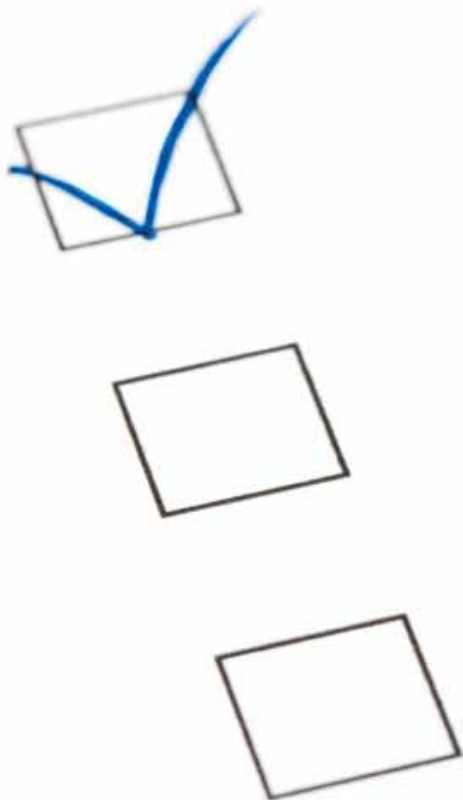




# Orange County Registrar of Voters

## Survey Results June 8, 2010 Statewide Primary Election



# *Executive Summary*

## **Executive Summary**

The mission of the Orange County Registrar of Voters is to “provide election services for the citizens of Orange County to ensure equal access to the election process, protect the integrity of votes, and maintain a transparent, accurate, and fair process.” The Orange County Registrar of Voters continually strives to provide exceptional customer service to the community, in every aspect of our operations. In order to evaluate this in the context of an election cycle, the Registrar of Voters distributes surveys to the individuals involved in the preparation and conduct of the election. These surveys allow our community partners and volunteers to provide feedback on our election operations, the quality of customer service provided, and their overall experience with our office.

The Statewide Direct Primary Election was held on June 8, 2010. The Orange County Registrar of Voters certified the results of the primary election on Tuesday, June 22, 2010. Amid a media storm where many of California’s counties were criticized for their delay in producing election results, the Orange County Registrar of Voters was ahead of the pack. Orange County’s election certification occurred before any other large county in the State; a testament to the Department’s planning, preparation, and commitment to the public. Providing exceptional service to the residents of Orange County includes producing election results that are accurate and that are processed and shared in a timely manner. The Department will continue to lead the way for California’s election offices by regularly evaluating and improving our processes and service levels.

This report contains the results of the eight surveys distributed prior to and following the election. It details the methods of data collection utilized for each survey, the results of the data collected, and the implication of the results for the Registrar of Voters. The goal of this report is to identify the areas where exceptional service is provided, and to recommend changes where the data suggests improvements could be made.

The Registrar of Voters produced its first Survey Report following the May 19, 2009 Special Election. The second report was produced following the 72nd Assembly District Special Primary and General Elections, which took place on November 17, 2009 and January 12, 2010, respectively. In this third report, we look closely at the progress that has been made since 2009, comparing the results of the June 8, 2010 surveys to data from the previous elections.

## Executive Summary

Prior to the June 2010 election the Department began working on a number of large-scale changes to our election operations:

- Poll workers were introduced to the Poll Worker *PASS*, consisting of a personalized, bar-coded card and online web portal. This program was recently awarded one of the election industry's highest achievements - the national "Democracy Award," presented by the Election Center for the most outstanding election program of 2010.
- Poll worker training was largely moved online for more experienced poll workers, and the format was changed for Inspectors. Inspector training was altered to provide a more hands-on experience during training class; Inspectors were trained on Election Day procedures using a hands-on approach rather than lecture style.
- New election night operations, equipment, and procedures changed the way election results are produced.
- Additional surveys were developed to evaluate areas not previously surveyed.
- Regulatory changes required a new approach to the 1% Manual Tally that resulted in new procedures and training for the Vote-By-Mail Boards. Vote-By-Mail Boards are responsible for various pre and post-Election Day activities, including opening vote-by-mail envelopes, sorting precinct supplies, and conducting the 1% Manual Tally.

Each of the actions above had an impact on the Department's overall election operations. All of the changes had a positive effect on the Department's ability to conduct elections efficiently, provide exceptional service to voters and community partners, and to produce accurate and fast election results.

Overall, the survey results indicate that the Department is serving the community well; however, a concerning trend has emerged. Survey results over the past four elections show that during small elections the Department receives slightly higher scores from stakeholders than during large elections. It is the goal of the Department to elevate the scores received during large elections in order to eliminate the discrepancy that exists in the quality of service provided.

The following describes the content and questions of each survey.

The **Poll Worker Survey** (formerly called the Election Day Survey) is provided to all poll workers and asks them to evaluate various components of their volunteer experience. They are

## Executive Summary

asked to provide feedback on the quality of training they received, their preferred method of communication with the Department, issues they encountered at their polling place, and their overall election experience.

The **Training Survey** is provided to all poll workers who attend an in-person training class prior to the election. The survey asks poll workers to evaluate various training components, including the professionalism of his/her trainer, the clarity of the Poll Worker Training Manual, the quality of the Poll Worker Training DVD, and his/her training facility. These surveys are critical to maintaining a well-trained poll worker population, which is an integral part of a successful election.

The **Delivery Survey** is provided to individuals who volunteer their business, home, church, school, or other facility as a polling place on Election Day. The survey asks them to rate the service they received when the voting equipment was delivered to their facility. These individuals provide the necessary space to set up a polling place, and their satisfaction with the service they receive plays a role in their decision to offer their space in future elections. Supply deliveries are conducted by outside vendors, making it particularly important to monitor and assess the service provided to these critical community partners.

The **Poll Site Survey** asks poll site hosts to evaluate their experience receiving and storing the voting equipment, their communication with the poll workers assigned to their location, and their overall interaction with the Registrar of Voters.

A new survey was developed for this election to evaluate the precinct supply distribution process. The **Distribution Survey** was provided to Inspectors following a large-scale supply distribution event at the OC Fairgrounds. This event completely changed the way supplies are provided to Inspectors, and will have long-lasting effects on the way this process is conducted in the future. The OC Fairgrounds Distribution event was created to provide Inspectors with an alternate date and time to pick up their supplies, and to ensure they could complete this process efficiently.

The **Phone Bank Survey** is taken by poll workers who call the Poll Worker Customer Service Phone Bank, and members of the public who call the Public Phone Bank. These phone banks are active during an election cycle and act as a resource for the thousands of poll workers and voters throughout the County. At the conclusion of their call, individuals are asked to rate the quality of customer service they received over the phone.

## *Executive Summary*

A new survey was introduced for the June 8, 2010 election. The **Recruitment Survey** was provided to poll workers after they had been recruited and assigned to a polling place. Out-going calls were automatically placed to poll workers, and asked them to evaluate their experience over the phone with the agent who spoke with them.

The **Vote-by-Mail Boards Survey** is provided to volunteers who conduct various post-Election-Day activities, including the 1% Manual Tally, sorting supplies returning from polling places, and the removal of vote-by-mail ballots from their envelopes. The survey asks these volunteers to evaluate the service they received during their time at the Registrar of Voters and the usefulness of the training they received.

The results of the data collected from the customer satisfaction surveys are used to identify areas of our service that require improvement. Throughout this report we compare the data from the June 8, 2010 Statewide Primary Election with the data from three previous elections.



Neal Kelley  
Registrar of Voters



# Poll Worker Survey



# June 8, 2010 Poll Worker Survey



## Overview

In order to gain an accurate picture of poll workers' Election Day experience, surveys were distributed to all poll workers who served in the June 8, 2010 Statewide Primary Election. The eight question survey was provided to poll workers in their precinct supply box, and the majority of surveys were returned in the supply box on Election Night. The survey was scaled down from 30 questions to eight in an effort to simplify the survey and focus on the most important aspects of the poll worker experience.

The results of the Poll Worker Survey indicate that the highest rated aspects of the poll worker experience are:

1. The Poll Worker Training Manual.
2. The overall quality of service provided by the Registrar of Voters.
3. Poll workers' overall experience serving in the election.

The areas with the most room for improvement are:

- 1. The quality of poll worker training provided by the Registrar of Voters.** This election saw changes to the format of poll worker training classes that caused frustration for some poll workers. The types of classes offered to poll workers for future elections will reflect the findings of the survey.
- 2. Ensuring poll sites are adequate locations for voters and poll workers.** The office must assess any shortcomings with existing poll sites, particularly focusing on the availability of parking.
- 3. Communication between the Department and poll workers.** The survey results indicate that there is room for improvement in this area. This election the Poll Worker Customer Service Phone Bank was comprised of entirely new customer service agents, which may have contributed to weaker communication with poll workers.

## Poll Worker Experience

Poll workers were asked to identify the number of years they had served in elections in Orange County. 40% responded that they were serving in an election for the first time. 27% responded

# June 8, 2010 Poll Worker Survey



that they had volunteered in elections for three years or less, 23% had volunteered for four to ten years, and just 8% responded that they had volunteered in elections for 11 or more years.

In the June 8, 2010 election the number of first time poll workers was nearly double that of previous elections. Having a large, inexperienced poll worker population is a challenge for election officials. These individuals must be extremely well-trained on all aspects of their Election Day duties to make up for their lack of experience. This election saw a large number of new Inspectors. Inspectors serve in a supervisory capacity on Election Day, have more responsibilities than other poll workers, and are expected to have more knowledge of the election process. June elections are typically challenging to recruit poll workers for, due to summer vacations, graduations, weddings, and other similar activities. This resulted in a large population of first-time poll workers.

## *Past Elections:*

- » In the May 19, 2009 Special Election 25% of poll workers were first time volunteers.
- » In the November 17, 2009 Primary Election in the 72nd Assembly District 21% of poll workers were first time volunteers. Because this was a District-wide election rather than a County-wide election, the Department was able to rely on experienced poll workers.
- » In this District's corresponding General Election on January 12, 2010, only 12% of poll workers were first time volunteers. This was attributed to the high number of returning poll workers who had recently served in the Primary Election.

## *Future Plans:*

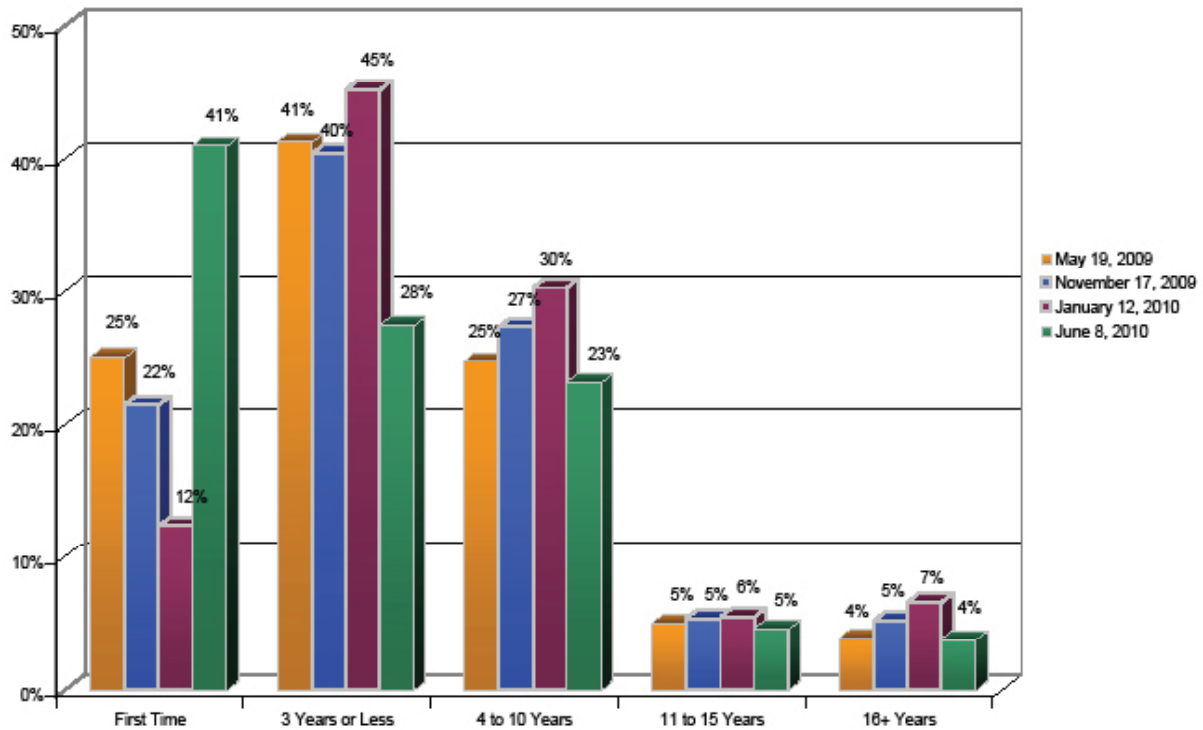
**In future election cycles the Department will offer the Inspector position to experienced poll workers rather than to individuals who are new to elections.**

The graph on the following page shows the varying experience levels of Orange County's poll worker population over the last four elections.





**Graph #1: Number of Years Served as a Poll Worker in Orange County, Past 4 Elections**



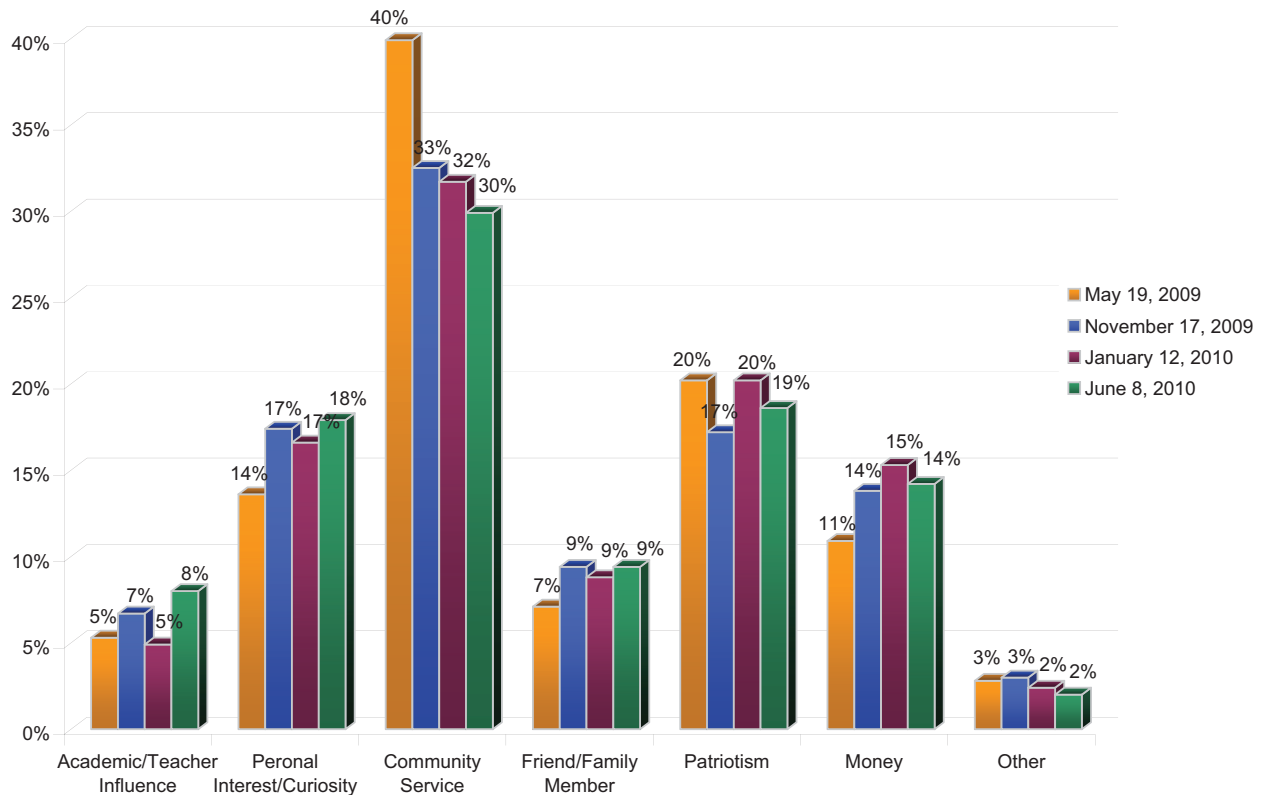
## Motivation

Poll workers were asked to identify their primary motivation for serving in the election. They were given the following options to choose from: academic/teacher influence, personal interest/curiosity, community service, friend/family member, patriotism, money, or other. Poll workers in the past have consistently chosen community service as their primary motivator for serving, and this election was no different. 30% chose community service as their primary motivator. This was followed by patriotism at 19%, personal interest/curiosity at 18%, money at 14%, friend/family member at 9%, and academic/teacher influence at 8%.

The graph on the following page shows the poll worker motivation trends over the past four elections.



**Graph #2: Poll Workers' Motivation for Serving in the Election, Past Four Elections**



Community service and patriotism continue to be the primary motivating factors contributing to citizen involvement in elections. With this data the Department produced marketing cards used at community outreach events that promote the community involvement component of serving in elections.

**“Love to serve my country. Anything I can do to help.  
Thank you!”**

-Poll Worker Survey Comment

# June 8, 2010 Poll Worker Survey



## *Future Plans:*

**The Department will continue to promote the patriotic nature of volunteering in elections in our advertising and poll worker recruitment materials.**

## **Training**

Poll workers were asked to rate the following components of poll worker training: the training manual, training video, poll worker practice events, and communication with our office. They were asked to rate these items as either excellent, very good, good, fair, poor, or not applicable.

### Poll Worker Training Manual

The Poll Worker Training Manual provides poll workers with a comprehensive and detailed look at their Election Day duties. It guides them through various election processes and is a resource for them on Election Day. The manual was rated excellent or very good by 81% of respondents. 12% rated the manual as good, and just 2% rated the manual as fair or poor. In past Election Day surveys poll workers were not asked to provide feedback on this component of training, so no data is available for comparison.

**“The training manual was much improved from previous ones.”**

- Poll Worker Survey Comment

### Poll Worker Training Video

In preparation for the June 8, 2010 election the Registrar of Voters produced an entirely new and updated Poll Worker Training Video. The video is a supplement to the training class that election workers attend in preparation for serving on Election Day. The video provides poll workers with a detailed overview of their Election Day duties and responsibilities, which are varied and complex. The training video was recently honored with the Award of Excellence from the national City-County Communications and Marketing Association.

## June 8, 2010 Poll Worker Survey



The last Poll Worker Training video was produced in 2007. Between 2007 and 2010, when changes needed to be made to the DVD, it was edited by re-shooting small sections or cutting out portions that were no longer applicable or relevant. Changes made to the video included updated documents and supplies, new or updated equipment, and changes to procedures and policies. The outcome was a somewhat disjointed product that did not accurately reflect the high standards of the office.

Because a large number of Orange County's poll workers have served for many years, those who had already watched the DVD in previous years were unlikely to watch it again. This resulted in some of the experienced poll workers missing out on new or updated information.

The results of previous Election Day surveys show that although most poll workers intend to watch the training DVD, they often skip this aspect of training. Following the election in the 72nd Assembly District, 86% of poll workers indicated that they had intended to watch the training DVD, yet only 56% actually did.

The goal of the 2010 Poll Worker Training DVD was to produce an instructional and educational product with content that was easy to understand, engaging, and professional. By delivering a completely new product with a new look and shortened length, we believed a greater number of poll workers would watch the video. Providing poll workers with updated and accurate information helps to ensure that all voters in the County have a positive voting experience on Election Day.

The new training video was rated excellent or very good by 64% of poll workers, good by 16%, and either fair or poor by 6%. 14% of survey respondents chose "not applicable," which would indicate that they did not watch the video. This is significant because it indicates that approximately 86% of poll workers watched the training video.

### *Past Elections:*

- » In the May 19, 2009 election just 53% of poll workers watched the training video.
- » In the November 17, 2009 election 61% of poll workers watched the training video.
- » In the January 12, 2010 election 56% of poll workers watched the training video.

# June 8, 2010 Poll Worker Survey



The number of poll workers watching the training video has increased dramatically over past elections, which we believe is a testament to the quality of video produced and the promotion of the video by the Department. The Department was able to attract more poll workers to watch the video, which was one of the primary reasons it was re-produced.

## Poll Worker Practice Events

Poll Worker Practice Events are an opportunity for poll workers to gain hands-on experience with the voting equipment outside of their regular training class. Typically attendance at these events has not been high, despite their value for poll workers, and in particular first time poll workers. For the June 8, 2010 election 295 poll workers attended one of these events. When asked to rate the event on the survey, however, 2,754 poll workers provided an opinion. This discrepancy is likely caused by poll workers thinking they were being asked to provide feedback on their regular training class, rather than a Poll Worker Practice Event.

### *Past Elections:*

- » In the May 19, 2009 election 30% of poll workers said they attended a Poll Worker Practice Event.
- » In the November 17, 2009 election just 21% of poll workers said they attended a Poll Worker Practice Event.
- » In the January 12, 2010 election 26% of poll workers said they attended a Poll Worker Practice Event.

Given the discrepancy in the June survey data, it is likely that some poll workers from previous elections made the same mistake on the survey and indicated they had attended an event, when in fact they simply attended their regular poll worker training class.

Nevertheless, just 10% of poll workers attended a Poll Worker Practice Event for the June 8, 2010 election, which is a particularly small number considering how many poll workers were first time volunteers. Of the 10% of poll workers who attended an event, 42% were first time poll workers. 28% had served for three years or less, and 22% had served for four to ten years. The remaining 8% had served for 11 years or more.

# June 8, 2010 Poll Worker Survey



## *Future Plans:*

**For the November 2, 2010 General Election the office will require first time poll workers who take online training to attend a Poll Worker Practice Event.** As poll workers typically do not take it upon themselves to attend, the Department will now require it of certain populations. **The Department will continue to share with poll workers the value of these classes, and increase the number available to allow more people to attend.**

## **Communication**

Poll workers were asked to rate their ability to communicate with our office. For the June 8, 2010 election 66% of respondents felt that communication with the Department was either excellent or very good. 16% felt that the communication was good, and 7% felt it was either fair or poor. 10% did not provide an opinion on the topic.

This is one of the areas where poll workers felt the Department could improve. 7% rated communication with our office as fair or poor. The survey comments provided by poll workers help to specifically identify some of the issues they faced communicating with the office. Some poll workers who were recruited very close to the election felt rushed in being placed for training, and others did not receive their Poll Worker *PASS* mailing containing critical election information. A few poll workers commented that they had a hard time getting in touch with the office.

In this election the Poll Worker Customer Service Phone Bank consisted of entirely new customer service agents, who had never worked an election before. This likely had an impact on poll workers' ability to obtain information quickly and effectively from the Department. The wait time for poll workers averaged between 30 seconds and 70 seconds when the phone bank was initially opened, and gradually decreased over time; as the customer service agents became more familiar with the phone bank operations, their ability to process poll workers in a timely manner increased.

Poll workers have numerous ways for getting in touch with our office or obtaining election information. For one month prior to the election poll workers can call the Poll Worker Customer Service Phone Bank, or they can chat live with a Customer Service Agent on their computer. To obtain election information, poll workers can sign up to receive the Poll Worker Newsletter and

## June 8, 2010 Poll Worker Survey



Newsfeeds, they can visit the Department's website, they can login to their personalized Poll Worker *PASS* portal, they can watch or listen to over 100 informative video blogs and podcasts, or they can visit the Department's Facebook profile or Twitter page.

**“Prior to election day was not notified of where to work (however I was called and asked to work) or who I was working with - was told I was an Inspector - I was trained as a clerk. I never did get a Poll Worker's Pass.”**

- Poll Worker Survey Comment

Although 7% felt there was room for improving communication with the office, overall there were very few comments from poll workers on this topic. This question has not been asked in previous election surveys, so no data is available for comparison.

The survey then asked poll workers about their preferred methods for staying informed about news and events with the Registrar of Voters. They were provided with the following choices: newsletters, friends, website, phone calls, Facebook, Twitter, or other.

The website was the most preferred way of staying informed at 38%, followed by 29% who preferred phone calls to/from the office, and 15% who preferred newsletters. Facebook and Twitter were utilized by 2% of poll workers.

### *Past Elections:*

- » For the May 19, 2009 election 32% of poll workers preferred using the website to stay informed, and 31% chose phone calls. 27% utilized the newsletter for obtaining information.
- » Prior to the November 17, 2009 election the office began using Facebook and Twitter to communicate with voters and poll workers. For this election less than 1% of poll workers used these websites to stay informed of office news and events. The preferred method of obtaining information was the newsletter at 31%, followed by phone calls at 30%, and the website at 29%.

# June 8, 2010 Poll Worker Survey



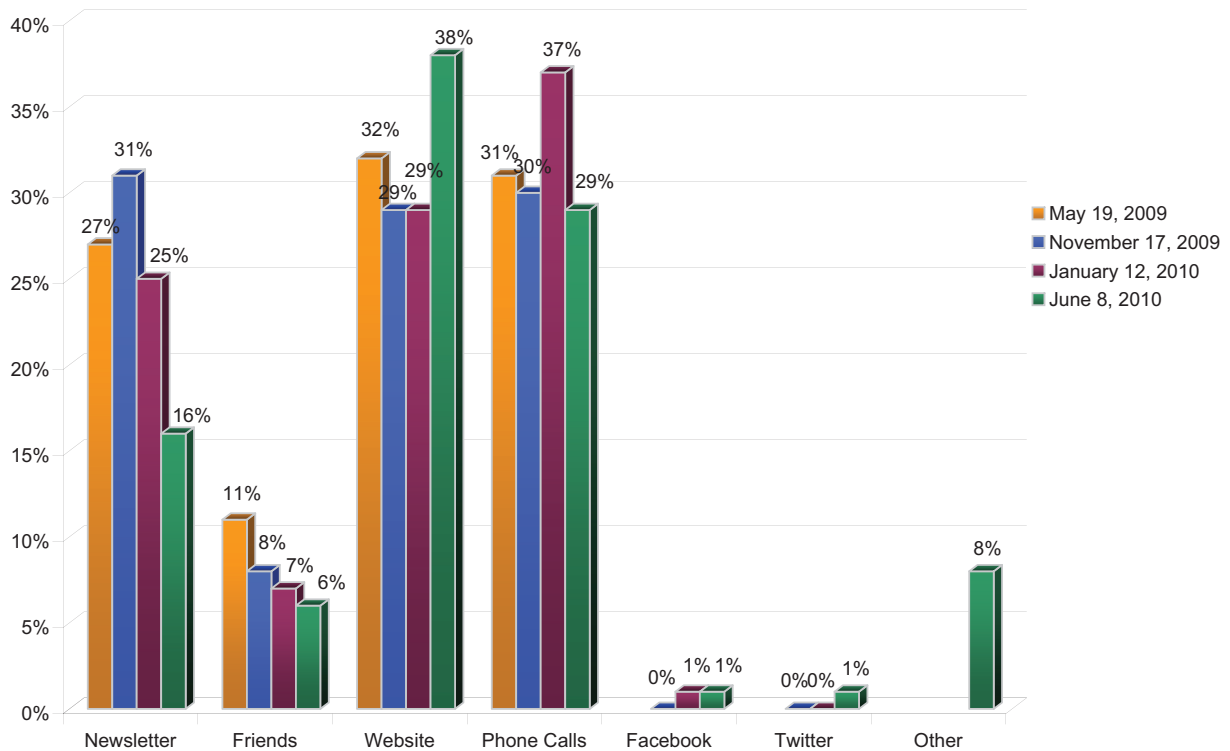
- » For the January 12, 2010 election the preferred method for staying informed was phone calls at 37%, following by the website at 29% and newsletters at 25%. Facebook and Twitter were utilized by 1% of poll workers.

## Future Plans:

The office will continue to explore different ways of communicating with poll workers. As the Department recruits more young people to serve in elections, the number of poll workers staying informed through social networking websites and the Department’s website will continue to grow. The office will respond as it has been with updates to the website, new online portals of information, and information presented in a variety of formats. **Additionally, the Department is adding a feature to the Poll Worker Customer Service Phone Bank that will tell callers their approximate wait time.**

The graph below shows the preferred methods for staying informed of news and events at the Registrar of Voters, over the past four elections.

Graph #3: Methods for Staying Informed of Office News and Events, Past Four Elections







## Polling Place Challenges

Poll workers were asked to identify any difficulties they encountered at their polling place on Election Day. They were asked if they encountered any of the following issues: parking, tables/chairs, ADA accessibility, site access, lighting, room size, or no issue.

74% of respondents indicated that they had no issue at their polling place. Of those who encountered a problem, parking was the primary issue they faced. Of the 889 poll workers who indicated they encountered an issue at their polling place, 27% listed parking as an issue. This was followed by site access and room size at 18%, lighting at 16%, tables/chairs at 14%, and ADA accessibility at 8%.

Parking is consistently the number one issue that poll workers face at their polling place. This is an on-going challenge for the Department. Every election the Department works with polling place hosts to find solutions to limited parking. Some facilities are willing to reserve spots for poll workers and voters, but some simply do not have the desire or ability to do this. In some situations an alternate polling place with better parking will be sought out, but in others it would do more harm than good to move a long-standing polling place.

**“The parking frustrated and confused many people. People had to walk really far to get to the voting booths because they had parked in the wrong spot.”**

- Poll Worker Survey Comment

In the comments portion of the survey many poll workers mentioned temperature problems at their polling place - they were too hot, too cold, did not have enough air conditioning, or had too much air conditioning. Many comments also requested that the Department provide food and drinks at the poll site. Other comments included complaints about the length of the day and the amount of pay received. Split shifts were recommended by many poll workers. The Department's position on split shifts is not likely to change in the near future. The risk of offering a split shift is that the second shift will not show up, leaving the poll site short of needed poll workers or requiring the first shift to work longer than planned in order to cover the absence. Typically during low turnout elections poll workers are more apt to comment on the length of the

## June 8, 2010 Poll Worker Survey



day as they are not as busy processing voters.

**“Please make sure that the heating and air-conditioning units of the facility are set so that clerk personnel are able to stay in the area for an extended period of time without discomfort.”**

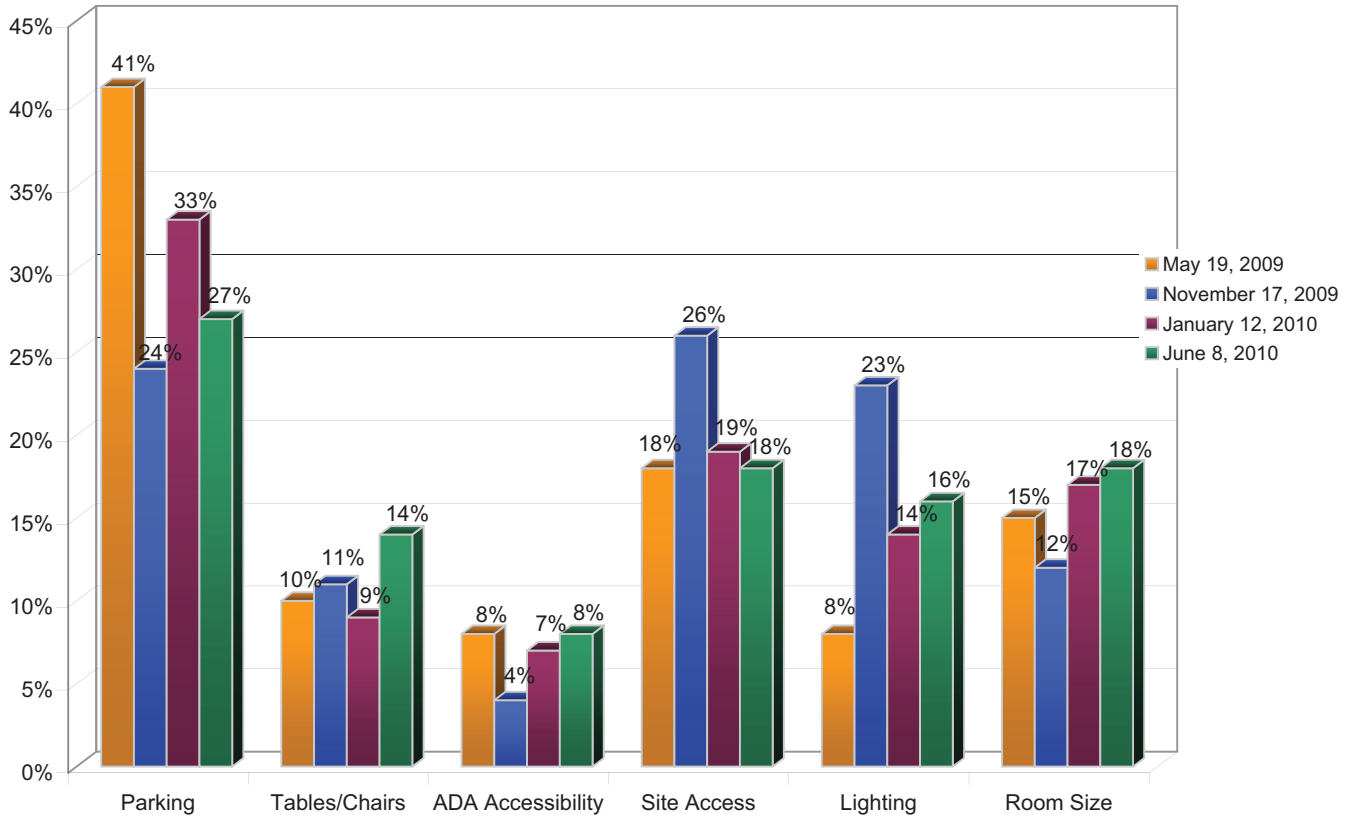
- Poll Worker Survey Comment

During poll worker training poll workers are encouraged to dress in layers on Election Day as the temperature of the polling place is unknown. The Department also obtains the emergency contact information of the facility in case of serious facility problems. The minor requests and complaints are likely reflective of the few major problems faced by poll workers this election. When voters are being processed efficiently and the voting machines are functioning, issues such as temperature and snacks rise to the surface.

The graph on the following page shows the primary issues faced by poll workers at their polling place.



**Graph #4: Poll Workers' Primary Issue at Their Polling Place, If Any, Past Four Elections**



### *Future Plans:*

During the process of polling place recruitment, the Department looks for locations that have large, accessible parking lots that are available for the duration of Election Day. Finding polling places with these features will continue to be a priority in future elections.

### **Overall Experience**

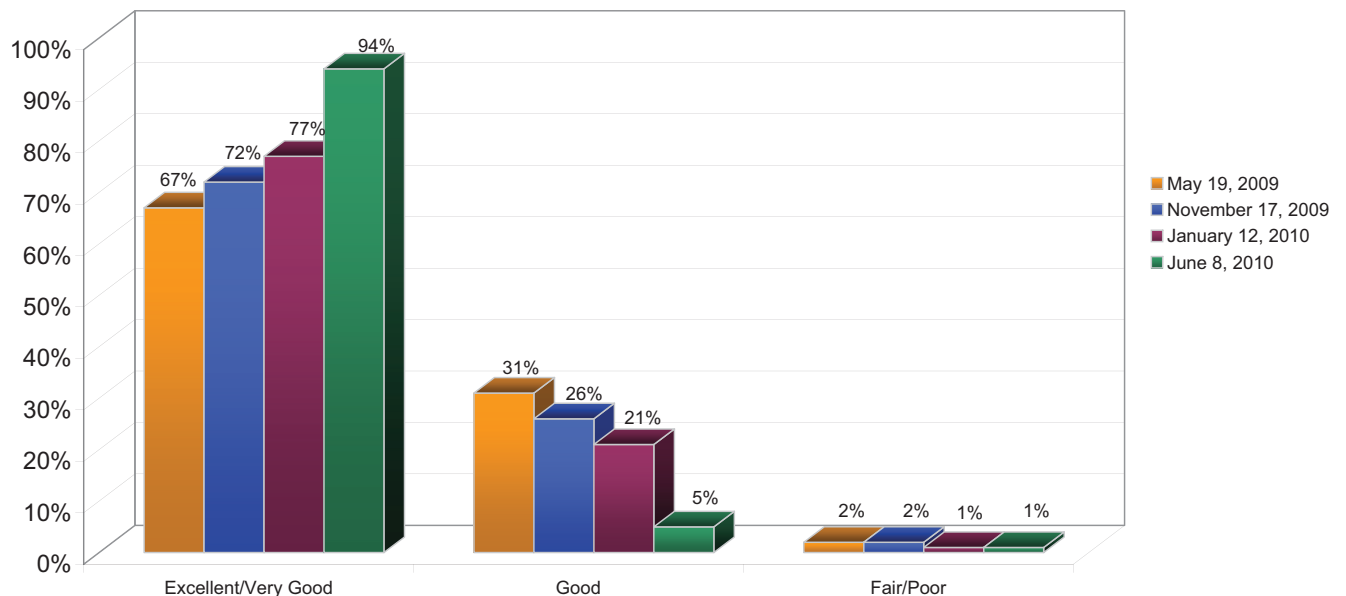
The final three survey questions ask poll workers to rate the overall quality of service they received from the Registrar of Voters, their overall experience serving in the election, and the



likelihood that they would volunteer again in future elections.

When asked about the quality of service they received from the Registrar of Voters, 60% of poll workers rated it as excellent. 34% rated the service they received as very good, and 5% rated the service as good. Just 1% of poll workers surveyed rated the service they received as fair or poor. The graph below shows the high ratings poll workers have given the office's service levels over the past four elections.

**Graph #5: Quality of Service Provided by the Registrar of Voters, Past Four Elections**



The Department has received higher ratings from poll workers with every passing election. **Customer service expectations and standards will continue to be taught to all new employees with the goal of continually improving the service provided to poll workers and the public.** Customer service training is a recent addition to our new employee orientation suite.

When asked to rate their overall experience serving in the election, 92% rated their experience as either excellent or very good. 7% rated their experience as good, and just 1% rated it as fair or poor.

# June 8, 2010 Poll Worker Survey

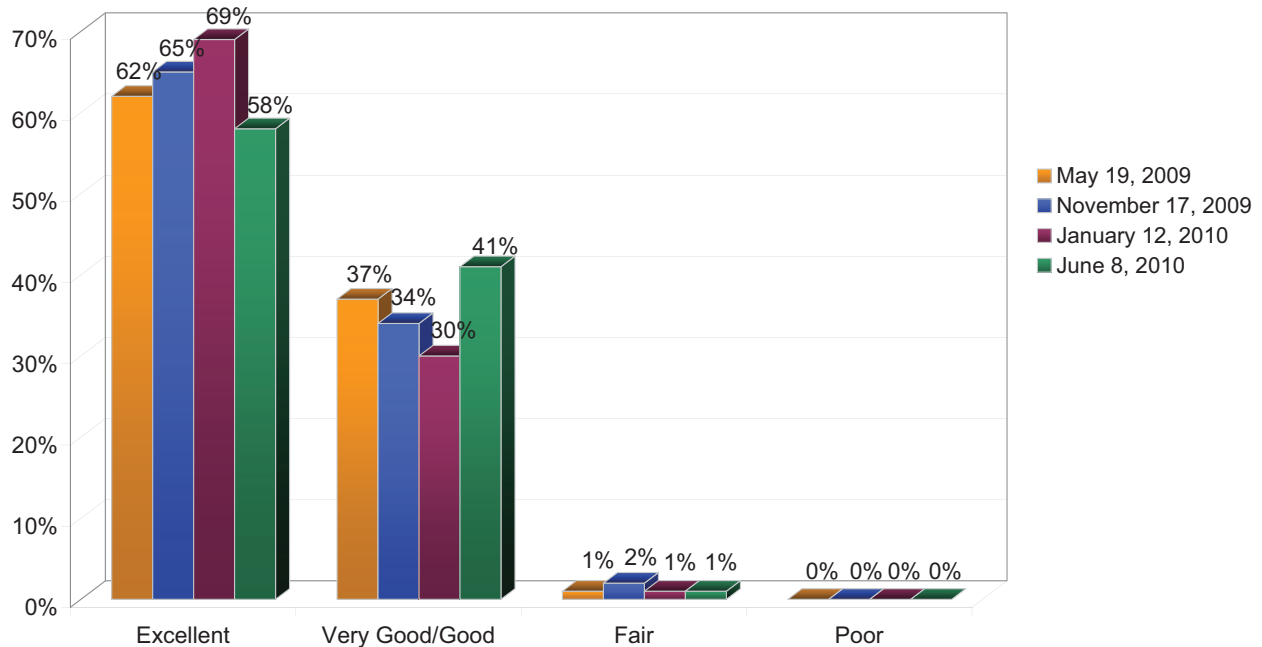


## Past Elections:

- » In the May 19, 2009 election 99% of poll workers described their overall election experience as either excellent or very good.
- » In the November 17, 2009 election 99% of poll workers described their overall election experience as either excellent or very good.
- » In the January 12, 2010 election 99% of poll workers described their overall election experience as either excellent or very good.

The graph below shows the answers to this question over the past four elections.

**Graph #6: Poll Workers Overall Experience Serving in the Election, Past Four Elections**



When asked to rate the likelihood that they would serve as a poll worker in future elections, 87% indicated that they were very interested. 9% were somewhat interested, and less than 4% of poll workers were not interested in serving in future elections.

# June 8, 2010 Poll Worker Survey

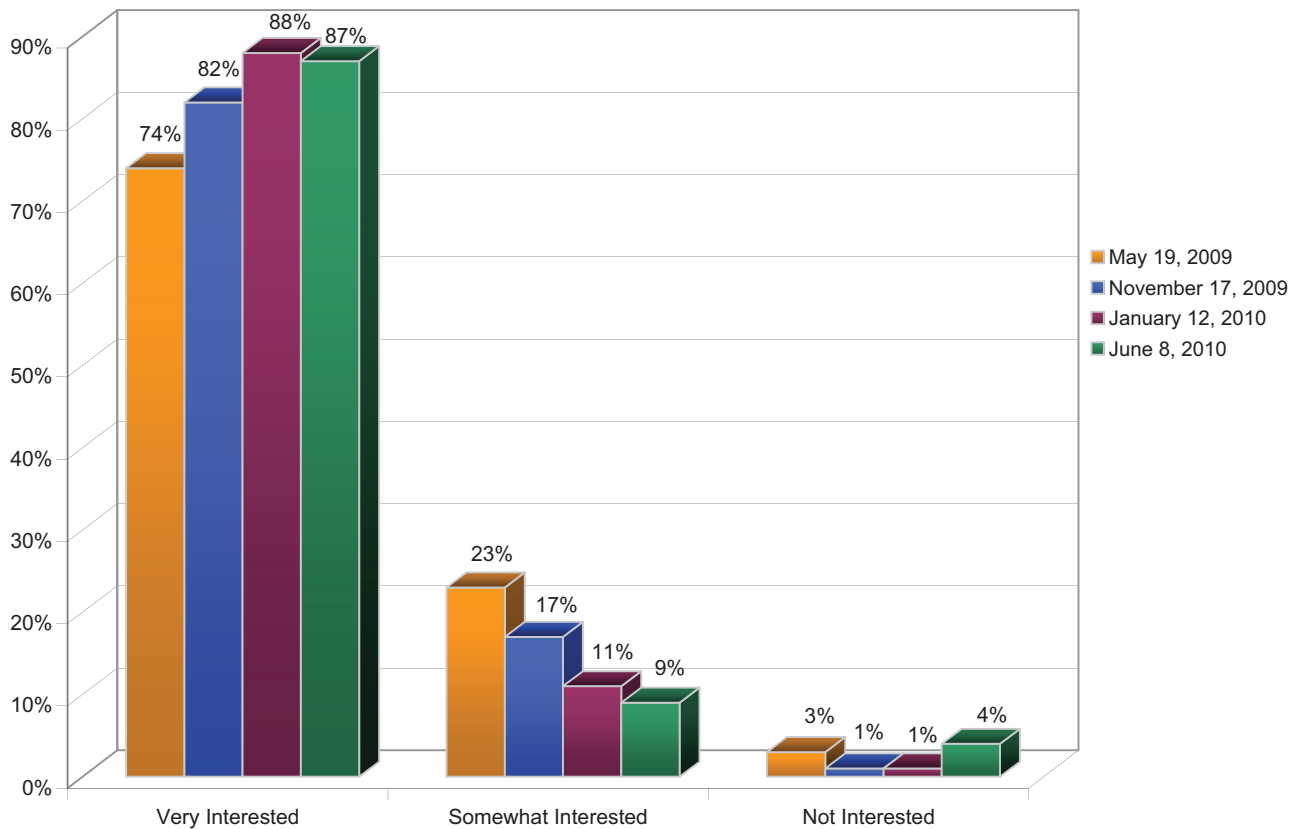


## Past Elections:

- » In the May 19, 2009 election 97% of poll workers expressed an interest in serving in future elections.
- » In the November 17, 2009 election 99% of poll workers expressed an interest in serving in future elections.
- » In the January 12, 2010 election, 99% of poll workers expressed an interest in serving in future elections.

The graph below shows the poll worker responses from the past four elections to the question of whether they would be interested in serving again in future elections.

**Graph #7: Poll Worker Interest in Serving in Future Elections, Past Four Elections**



## June 8, 2010 Poll Worker Survey



The graph on the previous page shows a positive trend that is occurring among poll workers. There has been a steady increase in the number of poll workers who are “very interested” in serving in the future, and a decline in the number of poll workers who are just “somewhat interested”. If this trend continues, this bodes well for future election recruitment efforts.

### *Future Plans:*

**The office will continue to evaluate all areas of the poll worker experience to ensure that this positive trend continues for many elections to come.** A new Recruitment Survey that was introduced for the June 8, 2010 election, and which is discussed later in this report, will provide valuable feedback on another component of the poll worker experience.



# Training Survey







## Overview

Prior to serving in the election all poll workers are required to complete a training component. For the June 8, 2010 election the format was changed from previous elections for those poll workers assigned as Inspectors. A two hour training class was developed that was primarily a hands-on experience for Inspectors. Rather than a 90-minute class featuring both a presentation and hands-on training, both new and returning Inspectors were required to participate in the mostly hands-on class.

Poll workers who were assigned as Clerks were required to attend a standard three hour in-person training class. Experienced Clerks were invited to bypass this training and instead participate in an online tutorial. In previous elections the online option was simply a way for returning poll workers to test-out of in-person training. This new tutorial combined slides, video, commentary, and quizzes to test the student's comprehension of the information covered. This was developed as a response to previous survey comments and poll worker confusion over the online testing. Many poll workers in past elections thought that the online test-out option was an online tutorial, and expressed that they would have preferred this. As a direct result of this feedback we added comprehensive online training.

### *Past Elections:*

- » It is difficult to accurately compare the current data to previous elections. In past years trainers would collect the surveys from poll workers at the conclusion of their class. This provided them with the opportunity to review the surveys and dispose of those that were critical of their abilities. Although there is no evidence to suggest this took place, the perception of how the surveys were collected needed to be addressed.
- » As a result, for the June 8, 2010 election surveys were provided to poll workers on Election Day at their polling place. The data that was collected from these surveys is more reasonable and balanced in its evaluation of poll worker training.

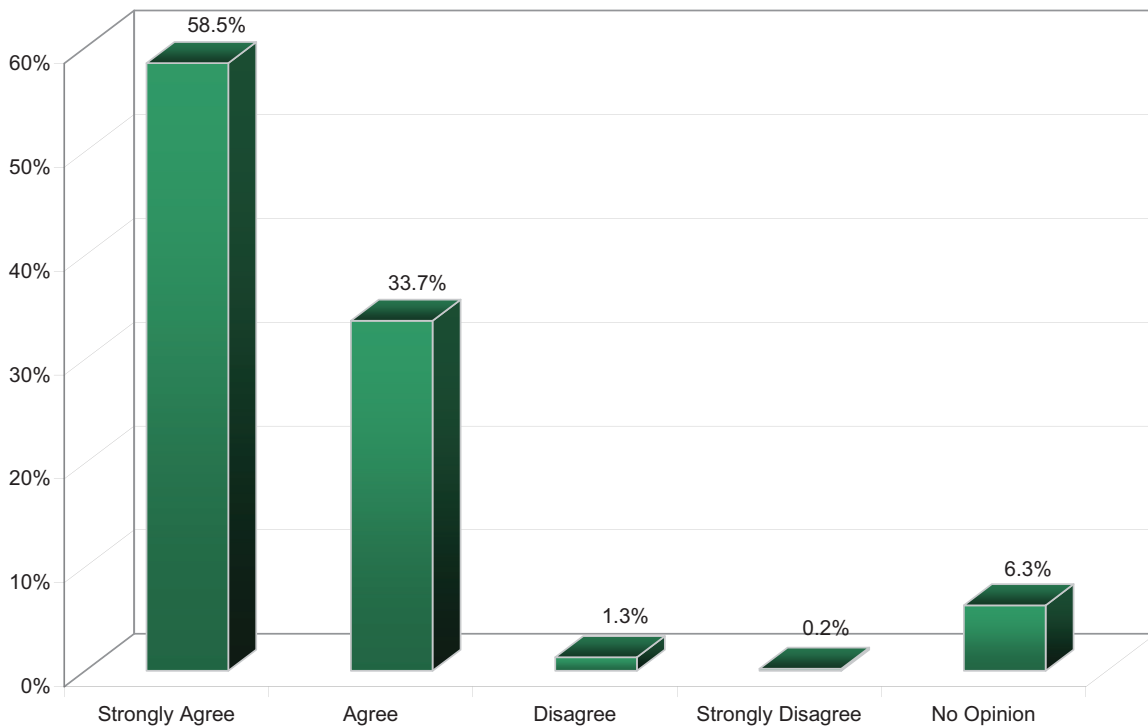
## Trainers

A total of 1,540 poll workers completed the Training Survey. 18% of respondents were Inspectors, and 82% were Clerks. When asked to evaluate their trainer, 92% of poll workers felt



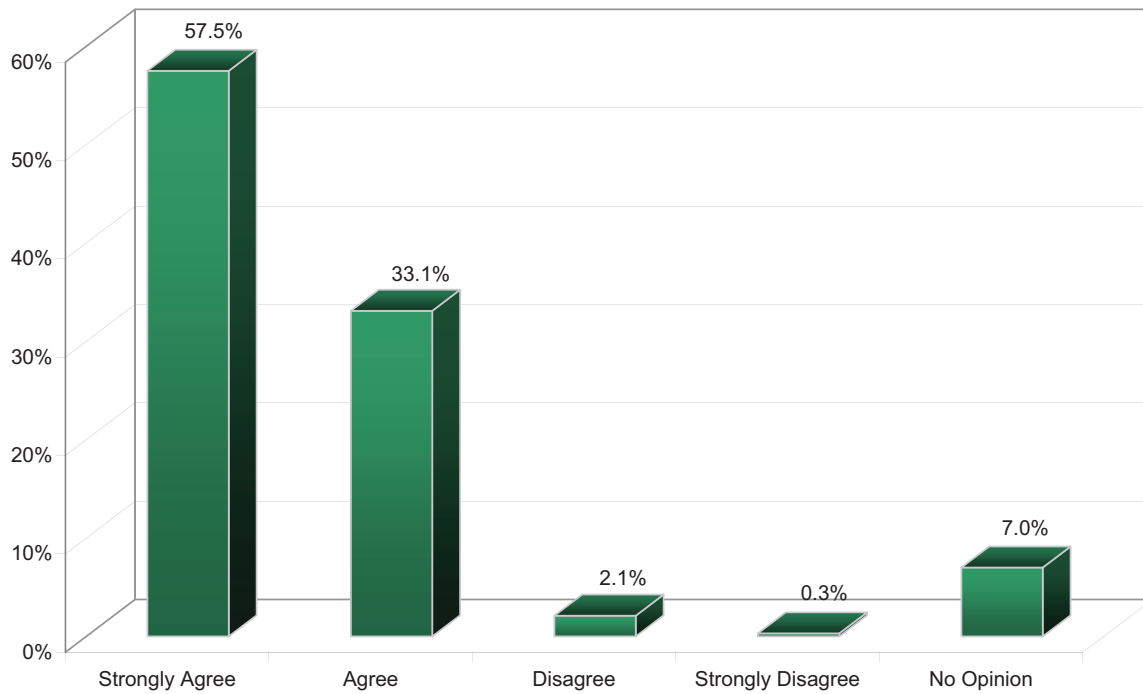
that their trainer was courteous and professional. 91% felt that their trainer answered all in-class questions and was knowledgeable. 88% felt that the trainer provided valuable hands-on training. The graphs below show the positive responses to these questions.

**Graph #8: Poll Worker Felt Trainer was Courteous and Professional**



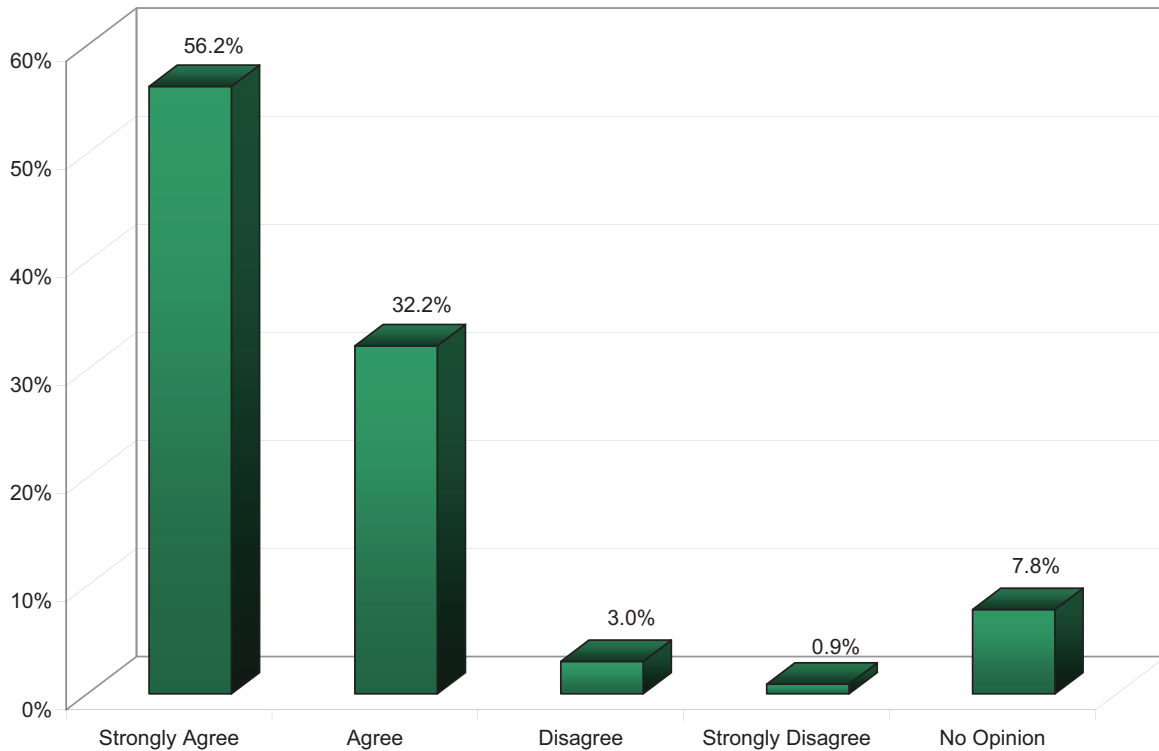


**Graph #9: Poll Worker Felt Trainer Answered All In-Class Questions and Was Knowledgeable**





**Graph #10: Poll Worker Felt Trainer Provided Valuable Hands-On Training**



## Training Materials

Next, poll workers were asked to rate specific components of their training. When asked if they felt the training on provisional voters was adequate, nearly 8% responded that they did not. This subject is one of the most difficult for poll workers to grasp, and one of the most challenging for trainers to teach. In the poll worker comments the desire for more training on this subject was reiterated.

**“Should be more training on provisional section.”**

**“More specifics on provisional.”**

**“Need more provisional training overall.”**

- Training Survey Comments

## June 8, 2010 Training Survey



The high number of poll workers who struggled with this topic can most likely be attributed to the large number of new poll workers, and particularly new Inspectors who served in this election. Returning poll workers have the advantage of having been trained on this topic and having processed provisional voters at their polling place.

### *Past Elections:*

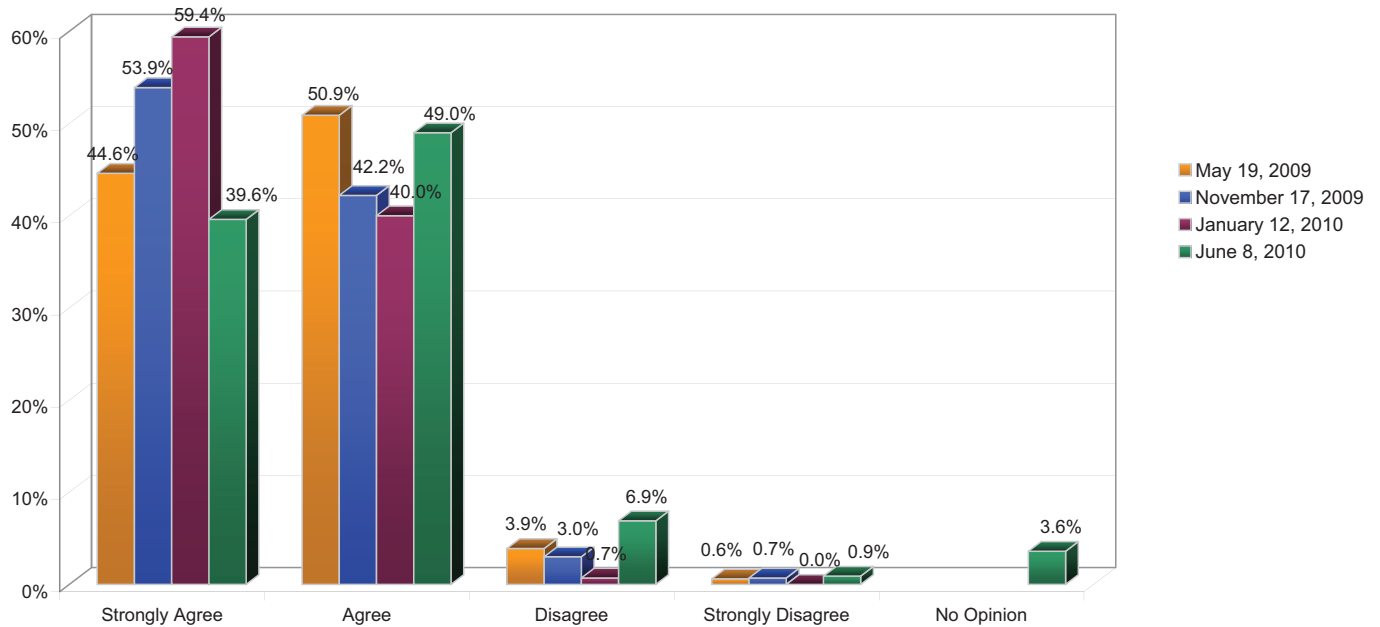
In past Election Day Surveys, poll workers were asked to rate the provisional voter processing component of training. The following are the results from these surveys.

- » In the May 19, 2009 election less than 5% of poll workers felt that the training on this process was inadequate.
- » In the November 17, 2009 election less than 4% of poll workers felt that the training on this process was inadequate.
- » In the corresponding January 12, 2010 election less than 1% of poll workers felt that the training on this process was inadequate. This is due to the high number of poll workers serving in this election who had recently been trained and served in the preceding primary election.

The graph on the following page shows the responses to the question of provisional voter training, over the past four elections.



**Graph #11: Poll Worker Felt Training on Provisional Voters Was Adequate, Past Four Elections**



*Future Plans:*

**The department will be offering two Inspector training classes for the November election: one for new Inspectors, and one for returning Inspectors. In the new Inspector class additional information regarding the correct procedures for processing provisional voters will be added. Trainers will also be spending more time on this topic than in past elections.**

Poll workers were then asked if they felt sufficiently prepared for Election Day. 7.5% of poll workers responded that they did not feel sufficiently prepared. In the comments section of the Training Survey some poll workers wrote that they were overwhelmed by the amount of material covered. Others who attended Inspector training classes felt that the experienced Inspectors were too vocal and distracted from their training. Some poll workers who took the online tutorial found the material presented to be confusing.

## June 8, 2010 Training Survey



**“Training was not as helpful as it could have been because there were inexperienced and experienced Inspectors there. The experienced people took charge and constructed and handled everything.”**

- Training Survey Comments

In spite of these challenges, nearly 90% of poll workers felt that they were sufficiently prepared for Election Day. Many preferred the new hands-on format, while others commended the department on the new training video and the online tutorial.

**“Loved the online training and quizzes. Covered essential topics, tested skills - all in the comfort of home.”**

- Training Survey Comments

Poll workers were then asked to rate the Poll Worker Training DVD. Less than 5% of poll workers did not find the training video to be helpful. 78% agreed or strongly agreed that the video was helpful. 17% did not have an opinion on the training video, likely indicating that they did not watch it. This is significant because in previous elections closer to 50% of poll workers did not watch the training video. In 2010 the poll worker video was completely re-produced and steps were taken to market it differently to poll workers. The goal was to increase the number of poll workers watching the video. In addition to appearing in the training manual and online, a three minute summary of the video was placed on the top of the precinct supply box that is provided to all Inspectors. It appears that these efforts have been effective in increasing the number of poll workers who view the video.

Poll workers were then asked to rate the Poll Worker Training Manual. The Poll Worker Training Manual is updated every election, and improvements are made based on poll worker feedback and survey data. For the June 8, 2010 election the manual was one of the highest rated aspects of the poll worker experience. 89% of poll workers agreed or strongly agreed that the manual was easy to understand. The way this question was asked is important because the training manual has in the past been criticized for being overwhelming and confusing. To have 89% of poll workers find the manual easy to understand speaks well to the changes the department

## June 8, 2010 Training Survey



has made over the years to improve the manual.

**"The online training and training manual were excellent in all aspects."**

- Training Survey Comments

8.6% of poll workers had no opinion of the manual, likely indicating that they either did not use it or did not receive it. Approximately 1,000 poll workers participated in online training, and as a result did not receive a paper copy of the manual. These poll workers do have access to the manual online, though it is likely that not all viewed it.

### *Past Elections:*

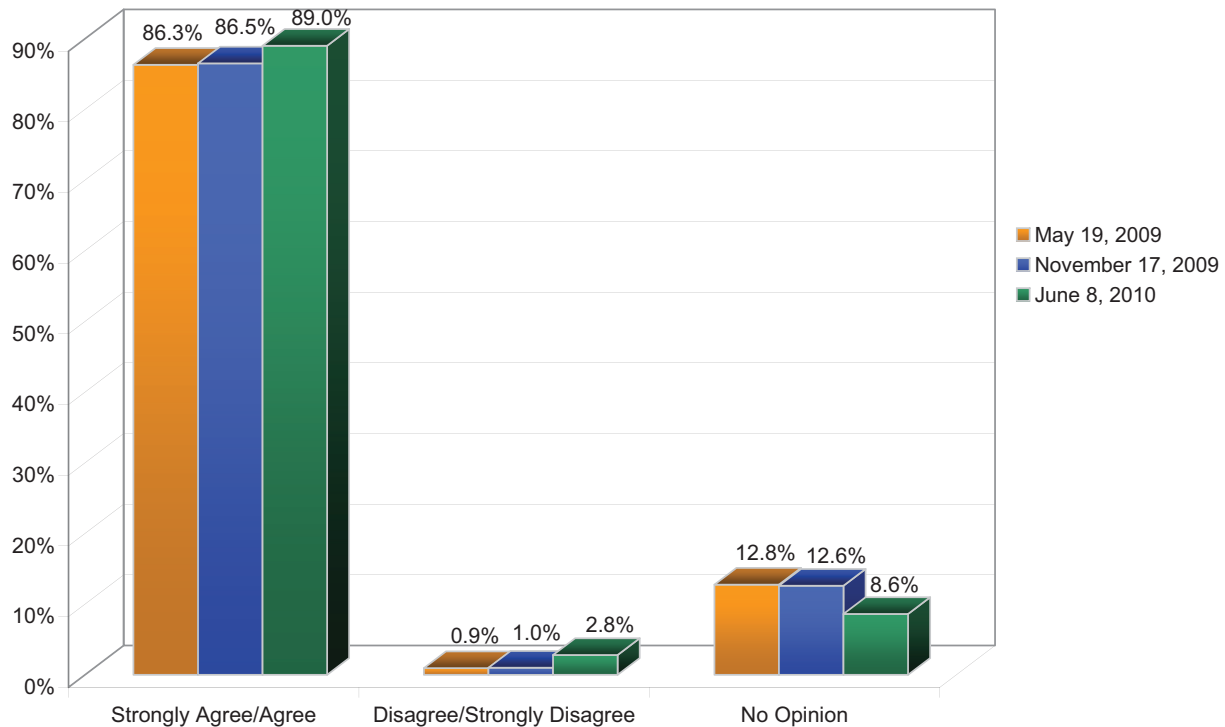
- » It is important to remember that the data from the previous elections may not be an accurate representation of the range of opinions about the manual.
- » There has been a steady increase over the past four elections in the number of poll workers who find the manual easy to understand.
- » In the May 19, 2009 election 86% of poll workers agreed or strongly agreed that the manual was easy to understand. 13% did not have an opinion.
- » In the November 17, 2009 election 87% of poll workers agreed or strongly agreed that the manual was easy to understand. 13% did not have an opinion.
- » No training survey was distributed following the January 12, 2010 election.

The graph on the following page shows the results of the question posed to poll workers regarding the training manual, over three previous elections.





**Graph #12: Poll Worker Felt the Training Manual Was Easy To Understand**



### *Future Plans:*

The department will make standard updates to the manual and minor edits. **Many poll workers requested that a quick reference guide should be added to the manual. This will be added to the front of the manual and will be removable so that poll workers can easily take it to their polling place on Election Day for the November 2, 2010 election.**

### **Training Facility**

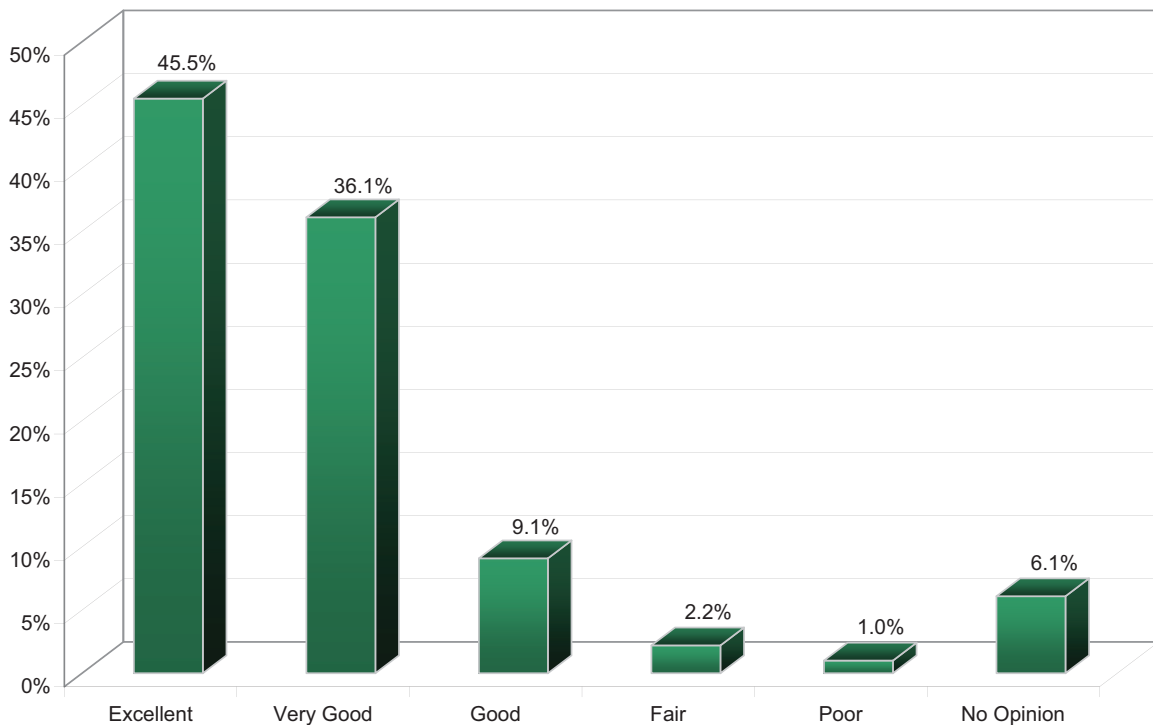
Lastly, poll workers were asked to rate the overall quality of their training facility. The results of this question were positive, with 82% of poll workers indicating that their facility was either excellent or very good. 9% felt that the facility was good, and just 3% felt that it was poor or very poor. Some of the complaints received in the comments section of the survey were that

# June 8, 2010 Training Survey



the facility was too small for the number of people attending class, or that the lighting was poor. Overall, poll workers were very satisfied with their training facility. The results of this question appear in the graph below. No previous training surveys asked poll workers to evaluate this component of their training, so no data is available for comparison.

**Graph #13: Poll Worker Opinion of Overall Quality of Training Facility**



### *Future Plans:*

**For the November election the training department is conducting a thorough evaluation of all training locations and will make adjustments where needed.** They will work to replace training facilities with inadequate space, lighting, or parking.



# Delivery Survey



# June 8, 2010 Delivery Survey



## Overview

Voting equipment for the June 8, 2010 election was delivered to polling places by five delivery vendors. These five delivery companies were used in past major elections, and had experience with election equipment delivery. Meetings were held prior to the election to share with the companies the expectations, goals, and customer service standards of the Department. The companies were responsible for delivering voting equipment to the 1,104 polling places throughout the County.

Following the deliveries polling place hosts were asked to participate in a phone survey regarding the service they received from the delivery company. They were asked to respond to the following three questions:

1. Was the driver who delivered your supplies courteous?
2. Was the delivery completed on-time?
3. Were there any issues with your delivery?

A total of 239 polling place hosts participated in the phone survey. 97% of respondents felt that the driver who delivered the supplies was courteous towards them. This is consistent with previous elections.

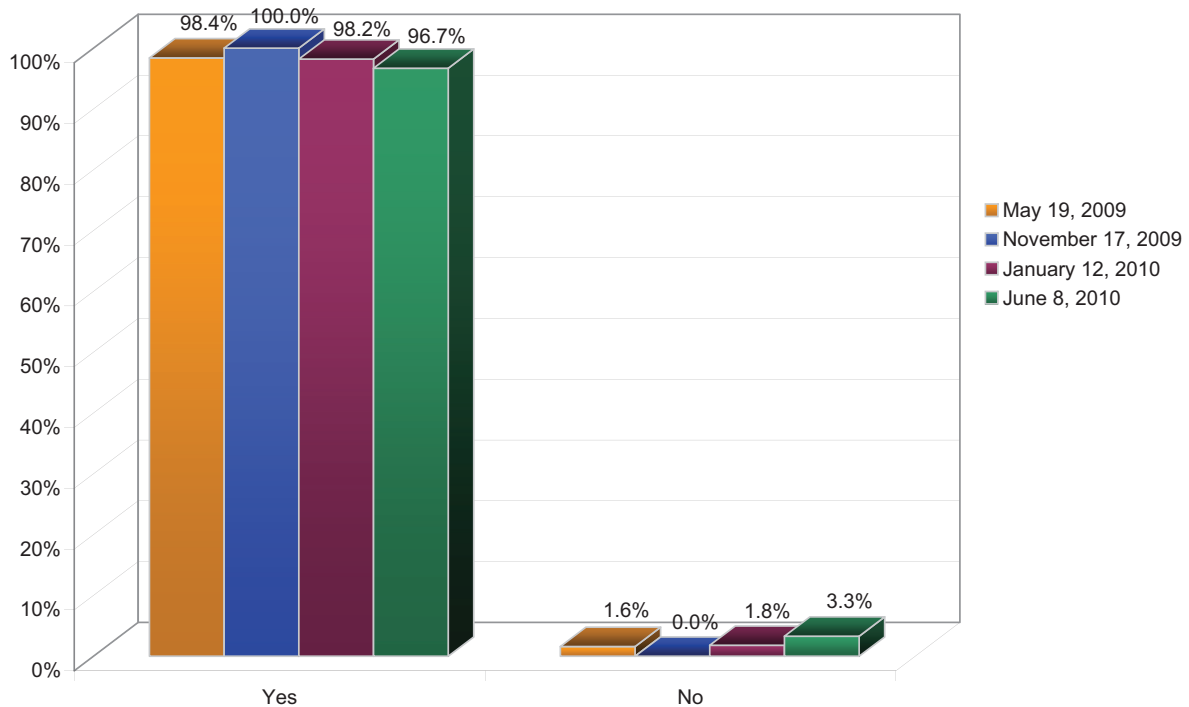
### *Past Elections:*

- » In the May 19, 2009 election 98.4% of polling place hosts felt the driver was courteous.
- » In the November 17, 2009 election 100% of polling place hosts felt the driver was courteous.
- » In the corresponding January 12, 2010 election 98.2% of polling place hosts felt the driver was courteous.

The graph on the following page shows the consistently positive experience polling place hosts have with the delivery driver, over the past four elections.



Graph #14: Polling Place Host Felt Driver was Courteous



Next, polling place hosts were asked if their delivery was completed on time. Only 59% of respondents indicated that it was delivered as scheduled. This is a dramatic drop from previous elections, where close to 100% of deliveries occurred on time. During this election one delivery company failed to meet the standards of the Department. In spite of repeated attempts to communicate the Department's expectations, deliveries were conducted late, drivers were over-scheduled or double booked, and scheduling calls were not made to polling place hosts as required.

*Past Elections:*

- » In the May 19, 2009 election 97.4% of respondents indicated that their delivery occurred on-time.
- » In the November 17, 2009 election 100% of respondents indicated that their delivery occurred on-time.

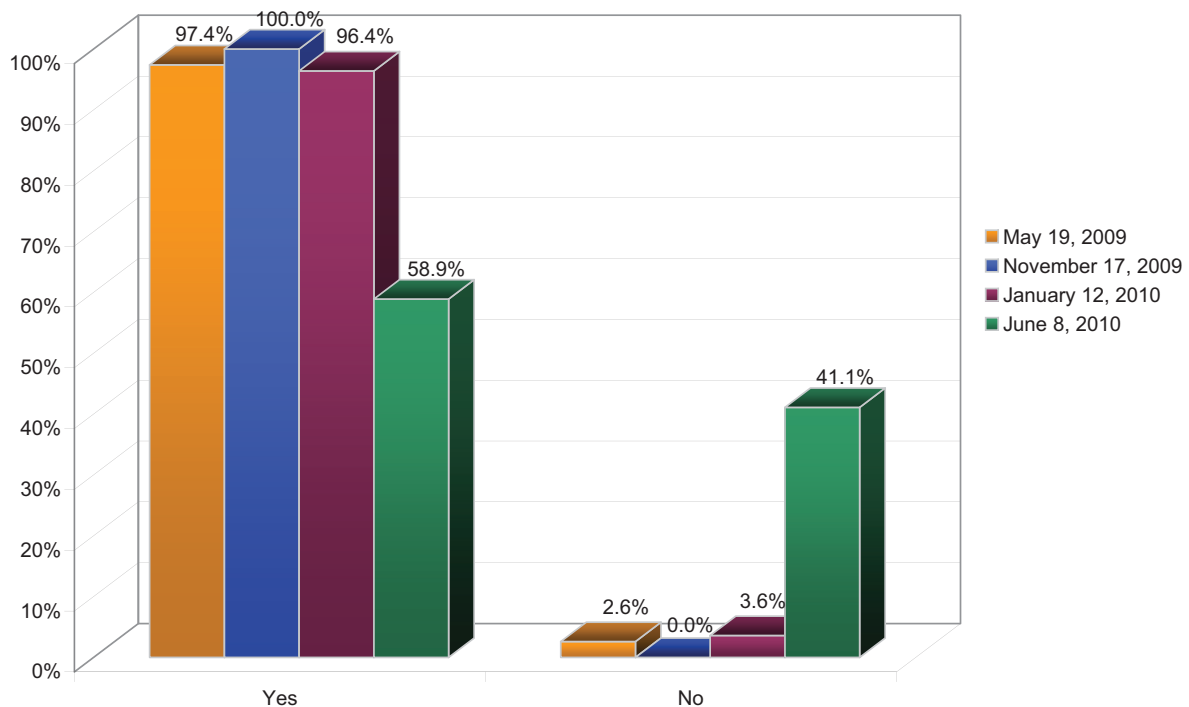
# June 8, 2010 Delivery Survey



- » In the January 12, 2010 election 96.4% of respondents indicated that their delivery occurred on-time.

The graph below shows the results of this survey question over the past four elections.

**Graph #15: Polling Place Host Indicated the Equipment Delivery Occured On-Time**



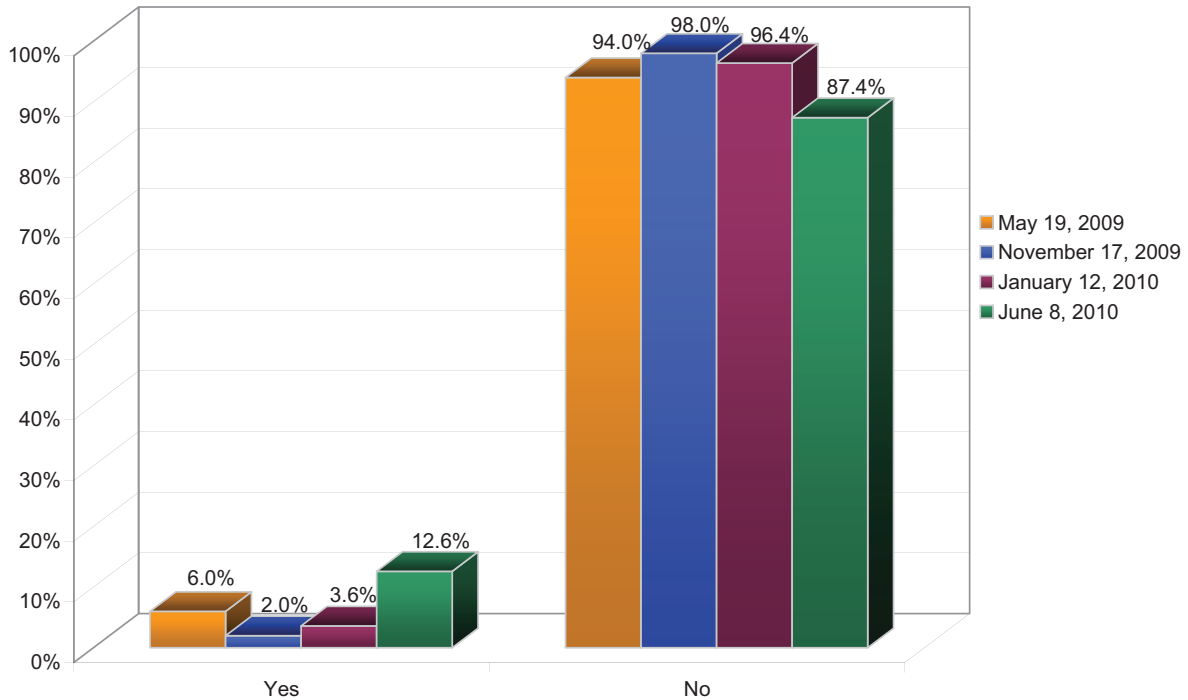
### *Future Plans:*

**The Department will not be working with the delivery company previously mentioned in the future.** A new company will be brought on to assist in delivering supplies, with the goal of eliminating late deliveries and providing exceptional customer service to all polling place hosts.

Finally, polling place hosts were asked if there were any issues with their delivery. 12.6% of respondents said that there was an issue. These were directly related to the previously mentioned delivery company and should not be an issue for future elections. The results of this question over the past four elections are shown on the following page.



**Graph #16: Polling Place Hosts Who Had an Issue with their Equipment Delivery**



The results of this survey, and our response to cure the poor performance, underscores the importance of obtaining constant feedback from our stakeholders. Our commitment to continual improvement is a cornerstone of running quality elections.



# Poll Site Survey





# June 8, 2010 Poll Site Survey



## Overview

Polling place hosts are asked to complete the Poll Site Survey. This survey asks polling place hosts to evaluate various components of their election experience. For the June 8, 2010 election the survey consisted of eight questions. It was mailed to hosts following the election, and 515 sent in responses.

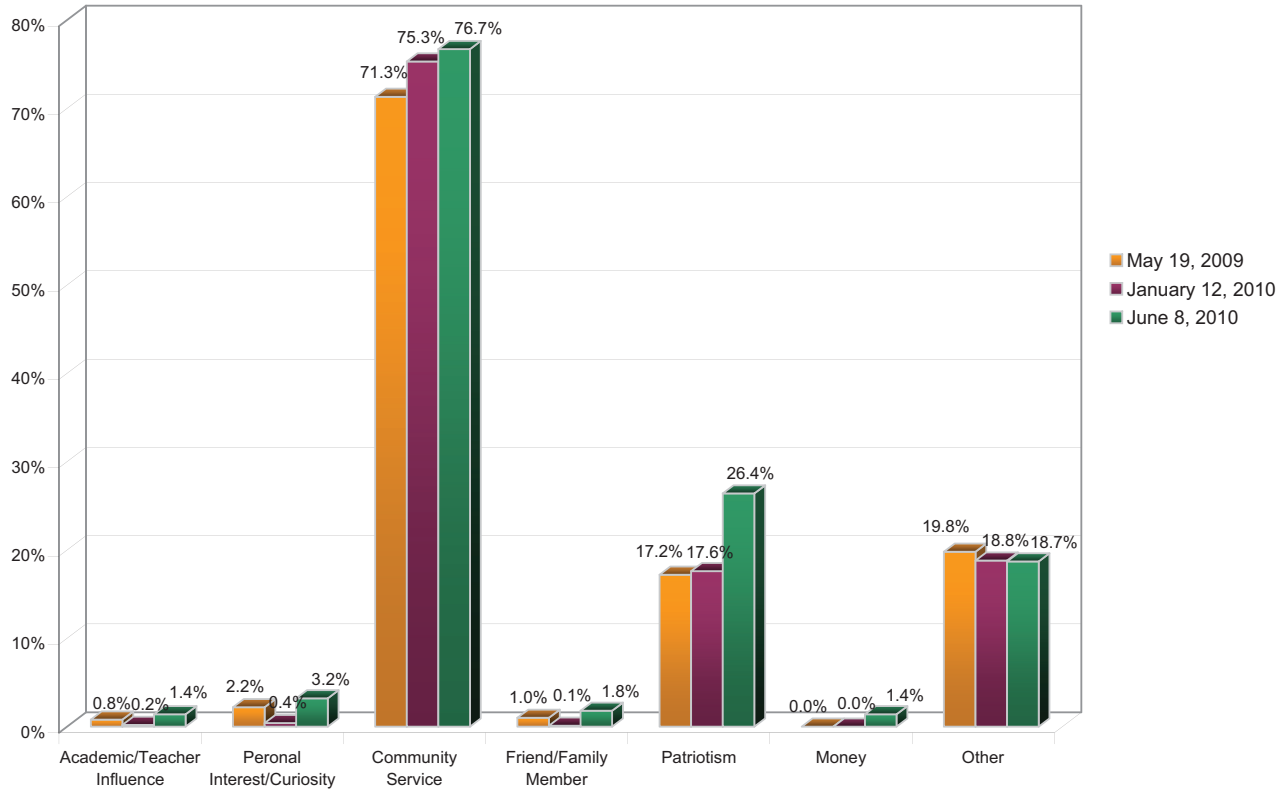
Polling place hosts were asked to identify their primary motivation for serving in the election. They could choose from academic/teacher influence, personal interest/curiosity, community service, friend/family member, patriotism, money, or other. Consistent with previous elections, the answer chosen by the most people was overwhelmingly community service, followed by patriotism and personal interest.

### *Past Elections:*

In all past elections where polling place hosts were surveyed, the primary motivating reason for hosting was community service, followed by patriotism. The graph on the following page reflects this data. There is no data from the November 17, 2009 election as a single survey was distributed following the corresponding January 12, 2010 election.



**Graph #17: Polling Place Host Motivation for Serving in the Election, Past Three Elections**



## Equipment Delivery and Storage

Polling place hosts were then asked if they were able to schedule a time for the voting equipment to be picked up after Election Day. This has historically been a strong area for the Department, but was not for the June election. This is likely due to the previously discussed delivery vendor challenges. In spite of on-going efforts during the election to address the scheduling problems, the vendor continually did not meet the expectations of the Department. Meetings were held following the election to discuss with vendors the importance of scheduling drop-off and pick-up times with polling place hosts. The survey results show that only 86% of polling place hosts were able to schedule a time for equipment pick-up.

# June 8, 2010 Poll Site Survey



**“The company delivering and picking up equipment should schedule first. Not just show up unanswered.”**

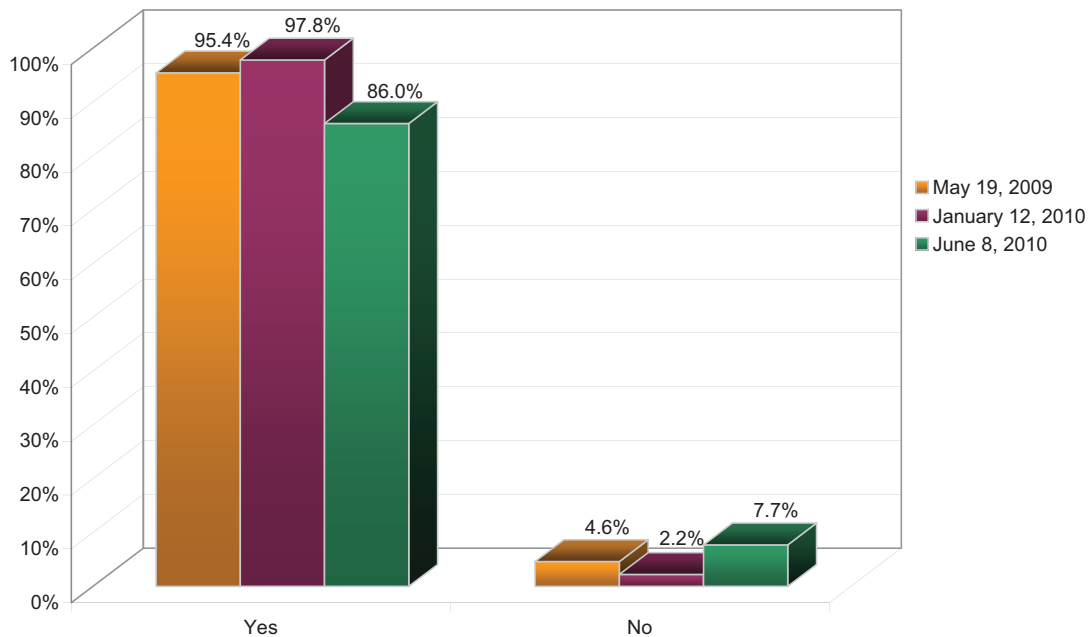
- Poll Site Survey Comment

## Past Elections:

- » In the May 19, 2009 election 95.4% of polling place hosts were able to schedule an equipment pick-up.
- » In the January 12, 2010 election 97.8% of polling place hosts were able to schedule an equipment pick-up.

The graph below shows the shift that occurred between previous elections and the June 8, 2010 election.

**Graph #18: Polling Place Host Was Able to Schedule Equipment Pick-Up, Past Three Elections**



## June 8, 2010 Poll Site Survey



### *Future Plans:*

**As previously mentioned, the delivery company that was problematic will not be used in future elections, which should significantly reduce the associated issues. Additionally, during preliminary meetings with vendors the Department will place a greater emphasis on the importance of scheduling drop-off and pick-up times with polling place hosts.**

The next question asked polling place hosts if the voting equipment was delivered to them at the agreed upon date and time. 93% said that it was, and just 3% said that it was not. While this is similar to previous elections, it is slightly lower. This is again a reflection of the delivery company deficiencies.

### *Past Elections:*

- » In the May 19, 2009 election 97% of polling place hosts said the equipment was delivered at the agreed upon date and time.
- » In the January 12, 2010 election 96% of polling place hosts said the equipment was delivered at the agreed upon date and time.

The next question asked polling place hosts if they were able to store the voting equipment at their site without difficulty. 97% said that they were able to accommodate the equipment. This is again similar to the results from previous elections.

### *Past Elections:*

- » In the May 19, 2009 election 97% of polling place hosts were able to store the equipment without difficulty.
- » In the January 12, 2010 election 99% of polling place hosts were able to store the equipment without difficulty.

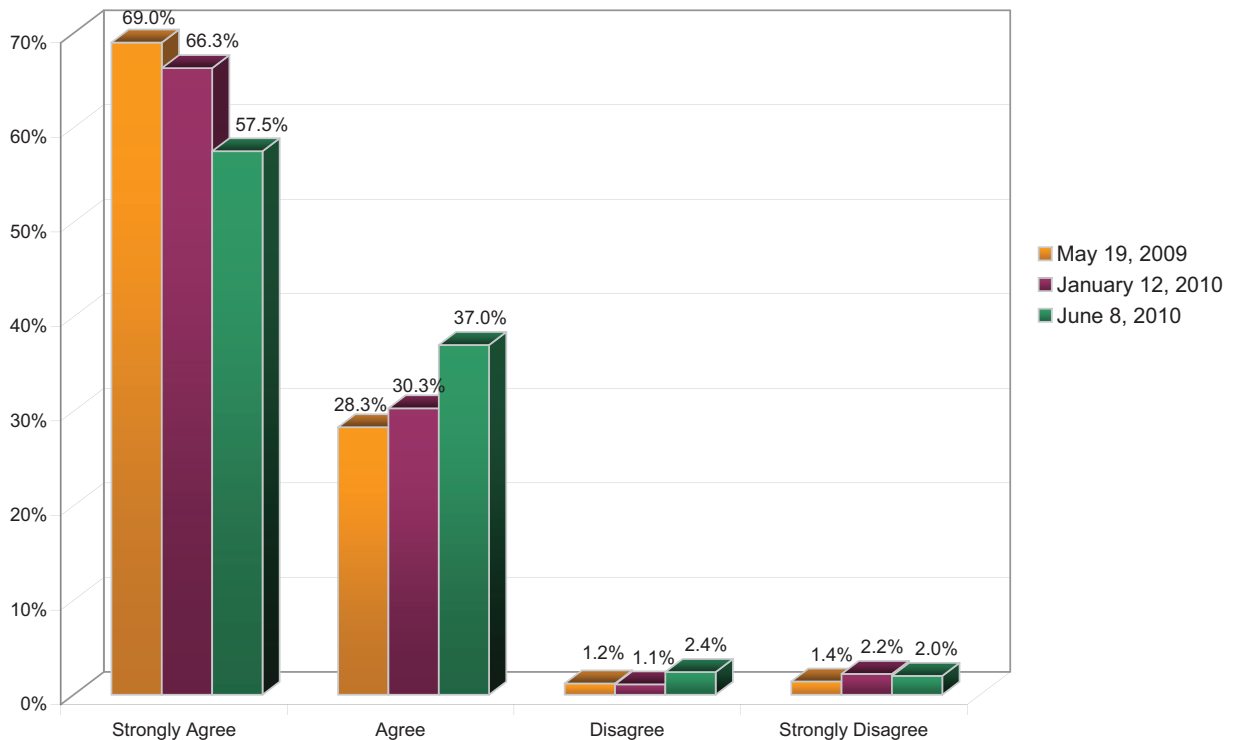
The next question asked polling place hosts if the voting equipment stored at their location was picked up by the delivery company at the agreed upon date and time - just 91% said that it was picked up on time. This is a slight drop from past elections, where 93% of polling place hosts had the equipment picked up at the correct time. This is once again likely reflective of the problems encountered with one of the delivery companies.



## Poll Worker Communication and Behavior

The next three questions asked polling place hosts to rate different components of poll worker behavior and communication on Election Day. When asked if the poll workers assigned to work at their site communicated with them as needed, 95% said that they did. Just 4% of polling place hosts felt that the poll workers did not communicate effectively with them. This is similar, though slightly lower, than past elections where 97% of polling place hosts felt that the poll workers communicated with them as needed. The graph below shows this slight decline over three elections. Note that the rating system for several questions were changed for the June 8, 2010 election, resulting in the need to combine some results into a single category in order to compare them to previous elections.

**Graph #19: Polling Place Host Felt Poll Workers Communicated With Them As Needed, Past Three Elections**



## June 8, 2010 Poll Site Survey



Next, polling place hosts were asked if the poll workers followed the rules set by their facility. 95% said that they did follow the rules, and just 3% said they did not. These results are again similar to past elections, but slightly lower.

### *Past Elections:*

- » In the May 19, 2009 election 97% of polling place hosts said the poll workers at their facility followed their rules.
- » In the January 12, 2010 election 97% of polling place hosts said the poll workers at their facility followed their rules.

**“Poll workers were great and respected the facility.  
Enjoyed having you guys!”**

**- Poll Site Survey Comment**

When asked if at the end of the day their facility was left clean and in good condition, 97% said that it was. This is consistent with previous election results. It is important for poll workers to follow the rules set by the polling place host and for the facility to be left clean and in its original condition.

Poll worker behavior can impact whether a polling place host will volunteer their location for use in future elections. While the vast majority of polling place hosts were satisfied with the behavior of the assigned poll workers, some complained that the poll workers caused damage to their facilities or were rude to their employees. In these situations the Department will visit the location to assess the damage, and repairs will be completed, if needed. During training it is emphasized to poll workers to follow all facility rules, and to treat the facility and polling place hosts with respect.

### *Future Elections:*

**In future elections poll workers will be reminded to follow all rules established by the facility, including the facility’s ability to permit early equipment set up.** Occasionally, poll workers are overzealous in their desire to set up the voting equipment early, which is not



possible for all polling place hosts and which may cause friction between the poll workers and the host.

## Overall Election Experience

Polling place hosts were asked to rate the Registrar of Voters in three areas: the overall quality of service provided, their overall experience serving in the election, and the likelihood that they would serve again in future elections. The results indicate that the overall election experience for polling place hosts is a positive one.

In response to the question asking about the overall quality of service provided by the Registrar of Voters, 99% rated it as either excellent, very good, or good. Just 1% of polling place hosts rated the service as fair or poor.

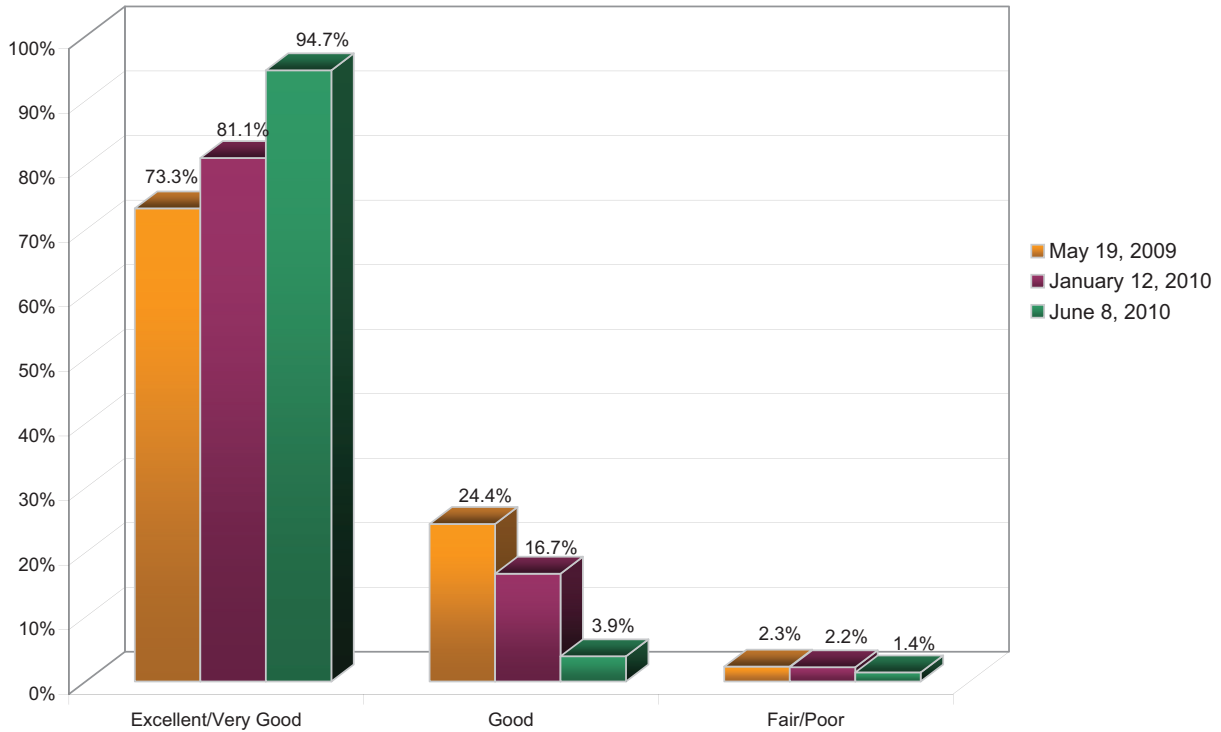
### *Past Elections:*

- » In the May 19, 2009 election 98% of polling place hosts rated the service they received as either excellent or good.
- » In the January 12, 2010 election 98% of polling place hosts rated the service they received as either excellent or good.

The graph on the following page shows this slight improvement over two previous elections.



**Graph #20: Polling Place Host Rating of Quality of Service Provided by the Registrar of Voters, Past Three Elections**



Polling place hosts also responded positively when asked to rate their overall experience serving in the election. 97% described their experience as either positive or very positive, and just 2.8% described it as negative or very negative.

*Past Elections:*

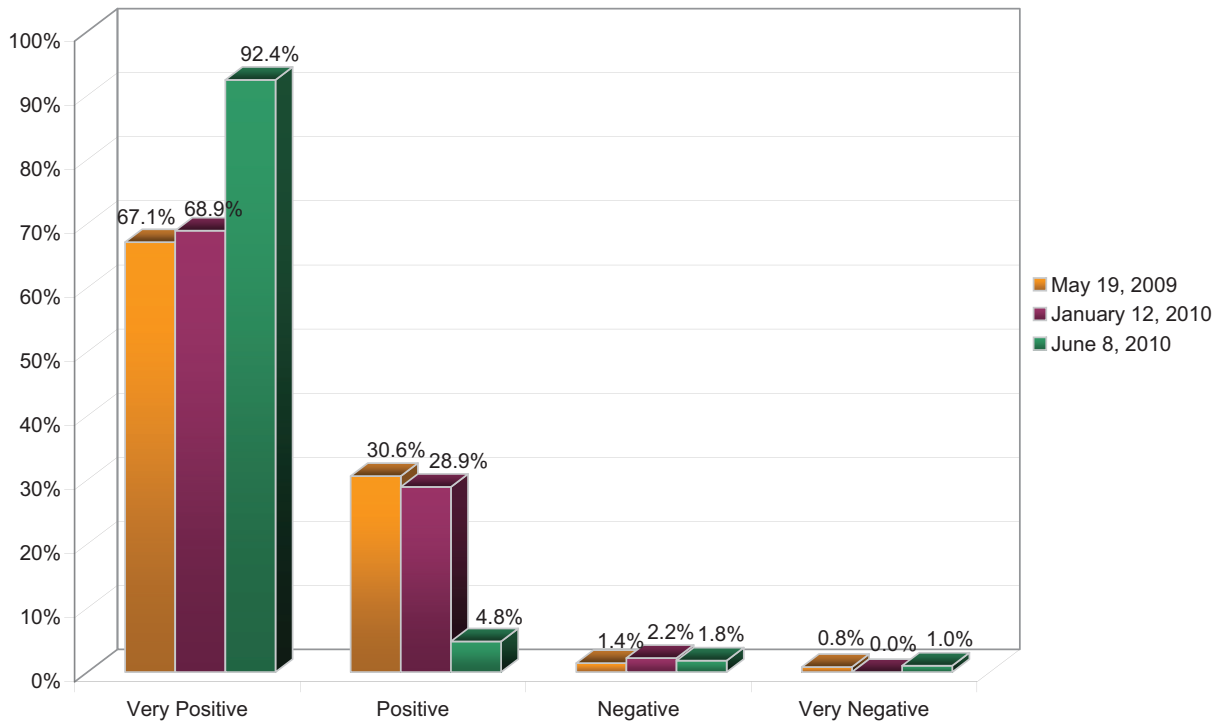
- » In the May 19, 2009 election 98% of polling place hosts described their overall experience serving in the election as either positive or very positive.
- » In the January 12, 2010 election 98% of polling place hosts described their overall experience serving in the election as either positive or very positive.

The graph on the following page shows the consistent results of this question over three elections.





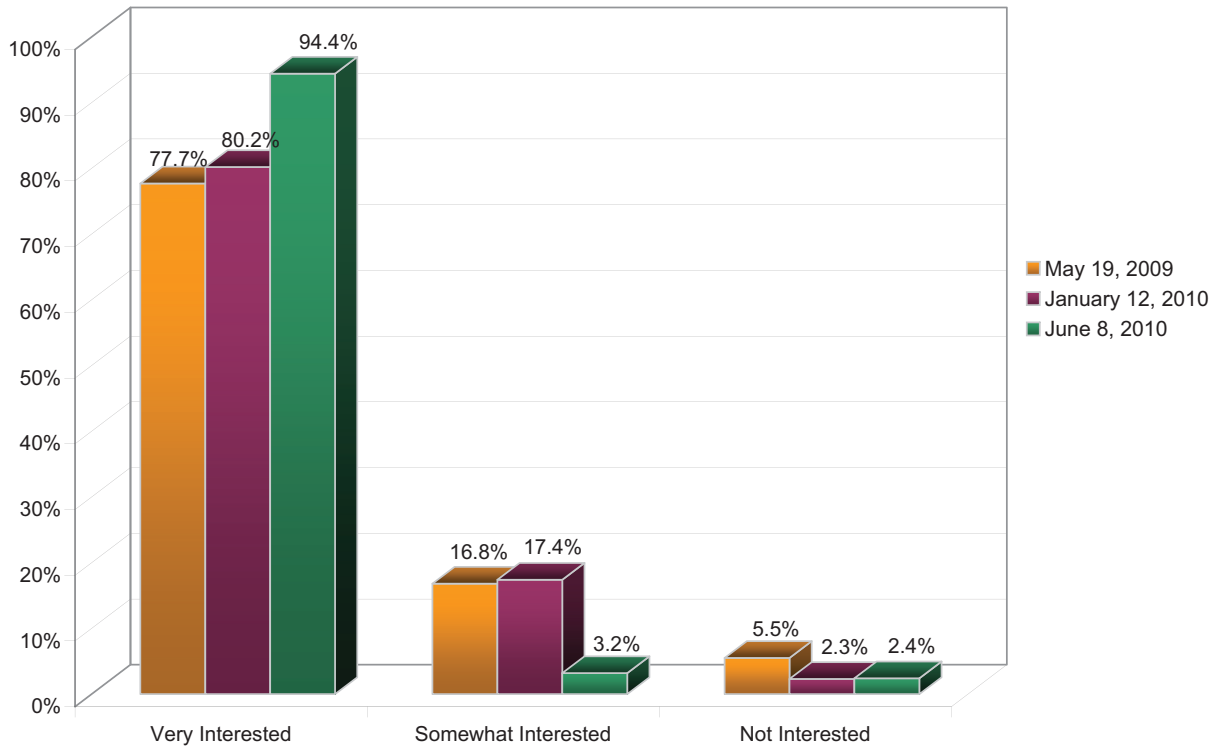
**Graph #21: Polling Place Host Rating of their Overall Experience Serving in the Election, Past Three Elections**



The final question on the survey is perhaps the most important, as it asks polling place hosts to rate the likelihood that they will offer their facility as a polling place in future elections. 98% of hosts were inclined to do this, with 79% saying there was an excellent likelihood that they would. This is a positive increase over past elections. The results of this question over the past three elections appear in the graph on the following page.



**Graph #22: Polling Place Host Interest in Serving in Future Elections**





# Distribution Survey





## Overview

A new survey was created for the June 8, 2010 election to survey poll workers on the process of picking up their polling place supplies, also known as Supply Distribution. While the voting equipment is delivered to polling places by delivery companies, precinct-specific supplies are picked up by Inspectors, who take the supplies with them to the polls on Election Day.

Historically these supply boxes are distributed on the Saturday prior to the election, at various distribution sites around the County. Inspectors are assigned to pick up their supplies at a specific location, and have a window of time in which to do so. For the June 8, 2010 election another opportunity for supply pick-up was presented to Inspectors. In addition to the Saturday distribution event, Inspectors were given the option to pick up their supplies on the preceding Thursday at the OC Fairgrounds. This option was open to all Inspectors, regardless of the location of their polling place.

This was a unique event for poll workers, and a large undertaking for the Department. It required months of extensive planning and preparation, and changes to various pre-election processes. Supply boxes needed to be ready for delivery earlier than in past elections, and a process for re-packing and re-distributing the supply boxes for the Saturday distribution event needed to be established.

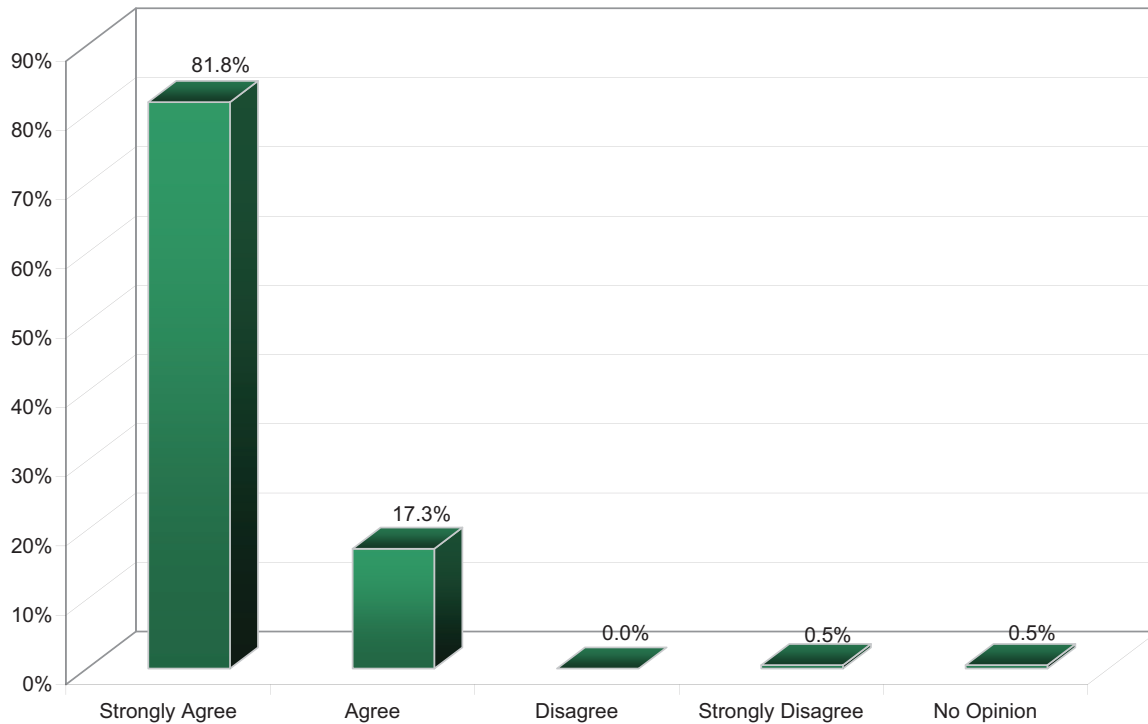
In total, 428 poll workers picked up their supplies at the Thursday distribution event at the OC Fairgrounds. Upon leaving the Fairgrounds they were provided with a survey to evaluate their experience. 224 poll workers turned in the survey, and the positive results reflect the planning and effort that went into the event.

## Organization and Efficiency

Poll workers were asked if they felt that the process of supply pick-up was organized and efficient. 99% strongly agreed or agreed that it was an efficient process. Only one person disagreed, and one person had no opinion. The results of this question appear in the graph on the following page.



**Graph #23: Poll Worker Felt Process was Organized and Efficient**



**“This was my first time picking up - I was incredibly impressed. I do this sort of operational management with volunteers on a professional basis and recognize how much pre-planning and organization has to be done. Congratulations!”**

- Distribution Survey Comment

One of the primary goals of the new distribution event was to speed up the process of supply pick-up, and to reduce the wait time for poll workers. The survey asked poll workers if their wait time was excessive. Nearly 100% of respondents agreed or strongly agreed that their wait time was not excessive. This is an overwhelming success for poll workers and the department, and speaks to the organization and planning of the event.

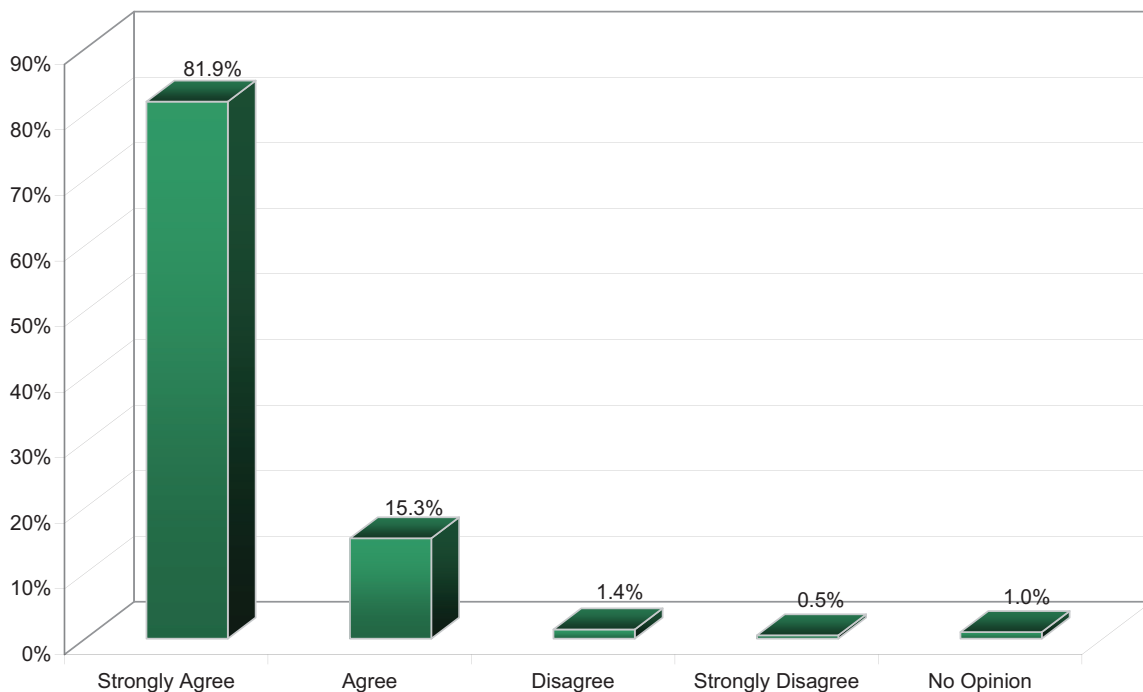


“Pick up at 3:50 p.m. Took a total of 3 minutes and 47 seconds. Signage and lot direction was great. All contact personnel [were] friendly and knowledgeable. Great job!!”

- Distribution Survey Comment

Poll workers were then asked if their paperwork was in order and the process was explained adequately. 97% of respondents agreed or strongly agreed with this statement. The graph below shows the responses to this question.

**Graph #24: Poll Worker's Paperwork was In Order and the Process was Explained**

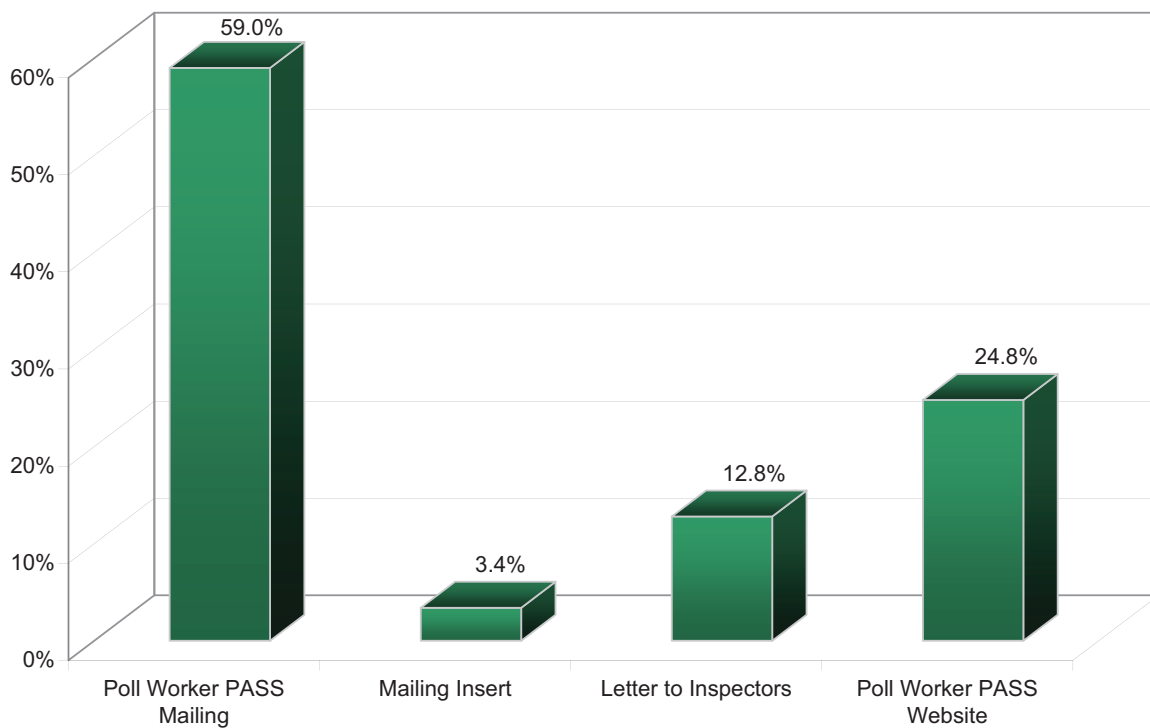


The distribution event was promoted to poll workers in a variety of ways. First, it was explained in the Poll Worker *PASS* mailing that all poll workers received. Included with the Poll Worker *PASS* letter was an insert promoting the event. Information was included on the Poll Worker



PASS website portal, and an additional mailing was sent to Inspectors. When asked to identify how they heard about the distribution event, 62% chose the Poll Worker PASS mailing and insert. 25% learned of it on the Poll Worker PASS website, and 13% learned of it from the letter that was mailed to Inspectors. The graph below shows the breakdown of these results.

**Graph #25: How Poll Worker Obtained Information About Supply Distribution**



Poll workers were then asked if in the future they would prefer to pick up their supplies at an event similar to the OC Fairgrounds event, or if they would prefer the normal Saturday pick-up. 78% preferred to pick up their supplies at a similar event, 5% preferred Saturday pick-up, and 17% had no opinion.

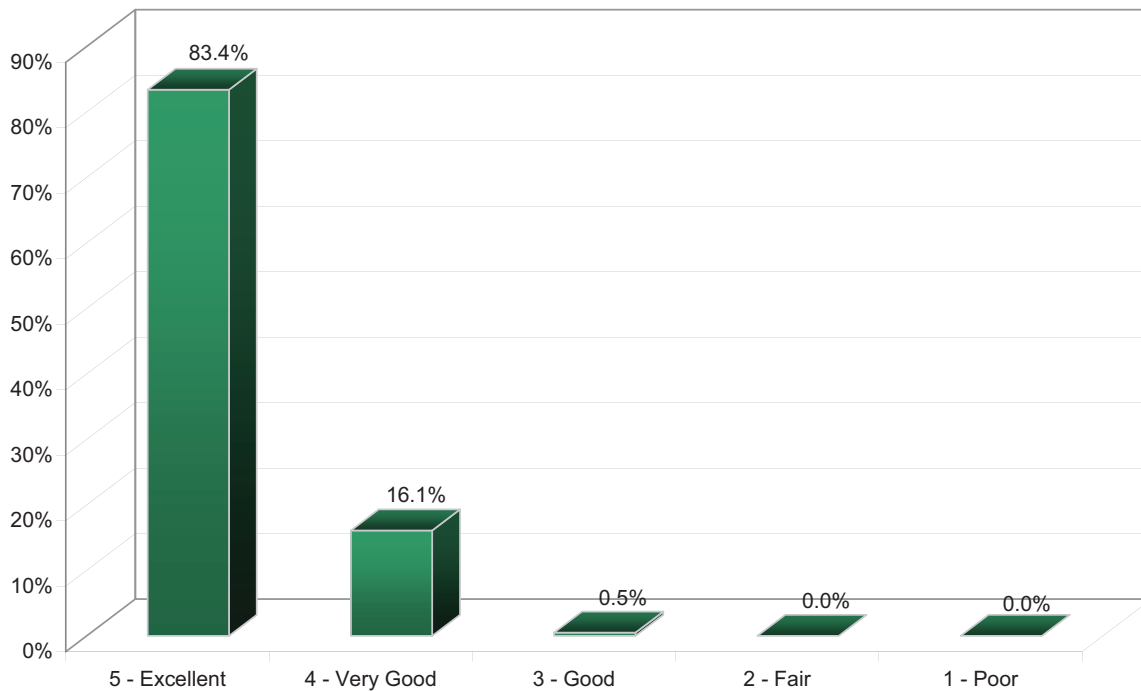
Finally, poll workers were asked to rate their overall experience with supply distribution, on a scale of one to five, five being excellent and one being poor. 83% of poll workers rated their experience a five, 16% rated it a four, and less than 1% rated it a three. No poll workers gave

# June 8, 2010 Distribution Survey



the experience a two or one. The graph below shows the positive experience of poll workers at the supply distribution event.

**Graph #26: Overall Experience with Supply Distribution, on a Scale of One to Five, Five Being Excellent and One Being Poor**



**“Amazing excellent set up!! Congratulations to Registrar of Voters and staff. It was beyond my expectations!”**

- Distribution Survey Comment

### *Future Plans:*

The success of the OC Fairgrounds event prompted the office to consider new ways to distribute supplies to poll workers. **For the November election supply distribution will be available for several days prior to the normal Saturday distribution.** Poll workers will be



## *June 8, 2010 Distribution Survey*



provided with more choices and flexibility when it comes to picking up their supplies, including a new online reservation system. If this model is successful, it will likely become the standard for future supply distribution.



# Phone Bank Survey





## Overview

In order to handle the increased call volume prior to the election, the Registrar of Voters employs customer service agents that work in either a Public Phone Bank or a Poll Worker Customer Service Phone Bank. The Public Phone Bank handles calls that come into the office from the public. Calls usually relate to voter registration status, polling place location, vote-by-mail ballots, and other election information. The Poll Worker Customer Service Phone Bank takes calls exclusively from poll workers, who often need assistance scheduling their training class, locating their polling place, or contacting their fellow board members. These phone banks typically operate 30 days prior to the election, and on Election Day. The addition of this phone bank took place in 2006.

Both phone banks participate in a customer service survey that asks callers to evaluate the service they received over the phone. Callers are asked to respond to the following three questions at the conclusion of their call:

1. Was your question answered?
2. On a scale of one to five, five being the highest, how would you rate the customer service representative you spoke with?
3. On a scale of one to five, five being the highest, how would you rate your overall experience with the Registrar of Voters?

A total of 2,522 surveys were completed. The Poll Worker Customer Service Phone Bank Survey was completed by 1,492 callers, and the Public Phone Bank Survey was completed by 1,030 callers, and the results reflect positively on the service provided to the public and to poll workers.

## Poll Worker Customer Service Phone Bank

1,492 surveys were completed by callers to the Poll Worker Customer Service Phone Bank. Out of the 1,492 surveys taken, 1,417 callers, or 95%, felt that their question was answered by the customer service agent. These positive results are consistent with past elections.

# June 8, 2010 Phone Bank Survey

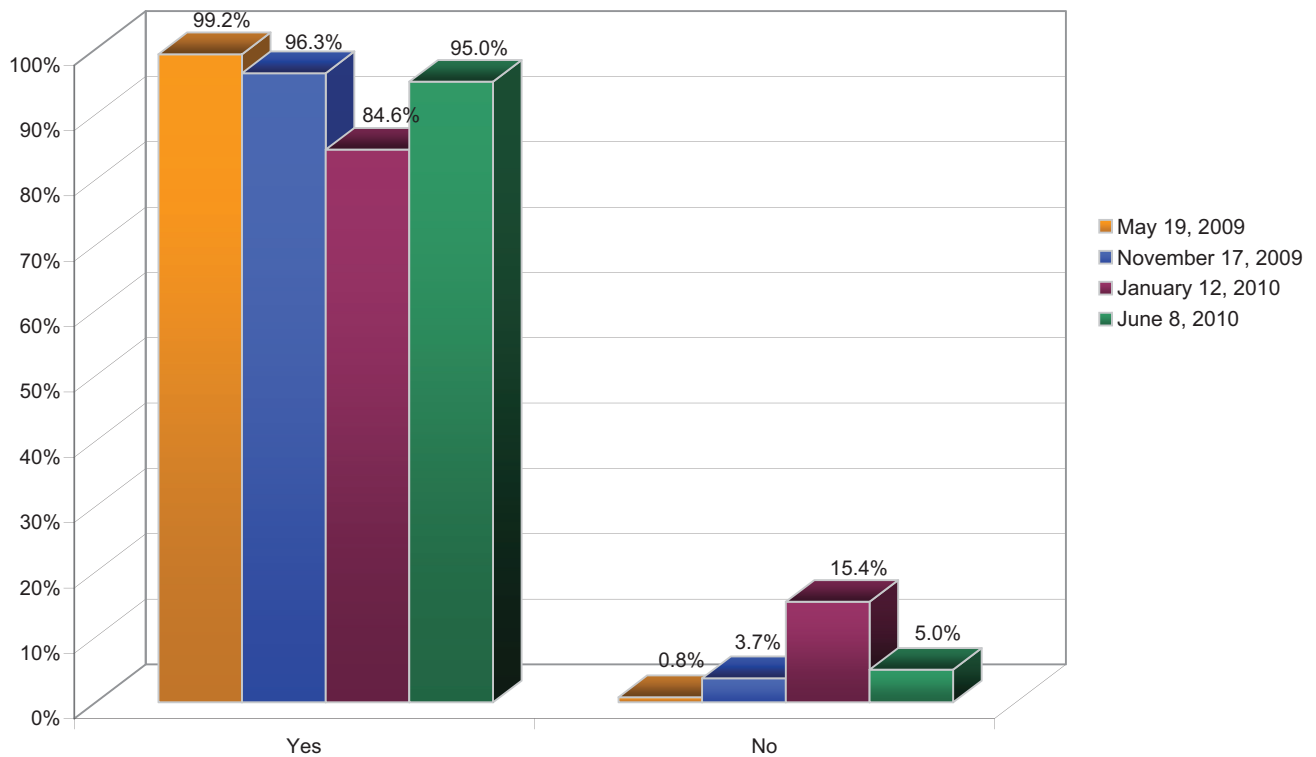


## Past Elections:

- » In the May 19, 2009 election 99% of callers said that their question was answered.
- » In the November 17, 2009 election 96% of callers said that their question was answered.
- » In the January 12, 2010 election 85% of callers said that their question was answered. For this election only 13 callers participated in the survey out of 831 phone calls, preventing an accurate picture of the service provided to callers. This low rate of transfer to the survey was addressed following the January election, and steps have been taken to ensure more individuals are transferred to the survey.

The graph below shows the results of this question over the past four elections.

**Graph #27: Poll Worker Felt the Customer Service Representative Answered Their Question, Past Four Elections**



## June 8, 2010 Phone Bank Survey



### *Future Plans:*

**The Department will continue to work on fully training the customer service agents in all aspects of poll worker's responsibilities so that they can answer their questions comprehensively and accurately.**

The next question asked poll workers to rate the customer service agent they spoke with. The average rating received for this question was 4.75/5. This is consistent with the scores received in past elections.

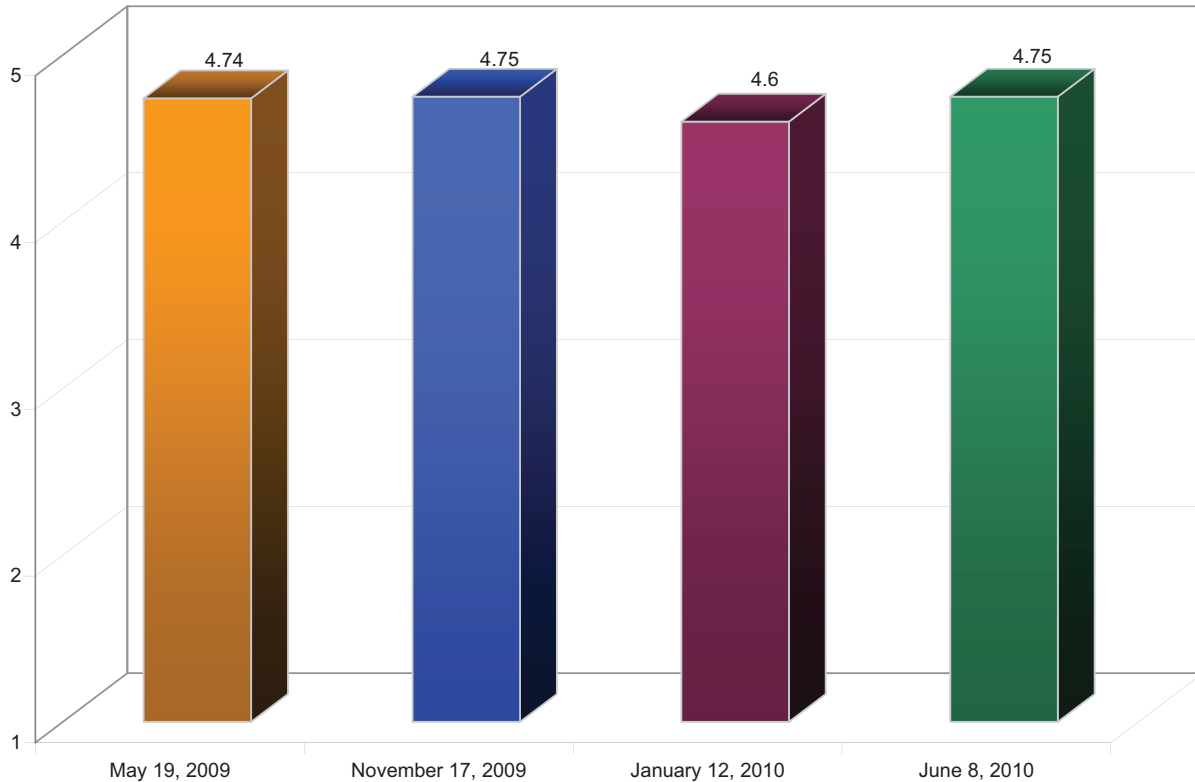
### *Past Elections:*

- » In the May 19, 2009 election callers rated the agent they spoke with an average of 4.74/5.
- » In the November 17, 2009 election callers rated the agent they spoke with an average of 4.75/5.
- » In the January 12, 2010 election callers rated the agent they spoke with an average of 4.6/5.

The graph on the following page shows the answer to this question over the past four elections.



**Graph #28: Poll Worker Rating of Customer Service Representative, Past Four Elections**



The final question asked callers to rate their overall experience with the Registrar of Voters. Poll workers rated the office an average of 4.65/5.

*Past Elections:*

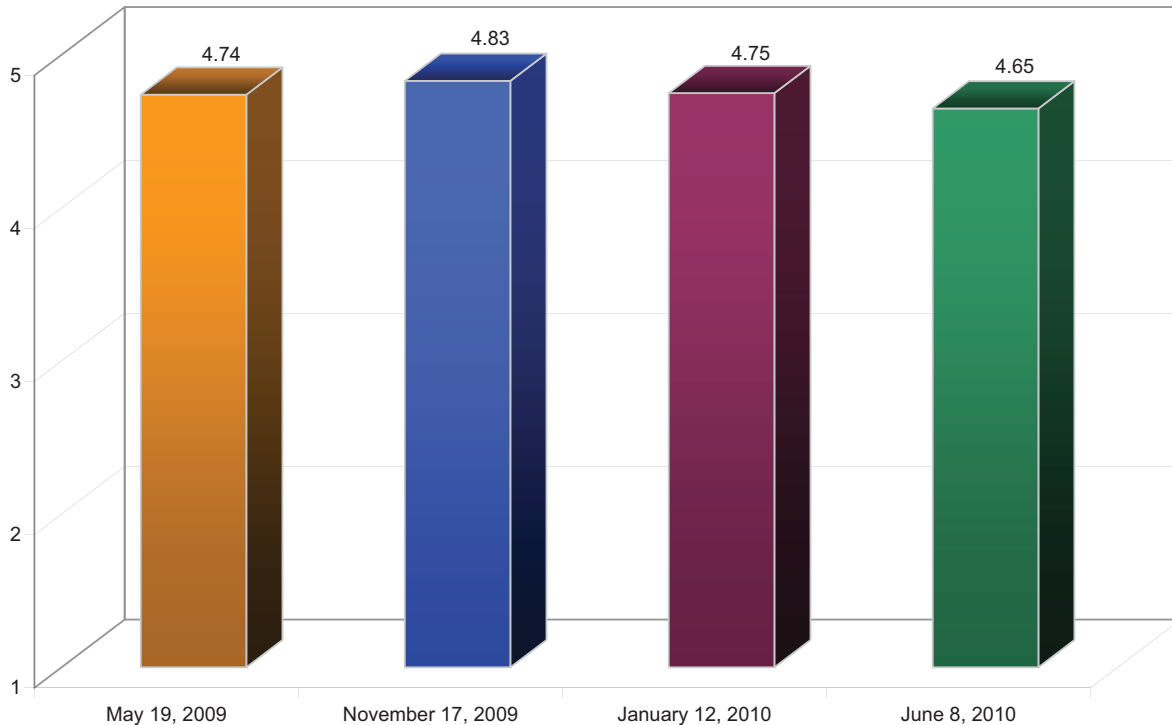
- » In the May 19, 2009 election callers rated their overall experience with the Registrar of Voters an average of 4.74/5.
- » In the November 17, 2009 election callers rated their overall experience with the Registrar of Voters an average of 4.83/5.
- » In the January 12, 2010 election callers rated their overall experience with the Registrar of Voters an average of 4.75/5.

# June 8, 2010 Phone Bank Survey



The graph below shows the results of this question over the past four elections.

**Graph #29: Poll Worker Rating of Overall Experience with the Registrar of Voters, Past Four Elections**



Overall, the Poll Worker Customer Service Phone Bank performed at an exceptional level. They consistently provided quality service to all poll workers, and exemplified the standards of the Department.

### *Future Plans:*

A new feature will be added to the phone bank for future elections to address the long wait times of callers. **Callers will be informed of their approximate wait time before being connected to a customer service agent.** This should help to eliminate poll worker frustration during long wait times.



## Public Phone Bank

1,030 surveys were completed by callers to the Public Phone Bank. Out of the 1,030 surveys taken, 987 callers, or 96%, felt that their question was answered by the customer service agent. These positive results are consistent with past elections.

### *Past Elections:*

- » In the May 19, 2009 election 97% of callers said that their question was answered.
- » In the November 17, 2009 election a public phone bank was not operational.
- » In the January 12, 2010 election a public phone bank was not operational.

The next question asked callers to rate the customer service agent with whom they spoke. The average rating received for this question was 4.66/5. This is consistent with the scores received in past elections.

### *Past Elections:*

- » In the May 19, 2009 election callers rated the representative they spoke with an average of 4.71/5.

The final question asked callers to rate their overall experience with the Registrar of Voters. Callers rated their overall experience with the Department an average of 4.76/5.

### *Past Elections:*

- » In the May 19, 2009 election callers rated their overall experience with the Registrar of Voters an average of 4.7/5.

The Public Phone Bank demonstrated the same high level of customer service and courtesy as the Poll Worker Customer Service Phone Bank.



## June 8, 2010 Phone Bank Survey



### *Future Plans:*

The office will continue to emphasize during phone bank trainings the importance of showing courtesy to all people who call the office, providing accurate information, and providing the caller with an overall positive experience. Additionally, callers will be informed of the approximate wait time they will experience before being connected to a customer service agent.



# Recruitment Survey



# June 8, 2010 Recruitment Survey



## Overview

A new survey was introduced for the June 8, 2010 election. A Recruitment Survey was developed to evaluate the level of service provided to poll workers over the phone during the recruitment process. Community Program Specialists, Field Representatives, and Election Aids are responsible for recruiting volunteers to fill thousands of poll worker positions every election. Poll workers' satisfaction with the overall recruitment process contributes to whether or not they will return to serve in future elections.

Once a person completed the recruitment process and was assigned to a polling place, an automatic out-going call was placed to the poll worker inviting them to participate in the survey. The survey asked poll workers to evaluate the following five statements:

1. My representative was courteous and professional.
2. My representative explained the features of the Poll Worker *PASS* program.
3. My representative answered all of my questions.
4. My overall interaction with the representative was positive.
5. My overall experience with the Registrar of Voters has been positive.

The results of the survey were shared on a regular basis with the individuals involved in recruitment, allowing the Department to ensure that quality service was being provided on a consistent basis. Those with lower scores were provided further training and guidance in an effort to bring their survey scores up.

A total of 1,007 surveys were completed by poll workers. Overall the results of the survey reflect very positively on the efforts of the recruiters, and will help to retain poll workers from election to election.

The first question asked poll workers if the representative they spoke with was courteous and professional. The average score received for this question was 4.6/5.

The second question asked poll workers if the representative explained the features of the Poll Worker *PASS* program. Poll Worker *PASS* is a new program that was launched for the June 8, 2010 election. Poll Worker *PASS* is a two-part program designed to improve communication,

## June 8, 2010 Recruitment Survey



improve efficiencies, and reduce costs, in addition to providing poll workers access to a wealth of election information online. First, poll workers receive a mailing containing important election information. They are provided with an individualized bar-coded card that is used to track their training attendance and supply pick-up (for Inspectors). The second component of Poll Worker *PASS* is an online portal where poll workers can access their personal election information. They can see the contact information for their fellow board members, get directions to their training site or polling place, update their contact information, RSVP to their preferred supply distribution event, and check on the status of payroll, among other features. Poll worker understanding of this program was critical to its success, and it was the responsibility of the recruitment team to disseminate this information.

Poll workers rated this question 4.3/5. While this is a good score, it is the lowest average score of all of the questions in the survey. It is possible that the recruiters may have struggled to communicate effectively to poll workers the details of the program, and it is also possible that some poll workers had a hard time grasping the concept, particularly the online component. The results of this survey question following the next election will be telling as to poll workers' understanding of the program. Presumably having gone through one election with the Poll Worker *PASS* program will improve their understanding of its function and there will be a jump in the average score for this question.

The third question asked poll workers to rate the statement, "My representative answered all of my questions." This statement received the average score of 4.65/5.

The fourth statement evaluated by poll workers was, "My overall interaction with the representative was positive." This statement was rated even higher than the previous, with a score of 4.73/5.

The final statement evaluated by poll workers was, "My overall experience with the Registrar of Voters has been positive." Poll workers rated this statement on average 4.66/5.

As this survey was introduced for the June 8, 2010 election no previous data is available for comparison. Regardless, it is clear from the high scores received on all questions that the public is very satisfied with the process of becoming a poll worker. It will be the goal of the office in future elections to maintain or improve upon these scores, in order to provide the best possible experience for poll workers.



# Boards Survey



# June 8, 2010 Boards Survey



## Overview

Vote-by-mail boards are made up of volunteers who assist with various post-Election Day tasks, including sorting polling place supplies, canvassing rosters, removing vote-by-mail ballots from their envelopes, and conducting the 1% Manual Tally of paper and electronic ballots. Boards for the June 8, 2010 election were comprised primarily of experienced volunteers who had served in past elections. 42% of volunteers had served in elections for four to ten years. 21% had served for three years or less, and another 21% were volunteering for the first time. 16% had served for 11 years or more.

## Motivation for Serving

Consistent with poll worker and poll site hosts' motivation for serving in the election, board members were primarily motivated to participate by community service. 30% of board members chose this as their primary motivator. Friend or family member was chosen by 25% of respondents, 19% chose patriotism, 13% chose money, and 12% chose personal interest.

**"I always enjoy working at the Registrar of Voters. I get a lot of satisfaction from it. I also appreciate the people and the friendships I have made."**

- Board Survey Comment

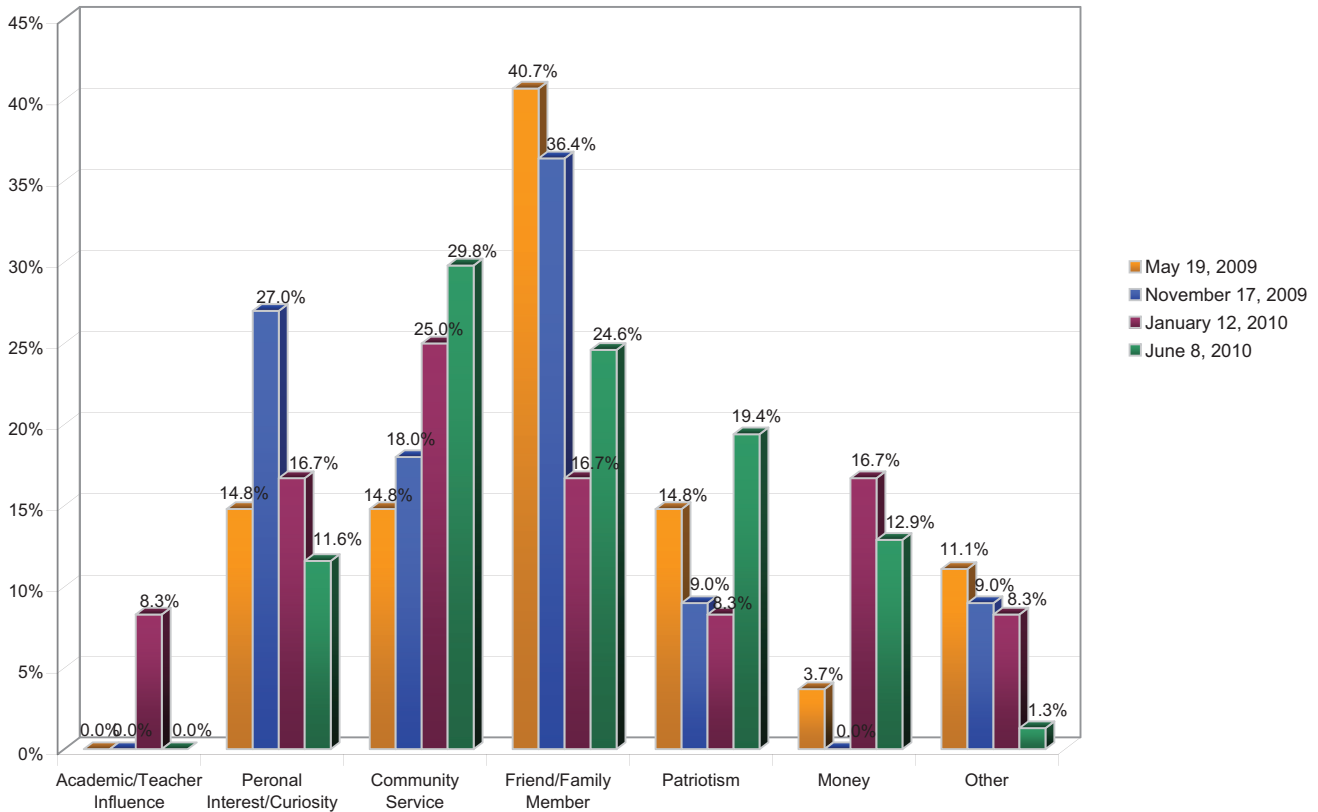
### *Past Elections:*

- » Over the past four elections a shift has taken place. In the May 19, 2009 election a friend or family member was the primary motivator for serving. This motivation has decreased gradually over time. Community service has increased over time, and now is the primary motivator for board members to serve in the election.

The graph on the following page shows the motivators for the June 8, 2010 election compared to previous elections.



**Graph #30: Board Member Motivation for Serving, Past Four Elections**



## Quality of Training

Board members were asked to rate the training that was provided to them. All boards are trained with the aid of a PowerPoint presentation on the different processes that they are responsible for completing. First they are trained on their vote-by-mail duties, and once this process is complete they are trained on their 1% Manual Tally duties. The 1% Manual Tally is the public process of manually tallying votes in one percent of the election precincts, selected at random by the elections official. This procedure is conducted during the official canvass to verify the accuracy of the automated count. When asked if the training they received was comprehensive and informative, 89% said that it was. 8% said that it was somewhat comprehensive, and no one felt that it was not.

# June 8, 2010 Boards Survey

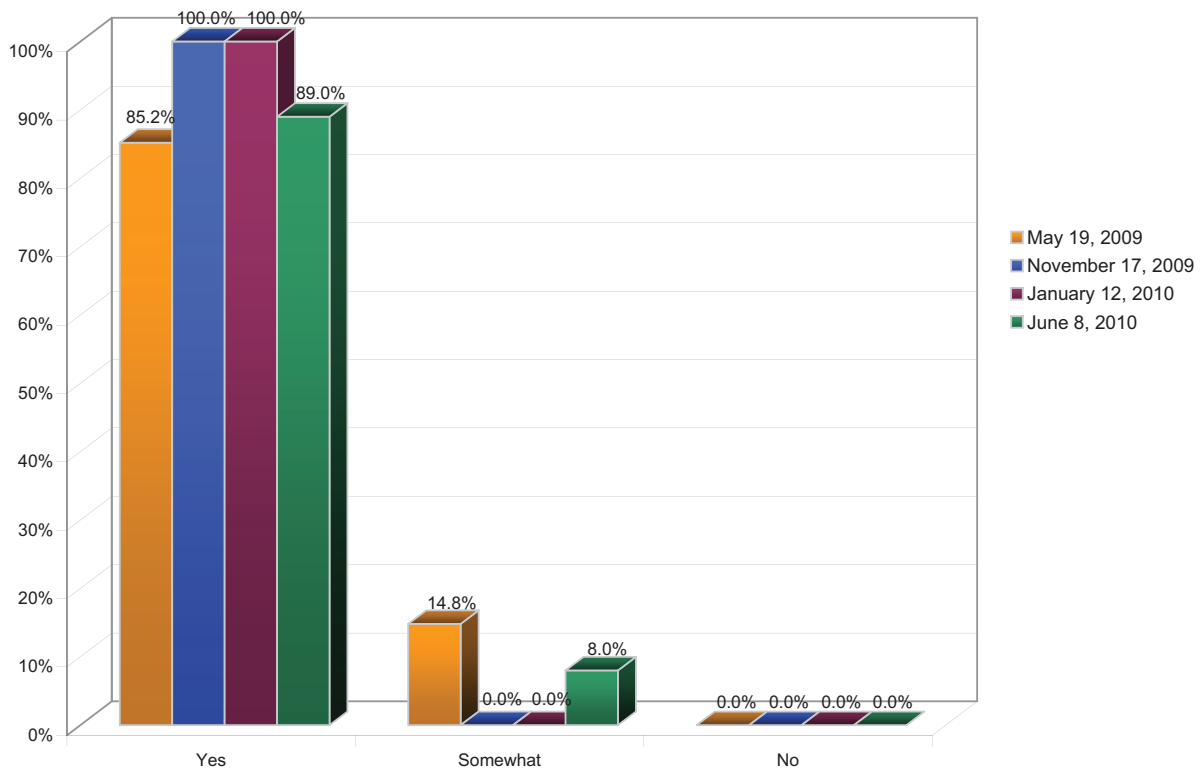


## Past Elections:

- » In the May 19, 2009 election 85.2% of board members felt the training was comprehensive and informative.
- » In the November 17, 2009 election 100% of board members felt the training was comprehensive and informative.
- » In the January 12, 2010 election 100% of board members felt the training was comprehensive and informative.
- » It is important to note that in the November 17, 2009 election and the January 12, 2010 election only eight board members were brought on to complete the various processes. Just six board members turned in the survey in the November election, and just five turned it in following the January election.

The graph below shows the responses to this question over the past four elections.

**Graph #31: Board Member Felt the Training was Comprehensive and Informative**





## June 8, 2010 Boards Survey



Board members were then asked if they felt that the training they received improved their understanding of their role and responsibilities. 89% agreed that it did, 3% felt it somewhat did, and 3% felt it did not. This may be a reflection of the experience of many board members, as they may have already been familiar with the content of the presentation.

Next board members were asked if the 1% Manual Tally training improved their understanding of their duties. 73% said that it did, 11% said that it somewhat did, and 8% said that it did not. New State of California regulations regarding the 1% Manual Tally caused certain processes to be changed. This likely caused confusion for some board members. Some may have felt that the training on the new procedures was not thorough enough.

### *Future Plans:*

The office is making a number of changes to the 1% Manual Tally process, including updates to the training presentation. **Standard operating procedures will be developed for each of the board processes that will be placed at each table, which will act as a quick reference guide. Flags will be placed at each table that will allow board members to get the attention of a staff member when questions arise. Staff members who are trained prior to the arrival of the boards will sit at each table and assist with the various tasks.** It is the goal of these and other improvements to provide more training and information to board members on the correct procedures for conducting the 1% Manual Tally.

Board members were then asked if the training they received on the ballot sorting process was comprehensive. 88% felt that it was, and 6% felt that it was somewhat comprehensive. This question was new to the board survey, so no previous data is available for comparison.

## Overall Election Experience

Board members were next asked to rate the overall quality of service provided by the Registrar of Voters. 67% rated the service they received as excellent, 28% rated it as very good, and 6% rated it as good. No one described the service they received as fair or poor. This question was not included in past surveys, so no data is available for comparison.

Next board members were asked to rate their overall election experience. 82% described their experience as excellent, and the remaining 18% described their experience as very good.

## June 8, 2010 Boards Survey



These are tremendous results and speak to the efforts the office has made over the past few election cycles to improve the overall board experience. Again, this question was not included in previous surveys, so no past election data is available.

**“Always improving for the better. Keep up the great job.  
We are all proud of your services and training.”**

- Board Survey Comment

Finally, board members were asked to rate the likelihood that they would serve in future elections. 94% said there was an excellent likelihood of this, and the remaining 6% said there was a very good chance. These results are consistent with previous elections, and reflect both the efforts of the office to provide a good experience to board members, and the commitment and dedication of the boards.

**“I really enjoy working for the Registrar of Voters. Thanks  
for the opportunities. I hope to help again in the future.”**

- Board Survey Comment

### *Future Plans:*

In preparation for the November election we are continuing with our long term strategy of automation of many aspects of our operations. **This includes the installation of two ballot extraction devices.** This equipment will reduce the amount of people needed for the vote-by-mail boards.