



Planning Elections and Engagement Panel

Monday, June 24, 2019

MINUTES

Attendees:

Contra Costa Democrats - Renee Zeimer	County Clerks Association – Margaret Wimberly
County Public Defender’s Office - Rachel Belden	League of Women Voters DV - Shawn Gilbert
County Public Defender’s Office – Ellen McDonnell	League of Women Voters DV – Marian Shostrom
County District I Office - Joan Carpenter	League of Women Voters Bay Area – Madeline Kronenberg
County District II Office - Lauri Byers	Richmond NAACP - Willie Robinson
County District IV Office - Colleen Isenberg	ECAP Emeritus – Nancy Kaplan
Democrats of Rossmoor - Carol Weed	General Public – Diddo Clark
East County NAACP - Odessa Lafrancois	General Public – Nancy Pratt
East County NAACP - Raymond Odunlami	
APAPA – Marsha Golangco	

Staff:

Registrar of Voters – Joe Canciamilla	Elections Services Manager - Sara Brady
Assistant Registrar - Scott Konopasek	Elections Outreach Coordinator - Eren Mendez
Elections Services Manager - Sophie Lehman	Elections Processing Supervisor - Chuck Waters
Civic Engagement Specialist - Paul Bugarino	Civic Engagement Assistant - Karen Tedford

Once introductions were completed, Scott Konopasek explained that Chuck Waters was filming the meeting as part of an office project to create a behind-the-scenes documentary about election administration.

The meeting opened with questions from the group.

Outreach Events

Willie Robinson invited Elections staff to speak about Vote By Mail efforts at a Richmond NAACP event later in the week. Joan Carpenter shared with the group that a video from a Community Engagement Forum, which featured Joe Canciamilla discussing the merits of Vote By Mail, that occurred earlier in the month would air several times on CCTV. (Dates were emailed to the group on July 2nd.)

March 2020 Election

Colleen Isenberg asked what offices would be on the ballot in the March 2020 Primary. Here is a [list](#) the offices that will be on the ballot.

My Ballot, My Way

Carol Weed asked group members for advice on engaging residents to sign up for Vote By Mail while tabling at events. She shared that her group uses a large sandwich-board style sign to grab attention. The conversation segued into a broader conversation about the Elections Division's Vote By Mail campaign. Scott Konopasek mentioned that the Elections Division has a group of staff members who have been meeting to brainstorm message segments or "hooks" that appeal to many different types of polling place voters, to get them to switch to having their ballots mailed.

Paul Bugarino shared that the My Ballot, My Way campaign just reached a milestone of having 15,000 new voter request to get their ballot by mail. The campaign's goal is to increase the number by 150,000. In addition to getting some media coverage in the East Bay Times and on KCBS Radio, Bugarino thanked group members for their efforts to spread the word. The discussion shifted to the creation of resources to help PEEP members actively promote the campaign. After distributing a series of handouts which comprise a "toolkit", Bugarino asked PEEP members for feedback as to what materials they needed to be successful and what materials they would use. PEEP members provided comments on the talking points and suggestions how they could use the materials. (Attached via email)

Joan Carpenter shared that niche media outlets such as the *Richmond Post* and other publications could help those in areas with high numbers of non-Vote By Mail voters find out about the benefits of switching to Vote By Mail.

Marsha Golangco added that her group has found there a lot of first-generation residents and new citizens from several Asian countries who benefit from hearing messages in their native languages. She feels this would be beneficial for efforts such as the My Ballot, My Way campaign. Scott Konopasek added that the Elections Division has a team of staff members working on ideas for the campaign, including the creation of a TV commercial that would be in multiple languages.

The Vote By Mail campaign will continue indefinitely; information and material will be forwarded to group members for dissemination to constituents.

March 2020 Presidential Primary – Party Ballots

Nancy Pratt asked what the Elections Division plans to do to let No Party Preference voters vote in the Presidential Primary. Sara Brady explained that staff is creating a mailer that will go out to every voter who is registered as No Party Preference, letting them know that they must request a party ballot if they wish to vote for presidential candidates from parties with open primaries. The mailing will also notify these voters that if they want to vote for the candidates in parties with closed primaries, they have to re-register with that party affiliation. Brady shared that the office will be creating promotional material for PEEP members to share with their networks, to be included in the countywide Voter Information Guide and for polling places. Scott Konopasek emphasized the importance of voters checking their status, including their current party status, so that there will be no surprises when it comes time to vote.

Ballot Translation

Following a question by Marsha Golangco related to the ballots being available in different languages, Scott Konopasek told the group that the Elections Division plans to have ballot translations available in Mandarin, Cantonese, Korean, Tagalog and Vietnamese on Ballot Marking Devices at all polling places for the March 2020 Elections. This goes well above and beyond the state's requirement.

Permanent Drop Off Boxes

Paul Bugarino shared that Elections Division staff has been working with City Clerks throughout the county on ways to expand the existing ballot drop off program. He said that a dozen of these boxes will be installed near City Halls or other designated city properties in the fall in anticipation of the March 2020 Election. These boxes will be available on a 24/7 basis, have the capacity to hold over 2,000 ballot envelopes and current plans call for them to be emptied daily.

Poll Worker Training - APPLE 2.0

Sophie Lehman announced the Elections Division staff has been working on a revised version of its award winning Accessible Polling Place Locations and Equipment (APPLE) class. This iteration of the class will build upon the first version and have a greater focus on the experience of the individual voter, not just the accessibility of the physical location. Classes are slated to start in late summer.

Future Agenda Items

No specific requests.

Announcement

The Contra Costa Clerk of the Board, County Counsel and the District Attorney invite staff and members of County Boards, Committees and Commissions attend a training on the Brown Act and Better Government Ordinance on July 31, 2019.

4:30 pm to 6:00 pm

Contra Costa County Board Chambers

651 Pine Street

Room 107

Martinez, CA

Next Meeting Date/Location

Monday, September 16, 2019. 6:30 to 8:00 pm, at the Clerk-Recorder-Elections Department, 555 Escobar St., Martinez

Attachments:

My Ballot, My Way toolkit materials