

Elections

FY 2014 - 16 Performance Plan

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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 works to keep the voter files up to date, check signatures on petitions, and keep track of candidate and campaign financial reports. The department is also responsible for receiving and tracking conflict-of-interest statements from over 800 elected officials and designated employees in the County, schools, 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.

The Elections Department provides the following election services:

- Registers voters, conducts voter outreach, and maintains the voter rolls
- Conducts federal, state, county, city, school, and district elections which includes: managing the candidate filing process, establishing polling places and precincts, recruiting and training poll workers, compiling and distributing Voter Information Pamphlets, mailing and receiving vote-by-mail ballots, and processing and counting ballots
- Checks signatures on state and local initiative, nominating, and recall petitions
- Maintains campaign finance information on office holders, candidates, and measures as required by the Fair Political Practices Commission

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III. Accomplishments for FY 2013-14

- Successfully conducted the November 5, 2013 Uniform District Election and several special elections
- Surveyed 7,000 County voters with disabilities to learn how they prefer to vote, and to identify obstacles to voting
- Partnered with Information Services and Technology to redesign the department's website to be more user-friendly and to provide additional public self-service options, including an online application for vote-by-mail ballots and the option for voters to receive their Voter Information Pamphlet online
- Started a new outreach program to residents of residential care facilities with a grant from the University of California, Berkeley
- Began an outreach program to high school students through high school government teachers in each public and private high school in the County

IV. Key Challenges and Outstanding Issues

- Efficiently manage increasing numbers of vote-by-mail voters by upgrading equipment for checking signatures and sorting mail ballot return envelopes
- Identify requirements for a new voting system that would replace the current 15-year-old system
- Change registration and voter file maintenance procedures to meet the requirements of the Secretary of State's new statewide database system, VoteCal
- Plan for implementation of the new law in 2016 that permits voters to register and vote at an election office between the 15-day registration deadline and Election Day
- Continue voter outreach and education efforts with a focus on low-income, youth and minority-language voters, and voting-age citizens who are not registered to vote

V. 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)
Conduct a voter outreach program to reach eligible but not registered voters in FY 2014-15	Elections
Implement the new law that allows same-day registration and voting in FY 2015-16	Elections
Identify requirements and develop a request for proposals for new voting system in FY 2015-16	Elections

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Program: Elections

Objective: Maintain up-to-date voter files for accurate reporting of voter participation.


Workload Measures		2010/11	2011/12	2012/13	2013/14	2014/15	2015/16
		Actual	Actual	Actual	Target	Target	Target
	Total number of registered voters in November election	151,876	146,626	155,025	147,000	153,000	149,000
Effectiveness Measures		2010/11	2011/12	2012/13	2013/14	2014/15	2015/16
		Actual	Actual	Actual	Target	Target	Target
	Ratio of registered-to-eligible voters in statewide election held in fiscal year	82.8%	83.3%	87.8%	85.0%	87.0%	86.0%
	Turnout in November elections	76.2%	39.2%	90.0%	40.0%	75.0%	40.0%

Story Behind Performance:

The number of voters and turnout fluctuates depending on the type of election. Voter participation is greater in statewide general elections held in even-numbered years than in uniform district elections held in odd-numbered years.

Program: Elections

Objective: Continue to implement poll worker recruitment and training methods to maintain a high level of community participation and 100% staffing of the polls in each election

Effectiveness Measures		2010/11	2011/12	2012/13	2013/14	2014/15	2015/16
		Actual	Actual	Actual	Target	Target	Target
	Number of poll workers recruited for statewide election	683	598	742	600	750	550


Story Behind Performance:

The number of poll workers recruited depends on the number of precincts in an election. Statewide Primary and General Elections have more precincts than the November odd year elections. The CA Election Code restricts the number of precincts that can be consolidated for elections.

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Program: Elections

Objective: Provide an informative and user friendly website with voter self-service options for registering to vote, applying for a mail ballot, and looking up voter-specific election information.


	Effectiveness Measures	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16
		Actual	Actual	Actual	Target	Target	Target
	Number of visits to the Elections website	29,000	46,068	105,605	50,000	100,000	110,000

Story Behind Performance:

Use of the Elections website increases for statewide elections. Public self-service options on the website may increase number of visits.

Program: Elections

Objective: Efficiently manage increasing number of voters voting by mail

	Workload Measures	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16
		Actual	Actual	Actual	Target	Target	Target
	Percentage of vote-by-mail voters on file for November election	63%	62%	70%	70%	73%	75%

Story Behind Performance:

Percentage of permanent vote-by-mail voters continues to increase due mainly to the ease and convenience of voting by mail
