



San Bernardino County Voter Education Campaign: Recall Election 2021

Scope of Work

June 24, 2021

Overview

On March 17, 2021, organizers of a campaign to recall California Gov. [Gavin Newsom](#) (D) submitted 2.1 million signatures. A recall election presents voters with two questions. The first asks whether Newsom should be recalled from the office of governor. The second asks who should succeed Newsom if he is recalled. A majority vote is required on the first question for the governor to be recalled. The candidate with the most votes on the second question would win the election, no majority required.

On June 23, 2021, the Secretary of State verified that the state would proceed with a gubernatorial recall election after enough verified signatures remained from recall petitions. The state's finance department is now tasked with estimating the overall costs of the recall and whether it will be held as a special election or as part of the next regularly scheduled election. Cost estimates must be submitted by August 5 after which will be a 30-day period for review and comment. While the exact date of the recall election is still unknown, the San Bernardino County Registrar of Voters (ROV) – along with all counties in the state – will be required to mail ballots to all eligible California registered voters to conform to Senate Bill 29. Senate Bill 29 acts as an extension to AB 860, which required all counties to mail out absentee ballots to all registered voters due to COVID-19 concerns in the months before the November 2020 election. As with the November 2020 election, voters will also have the option to vote in person.

Mail-in voting legislation:

Senate Bill 29

- Requires county elections officials to mail every active registered voter a ballot in all elections proclaimed or conducted in 2021.
- Requires all county elections officials to adopt a vote-by-mail ballot tracking system

Assembly Bill 3370

- Allows county elections officials to begin processing returned vote-by-mail ballots 15 business days before Election Day (*Results will still not be released until after all polls close on Election Night.*)

Newly enacted urgency legislation applicable to the 2021 gubernatorial recall election:

Senate Bill 152 (approved by Governor June 28, 2021)

- A voter education program is required and materials must be provided in all required languages.

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- Allows county elections officials to begin processing returned vote-by-mail ballots 29 days before Election Day (*Results will still not be released until after all polls close on Election Night.*)
- Requires that county elections officials count ballots that were postmarked on or before Election Day and arrive to elections officials no later than seven days after Election Day (*extends current law requiring processing and counting of properly postmarked ballots that are received no later than three business days after election day*)
- Provides the County the option to operate polling places as was done in the 2020 Presidential General Election – at least one polling place for every 10,000 voters open for four days. A decision to operate voting locations in this way would impact deliverables.

Timing and Initiatives

While a recall election date is not known as of June 30, 2021, what is known is that vote by mail ballots must be mailed no later than 29 days prior to Election Day. Per a discussion with ROV staff on June 16, key initiatives would include the development of messaging and outreach for election integrity, combatting distrust in elections and the re-engagement of voter education champions. The draft Scope of Work below will be scaled upon identification of the election date. For efficiency, materials and assets developed for the 2020 Presidential Election will be adapted for this project.

Strategies

We will 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 2021 Gubernatorial Recall Election 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 on the recall and ability to only vote for one of many candidates (2003 governors recall election included 135 candidates – using multiple ballot faces and cards)
- 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
- Continue assistance with media, social media and voter education throughout the election canvass period and in the event of a recount

Approach

- Repurpose materials for educating voters about the mail-in voting system, the voting tracking system, election security/integrity measures, voting system, observation opportunities, and ballot marking methods.
- Develop materials and/or script for educating voters who cast a ballot at the Registrar of Voters office on Election Day about how to use the precinct ballot scanners that will be piloted at this one location.
- Re-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 last voter education campaigns (*this will be concurrent with our campaign*).
- Collaborate with local voters rights advocacy groups, local political party representatives, and community-based organizations
- Use County Supervisors to educate and inform their constituents.

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- Monitor misinformation on social media affecting public perception of the recall election and possible response strategies for ROV.

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

Since we do not have an election date, the following plan provides two scenarios – Level 1 describes what will be implemented if the election is in August and Level 2 describes what will be implemented if the election is in September.

Resource Tools

All tools will be developed in English and Spanish – unless AB 152 passes which then requires materials in all legally required languages

Tactic	Description	Level 1 August Election	Level 2 September Election	Owner
Website	Identify opportunities to improve County’s ROV website to educate voters on the mail-in voting process and election security/integrity. Upload educational materials upon completion. All collateral materials will be available in large-print formats to meet the needs of voters with visual impairment, as well as in Spanish.	Yes	Yes	WC to review current website, make recommendations and coordinate with County ITD team. WC to develop materials. County to handle updates.
Video PSAs	Develop a series of video PSAs targeted to specific audiences to be used as commercials, posted on social media and shared with community partners	Adapt all existing videos.	Adapt all existing videos + develop 2 new videos (as needed).	WC
Presentations	Develop a template for PPT presentations that can be given virtually to cities and community organizations and also have the ability to be shared by community partners (English and Spanish)	Yes	Yes	WC

Community Outreach

Community Partners to include COVID stakeholder groups, 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). Registered voter database to be assembled by mailing house.

Tactic	Description	Level 1	Level 2	Owner
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		August Election	September Election	
Database development	Review and update comprehensive database of community partner contacts for communication. Partners will be used as educators and as such, will be trained and supported by the County.	Yes	Yes	County to review; WC to update
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.	Plan and facilitate 5 virtual Livestreamed presentations	Plan and facilitate 10 virtual Livestreamed presentations	WC to schedule; County to lead
Content development/outreach toolkit	Develop ready-made English and Spanish content for community partners to share in their newsletters, blogs, social media channels and websites about the mail-in voting process. This will include text, graphics and videos.	Develop 1 tool kit	Develop 2 toolkits	WC
Social Media responses	Prepare various responses to commonly asked questions/concerns. Monitor social media for developing concerns or misinformation and prepare pro-active campaigns in response if necessary	Yes	Yes	WC with County (Melissa)

Community Outreach – Specific to unique audiences

Community Partners to include voter advocacy groups, non-profit organizations, community-based and private sector organizations, cities, other county departments and government agencies.

Strategy/Tactic	Description	Level 1 August Election	Level 2 September Election	Owner
Outreach to residents in areas with low voter turnout	Partnerships – Partner with voter advocacy groups in these areas and political party representations to engage residents, particularly immigrants and newcomers	Yes	Yes	County to identify potential partners; WC to contact
Employers	Employers – Work with businesses that hire our hard-to-reach populations (retailers, warehouses, service jobs) for an employer education.	Yes	Yes	WC

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Outreach to first-time and young voters	High School Voter Education Program – Communicate information about registration and voting processes to high school juniors and seniors during California’s High School Voter Education Weeks in September.	No	Yes	County/WC
College and university collaboration	Continue partnerships with colleges and universities in an effort to expand the engagement of young voters	Yes	Yes	WC
New residents	Leverage partnerships with realtor organizations that serve new residents on how to vote	No	Yes	WC
Hospitals, Long Term Care Facilities, Detention Centers	Educate key personnel at these facilities about mail ballot voting and emergency voting options. Develop instructional/procedural documents in plain language.	Yes	Yes	County/WC

Paid Media

An ad plan will be created once a budget is established.

Strategy/Tactic	Description	Level 1 August Election	Level 2 September Election	Owner
Database development	Develop comprehensive database of English and non-English media outlets	Complete	Complete	WC
Advertising	Newspaper advertising (English and Spanish) – design and placement	Yes	Yes	WC
	Cable TV and YouTube – development and placement of PSAs	No	Yes	WC
	Radio advertising and on-air interviews (English and Spanish) – development, placement and spokesperson prep	Yes	Yes	WC
	Social media (English and Spanish) with geotargeted advertising – development and placement on channels including Facebook, Instagram and YouTube (focus on areas with lower voter turnout)	Yes	Yes	WC
	Bus and billboard advertising – development and placement of mail-in voting	No	Yes, pending availability	WC

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Earned Media

Strategy/Tactic	Description	Level 1 August Election	Level 2 September Election	Owner
Database development	Develop comprehensive database of English and non-English print, broadcast and online media outlets and key reporters/producers	Yes	Yes	County
Virtual Press Conference	Communicate with media collectively via VIP virtual press conferences	1 press conferences	4 press conferences	County/WC
Media Inquiries	Manage incoming media inquiries	Ongoing, as needed	Ongoing, as needed	County/WC

Voter Outreach at ROV and Other County Departments/Offices (and jury rooms)

Strategy/Tactic	Description	Level 1 August Election	Level 2 September Election	Owner
Posters at public counters	Print posters to be put on display at public counters at all County offices	Yes	Yes	County
Videos	Run PSA to run County office lobbies and jury waiting rooms	Yes	Yes	County

Budget

To be determined once scope of work is finalized. The amount shall not exceed \$300,000.00.

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