Elections
FY 2013 - 14 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, with its staff of nine full-time employees, provides election services year-round to Marin County's 155,000 registered voters. Each year, the department plans for and manages regular and special elections called by the cities, towns, school, and special districts in Marin County. Throughout the year, department staff work to keep the voter files up to date, check signatures on petitions, and keep track of candidate and campaign financial reports and conflict-of-interest statements required for over 800 elected officials and designated employees in the county and in school and special districts. One of the main goals of the department is to identify and remove barriers to registration and voting, so that all voters are able to participate in the election process.

IV. Accomplishments for FY 2012-13

- Successfully conducted the June 5, 2012 Presidential Primary and the November 6, 2012 Presidential General Elections
- Achieved the highest turnout in the state for the November 6, 2012 Presidential General Election
- Implemented the Secretary of State's online voter registration system in Marin County whereby voters can register to vote or update their registrations online rather than on paper
- Provided a new program to enable military and overseas voters to get their voter information pamphlets and mark their ballots online
- Increased voter self-service options by providing the voter pamphlet online on the Elections website and via an app for smart phones and tablet computers
- Piloted an electronic roster that replaced the paper roster at several polling places in both the June and November 2012 elections

V. Key Challenges and Outstanding Issues

- Demand for voter self-service options will continue to increase in FY 2013-14. The department plans to focus efforts on automating the option for voters to get their Voter Information Pamphlets online
- The requirements of the top-two primary election law may increase the number of ballots for each voter due to the large numbers of candidates expected to be on the ballot for the June 2014 Primary Election
- Use traditional and social media to provide information to voters, with a focus on young and low-income voters, on the process of voting, including how to find a polling place; when to vote; and how and when to apply for a vote-by-mail ballot

VI. Performance Plan

Department Goal	Countywide Goal
Goal I: Ensure community trust by providing fair, accessible and effective elections	V. Community Participation

Initiative Description	Program(s)
Increase voter self-service options on the Elections website; in particular, give voters the option of getting their sample ballots online rather than on paper	Elections
Continue to automate manual election processes to provide faster and better services to voters	Elections
Continue to identify and eliminate barriers to voter participation in elections; in particular, focus voter education efforts on areas of lower-than-average voter participation in the county	Elections
Expand use of social media and e-mail to reach out to voters with information about upcoming elections	Elections

Program:	Elections

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

Workload Measures	2009/10	2010/11	2011/12	2012/13	2013/14
	Actual	Actual	Actual	Target	Target
Total number of registered voters in November election	149,509	151,876	146,626	155,000	147,000

Effectiveness Measures	2009/10	2010/11	2011/12	2012/13	2013/14
	Actual	Actual	Actual	Target	Target
Turnout in November elections	37.69%	76.2%	39.23%	90%	40%
Ratio of registered to eligible voters in statewide election held in fiscal year	81.9%	82.8%	83.3%	85%	85%

Story Behind Performance:

The number of registered voters and turnout in the November 2013 election is expected to be lower than it was for the November 2012 election. This is because it is not a countywide election with state and federal offices, but is composed of a number of separate, smaller jurisdictions. Historically, turnout for these types of elections is lower than it is for Presidential General Elections. However, over the years, turnout for the November odd-year election has been steadily increasing.

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Program:	Elections

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

Effectiveness Measures	2009/10	2010/11	2011/12	2012/13	2013/14
	Actual	Actual	Actual	Target	Target
🔑 Number of poll workers recruited for statewide election	658	683	598	690	600

Story Behind Performance:

The June 3, 2014 Primary Election will be the only statewide election in FY 2013-14. Fewer precincts are anticipated for this statewide election; and, therefore, fewer poll workers will be needed to staff the polls.

Program:	Elections

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

Effectiveness Measures	2009/10	2010/11	2011/12	2012/13	2013/14
	Actual	Actual	Actual	Target	Target
🔑 Number of hits on home page of the Elections website	27,925	29,000	46,068	38,000	50,000

Story Behind Performance:

Providing more voter self-service options on website could lead to an increase in use. For example, military and overseas voters will get their ballots online, and all voters will be able to get their sample ballot, candidate statements, and measures online for elections in FY 2013-14. The website will be enhanced for easier access to information.

Program:	Elections

Objective: Manage increasing number of voters voting by mail efficiently

Workload Measures	2009/10	2010/11	2011/12	2012/13	2013/14
	Actual	Actual	Actual	Target	Target
🔑 Percentage of vote by mail voters on file for November election	58%	63%	62%	68%	70%

Story Behind Performance:

The percentage of voters who apply to vote by mail has increased each year. In the November 2013 election, we expect the percentage of vote-by-mail voters to match or exceed that of the November 2012 election.