VOTER'S CHOICE
Registrar of Voters
Santa Clara County

Santa Clara County Registrar of Voters
Language Accessibility Advisory Committee (LAAC)
Meeting Minutes

1400 Parkmoor Ave., San Jose, CA 95126
Cupertino B Room
July 17, 2019, 2:00pm

Members Present: Yeshi Teklemichael, Efrain Delgado from the Civic Engagement ALA, Jessica Ho, Nicole Wong, Vishnu Kartanaki, Francisco Valenzuela from San Andreas Regional Center, Jeremy Burrows from Civic Engagement, Eunice Chen from the Korean American Community Services, Jessica Ho from North East Medical Services, and Sabrina Parra-Garcia from Office of Immigrant Affairs

Staff Present:

Alfred Gonzales, Bob Nguyen, Carmelita Aldana, Chipo Mulenga, Christina Rivas-Louie, Daisie Tran, Darren Tan, Edwin Torralba, Eric Kurhi, Jacob Salazar, Jose Posadas, Julia Saenz, Lilian Tsai, Michael Borja, Michelle Tran, Paulo Chang, Rachel Jung, Robert Wiedlin, Linh Nguyen, Ruth Luo, Shannon Bushey, Smita Shah, Stephanie Duarte, Thuy Tien Bui, Virginia Bloom

Action Items:

- Francisco to send an email to Vietnamese community and to attach to social media. Provide Francisco with outreach material.
- San Andreas Regional Center will be holding a conference on August 10th, need ROV representation; VRD and Outreach. (The whole conference will be in Spanish)
- Bring name cards for next meeting
- Add new members to thread
- Add 4 mission statements to LAAC thread for review
- Paulo to check with Sobrato about conference room availability
- Let the ROV know if there are any community-based organizations.
- Draft EAP to go out, committee to review and provide feedback. Estimated first week of August.
- Efrain to create a google repository to access editable EAP document.
- ROV will add to the ground rules of the committee to be nonpartisan.

I. **Introductions – Darren Tan, Administrative Services Manager provided the following:**
   a. Staff Introductions

    b. New committee members

II. **Approval Previous Meeting**
    a. Minutes were approved by members and will be posted on the website.

III. **Mission Statement Development**
    a. The ROV presented two versions of Mission Statements to the committee:
        i. The Santa Clara County Language Accessibility Advisory Committee (LAAC) is a public forum for the Registrar of Voters' to collaborate with members on recommendations to enhance voting and election materials for voters who primarily speak a language other than English.
        ii. The Santa Clara County Language Accessibility Advisory Committee (LAAC) is a forum for the Registrar of Voters' to collaborate with the public on recommendations to enhance voting and election materials for voters who primarily speak a language other than English.
    b. ROV feedback - The purpose of this committee is to be inclusive; we get input from people out of the Santa Clara County community; replace word to "can collaborate"; ROV will stay consistent with Registrar of Voters; ROV will write out the four updated mission statements and post them on the member thread for everyone to review and make any necessary changes or suggestions;
    c. Members feedback – include to enhance voting education, outreach and election materials; make a generic version for someone who might be interested; make it open to all; it can be committee participants; replaced to Registrar of Voters.
        i.

IV. **Finalizing Meeting Logistics**
    a. Frequency - monthly until December on a Thursday
    b. Location – Sobrato, and San Andreas Regional Center per suggestion of Francisco. The location is in Bernal, large conference fits 285 people. Everyone was open to San Andreas Center location.
        i. To confirm with SVGN, Sobrato's availability.
        ii. September 16th or the 19th, August and October

V. **Co-Chair Discussion**
    a. ROV explanation of expectations from committee-chair and selection process, ensure in alignment of what the expectations are.
    b. Assist with agenda creation
    c. Assist with facilitation of meetings
    d. Ensure follow up action items are completed
    e. Communication with ROV to ensure messaging is consistent. It is important to be accurate, consistent, and transparent messaging across the board, we do not want to present misinformation
    f. There will also be a backup co-chair.
    g. Process will involve a nomination. One can nominate someone or themselves.

VI. **Election Administration Planning (EAP)**

a. ROV presented a spreadsheet containing all the EAP meetings including target groups and turnout. Provided an overview of the EAP committee meetings that included questions about the implementation of the VCA, particularly vote center locations, media, outreach, and voter education. Please understand the first draft will be a work in progress and are subject to change. ROV received a variety of comments as well as a variety of attendees from advocates, Election Officers, City Officials, and members of the public.

b. Outreach budget will be listed in the EAP, but compared to previous numbers, it is estimated at $500,000 for supplies and presentations for the community. This will include flyers, cards, swag, VCA related materials; this is not including staff.

c. ROV will be releasing the first draft of the English EAP around the week of August 1, 2019. Draft will be posted online, please forward the link to anyone interested.

d. Member feedback/questions

    i. How do you plan on measuring and what you plan on doing with it? Is it driven by ROV or the BOS? Who relied on the translation/interpretation services for EAP consultation meetings?

    ii. ROV Response – No formal measurement yet, but ROV is open to input for formal advertising data. Asking different communities to see where they go for their news, radio, and social media needs. The digital ads are measured by impression and will post the ad until the impressions are reached. ROV is trying to reach people and different demographics we've never tried to target. The Board of Supervisors voted on the implementation of the Voter's Choice Act and the ROV is responsible for implementing the act. Yes – we will be submitting reports and information to the Finance and Government Operations Committee. For the Chinese language EAP consultation, everyone requested for English interpretation. We had the vice mayor and CBOs within the Chinese community. For Spanish we had a school board member, we had someone from County CEO's office, we had one person out of 8 people who used our translations services. There were people who spoke the primary language at every meeting.

    iii. Members will work with ROV to increase participation of language groups that have low turnout. ROV has been in contact with different language groups and started on Voter Education and Outreach Coalition (VEOC). ROV has connected with ethnicity and language-based community organizations like Korean American Services, the Vietnamese American Roundtable, and other organizations. We are doing the same for the Business Center of the Visually Blind. We are more than happy to work with communities to start train the trainer programs, workshops, discussions, forums, and if you have any recommendations for contacts, you may contact Rachel.jung@rov.sccgov.org.

    iv. San Andreas holds many conferences. There will be a Spanish workshop on August 10, with Spanish families who have children with disabilities and African workshop on August 24; the whole conference will be in their primary language. The primary focus is to educate people in their primary language.   There is also a Tagalog conference coming up in September. They range with 100 to 200 people attending.

    v. How do you address that population? Is there a person who is planted at different events?

      vi. ROV response – ROV met with SCC Board of Education, they have great voter education and outreach all year round and will be working with their media. ROV do over 200 events every year, year-round. ROV participates as much as we can with the limited staff, ROV recruits ambassadors who already know their community – community leaders we can reach out to, where we can introduce our voting education.

      vii. Deterrent factor for CBO volunteers is that they're not compensated. Not a lot of these organizations are willing to put in the effort if they're not compensated. Compensating the volunteers is not in the ROV initial plan but doesn't mean it can't happen, but ROV cannot answer. San Mateo County did not do it during the last round, but they did implement the stipend for the upcoming election. ROV provide volunteers with swag, tool kits, and training to compensate.

      viii. Member suggested to visit clinic, their staff could talk to the health ed class, they have staff in health ed program that can speak the language and provide education and confidentiality as a staff member.

      ix. The major take-aways from these meetings from the ROV was that organizations are willing to put in time without compensation e.g. League of Women's Voters, and other grassroot organizations, there has been growth and interest, and as the election gets closer more participants will join. There are different groups and individuals who have been interested and want to volunteer, good suggestions on where to reach out in their communities.

VI. **Advertisements and Outreach discussion** – Public and Legislative Affairs
  a. Some of the things that we've heard from different groups have given lots of good feedback for outlets that will reach the not-so-normal advertising groups.

VII. **Remote Access Vote by Mail** – deferred to next meeting

VIII. **Precinct Operations and Training**
  a. Assignment and recruitment of bilingual workers at the vote centers.
    i. Geographical Information Systems – Bob Nguyen explains how they are creating maps for placing Vote Centers and where to best serve language groups; in the past, ROV determined language targeted precincts based on voter registration data and census data provided by the SOS. GIS designates a specific precinct to be a language targeted precinct if it meets any of the criteria:
      • percentage of target language voters is greater than or equal to 3%
      • language voter count is greater than or equal to 20
      • census data provided by the SOS indicate a precinct to be language targeted
  b. Member feedback/questions
    i. Member question - Why 60%, it seems very high, compared to facsimile ballots percentage which is 3% for a precinct?
    ii. ROV response – with current Vote Center model, we are proposing to use the same data sources and similar methodology to analyze the targeted languages: If a precinct meets any of the three criteria mentioned above, it will become a language targeted precinct, and a bilingual staff that speaks that language will be assigned to

the closest vote center location. In addition, ROV will try to recruit staff who speak another language for a vote center area if it meets the 3% rule.

    iii.   Member question - When there is additional need required, are you getting that data from the SOS via registration cards?

    iv.   ROV response - There is that data, but there is also other data from the Census, and other ways that ROV cannot answer at this moment. We will do what we can to have the appropriate amount of staff at the Vote Centers. The other challenge is that previous staff needs to know that we will need them for 11 to 14 days instead of just one day. We are also getting new equipment and they will require more training.

    v.   Member question - How do we staff these vote centers?

    vi.   ROV response - newsletter will be sent out to our Election Officers and will emphasize the need for bilingual workers. We are in help of contacts for all the communities who speak English, Chinese, Vietnamese, Hindi, Spanish, Tagalog, Khmer, Korean, and Japanese. The federally mandated languages are English, Chinese, Vietnamese, Spanish, and Tagalog, pamphlets, ballots and election materials must be provided in the mentioned languages. State Mandated languages are Korean and Khmer. English, Chinese, Vietnamese, Spanish, and Tagalog are Federally mandated languages. We must provide election pamphlets, ballots, and election materials. State mandated languages are Korean and Khmer. Two additional are Hindi and Japanese that we were not required to do, but we will continue to include. We are going to have official ballots for all these languages.

IX.   **ELVS Signage presentation** – deferred to next meeting

X.   **Public feedback**, questions and/or concerns important to Committee
    a.   Introduces ACII with partnership with SCC Public Health created an API Health Assessment where they aggregate data based on South Asian, Filipino, Japanese, Pacific Islander, and create a summary through heat maps and other information. This may be potentially helpful for the Registrar of Voters.

XI.   **Next Meeting:**
    a.   Date and location not established, will email LAAC committee members
    b.   Next Meeting Agenda Creation
        i.   Languages
        ii.   EAP draft review

XII.   **Announcements**
    a.   Disability Awareness Day sometime in October

XIII.   **Panel Q&A** - questions were asked throughout the meeting and the Q&A session received no additional questions.

XIV.   **Meeting adjourned** at 4:30PM