

APPENDIX B – VOTER EDUCATION AND OUTREACH PLAN DETAILS

The County of Santa Clara Registrar of Voters (ROV) is committed to diversifying voter engagement among county residents. This Voter Education and Outreach Plan outlines various activities that can be performed with the goal of increasing community partnerships, expanding civic engagement opportunities, and improving voter experience with the Vote Center Model. The following activities are planned each year to help increase voter registration and participation.

Outreach Types:

- Traditional outreach: The activities listed below represent the types of voter education and outreach efforts the ROV plans and participates in all year long regardless of scheduled elections. At these activities, the ROV provides voter education literature, civic and local government resources, Registrar of Voters' branded outreach materials, and in-depth discussions to the public.
 - Tabling – Most general outreach events fall under tabling to provide resources, literature, voter education, voter registration, and Election Officer recruitment
 - Hosting booths – Per request of large-scale outdoor events, festivals, and conventions, we provide resources, literature, voter education, voter registration, and Election Officer recruitment
 - Voter registration trainings – Per request of individual/organization, we provide training on how to host voter registration drives based off of materials from the Secretary of State
 - Voter education presentations – Per request/organizations, voter education presentations cover the Voter's Choice Act changes, civics 101, voting rights, and how to register/pre-register to vote
 - High school voter registration drives – Coordinate and assist in organizing voter registration drives with high schools
 - Networking/civic events – Presence and partnership building at community events and supporting events for various city Chamber of Commerce, city council districts, etc.
- Voter's Choice Act-specific outreach: The ROV will continue to educate voters on the changes that were implemented under the Voter's Choice Act. The activities listed below represent the types of outreach efforts the ROV will host, participate in, and collaborate with the members and organizations of Santa Clara County:
 - Presentations
 - Discussions or Q&A Sessions
 - Partnership Building (in-person meetings with CBOs)
 - Workshops (for communities with language and accessibility needs)
 - Train-the-Trainer Programs (TTT) (training Outreach Partners to personalize and amplify the message)
 - Voting Equipment/Machine Demonstrations

Branding/Message: The County of Santa Clara has made a conscious decision to prioritize promoting information about Vote Centers and the services they offer, including information about every voter receiving a vote-by-mail ballot. The ROV will continue to focus on voters most impacted by the Voter's Choice Act (VCA): voters who prefer to vote in person.