



Orange County Registrar of Voters

2011 Business Plan Update



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Executive Summary

The Registrar of Voters Department provides election services for the County of Orange that include the registration of voters, conducting elections in the county from the local district to Federal levels, and maintaining and supplying election historical data. The majority of the Department's functions are defined and mandated by both State and Federal law and County Ordinance. We currently have the fifth largest number of registered voters in the United States.

The Registrar of Voters provides overall direction and management of the department working closely with the five units in the department.

Administrative Services: Provides human resources, purchasing and budget support as well as various other services.

Candidate and Voter Services: Handles candidate filing, campaign contribution filing and voter registration processing. Also has a role in ballot creation, sample ballot creation and alternative voting operations such as vote-by-mail and early voting.

Election Services: Conducts polling place and poll worker recruitment. Poll worker recruitment programs include the County Poll Worker Program, and the nationally recognized Student Poll Worker Program.

Community Outreach: Conducts and participates in outreach events throughout the county. They are responsible for the Department's adherence to the Voting Rights Act, including bilingual poll worker recruitment, customer service and translation services for our four covered languages Chinese, Korean, Spanish and Vietnamese.

Information and Technology: Our Information and Technology unit provides typical IT support as well as warehouse functions, data entry, and files (which handles voter registration and petition processing). They are also responsible for the precinct and polling place mapping function.

The Registrar of Voters Department is dedicated to providing professional and customer service oriented election services. We take pride in the fact that our methods of delivering election services have become the standard for counties throughout the United States. We take our mission of ensuring the integrity of elections in a uniform, consistent and accessible manner seriously.

In the past year the Department conducted four successful elections. This is exemplified in the following updates to our Performance Measurements and in the positive results of the multiple surveys we conducted including those completed by voters and volunteers. The November 2010 Statewide General Election Customer Service Survey Report can be viewed at ocvote.com/newsfeed/november_survey.

Executive Summary



GOAL #1

The Registrar of Voters intends to utilize and maximize the voter registration and poll worker data we work with on a daily basis to improve efficiencies.

FY 09 – 10 Results	FY 10 – 11 Plan	FY 10 – 11 Anticipated Results	FY 11 – 12 Plan	How are we doing?
The award winning Poll Worker <i>PASS</i> was implemented. Extensive changes were made to volunteer database to track recruitment and training. Eliminated need for additional software for Poll Worker Customer Service Line call tracking.	Debrief staff from 2010 election cycle. Create list for additional enhancements where necessary.	Work with current vendor to make any improvements deemed necessary and appropriate for both voter and poll worker databases.	Implement changes for any special elections in 2011 and the Presidential election cycle in 2012.	<p>Current vendor working to enhance and improve database.</p> <p>Internally created Poll Worker Customer Service Line database eliminating the constraints and costs of a vendor.</p> <p>Pages added to website to aid voters in maintaining their information and assist military and overseas voters. New pages synched to voter database.</p>

PERFORMANCE MEASURE: *Determination of what the Registrar of Voters customer needs are related to the voter registration and volunteer database.*

WHAT: *Were surveys completed of internal and external customers regarding additional needs from the voter registration and volunteer database?*

WHY: *Improve efficiencies in use of the information.*

Executive Summary



GOAL #2

In an effort to provide outstanding cost-effective election services to the County of Orange the Registrar of Voters intends to increase the number of registered voters that volunteer as poll workers.

FY 09 – 10 Results	FY 10 – 11 Plan	FY 10 – 11 Anticipated Results	FY 11 – 12 Plan	How are we doing?
Continued dissemination of consolidated brochure at numerous events throughout the county. Added Sprint as a corporate sponsor. Increased number of volunteers in the database by 8,300 between March and November 2010.	Continue successful program to increase the number of potential volunteers in the poll worker database.	There are currently no countywide elections scheduled for 2011 (it is likely a statewide election will take place) to provide greater awareness and interest to potential volunteers. The expectation would be the number of new volunteers added to the database will be fewer than the previous year.	Continue to utilize brochure. Work with Community Election Working Group to increase volunteer database. Grow the number of corporate sponsors.	The department recruited a sufficient number of volunteers for the November 2010 General Election and increased the number of potential volunteers by 8,000.

PERFORMANCE MEASURE: *The number of registered voters listed as volunteers in department's database.*

WHAT: *Increase in the volunteer database acquired through campaign.*

WHY: *Increases the available volunteers for any given election ensuring adequate service at polling places throughout the county.*

Executive Summary



GOAL #3

To enhance the voting experience in the polling place by providing voting options, such as Vote-by-Mail, to voters.

FY 09 – 10 Results	FY 10 – 11 Plan	FY 10 – 11 Anticipated Results	FY 11 – 12 Plan	How are we doing?
The number of voters requesting a vote-by-mail ballot increased to 42%.	Continue to make opportunities for voter choices simple and easy to navigate.	Ease of choosing method to vote by.	Continue to make opportunities for voter choices simple and easy to navigate.	Results of telephone surveys show high customer satisfaction. We have increased efficiencies in processing vote-by-mail votes with our new extractors that open ballot envelopes automatically opposed to by hand.

PERFORMANCE MEASURE: *Number of permanent vote-by-mail voters.*

WHAT: *The percent of voters choosing to vote-by-mail versus vote at a poll site.*

WHY: *Decreases the number of voters going to the poll sites thereby reducing lines and voters' time spent at the polls.*