Elections
FY 2012-13 Performance Plan

I. MISSION STATEMENT

The mission of the Elections Department is to provide a responsive, transparent, and professional approach to conducting elections that will inspire trust and confidence in our work and to promote participation of all eligible citizens in the election process.

II. DEPARTMENT OVERVIEW

The Elections Department's responsibilities include registering voters, maintaining voter registration files, conducting federal, state, county, and school elections, conducting municipal and special district elections at the request of the governing bodies, and verifying initiative, referendum, and recall petitions. Elections also maintains information on office holders and candidates as required by the Fair Political Practices Commission.

III. ACCOMPLISHMENTS FOR FY 2011-12

- Successfully conducted the November 8, 2011 Uniform District Election with a turnout 39% of 146,626 registered voters, a 4% increase in turnout from the 2007 Uniform District Election
- Implemented an electronic campaign finance reporting system for candidates and campaigns on department website
- Aligned precinct boundaries with census block boundaries as a result of redistricting after 2010 Census
- Restructured departmental staffing to reallocate job duties and reduce costs
- Continued initiative to provide election information to voters in plain English for the sample ballot and vote by mail instructions
- Reorganized Logistics Section of department to make it easier to account for and assemble election supplies and equipment
- Improved Americans with Disabilities Act accessibility for voters in office and at polls

IV. GOALS AND KEY INITIATIVES FOR FY 2012-13

GOAL I

Ensure community trust by conducting fair, accessible and effective elections

Countywide Goal	V. Community Participation

FY 2012-13 Key Initiatives
1. Identify and eliminate barriers to registration and voting in order to encourage high level of voter participation
2. Educate voters and poll workers about new laws that impact registration and elections which apply to the November 2012 Presidential General Election

3.	Increase public self-service opportunities on website such as on line voter registration and sample ballot look-up
4.	Continue to automate manual election processes in order to provide faster and better services to the public

V. KEY CHALLENGES AND OUTSTANDING ISSUES

- Service demand will increase in FY 2012-13 due to the November 6, 2012 Presidential Election, we expect voter registration to increase by 8,000 voters (over 5%) for this election
- Change in law for primary and general elections in 2012 has created challenges to the department in implementing the new laws and providing clear information about the changes to candidates and voters
- Potential closures of USPS Post Office locations may have an impact on the time it takes for mail in ballots to be returned to the Elections Office, and may result in legislative changes regarding when a ballot is considered timely

VI. CURRENT PERFORMANCE MEASURES

Department Goal	Goal I: Ensure community trust by conducting fair, accessible and effective elections

Objective: Identify and eliminate barriers to voter participation in district and primary election years

MEASURES	FY 2008-09 Actual	FY 2009-10 Actual	FY 2010-11 Actual	FY 2011-12 Target	FY 2012-13 Target
Effectiveness Measures					
➔ Turnout in November elections	90.8%	37.7%	76.2%	40.0%	90.0%
➔ Ratio of registered to eligible voters in November elections	85.0%	80.6%	82.8%	85.0%	85.0%
➔ Total number of registered voters in November election	155,000	149,509	151,000	151,000	155,000

➔ Indicates a Key Measure

Story Behind Performance: Voter participation in elections varies depending on the election and issues on ballot. Voter turnout is highest in November even-year statewide presidential elections and lower in November odd-year local elections. The role of the Elections Department is to identify and eliminate barriers to voter participation in both registration and voting and to maintain the voter database with up-to-date information. The Registrar of Voters'

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Election Advisory Committee gives suggestions and feedback to the Elections Department on barriers to voter participation and ways to overcome them.

For FY 2012-13 the main objectives are to implement online voter registration and sample ballot look-up to make it easier for voters to participate in the election. Besides improving services to voters, these on-line services will help eliminate barriers to participation for military and overseas voters and for voters with disabilities. When election information is written in plain English it helps voters better understand election processes and can reduce barriers to participation.

Department Goal	Goal I: Ensure community trust by conducting fair, accessible and effective elections

Objective: Continue to implement poll worker recruitment and training methods to maintain a high level of community participation in each election

MEASURES	FY 2008-09 Actual	FY 2009-10 Actual	FY 2010-11 Actual	FY 2011-12 Target	FY 2012-13 Target
Effectiveness Measures					
➔ Number of poll workers recruited for statewide election	762	658	683	675	690

➔ Indicates a Key Measure

Department Goal	Goal I: Ensure community trust by conducting fair, accessible and effective elections

Objective: Provide an informative and user friendly website for the public

MEASURES	FY 2008-09 Actual	FY 2009-10 Actual	FY 2010-11 Actual	FY 2011-12 Target	FY 2012-13 Target
Effectiveness Measures					
➔ Number of hits on home page of the Elections website	n/a	27,925	29,000	34,000	38,000

➔ Indicates a Key Measure

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Story Behind Performance: Self-service features on website such as online voter registration and online look-up of Voter Information Pamphlet will remove some of the administrative barriers to voter participation and provide good customer service because voters can access the Web 24/7. It will provide accessible options for voters with disabilities to participate in the election process.

Providing services via the Internet can reduce the amount of time staff currently spends to enter voter registration information from a paper form into the voter database and can reduce the expense of printing and mailing the paper version of the voter information pamphlet. The Elections Department will be exploring the use of social media to enhance access to voter information online.

Department Goal	Goal I: Ensure community trust by conducting fair, accessible and effective elections

Objective: Manage increasing number of voters voting by mail efficiently

MEASURES	FY 2008-09 Actual	FY 2009-10 Actual	FY 2010-11 Actual	FY 2011-12 Target	FY 2012-13 Target
Efficiency Measures					
Percentage of voters requesting a mail ballot for November election	58.0%	57.7%	62.8%	65.0%	68.0%

➜ Indicates a Key Measure

Story Behind Performance: The number of voters who vote by mail in every election has increased to 60% of the voter rolls since 2004 when legislation allowing any voter to vote by mail permanently was passed. At the same time, the Elections Office is required by law to maintain its polling places for every election. This has increased the challenges of making sure that sufficient supplies and personnel are allocated to each method of voting. The Elections Department continually seeks new ways to streamline and automate the vote by mail process.