

MINUTES OF THE NEVADA COUNTY ELECTIONS DEPARTMENT Voter Education and Outreach Committee Meeting

5:30 P.M. Thursday, October 12th, 2017
Gene Albaugh Community Room
Madelyn Helling Library
980 Helling Way, Nevada City, California

Voter Education and Outreach

AGENDA

A. INTRODUCTIONS / OTHER VOICES

Staff: Gregory Diaz, Sandy Sjoberg, Abby Kelly, Teal Caddy, Janice Gosalvez, Kristin Kopec, Kristian Hamilton

Chris Casey, Ben Avansino, Bob Branstrom, James Schwab, Paul Spencer

Copies of the agenda, list of local media outlets, media plan survey, and a list of local organizations were given to attendees.

B. FEEDBACK REVIEW

Presented by Sandy Sjoberg

Sandy reviews every point of feedback the Elections Department received since the last Voter Education and Outreach Committee meeting.

Sandy addresses someone's emailed concern about the reliability of the electronic registration database. An attendee then asks if this is a common concern, and then if information about the strength of the voting system should be wrapped into the education and outreach for the Voter's Choice Act. Another attendee pointed out that these kinds of concerns kept coming up in the last meeting. They think there should be way to refer people to information about VoteCal through our education and outreach. A third attendee then says that including this information with VCA education and outreach would be valuable; it could potentially stop unnecessary phone calls and people coming into the office.

It is brought up that the Secretary of State should be coordinating information about vote security and integrity and be working to educate the public about it. James said that they have

put out a lot of statements in the past that they could potentially pull those together into a succinct message.

With regards to the VCA, Mr. Diaz says that he doesn't want to emphasize change, he wants to emphasize convenience.

C. MEDIA OUTLET ADVERTISING PLAN

Kristian reviews Nevada County's local media outlets:

1. The Union
2. Sierra Sun
3. Nevada City Advocate
4. KNCO
5. KVMR
6. YubaNet

An attendee points out that it may be helpful to have The Union's readership numbers in the Truckee area.

Kristian asks the attendees to fill out a survey to help in formulating an advertising plan for the VCA. Some questions asked are; what should the total budget be, who should the Elections Department advertise more with in Nevada County, and what size should Elections' advertising in print media be? Mr. Diaz points out that Elections will also need to determine how often to publish an ad.

James thinks that the most important thing to make people aware of in the ads is locations. Teal thinks the most important thing is that everyone is going to receive a ballot. An attendee says that the people who haven't been vote-by-mail in the past are going to be very confused when they get a ballot in the mail.

An attendee suggests that Elections could start with thirty second ads and then ramp up to sixty second ones as the election gets closer. An attendee says they don't think advertising should start until two weeks before ballots get sent out, before that Elections can just use free Public Service Announcements.

An attendee says that Elections should try using Facebook's advertising platform. James said last year Facebook put together voter guides that show up on your timeline for the county you are in. Teal suggests making Nevada County's Facebook page friendlier by changing the name to Nevada County Elections. James says that people generally don't know what registrar is.

Kristian asks how the attendees feel about click-bait advertising. "10 things you need to know" is suggested as a good way to get people's attention.

An attendee brings up NevadaCountyTV; they've set up a new green screen studio and have a new director. The attendee thinks they'd be welcome to working with us and possibly for free.

An attendee says that a lot of people don't know what a voter center is and that Elections needs to be sure to tell people what it is; the advertising really needs to hit those basics.

D. COMMUNITY PRESENCE

Kristian briefly goes over a list of community organizations that the Nevada County Elections Department put together and asks for more suggestions for the list.

Kristin says that one of the Starbucks in Grass Valley is the most attended in Northern California. James said Elections could work something out by putting posters up and that they can do ads on the heat-stoppers that go around the a cup of coffee. The Secretary of State may be able to set up a regional thing with chains of Starbucks in counties that are going forward with the VCA.

An attendee suggests adding some more information to the organization list like a tag for organizations to give a little more information about them. They give the example that Elections may have a church on the list where half of the members speak another language and that information would be helpful at a glance.

An attendee suggests that to draw people into an event it helps to have someone there going over the contests on the ballot in a nonpartisan way.

An attendee suggests adding Wolf Creek Lodge Cohousing, The Gazebos, and Carriage House to the community organization list.

E. ELECTION ADMINISTRATION PLAN

Kristin starts by passing around drafts of the Election Administration Plan. She says the Elections Department is looking to publish a draft by the end of the month and then having a public hearing on it two weeks after that.

Kristin pulls up the maps for everyone to see on the projector screen. She starts start by looking at a population density map of Nevada County. The Elections Department has an idea based on the maps of where the best areas are for vote centers but they are still determining specific locations.

The Elections Department is looking at doing a mobile voter center in addition to the ones required in code. This mobile vote center would potentially serve the geographically isolated population of North San Juan. It could also be set up to service assisted living facilities for a few hours at a time throughout the day.