



Voter Education Program

Scope of Work

Overview

San Bernardino County ("County") is the largest county by area in the contiguous United States, covering more than 20,000 square miles. The County borders Riverside, Los Angeles, Orange, Kern, and Inyo counties, as well as the states of Arizona and Nevada. The County is comprised of both urban and rural communities – 24 of which are incorporated cities and towns. More than 90% of the County is within the desert region, with the remaining areas in mountain and valley regions. The population in 2020 was 2.18 million people, with 43% speaking a language other than English in their home. The population is projected to grow 16% over the next 24 years.

The County's Registrar of Voters (ROV) office is responsible for conducting efficient and impartial elections, and providing the means by which every eligible citizen in the county can exercise their voting rights and privileges, as provided by the laws and regulations that govern elections in California. ROV conducts all federal, state, county, city, school district and special district elections for the citizens of the County. The County has more than 1.1 million registered voters. All active registered voters are sent mail ballots, but each voter has the option to vote in person instead of by mail. As with other California counties, the San Bernardino County is experiencing increases in the overall number of registered voters.

ROV's current voting model consists of more than 300 polling places, five satellite voting sites, and 75 mail ballot drop boxes. ROV's current voting system consists of both hardware and software used to design paper ballots; program electronic voter rosters on poll pads, accessible ballot marking devices and ballot scanners; scan paper ballots; tabulate votes; and produce election results.

Strategies

Provide voters in San Bernardino County with the necessary information to make an informed choice concerning voting method options.

- Engage the community to inform voters on how the upcoming election(s) will be conducted
- Educate voters that they will be mailed a ballot and the choices they have for marking and casting their ballots (mail-in option or dropping off at polling locations and secure ballot box drop off locations), as well as option to vote in person at a polling place
- Educate voters about voting instructions
- Educate voters on the accuracy of Dominion Voting Systems ballot marking and vote tallying equipment and software
- Educate voters on observation opportunities at the Registrar of Voters office
- Assist with media, social media and voter education in the months prior to the election throughout the election canvass period and in the event of any recounts. This includes on-site assistance on Election Day and Night with media and public observers, as well as on-site media assistance, as needed.

Approach

- Develop and repurpose materials for educating voters about the mail-in voting system, the voting tracking system, election security/integrity measures, voting system, observation opportunities, ballot marking and ballot return methods.
- Develop materials and/or scripts for educating voters who cast a ballot in person about how to use new ballot scanning devices in polling places.
- Assemble community partners to help provide feedback in the voter education process

- Identify effective outreach practices from other counties and build on the successes of previous voter education campaigns.
- Collaborate with local voters rights advocacy groups, local political party representatives, and community-based organizations
- Assist County Supervisors to educate and inform their constituents.
- Monitor misinformation on social media affecting public perception of election processes and results and possible response strategies for ROV.
- Create voter education content for Voter Information Guides, website, mailers, newsletters, etc.

Priority Audiences

Registered voters in San Bernardino County, with additional focus on voters with limited English proficiency, seniors and persons with disabilities, residents of areas with below average voter-turnout, and young or first-time voters.

Key Tactics

Provide Resource Tools in both English and Spanish:

- Website: Identify opportunities to improve County's ROV website to educate voters on the mail-in voting process and election security/integrity. All collateral materials will be available in English, Spanish, and all other Federal and State required languages.
- Video Public Service Announcements: Develop a series of video PSAs targeted to specific audiences to be used as commercials, posted on social media and shared with community partners.
- Presentations (Town Halls): Develop a template for PowerPoint presentations that can be given virtually to cities and community organizations, streamed live or made available on social media, and also have the ability to be shared by community partners (English and Spanish).

Community Outreach Plan:

- Community Partners: Work with the County on establishing a comprehensive list of community partners including identification of new partners, particularly those who serve seniors, persons with disabilities and limited English proficiency communities. Community partners may include voter advocacy groups, nonprofit organizations, community-based and private sector organizations (including Realtor groups), cities, other county departments and government agencies, and American Association of Political Consultants (AAPC.org)
- Database Development: Develop a comprehensive database of community partners with contact information.
- Virtual Presentations: Conduct virtual educational presentations in English and Spanish for the County and community partners and about the voting process and election security/integrity.
- Outreach Materials: Develop ready-made content in English, Spanish and all other Federal and State required languages for community partners to share in their newsletters, blog, social media platforms and websites. The materials should include text, graphics and videos.

- **Social Media Responses:** Prepare responses to commonly asked questions/concerns. Monitor all the County's Social Media platforms for questions, concerns or misinformation. Prepare responses that are proactive and timely.
- **Targeted Community Outreach:** Identify targeted areas with low voter turnout and/or limited English proficiency. Partner with advocacy groups or other partners to help engage and educate residents.
- **Employers:** Identify potential employers who hire hard-to-reach populations.
- **First-Time/Young Voters:** Develop a plan to engage young voters, high school aged voters.
- **College/University Voters:** Develop a plan to engage partnerships with colleges and universities in an effort to expand the engagement of young voters.
- **New Residents:** Develop a partnership with realtor organizations to engage new residents including voter registration process and how to vote.
- **Hospitals/Long term Care Facilities/Detention Centers:** Establish a partnership with key personnel at the facilities to educate residents about mail ballot and emergency voting options.
- **Media:** Develop a comprehensive database of English and non-English media outlets. Develop advertisement for all media platforms, i.e. newspaper, cable TV, social media, radio, billboard, etc. Contract with these media outlets to provide these services and will be responsible for the payment. In turn ROV will be billed for these services from Consultant.
- **Outreach at ROV and other County Departments:** Create media in the form of posters, flyers, and videos to either display at public counters, bulletin boards, run PSAs in office lobbies, etc.