As many groups exist within Santa Cruz County, participation in community events allows the County Clerk/Elections office to promote services, build partnerships, and interact with various communities. Targeted groups have included, but are not limited, to the following:

- Community groups
- Churches
- Rotary clubs
- High Schools
- Universities/Community Colleges
- Professional associations
- Student organizations
- Public service agencies
- Cultural clubs
- Non-profit organizations
- Youth groups
- Service organizations
- Senior citizen centers

## Community Events

To maintain presence in the community, the County Clerk/Elections office will continue to focus its community outreach efforts on small-to-medium and large-scale events. The County Clerk/Elections office will be present at these events to register eligible voters and to provide information about the transition to the Vote Center model, voting, and other election information. Staff will engage the public, answer questions, and assist in filling out voter registration forms.

By participating in these events, the County Clerk/Elections office will have access to thousands of individuals in communities throughout Santa Cruz County. Community events are beginning

to be scheduled as the county continues to “reopen” after the pandemic. A list of potential community events being pursued in the 2022 election cycle is available on page 40 in Appendices and will be adjusted and added to as more events are scheduled.

## General Media Plan

### §4005(a)(10)(l)(i)(I)

To inform Santa Cruz County voters of the upcoming changes to voting and elections, the County Clerk/Elections office will take an expansive approach to reach as many voters as possible, multiple times. Advertising tactics include, but not limited to, social media, direct mailing, print, broadcast, video, digital, outdoor posters, audio, and radio. The County Clerk/Elections goal is to saturate the spectrum of media outlets for voters to increase the potential for a voter to see informational and marketing materials.

## Media Partners

### §4005(a)(10)(l)(i)(II), §4005(a)(10)(l)(i)(VIII)

The County Clerk/Elections office will provide news stories, video, and social media content for mass distribution and publication to existing media partners and seek out other trusted media sources to relay information. Accessibility options, methods to request an accessible ballot, vote center and ballot drop off locations, other general election information and other voting updates will be shared with media partners. For a list of media partners, please see page 41 in Appendices.

Additionally, the County Clerk often appears on local media to provide up to date information related to the election.

## Language Media Partners

### §4005(a)(10)(l)(i)(I)

Santa Cruz County communities receive news updates and information from a variety of sources, including language media outlets. The County Clerk/Elections office has developed strong relationships with language media partners in communities that speak Spanish. Information on the upcoming election will be shared with language media partners.

## Direct Voter Contacts

### §4005(a)(10)(l)(i)(X)

The County Clerk/Elections office plans to send two to four direct mailings to inform all registered voters of the availability of the upcoming changes to elections and voting. The mailers may vary in size but will be designed to catch the attention of the voter with vote center branding and messaging. The mailers may also provide information such as voting

options, vote center and ballot drop box locations and hours, and when to expect a Voter Information Guide or official mail ballot packet.

Each mailer will be translated into Spanish. The mailer will include messaging describing how a voter can obtain the mailer or other election materials in another language.

Targeted messaging will be included in the county's Voter Information Guide starting to go out at E-35 and in the official mail ballot packet going out at E-29. An additional mailer will go out just prior to the vote centers opening (around E-20) to highlight the in-person voting options and to reiterate services such as RAVBM and facsimile ballots.

## Requesting Materials in an Alternate Language or an Accessible Format

§4005(a)(8)(B)(iii)

All registered voters will receive information in their Voter Information Guide to request a ballot in an accessible format or to request election materials in alternate languages per §14201 of the California Elections Code. Instructions will be included in the pamphlet and on the County Clerk/Elections website for completing and returning the request. Additionally, all Santa Cruz County Voters who have already indicated that they want to receive their election materials in Spanish will receive a translated ballot in the mail along with a cover letter around E-25.

## Public Service Announcements

§4005(a)(10)(I)(i)(VIII), §4005(a)(10)(I)(i)(IX)

The County Clerk/Elections office will create visual and audio PSAs in varying lengths and themes to inform voters of the upcoming election.

The content will be informational as well as instructional such as notifying voters of the upcoming election and options for casting a ballot. Videos and audio will promote the voter hotline to ask questions and receive voting and election related information.

The videos will be open-captioned and be in accessible formats to be inclusive of voters who are hard of hearing or deaf and voters who are blind or visually impaired. Additionally, videos will be audio-recorded in Spanish. Content will be provided to general media partners.

## Social Media

The County Clerk/Elections office will use social media to attract new voters and to provide information to existing voters about the change to vote centers and updates on critical deadlines, voting tips, vote centers and ballot drop box locations.

The County Clerk/Elections office will utilize Facebook, Instagram, Twitter, and Nextdoor to promote vote center information and target languages (English, Spanish).

Below are social media strategies to achieve the overall goals of informing and educating voters

about the transition to the vote center model:

- Sponsored posts across social media channels that are targeted to users based on location, demographics, user interests, behaviors, and user preferences
- Place the County Clerk/Elections office as the official resource of election information in Santa Cruz County by sharing important election information, breaking down the voting process, dispelling election misinformation, and responding to voter's most asked questions
- Create eye-catching content including graphics and videos to keep voters engaged and informed

## Flyers and pamphlets

In addition to traditional and digital advertising, the County Clerk/Elections office will strategically utilize neighborhood business such as gas stations, convenience and grocery stores, and liquor stores, to post flyers and have pamphlets as well as advertise in transit stations.

## Website

§4005(a)(10)(I)(i)(IV)

The County Clerk/Elections website, [votescount.us](https://votescount.us) will be utilized heavily as the main source of vote center information and materials for the public. Information on the website is in accessible formats and is publicly available. This will include the EAP, methods to request an accessible mail ballot, the ability to use an accessible ballot marking device and how to use it, lists of voter service centers and ballot drop box locations, and other information related to the VCA.

## Budget for Voter Outreach

§4005(a)(10)(I)(i)(VII), §4005(a)(10)(I)(i)(VII)

Although Santa Cruz County voters have been using the vote center like model over the past several elections and have started to be acculturated to this model of voting, the transition to the full vote center model is a change for Santa Cruz County voters and will require additional funding for Voter Education and Outreach Plan through the 2022 election cycle. In addition to some savings in several areas of the overall department budget (such as staffing, facility rentals, and stipends) the County Clerk/Elections department has received a grant from the California Secretary of State in the amount of \$72,000 specifically earmarked for Voter Outreach and Education which will be used to create videos, radio ads, flyers, etc.

Below is a chart comparing Voter Outreach and Education over the past elections along with a projection for the elections in 2022. The County Clerk/Elections budget does not have line items specific to outreach and education. A review of all the expenditures for each past election was done and what is listed below represents the actuals as best determined. The department will

work with the County Budget Manager to create line items specific to outreach/education for future budgets beginning with the 2023/2024 fiscal year.

Activity	FY 19/20 Presidential Primary	FY 20/21 Presidential General	FY 21/22 Gubernatorial Recall	FY 21/22 Gubernatorial Primary	FY 23/24 Gubernatorial General
Advertising (social media, print, video, radio)	\$3,243	\$21,258	\$1,500	\$3,500	\$3,500
Direct Mailers	\$458,593	\$496,325	\$328,055	\$500,000	\$510,000
Voter Outreach/Education (program & staffing)	\$33,505	\$115,663	\$17,369	\$39,000	\$40,000
	Actuals	Actuals	Actuals	Budgeted	Budgeted
<b>Additional Funding</b>					
CA Secretary of State	-	-	-	\$36,000	\$36,000
Total Budget	\$495,341	\$633,246	\$346,924	\$578,500	\$589,500

### Future Activities

Following certification of the June 7, 2022 election, the County Clerk/Elections office will review the adopted Election Administration Plan (EAP) and create a supplemental EAP with lessons learned from the election. The supplemental EAP will help to shape the administration of the November 8, 2022 election. The methods of public comment will be kept active during the June election to gather input from the public, which in addition to staff recommendations, will craft the information in the supplemental EAP. Public display of the supplemental EAP will be the last two weeks of July and public hearings will be held in August.

This supplemental will allow for more public discussion and input into the administration of elections under the VCA in Santa Cruz County.

## Appendices

### Public Meetings

In developing of the EAP, the Registrar’s office hosted two public consultation meetings to gather input from the public. These meetings gave attendees the opportunity to learn about the upcoming transition to the vote center model and provide feedback.

To be inclusive of targeted communities, language assistance was provided and both meetings were promoted to the disability community.

### Public Meeting Schedule

Full schedule of vote center public meetings is provided below.

Date & Time	Language	In Person or Virtual?	Location Address
4/18/2022 5:30pm to 7:30pm	English/Spanish	Both	Santa Cruz County Government Center 701 Ocean St, Santa Cruz
4/19/2022 2pm to 4pm	English/Spanish	Both	Santa Cruz County Government Center 701 Ocean St, Santa Cruz

## Community Events

The list below represents the upcoming community events the County Clerk/Elections office plans to participate in. Specifics on the events as well as more events will continually be added. The schedule will be posted on our website [votescount.us](http://votescount.us). If you would like to recommend an event, please email [info@votescount.us](mailto:info@votescount.us).

### **April**

UCSC Alumni Week (4/23 Santa Cruz)

Earth Day/Día del Nino (4/24 Watsonville)

High School Voter Education Weeks (4/18 through 4/29 across the county)

### **May**

Nererville (5/1 Watsonville)

Autism Family Network's Hero Event (5/7 Scotts Valley)

Mother's Day Brunch (5/8 Felton)

Voting Rights Town Hall Meeting (5/10 Santa Cruz)

VCA Kick off event (5/11 Santa Cruz)

North County Workshops (week of 5/23 Felton)

South County Workshops (week of 5/23 Watsonville)

### **Ongoing**

Farmers Markets

Downtown Santa Cruz (Wednesdays)

Live Oak (Sundays)

Westside Santa Cruz (Saturdays)

Felton (Tuesdays)

Scotts Valley (Saturdays)

Watsonville (Fridays)

Cabrillo/Aptos (Saturdays)

## Community Partners

If you or your organization would like to partner with the Santa Cruz County Clerk/Elections Department on vote center outreach and educations, please email us at [info@votescount.us](mailto:info@votescount.us).

- University of California Santa Cruz
- Cabrillo College
- Disability Rights California

- In-Home Supportive Services (IHSS) Advisory Committee
- Vista Center for the Blind
- California Grey Bears
- Community Bridges
- Santa Cruz County Regional Transportation Commission
- Department of Rehabilitation
- NAMI
- Davenport Resource Service Center
- Santa Cruz County Commission on Disabilities
- Central Coast Center for Independent Living
- Hope Services
- Imagine
- Deaf and Hard of Hearing Service Center
- Shared Adventures
- Community Connections
- Easter Seals Central California
- SPIN
- Community Life Services
- San Andreas Regional Center
- Goodwill Industries
- Santa Cruz County Veterans Center
- Senior Living Communities (Aegis Assisted Living, Brookdale Oak Tree Villa, Dominican Oaks, Elizabeth Oakes Housing, Garfield Park Village, La Posada Retirement Community, St. Stephens Senior Housing, Sunshine Villa, Valley Heights)
- City Clerks
- Election Integrity Project (EIP)
- Indivisible Santa Cruz
- League of Women Voters
- Central Committees
- Autism Family Network

## Media Partners

If you or your organization would like to partner with the Santa Cruz County Clerk/Elections Department on vote center outreach and education, please email us at [info@votescount.us](mailto:info@votescount.us). You will also be added to our news story distribution list.

Publication Name	Type
Univision	Television
Good Times	Newspaper
KSCO	Radio
Aptos Times	Newspaper

Santa Cruz Patch	Newspaper
Santa Cruz Sentinel	Newspaper
Register Pajaronian	Newspaper
Hollister Freelance News	Newspaper
KCBS News	Radio
Fox TV	Television
KAZU	Radio
Santa Cruz Local	Newspaper
Press Banner	Newspaper
KBCZ	Radio
KSCO	Television
Lookout Local	Newspaper
Mountain News	Newspaper
KSBW	Television
KMPG	Radio

## Public Input Overview

### Voter Accessibility Advisory Committee (VAAC)

The Voting Accessibility Advisory Committee meets to consider the needs of voters with disabilities pertaining to vote centers and voting by mail. This committee meets the statutory requirements of the Voter Accessibility Advisory Committee.

VAAC Members:

Name	Affiliation
Fred Nisen	Disability Rights California
Veronica Elsea	Community representative
Janet Crosse	Santa Cruz County Commission on Disabilities
Kevin Andrews	Community Representative
Jackey Vizzier	CA Department of Rehabilitation
County Staff	
Tricia Webber	County Clerk
Emma Gordon	Polling Places
Helen Ruiz-Thomas	Voter Outreach
Lynn Stipes	Poll Workers

2021 VAAC Meeting Schedule		2022 VAAC Meeting Schedule	
April 8, 2021	(Virtual Meeting)	April 14, 2022	(Virtual Meeting)
June 10, 2021	(Virtual Meeting)	July 14, 2022	(Virtual Meeting)
September 16, 2021	(Virtual Meeting)	September 8, 2022	Location TBD
December 6, 2021	(Virtual Meeting)	December 8, 2022	Location TBD
December 9, 2021	(Virtual Meeting)		

## **Santa Cruz County**

### **Voting Accessibility Advisory Committee**

Thursday, December 9, 2021, 11:00am to 12:00pm

701 Ocean St. Rm 310 - Via Zoom

# **Agenda**

- I. Introductions
- II. State VAAC Meeting
- III. County Commission on Disabilities
- IV. Future Agenda Items – VAAC specific
- V. LAAC to join us - introductions
- VI. Legislative Update
- VII. November and December elections update
- VIII. Vote Center Migration – June 2022
- IX. Voter Outreach
- X. Redistricting
- XI. Set meeting dates for 2022

Adjourn VAAC portion – continue with LAAC

## Language Accessibility Advisory Committees (LAAC)

The LAAC, an independent committee meets to consider the needs of language minority communities pertaining to vote centers and all mail-ballot elections.

This committee meets the statutory requirements of the Languages Accessibility Advisory Committees.

LAAC Members:

Name	Affiliation
Mingi Bodine	Community representative
Kevin Andrews	Community Representative
Jackey Vizzier	CA Department of Rehab
Irwin Ortiz	Watsonville City Clerk
<b>County Staff</b>	
Tricia Webber	County Clerk
Emma Gordon	Polling Places
Helen Ruiz-Thomas	Voter Outreach
Lynn Stipes	Poll Workers

2021 LAAC Meeting Schedule		2022 LAAC Meeting Schedule	
April 8, 2021	(Virtual Meeting)	April 14, 2022	(Virtual Meeting)
June 10, 2021	(Virtual Meeting)	July 14, 2022	(Virtual Meeting)
September 16, 2021	(Virtual Meeting)	September 8, 2022	Location TBD
December 6, 2021	(Virtual Meeting)	December 8, 2022	Location TBD
December 9, 2021	(Virtual Meeting)		

**Santa Cruz County**

**Language Accessibility Advisory Committee**

Thursday, December 9, 2021, 11:30am to 12:30pm

701 Ocean St. Rm 310 - Via Zoom

# Agenda

- I. Introductions
- II. Legislative Update
- III. November and December elections update
- IV. Vote Center Migration – June 2022
- V. Voter Outreach
- VI. Redistricting
- VII. Set meeting dates for 2022

Adjourn VAAC portion – continue with LAAC

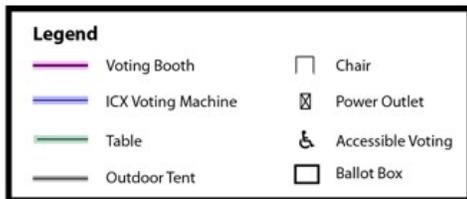
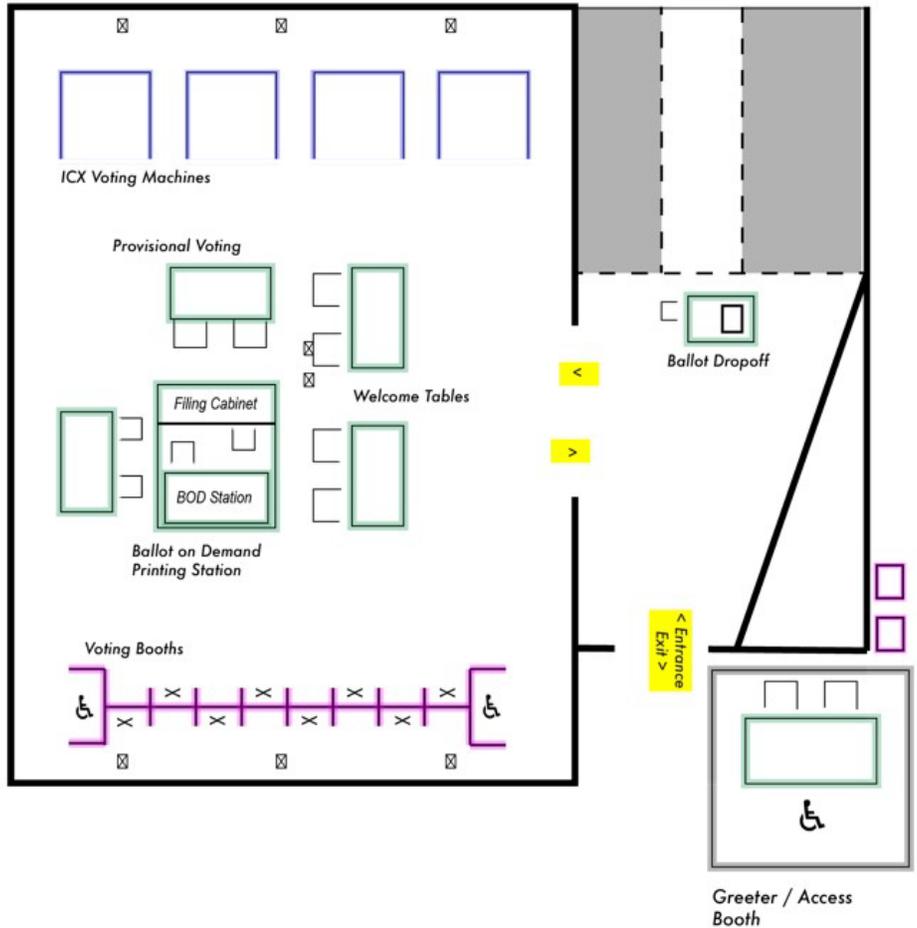
**VIII. State LAAC Meeting**

- IX. Future Agenda Items – LAAC specific

Adjourn

# Vote Center Layout (Sample)

## Simpkins Family Swim Center



## List of Vote Centers and Ballot Drop Box Locations

Vote center and ballot drop off locations were done in accordance with the Voting Location Accessibility Plan. In the areas where it was determined to site a voting location, all possible locations were identified, surveyed, and approached to be a 4- or 11-day center. The locations below have been identified as the most accessible locations in the area in terms of facility access, space, parking and availability. Some locations below are being used for the 2022 elections only due to other locations being under construction and those locations are believed to be preferred locations once surveyed after construction is complete. The county will provide a minimum of 18 vote center and 15 ballot drop off locations across the county and we anticipate providing more than the minimum.

The locations will be posted on the County Clerk/Elections website at [www.votescount.us](http://www.votescount.us) once finalized.

A complete list of locations will also be provided in the Voter Information Pamphlet.

### **Proposed Vote Centers**

Five Voter Service Centers will be open May 28 - June 7

Thirteen additional Voter Service Centers will be open June 4 – June 7

All Voter Service Centers will be open Election Day, June 7, 7am to 8pm

### **Voting locations in Santa Cruz County include:**

1. Aptos – Temple Beth El, 3055 Porter Gulch Rd. Opens May 28 for voting.
2. Aptos – St. John’s Episcopal Church, 125 Canterbury Dr. Opens June 4 for voting.
3. Boulder Creek – Boulder Creek Fire Station, 13230 Highway 9. Opens June 4 for voting.
4. Capitola – New Brighton Middle School, 250 Washburn Ave. Opens June 4 for voting.
5. Felton – Zayante Fire Department, 7700 E Zayante Rd. Opens June 4 for voting.
6. Santa Cruz – Santa Cruz County Clerk/Elections, 701 Ocean St., Room 310. Opens May 9 for voting.
7. Santa Cruz – Santa Cruz County Sheriff’s Office, 5200 Soquel Ave. Opens May 28 for voting.
8. Santa Cruz – Bonny Doon Elementary School, 1492 Pine Flat Rd. Opens June 4 for voting.
9. Santa Cruz – Kaiser Permanente Arena, 140 Front St. Opens June 4 for voting.
10. Santa Cruz – Masonic Center, 828 N. Branciforte Ave. Opens June 4 for voting.
11. Santa Cruz – UCSC Stevenson Event Center, 520 Cowell-Stevenson Rd. Opens June 4 for voting.
12. Scotts Valley – Scotts Valley Community Center, 360 Kings Village Rd. Opens May 28 for voting.
13. Scotts Valley – Scotts Valley High School, 555 Glenwood Dr. Opens June 4 for voting.
14. Soquel – Soquel High School, 401 Old San Jose Rd. Opens June 4 for voting.
15. Watsonville – Watsonville City Clerk’s Office, 275 Main St., 4th Floor. Opens May 9 for voting.
16. Watsonville – Pajaro Valley Community Trust, 85 Nielson St. Opens June 4 for voting.

17. Watsonville – La Selva Beach Clubhouse, 314 Estrella Ave. Opens June 4 for voting.
18. Watsonville – Lakeview Middle School, 2350 E. Lake Ave. Opens June 4 for voting.
19. Vote Mobile – Santa Cruz County has a mobile voting trailer that will be used throughout the county. Check [www.votescount.us](http://www.votescount.us) for dates and times.

### **Proposed Ballot Drop Box Locations**

Ballot Drop Box Locations become available starting May 9, 2022 and will remain open until Election Day, June 7, 8:00 pm

- Aptos – Resurrection Catholic Church, 7600 Soquel Dr.
- Aptos – Polo Grounds near the dog park, 2255 Huntington Dr.
- Aptos – Cabrillo College Parking lot R by the stadium, 3732 Cabrillo College Dr.
- Ben Lomond – Highlands Park, 8500 Highway 9
- Boulder Creek Community Church – 12465 Hwy 9
- Capitola – 420 Capitola Ave. in the City Hall parking lot
- Capitola – Mall near the old Sears, 1855 41st Ave.
- Capitola – Public Library, 2005 Wharf Rd.
- Corralitos – Community Center, 35 Browns Valley Rd.
- Felton – Covered Bridge Park – at Mt. Hermon and Graham Hill Rd.
- Los Gatos – Summit Store, 24197 Summit Rd.
- Santa Cruz - 701 Ocean St. in front of the County Government Center
- Santa Cruz – 212 Church St. in the public parking lot
- Santa Cruz – UCSC Quarry Plaza
- Scotts Valley – 1 Civic Center Dr. in the City Hall parking lot
- Watsonville – 316 Rodriguez St. in the municipal public parking lot 14
- Watsonville – County Health Center, 1430 Freedom Blvd.

Additionally, staffed drop off locations will be at

Santa Cruz City Clerk's office

Capitola City Clerk's office

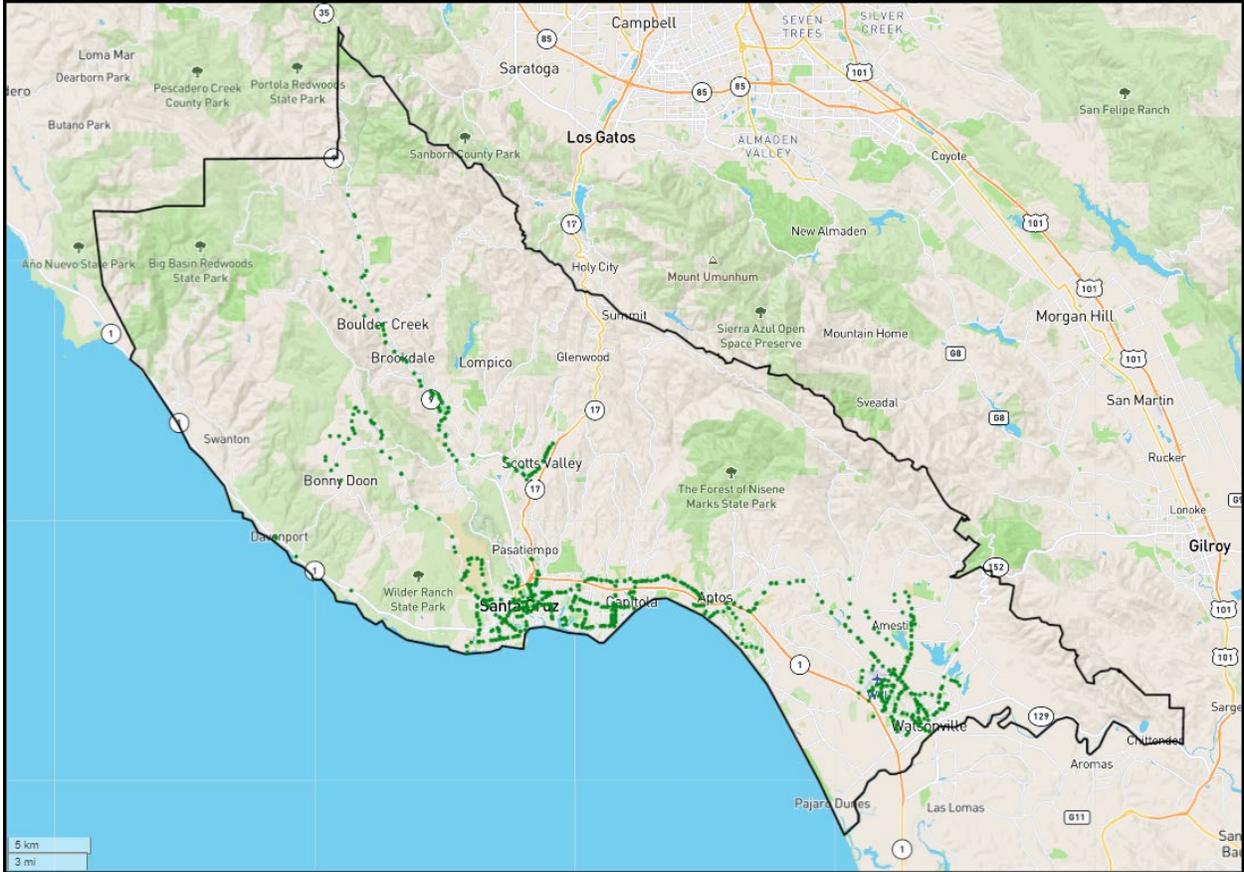
Scotts Valley City Clerk's office

Watsonville Public Library

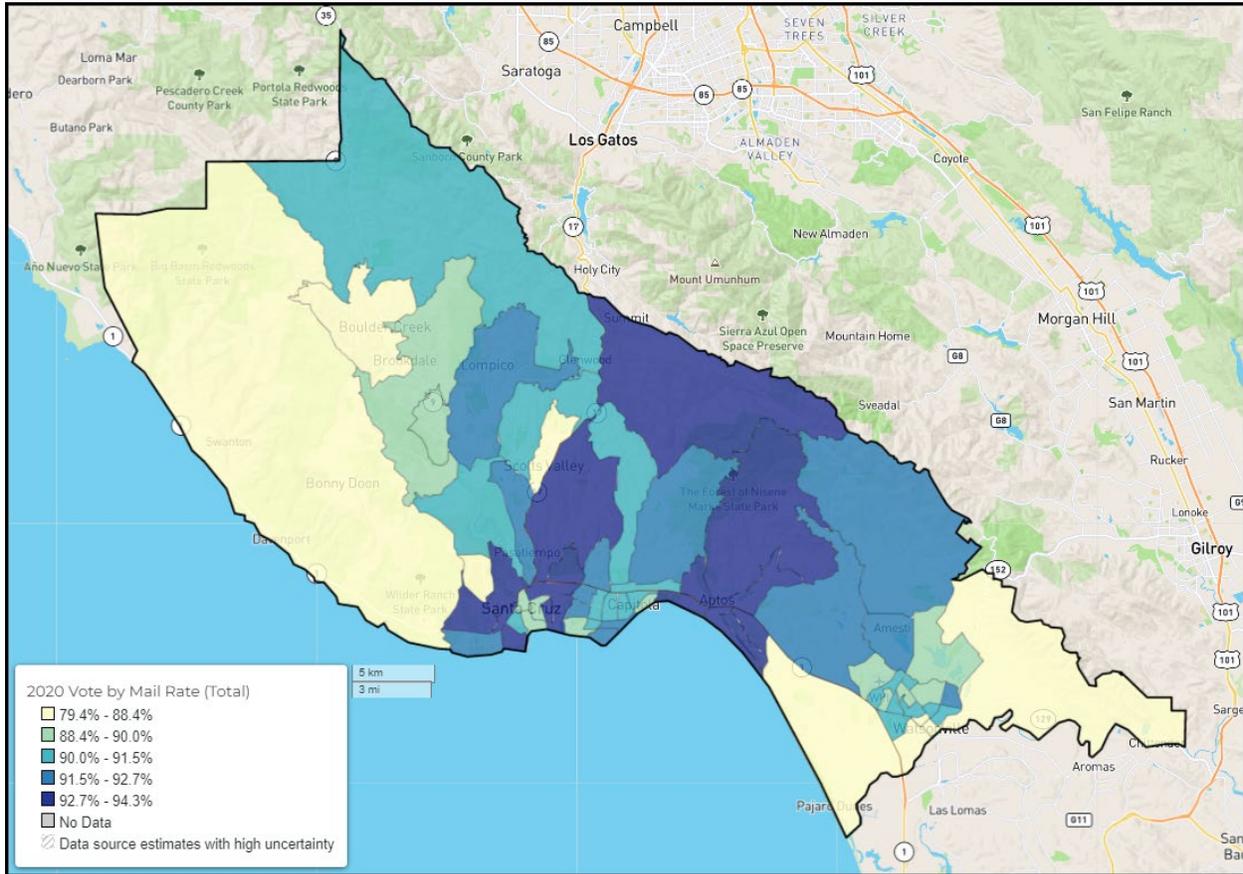
Other locations will be added and posted on [votescount.us](http://votescount.us)

# Voter's Choice Act Criteria Maps

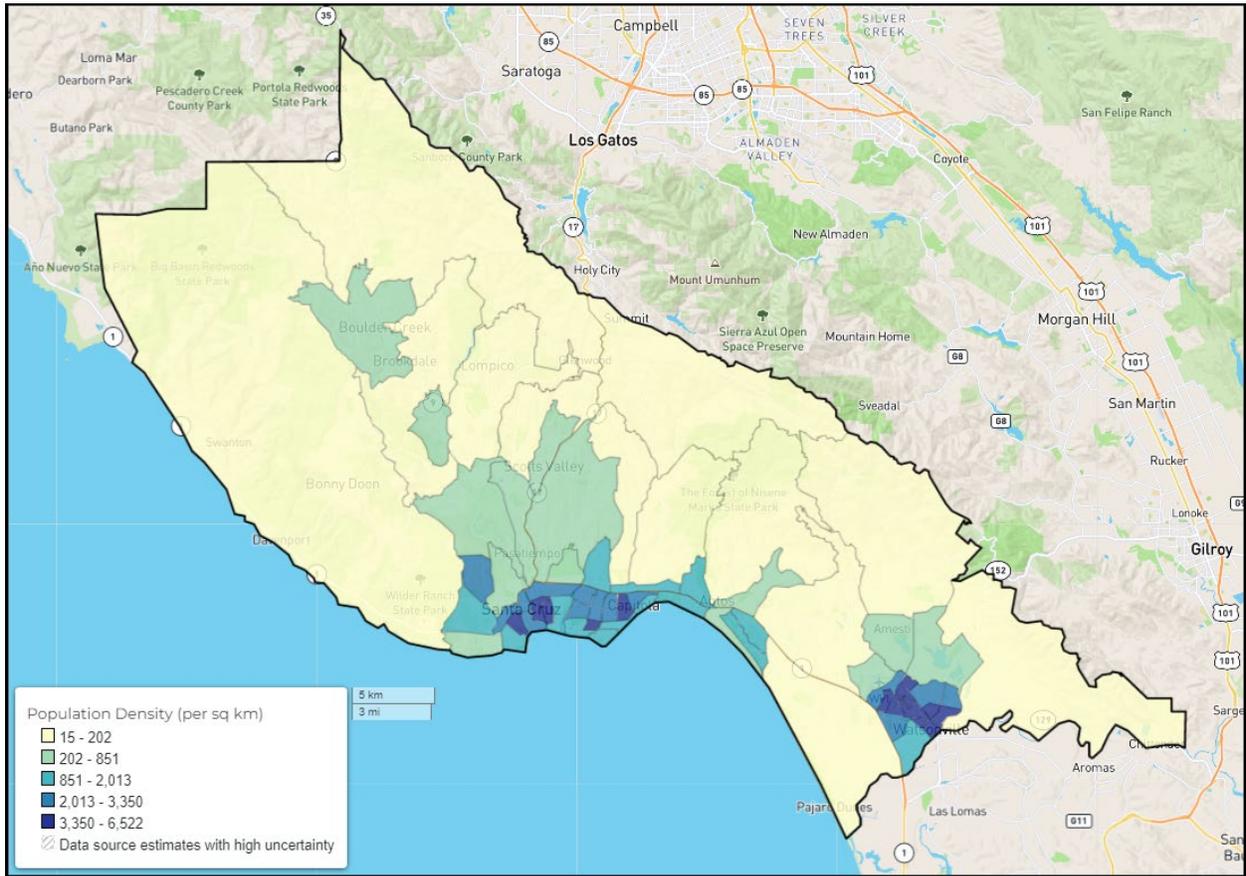
## Public Transit Routes



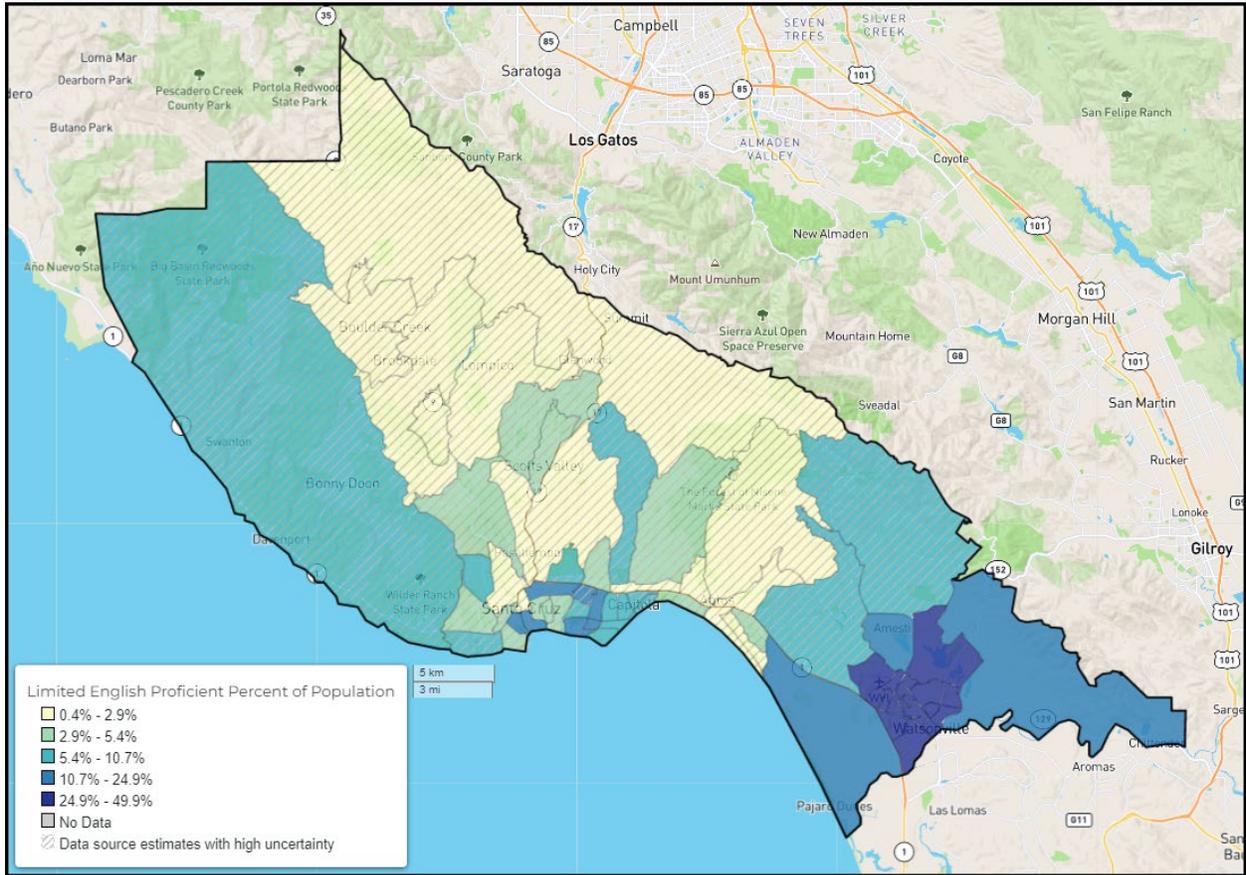
# Vote By Mail usage



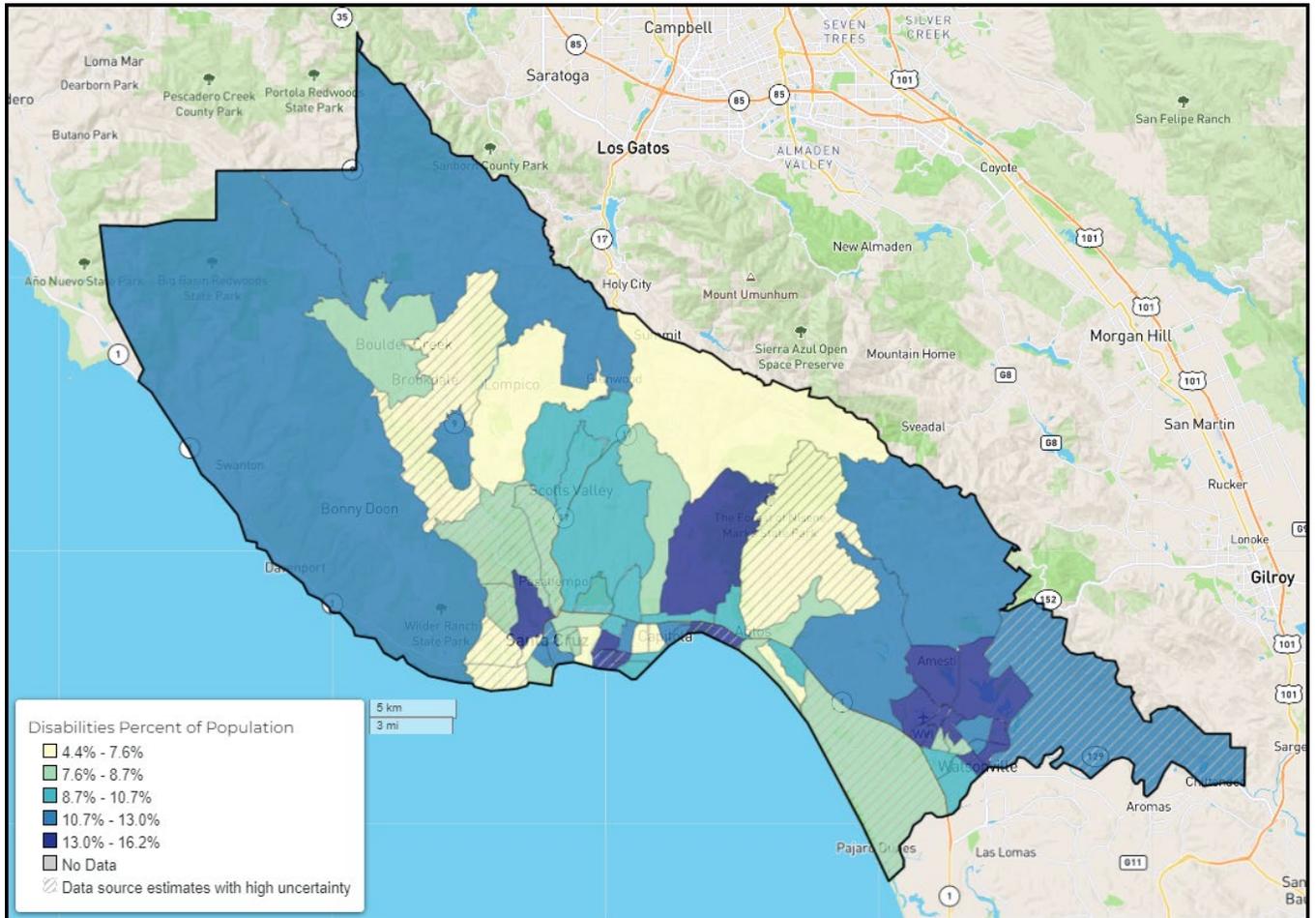
# Population Density



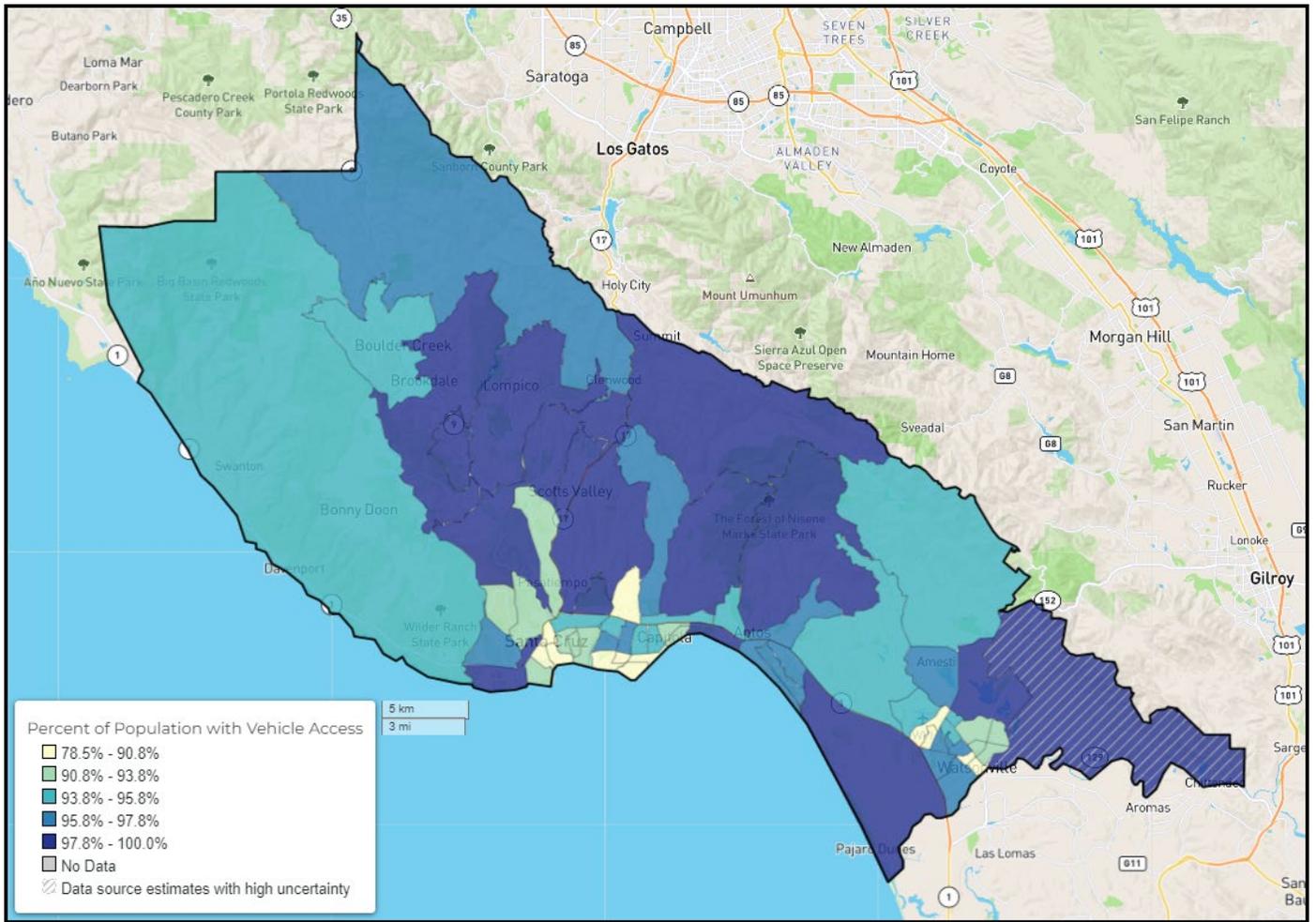
# Limited English Proficiency



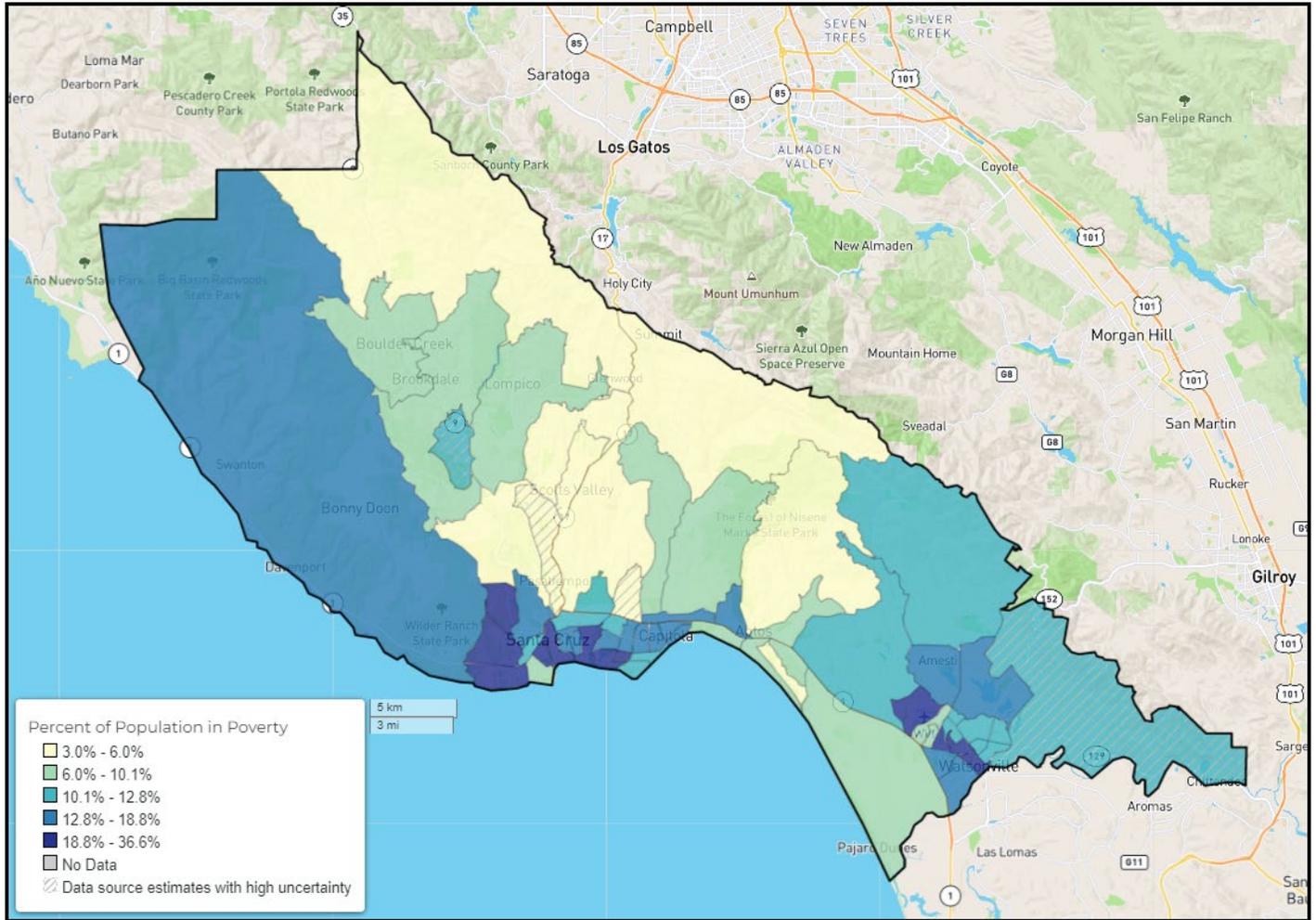
# Voters with Disabilities



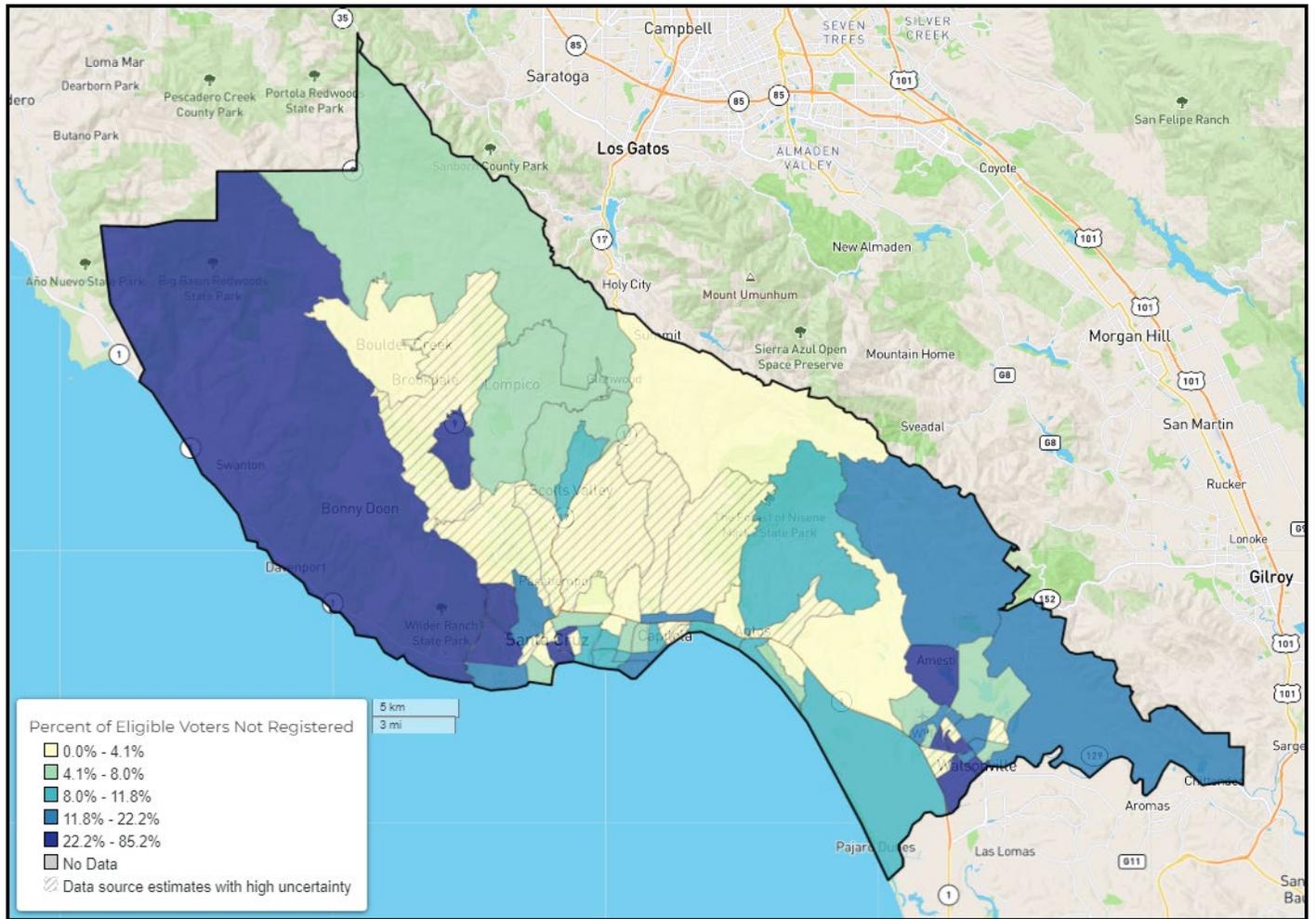
# Low Rates of Vehicle Ownership



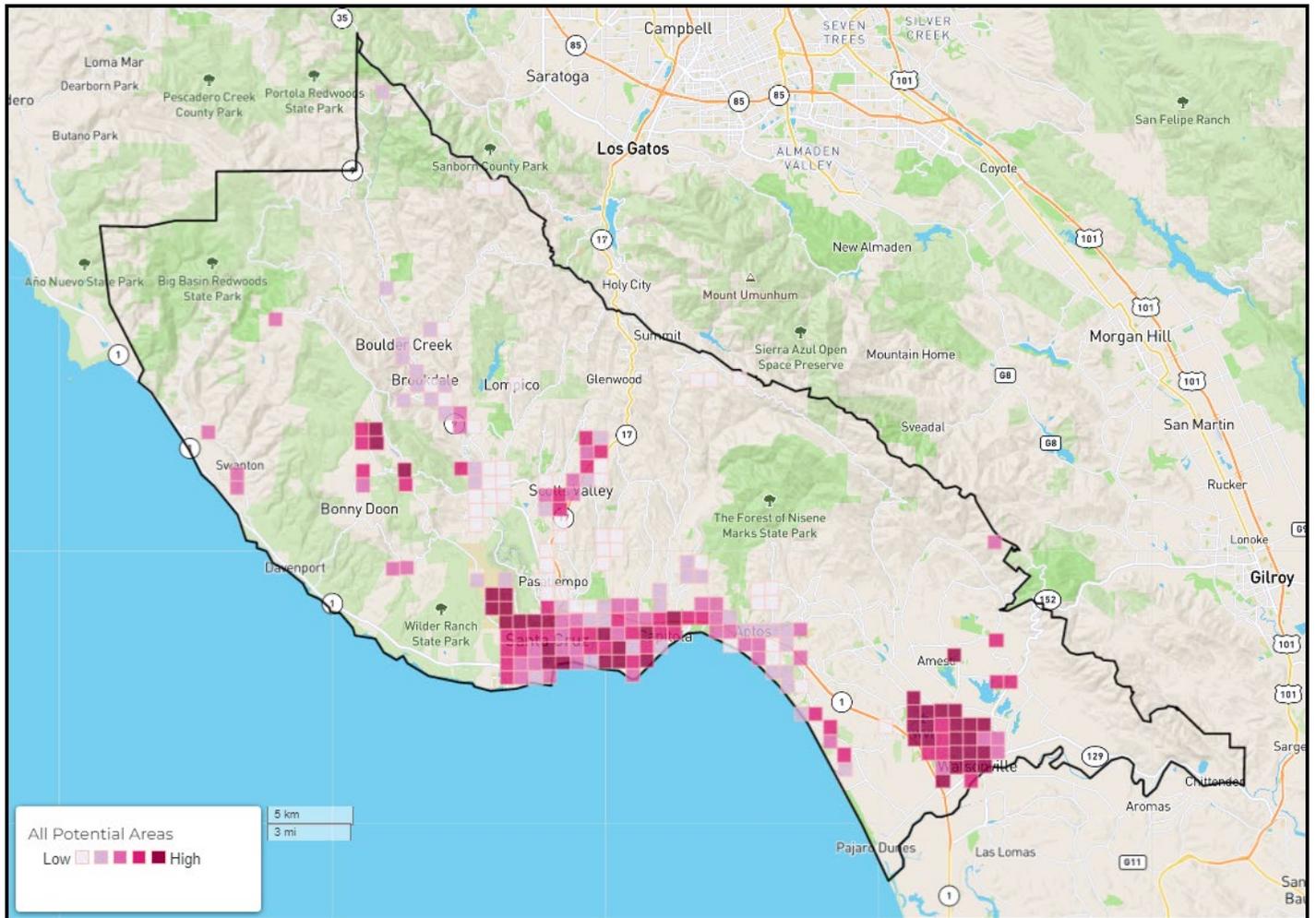
## Areas with Low-Income Communities



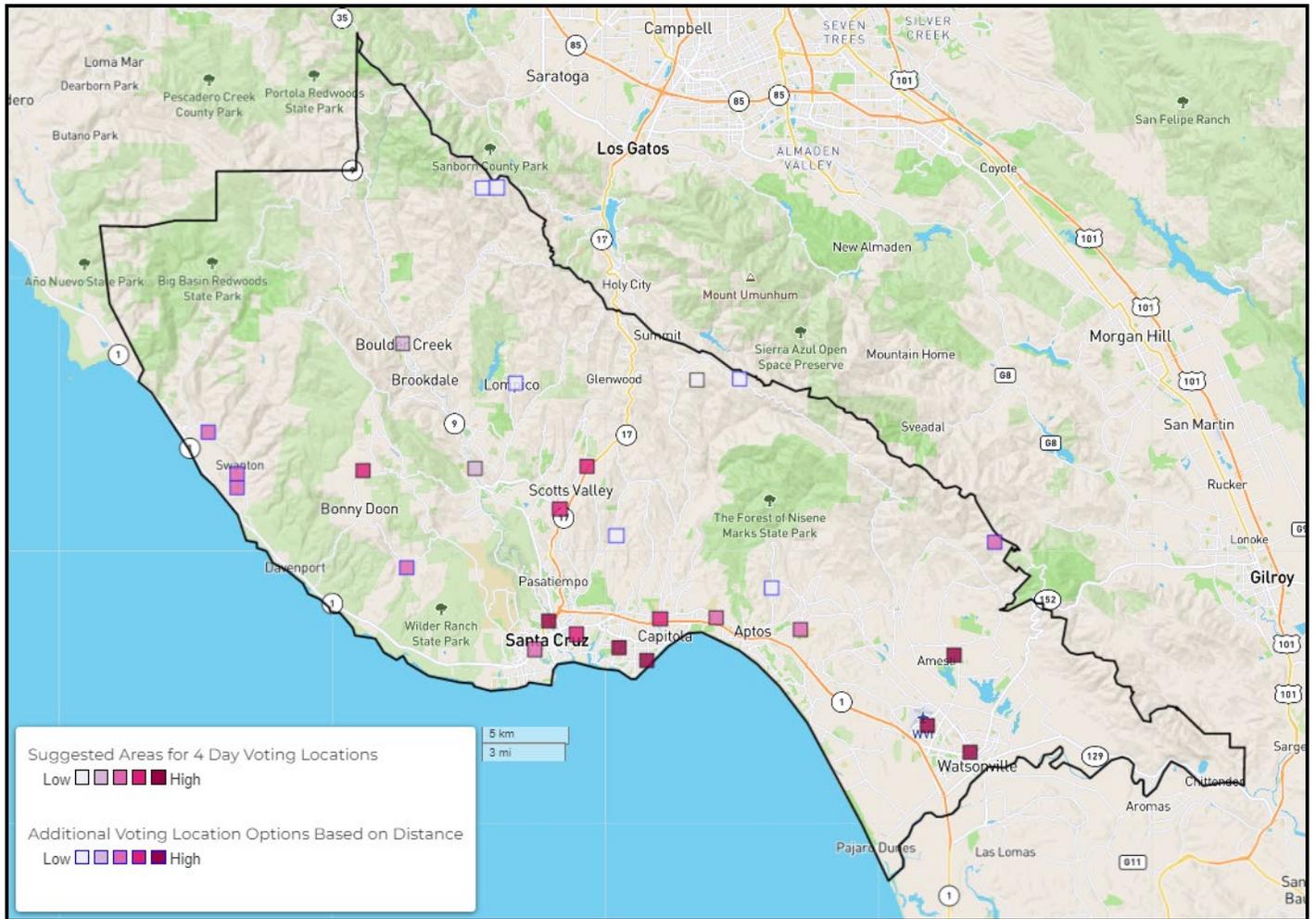
## Eligible Residents who are Not Yet Registered to Vote



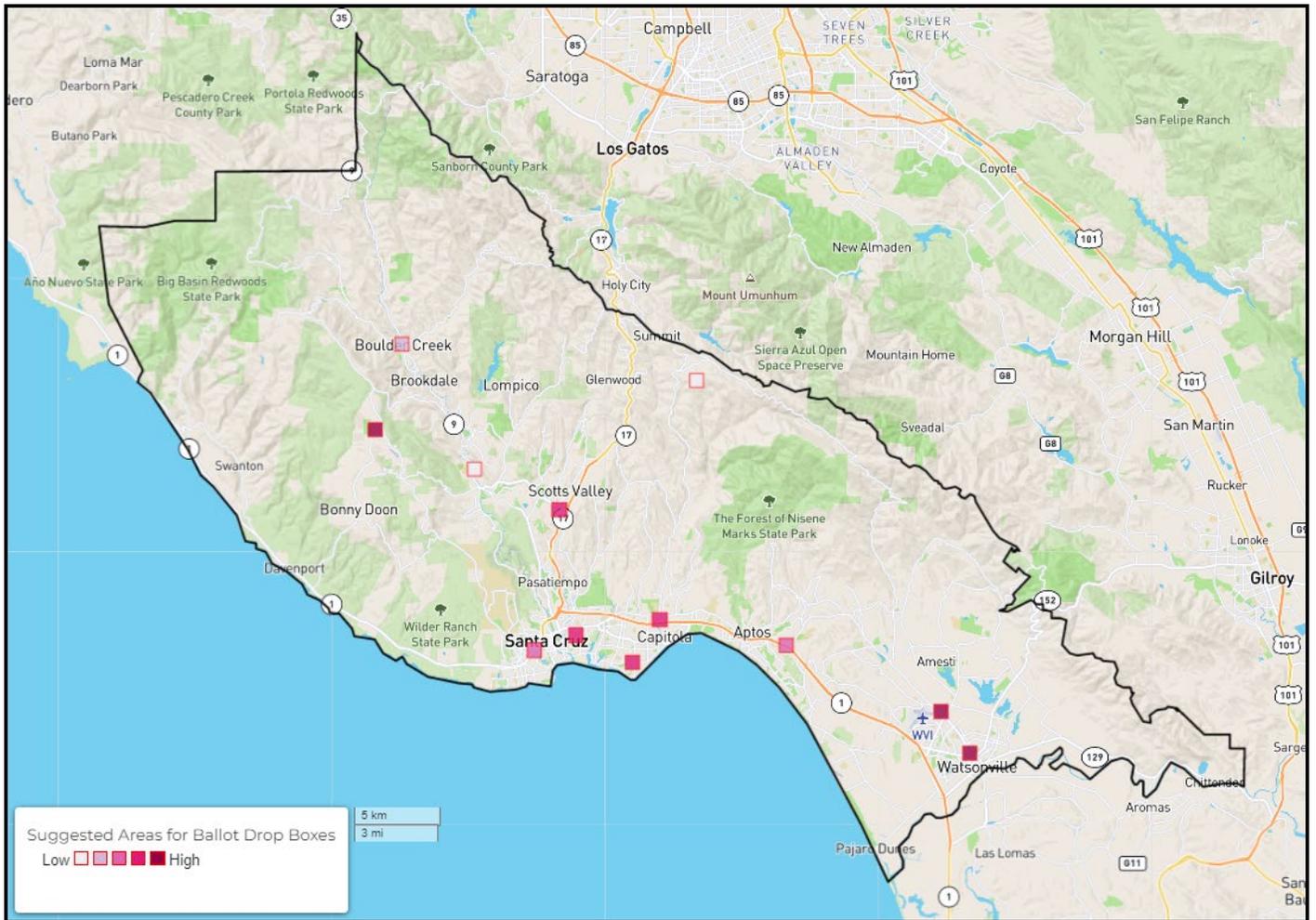
## Potential Areas for Vote Center or Ballot Drop Box Locations



# Potential Areas for Vote Center Locations



# Potential Ballot Drop Box Locations



## Publications

### Public Notice for Consultation Meetings



#### What is the Voter's Choice Act?

The Voter's Choice Act (VCA) was enacted in 2016 and has been successfully implemented in many California Counties. VCA offers voters more ways, and more days to vote.

#### What changes under the Voter's Choice Act?

- ✓ Every active registered voter will be mailed a ballot 29 days before Election Day
- ✓ Voters can go to any of the Voter Service Centers (VSCs) in Santa Cruz County
- ✓ 2 VSCs will be open for 29 days, including Election Day
- ✓ 5 VSCs will be open 11 days, including Election Day
- ✓ 13 additional VSCs will be open for 4 days, including Election Day
- ✓ 17 Drop Boxes will be available for 29 days, including Election Day

#### What is a Voter Service Center?

VSCs offer a full-service voting experience:

- ✓ Vote using an accessible ballot marking device
- ✓ Receive voting assistance
- ✓ Register to vote or update your registration and vote on the same day
- ✓ Request a replacement ballot

#### Election Administration Plan Implementation Input:

We are looking for public input on the upcoming Draft Election Administration Plan (EAP) from

- ✓ interested residents
- ✓ representatives from the disability community
- ✓ representatives from the language community
- ✓ community organizations providing services to individuals with disabilities and language needs

#### Election Administration Plan Consultation Meetings:

Your input is needed to help develop the EAP, please attend:

- ✓ **Monday, April 18, 2022**, 5:30pm to 7:30pm or
- ✓ **Tuesday, April 19, 2022**, 2:00pm to 4:00pm

Attend in person at the Santa Cruz County Board of Supervisors Chambers, 701 Ocean Street, 5th floor, Santa Cruz or online.

The meeting links are posted on [www.votescount.us](http://www.votescount.us).



#### Santa Cruz County Clerk/Elections

701 Ocean St., Room 310

Santa Cruz, CA 95060

- 831-454-2060 or 866-282-5900: toll-free
- TDD: 711 FAX: 831-454-2445
- [info@votescount.us](mailto:info@votescount.us) [www.votescount.us](http://www.votescount.us)

## Public Notice for Consultation Meetings (continued)



### ¿Qué es la Ley de Opción del Votante?

La Ley de Opción del Votante (VCA) se promulgó en 2016 y se ha implementado con éxito en muchos condados de California. VCA ofrece a los votantes más formas y más días para votar.

### ¿Qué cambia bajo la Ley de Opción del Votante?

- ✓ A cada votante registrado activo se le enviará una boleta por correo 29 días antes del día de las elecciones.
- ✓ Los votantes pueden ir a cualquiera de los Centros de Servicio al Votante (VSC) en el Condado de Santa Cruz
- ✓ 2 VSC estarán abiertos durante 29 días, incluyendo el día de las elecciones
- ✓ 5 VSC estarán abiertos 11 días, incluyendo el día de las elecciones
- ✓ 13 VSC adicionales estarán abiertos durante 4 días, incluyendo el día de las elecciones
- ✓ 17 buzones estarán disponibles durante 29 días, incluyendo el día de las elecciones

### ¿Qué es un Centro de Servicio al Votante?

Los VSC ofrecen una experiencia de votación de servicio completo:

- ✓ Vote usando un dispositivo de marcado de boleta accesible
- ✓ Recibir asistencia para votar
- ✓ Regístrese para votar o actualice su registro y vote el mismo día
- ✓ Solicitar una boleta de reemplazo

### Aporte para la implementación del plan de administración electoral:

Estamos buscando la opinión pública sobre el próximo Borrador del Plan de Administración Electoral (EAP) de

- ✓ residentes interesados
- ✓ representantes de la comunidad de discapacitados
- ✓ representantes de la comunidad lingüística
- ✓ organizaciones comunitarias que brindan servicios a personas con discapacidades y necesidades lingüísticas

### Reuniones de Consulta del Plan de Administración Electoral:

Su aporte es necesario para ayudar a desarrollar el EAP, por favor asista:

- ✓ **Lunes 18 de abril de 2022**, de 5:30pm a 7:30pm o
- ✓ **Martes 19 de abril de 2022**, de 2:00pm a 4:00pm

Asista en persona a las cámaras de la Junta de Supervisores del Condado de Santa Cruz, 701 Ocean Street, 5to piso, Santa Cruz o en línea. Los enlaces de la reunión se publican en [www.votescount.us](http://www.votescount.us).



### Santa Cruz County Clerk/Elections

701 Ocean St., Room 310

Santa Cruz, CA 95060

- 831-454-2060 o 866-282-5900: llamada gratuita
- TDD: 711 FAX: 831-454-2445
- [info@votescount.us](mailto:info@votescount.us) [www.votescount.us](http://www.votescount.us)

## Public Notice for Election Administration Plan Comment Period



### Draft Election Administration Plan Public Input:

The Draft Election Administration Plan (EAP) is available for your review and feedback. The Draft EAP includes:

- ✓ Voter Service Center (VSC) locations
- ✓ Voter Service Center hours
- ✓ Voter Education including Workshops
- ✓ Voter Outreach

### Submit your comments/suggestions before 7:30pm on Thursday, May 5, 2022.

Input can be submitted:

- ✓ Online at [www.votescount.us](http://www.votescount.us)
- ✓ Email at [publiccomments@votescount.us](mailto:publiccomments@votescount.us)
- ✓ In-person at 701 Ocean St, Room 310, Santa Cruz
- ✓ Call 831-454-2408

### Public hearing on Draft EAP will be held:

- ✓ [Thursday, May 5, 2022 1:30pm to 3:30pm](#)
- ✓ [Thursday, May 5, 2022 5:30pm to 7:30pm](#)

Attend in person at the Santa Cruz County Board of Supervisors Chambers, 701 Ocean Street, 5th floor, Santa Cruz or online. The meeting links are posted on [www.votescount.us](http://www.votescount.us), or click the dates above for meeting information.

## More Days, More Ways to Vote

### What changes under the Voter's Choice Act?

- ✓ Every active registered voter will be mailed a ballot 29 days before Election Day
- ✓ Voters can go to any of the VSCs in Santa Cruz County
- ✓ 2 VSCs will be open for 29 days, including Election Day
- ✓ 5 VSCs will be open 11 days, including Election Day
- ✓ 13 additional VSCs will be open for 4 days, including Election Day
- ✓ 17 Drop Boxes will be available for 29 days, including Election Day

### What is a Voter Service Center?

VSCs offer a full-service voting experience:

- ✓ Vote using an accessible ballot marking device
- ✓ Receive voting assistance
- ✓ Register to vote or update your registration and vote on the same day
- ✓ Request a replacement ballot



**Santa Cruz County Clerk/Elections**  
701 Ocean St., Room 310  
Santa Cruz, CA 95060

- 831-454-2060 or 866-282-5900: toll-free
- TDD: 711 FAX: 831-454-2445
- [info@votescount.us](mailto:info@votescount.us) [www.votescount.us](http://www.votescount.us)

## Public Notice for Election Administration Plan Comment Period



### Aporte Público para el Proyecto de Plan de Administración Electoral:

El Borrador del Plan de Administración Electoral (EAP) está disponible para su revisión y comentarios. El Borrador del EAP incluye:

- ✓ Los Centros de Servicio al Votante (VSC)
- ✓ Horario del Centro de Servicio al Votante
- ✓ Educación Electoral incluyendo Talleres
- ✓ Alcance al votante

**Envíe sus comentarios / sugerencias antes de las 7:30 pm del jueves 5 de mayo de 2022.** Las sugerencias se pueden enviar:

- ✓ En línea en [www.votescount.us](http://www.votescount.us)
- ✓ Envíe un correo electrónico a [publiccomments@votescount.us](mailto:publiccomments@votescount.us)
- ✓ En persona en 701 Ocean St, Room 310, Santa Cruz
- ✓ Llamar 831-454-2408

### Audiencia pública sobre el Borrador EAP se llevará a cabo:

- ✓ [Jueves 5 de mayo de 2022 de 1:30pm to 3:30pm](#)
- ✓ [Jueves 5 de mayo de 2022 de 5:30pm to 7:30pm](#)
- ✓ Asista en persona a las cámaras de la Junta de Supervisores del Condado de Santa Cruz, 701 Ocean Street, 5to piso, Santa Cruz o en línea. Los enlaces de la reunión se publican en [www.votescount.us](http://www.votescount.us).

## More Days, More Ways to Vote

### ¿Qué cambia bajo la Ley de Opción del Votante?

- ✓ A cada votante registrado activo se le enviará una boleta por correo 29 días antes del día de las elecciones.
- ✓ Los votantes pueden ir a cualquiera de los Centros de Servicio al Votante (VSC) en el Condado de Santa Cruz
- ✓ 2 VSC estarán abiertos durante 29 días, incluyendo el día de las elecciones
- ✓ 5 VSC estarán abiertos 11 días, incluyendo el día de las elecciones
- ✓ 13 VSC adicionales estarán abiertos durante 4 días, incluyendo el día de las elecciones
- ✓ 17 buzones estarán disponibles durante 29 días, incluyendo el día de las elecciones

### ¿Qué es un Centro de Servicio al Votante?

Los VSC ofrecen una experiencia de votación de servicio completo:

- ✓ Vote usando un dispositivo de marcado de boleta accesible
- ✓ Recibir asistencia para votar
- ✓ Regístrese para votar o actualice su registro y vote el mismo día
- ✓ Solicitar una boleta de reemplazo



**Santa Cruz County Clerk/Elections**  
701 Ocean St., Room 310  
Santa Cruz, CA 95060

- 831-454-2060 or 866-282-5900: sin cargo
- TDD: 711 FAX: 831-454-2445
- [info@votescount.us](mailto:info@votescount.us) [www.votescount.us](http://www.votescount.us)

## COVID-19 Protocols

The County Clerk Elections office has established protocols in place to ensure the health and safety of election workers, voters and observers to our office, vote centers and mailballot drop-box locations. The County Clerk/Elections office will continue to follow the County's public health guidance and orders that are in place at the time of the election and voting period.

- Masks and gloves are available for all visitors, election workers, and poll workers
- Hand sanitizer readily available
- Election workers and poll workers will be provided mask and face shields
- Regular cleaning and disinfecting of frequently touched objects and surfaces

The County Clerk/Elections office will continue to encourage voters to wear a face covering when appropriate maintain a comfortable distance, avoid gathering in groups, and follow all signs and directions from election workers.

These protocols will continue to evolve depending on the most current public health guidance.

## Prohibited Activities

The County Clerk/Elections office works collaboratively with local law enforcement agencies to ensure Ballot Drop Off and Vote Center locations are secure and that voters can cast their ballot free from interference or intimidation. This messaging is also incorporated into the County Clerk/Elections social media campaign.

Voters are asked to report any concerns to Voter Center staff. The County Clerk/Elections office trains its staff on what prohibited activities to look out for and what steps to take.

## Special Election Provisions

### §4005(b)

The VCA establishes additional criteria for counties to follow when conducting a special election.

Every active registered voter residing in the district will receive a ballot in the mail.

## Election Administration Plan

### §4005(b)(1)(B)

The County Clerk / Elections office will have a final adopted Election Administration Plan and all

required activities completed prior to the day of any special election as outlined throughout this plan.

### Vote Center and Ballot Drop Box Locations – Special Elections

§4005(b)(2) through §4005(b)(4)

The VCA has established a formula for determining the number of vote center and ballot drop box locations for special elections.

Counties are instructed to provide one 11-day vote center for every 60,000 registered voters and on the day of the special election provide one vote center for every 30,000 registered voters.

Counties must also provide at least one ballot drop box locations within the jurisdiction where the special election is held or at least one ballot drop box location for every 15,000 registered voters.

