



Kari Verjil
Registrar

Mission Statement

The Registrar of Voters Office upholds the integrity of the electoral process by consistently conducting fair and open elections that are accessible to all and that accurately reflects the intent of the electorate, promotes public confidence, increases voter participation, and strengthens democracy while providing the highest quality of customer service.

GOALS

INCREASE VOTER PARTICIPATION IN THE ELECTORAL PROCESS

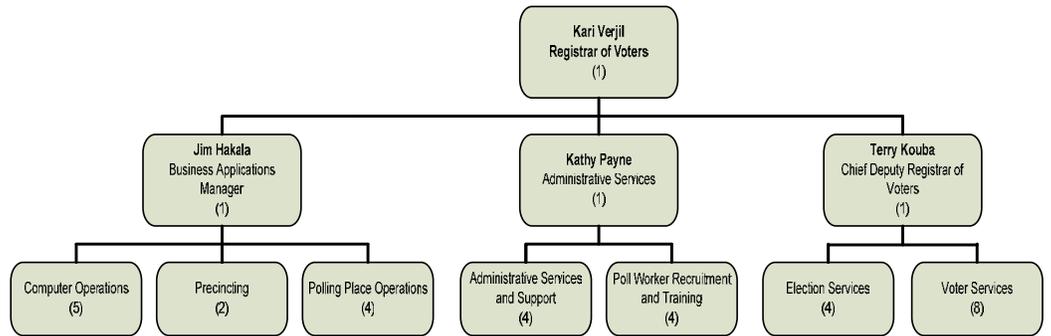
MAINTAIN AND EXPAND A DIRECTORY OF EXPERIENCED AND DEPENDABLE POLL WORKERS



Tabulating Votes on Election Day

REGISTRAR OF VOTERS

ORGANIZATIONAL CHART



DESCRIPTION OF MAJOR SERVICES

The Registrar of Voters (ROV) office is responsible for conducting efficient and impartial elections, and to provide the means by which every eligible citizen can exercise their voting rights and privileges, as provided by local ordinances and the Federal and California Elections Codes. To support this function, the department is organized into seven sections: Administrative Services, Computer Operations, Precinct Planning, Polling Place Operations, Election Services, Voter Services, and Poll Worker Recruitment and Training.

In preparation for elections: ROV surveys polling locations for accessibility for all voters; recruits and trains more than 3,000 poll workers for each major election; prepares sample and official paper ballots; programs and tests computer software and hardware used in ballot counting and voter file maintenance; and the many various functions of the electoral process that provide service and support to voters, candidates, and the general public.

2009-10 SUMMARY OF BUDGET UNITS

	<u>Appropriation</u>	<u>Revenue</u>	<u>Fund Balance</u>	<u>Staffing</u>
General Fund				
Registrar of Voters	7,934,942	3,928,000	4,006,942	35

GOALS, OBJECTIVES, AND PERFORMANCE MEASURES

2008-09 ACCOMPLISHMENTS

GOAL 1: INCREASE VOTER PARTICIPATION IN THE ELECTORAL PROCESS.

Objective A: Continue to survey existing and potential polling places, and correct any problems that make the polling place inaccessible to persons with any of the full range of disabilities, and ensure that the new polling places provide such accessibility.

Objective B: Continue to promote Vote by Mail and voter education via outreach and marketing activities.

MEASUREMENT	2007-08 Actual	2008-09 Actual	2009-10 Target	2009-10 Estimate	2010-11 Target
1A. Percentage of completion of existing and potential polling places for compliance with accessibility requirements.	20%	25%	35%	30%	30%
1B. Number of outreach and community involvement events attended by ROV management staff to promote voter participation and increase voter registration in future elections.	N/A	N/A	N/A	N/A	6

Status

Survey Polling Places.

Due to an increase in voter registration for the November 2008 Presidential Election, 142 new polling places (25%) were surveyed and added, with a total of 551 polling places established. Through this bank of existing polling places an unplanned May 2009 Special Statewide Election was able to utilize 447 of these polling places. The 30% estimate for 2009-10 is to replace and/or add new polling places that are in compliance with accessibility requirements for the June 2010 and November 2010 Elections. The ROV will continue to survey existing and potential polling places.

Vote by Mail and Voter Education.

The contractual marketing plan in the previous year is now completed and ROV will move forward with management staff involvement in community and outreach events to promote increased voter participation, Vote by Mail registration and voter education components of the Help America Vote Act of 2002. This will create the continuity needed to grow the voter base and participation in future elections with minimal to no funding required. The new measurement will track the number of events each year.

Removed Off-site Early Voting Objective A and Measurement 1A in prior year 2008-09.

Due to the stringent security procedures required by the Secretary of State for electronic voting systems, it is not practical to offer off-site early voting on a larger scale. The 2009-10 Business Plan Target indicates the intent to discontinue off-site early voting service. In evaluating the effectiveness of this objective, it was determined that off-site early voting did not attract a significant amount of voter participation in comparison to the high cost and low effect outcome. The ROV will continue to review and consider alternatives such as Vote by Mail ballot drop-off locations that provide opportunities to increase voter participation.

- ❖ *Successfully completed Vote By Mail and Voter Education Marketing Plan through outreach events, media buys, and materials development and distribution, the option of voter by mail for all voters and voter awareness of the Help America Vote Act of 2002*
- ❖ *Vote by Mail registration increased 56% (105,000) from previous Presidential election in 2004*
- ❖ *Voter Registration increased 13% (95,000) from previous Presidential election in 2004*
- ❖ *Larger voter base in 2008 Presidential election expanded polling places 35% to a record 551 polling places*
- ❖ *“Partners for Democracy”, a pilot program that encouraged service organizations to adopt a polling place and provide staffing for the location, was very successful and will continue into future years*



GOAL 2: MAINTAIN AND EXPAND A DIRECTORY OF EXPERIENCED AND DEPENDABLE POLL WORKERS.

Objective A: Maintain and expand the County Poll Worker Program, whereby county employees have the opportunity to work as Election Officers on Election Day without sacrificing their county wages.

Objective B: Continue to develop and expand the poll worker recruiting and training program.

Objective C: Continue to increase number of Bilingual Poll Workers.

MEASUREMENT	2007-08 Actual	2008-09 Actual	2009-10 Target	2009-10 Estimate	2010-11 Target
2A. County employees (total) serving as poll workers and ROvers for all major elections.	917 (3 major elections)	789 (2 major elections)	600 (2 major elections)	620 (2 major elections)	400 (1 major election)
2B. Number of community groups participating in elections.	N/A	N/A	N/A	45	50
2C. Percentage of polling places that have a Bilingual Poll Worker assigned.	N/A	92%	100%	90%	95%

Status

County Poll Worker Program.

The record number of county employees recruited, trained and employed on Election Days are the backbone of our poll worker program during the busy election cycles. Poll workers and ROvers are decreasing due to only one election in 2010-11. County employees provide professional and reliable leadership at polling places.

Poll Worker Recruitment and Training.

Poll Worker recruitment and training continues to improve through the development of new programs, such as the "Partners for Democracy", whereby businesses, service organizations and community groups are recruited to "adopt" a polling place and provide staffing for the location. November 2008 Election's pilot program was extremely successful with 45 groups participating. ROV will continue to promote this program for all major elections, beginning with June 2010 Primary Election. A pilot program is under consideration that will also include State employees to serve as poll workers. The training program is evolving as we continually analyze and employ strategies that are most effective in training for each specific election. Change to the Measurement will reflect number of groups that participate in elections.

Bilingual Poll Workers.

The goal is to recruit and train bilingual poll workers that will serve as Spanish speaking clerks or inspectors for all polling places in an election. The November 2009 Election supplied bilingual clerks and inspectors for 84% of the polling places. The June 2010 Primary Election anticipates a supply for 95% of the polling places. Recruitment and training continues for the June 2010 Primary Election and future elections to grow and enhance the program.

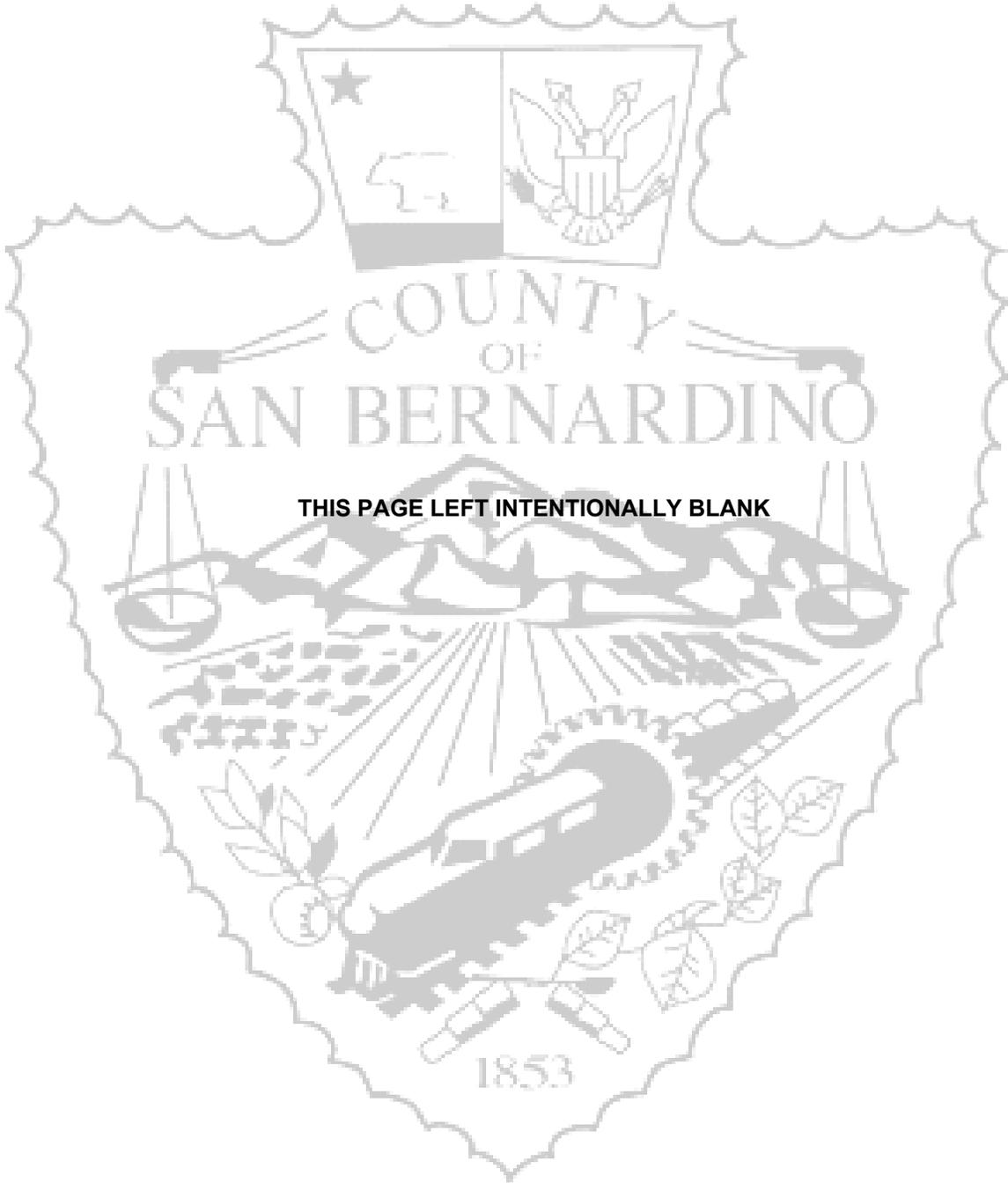
2010-11 REQUESTS FOR GENERAL FUND FINANCING

The department is not requesting any additional general fund financing for 2010-11.

2010-11 PROPOSED FEE/RATE ADJUSTMENTS

The department is not requesting fee/rate adjustments for 2010-11.

If there are questions about this business plan, please contact Kari Verjil, Registrar of Voters, at (909) 387-2083.



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