

Election Survey Report

November 4, 2014

General Election



Executive Summary

The November 4, 2014 General Election ran smoothly in Orange County. Overall, elections operations were very successful and logistical issues that are not uncommon when preparing for any election were overcome. For this election, there were more than 1.4 million registered voters who were promptly mailed sample ballots, and likewise, the majority of approximately 750,000 Vote-By-Mail (VBM) ballots were mailed to voters within the first several days permitted by state law. One significant challenge that was overcome by the Registrar of Voters office was the recruitment of poll workers. This is magnified more so during mid-term election cycles when the Office of President is not on the ballot. In Orange County, a total of 640,358 total ballots were cast for a 45% turnout. Statewide, the turnout was approximately three percentage points lower at 42%. Staff successfully recruited 5,270 poll workers to staff 1,135 polling places, up from the 4,703 recruited to serve in the June 2014 Statewide Primary Election.

The success of elections operations is heavily dependent on a high level of systems efficiency and organization, as well as successful volunteer recruitment and retention. Consequently, 11 survey instruments are used by the Registrar of Voters office to capture feedback from poll workers and polling place hosts regarding overall Election Day operations, in addition to the quality of service provided by the Registrar of Voters. The survey data collected is critical to measuring performance and informing the Registrar of Voters' ongoing efforts to improve election services. These metrics are monitored on a weekly, if not daily, basis to determine the need for operational adjustments.

This report contains the results of all surveys utilized in the November 4, 2014 General Election, which include: (1) Poll Worker Survey, (2) Training Survey, (3) Delivery Survey, (4) Polling Place Survey, (5) Election Supply Distribution Survey, (6) Phone Bank Survey, (7) Recruitment Survey, (8) Coordinator Survey, (9) A-team Survey, (10) Collection Center Survey, and (11) Candidate Filing Survey. Survey responses are carefully examined by the Registrar of Voters, as they have played a significant role in increasing efficiencies and improving the provision of services as well as contributing to the Orange County Registrar of Voters' standing as an innovator in the field of elections.

The **Poll Worker Survey** asked poll workers to assess the various components of their volunteer experience. The survey was provided to poll workers in their Election Day supply box and distributed at the end of the night. The survey requested poll worker input on training and materials, communication with the Registrar of Voters, issues encountered at their polling place, and their overall experience of serving on Election Day.

The **Training Survey** was also distributed at the end of Election Night and pertained to how well the Registrar of Voters prepared poll workers for Election Day. The survey asked poll workers about the effectiveness of both the online and in-class training components, as well as specific training materials (including the video and Polling Place Operations Manual). This survey helps ensure poll workers are highly trained and prepared so that Election Day operations run as smoothly and efficiently as possible.

The **Delivery Survey** asked polling place hosts to assess the delivery company that was tasked with delivering election supplies and equipment to their location. The telephone survey asked whether the delivery was on time, the driver was courteous, and if there were any issues. This survey is an important and useful tool used to determine the delivery companies that will be retained in future elections, as the level of service provided can greatly impact the satisfaction of the polling place host and their decision to serve again in the future.

The **Polling Place Survey** asked polling place hosts about their experiences receiving, storing, and returning equipment and supplies. The survey additionally measures the satisfaction of polling place hosts with their level of communication with the Registrar of Voters and poll workers, as well as their overall experience serving in the election. This survey is mailed to each polling place host after the election, and it is a good indicator of the likelihood of that polling place host volunteering to serve in future elections.

The **Election Supply Distribution Survey** was provided to Inspectors when they picked up their precinct-specific supplies for Election Day. Inspectors were asked to provide input about the quality and efficiency of the staff and processes in place for distributing supplies. A satisfactory distribution experience is a factor in an Inspector's decision to continue volunteering for future elections.

The **Phone Bank Survey** was taken by members of the public who called the Public Phone Bank and poll workers who called the Poll Worker Phone Bank. Callers were automatically transferred to the survey at the conclusion of their call to the phone bank. The survey solicits feedback on the agent's ability to answer the caller's question, as well as the quality of service provided by the agent and the Registrar of Voters office. This data is evaluated daily in order to resolve any issues that may arise regarding the level of customer service received by poll workers as well as the general public.

The **Coordinator Survey** was distributed to the Coordinators in order to rate their experiences leading up to and on Election Day. Coordinators serve an essential function as they are liaisons between the Registrar of Voters and the various polling places, aid in troubleshooting, and provide leadership to poll workers as issues arise in the field. Responses provided are useful in assessing the overall efficiency of Election Day operations.

The **A-Team Member Survey** was provided to A-Team members (back-up poll workers serving in the event of cancellations) as they were deployed to a polling place on the morning of the election. The survey is used to assess the efficiency and organization of the deployment process, as well as the overall quality of their experiences volunteering on Election Day.

The **Recruitment Survey** was developed and implemented as a means to measure the level of customer service provided by staff members who actively recruit volunteers. After being recruited and assigned to a polling place, volunteers receive an automatic out-going call inviting them to participate in a brief survey. Poll workers are asked to rate four statements regarding the interaction with their recruiter, and survey responses are monitored daily to ensure that staff communicates to volunteers with a high a degree of respect and professionalism.

The **Collection Center Survey** was provided to collection center workers. The Registrar of Voters office utilizes 33 Collection Centers throughout Orange County where staff receive the supply boxes and voting equipment that are delivered by the Inspectors after the closing of the polls. Collection Center Workers were asked to complete a seven-question survey soliciting

their feedback on the quality of training and preparation received, issues encountered at their assigned collection, and the level of satisfaction experienced serving on Election Night.

The **Candidate Filing Survey** was provided to candidates who completed filing in our office or online. The survey is used to assess the levels of organization and efficiency, as well as the courteousness and professionalism extended to candidates by staff. Results from this survey are not only used to help ensure that a high level of customer service is provided to candidates filing for the election, but also to identify means of streamlining the intensive filing process.

Results from the 11 surveys detailed above indicate that the Registrar of Voters continues to provide excellent service to poll workers and polling place hosts. While the results indicate areas where there is additional room for evaluation or improvement, they largely confirm that the changes implemented in past elections have effectively streamlined and improved election operations. The Registrar of Voters will continue to strive for excellence in providing the highest quality services to volunteers, implementing innovative practices to increase the efficiency of election operations, and ensuring that the voting experience is positive for all of Orange County.



Neal Kelley
Registrar of Voters



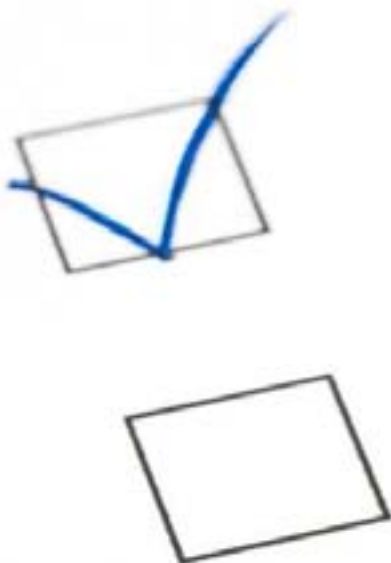


Poll Worker Survey

5,270 Poll Workers

11 Questions

3,382 Survey Responses



November 4, 2014 Poll Worker Survey

Overview

At the close of the 2014 General Election, poll workers were asked to complete an 11-question survey that was included in their polling place supply box. The survey solicits feedback from poll workers on a number of topics, including past experience volunteering for the Registrar of Voters, communication with the office, connecting the eBooths, issues encountered at assigned polling places, and the quality of service provided by the Registrar of Voters. The survey response rate was 64%, as 3,382 out of the 5,270 poll workers who worked on Election Day completed surveys and returned them with their Supply Box on Election Night.

Data collected from the Poll Worker survey informs the Registrar of Voters office of the effectiveness and value of services provided to poll workers, as well as assists in the identification of methods to improve elections operations. Survey responses indicating highly rated aspects of the poll worker experience for this election included:

1. The Polling Place Operations Manual.
2. Likelihood that Poll Workers will serve in future elections.
3. The overall quality of service provided Poll Workers by the Registrar of Voters.

While the majority of poll workers were satisfied with their experience leading up to and on Election Day, the Poll Worker Survey also identified areas for improvement as highlighted below.

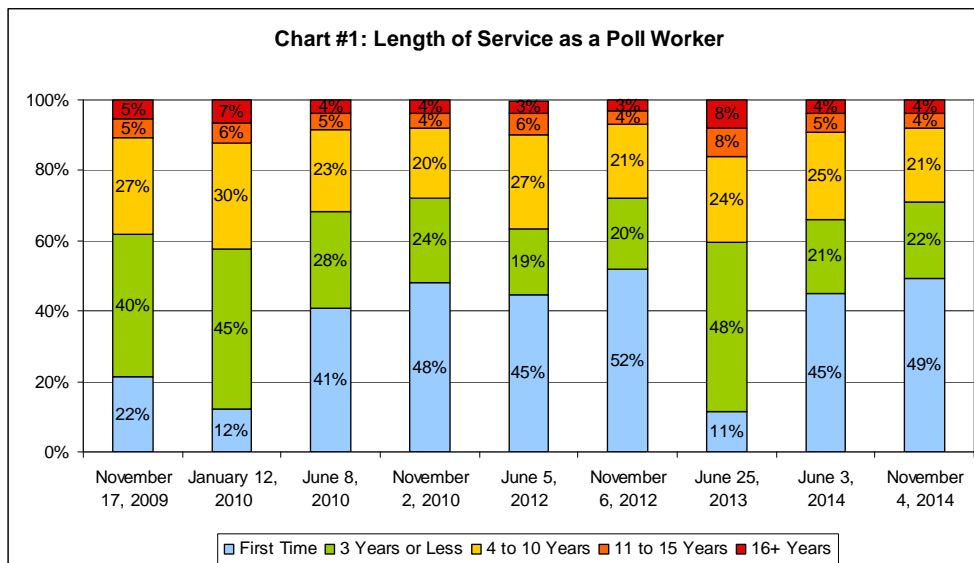
1. Continuing to enhance and improve the communication between poll workers and the Registrar of Voters through a variety of methods.
2. Continuing to strengthen poll worker retention.

November 4, 2014 Poll Worker Survey

Poll Worker Experience

Forty-nine percent of survey respondents reported that the November 4th General Election was the first election in which they volunteered as a poll worker. In contrast, 21% reported four to ten years of prior service, and 8% reported eleven or more years of prior service as a poll worker in Orange County.

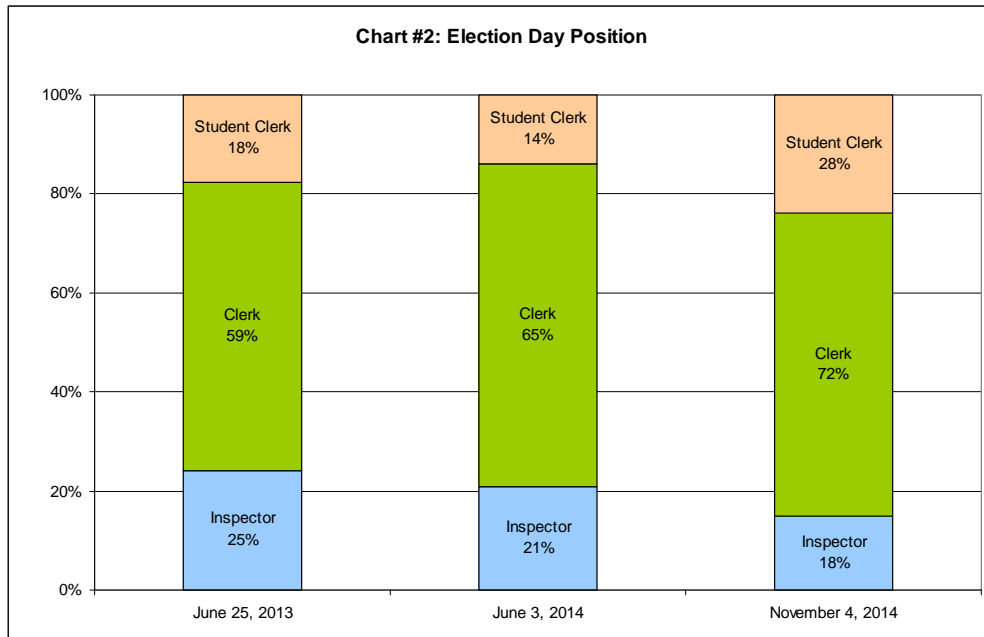
Chart #1 below shows that the years-of-service results from this election are fairly consistent with those from prior statewide elections, as the general trend since 2010 has been that first time volunteers are the highest percentage reporting, with the distinct exception of the 2013 Cypress Special Municipal Election.



Poll workers can serve in one of three different capacities, as illustrated in Chart #2.

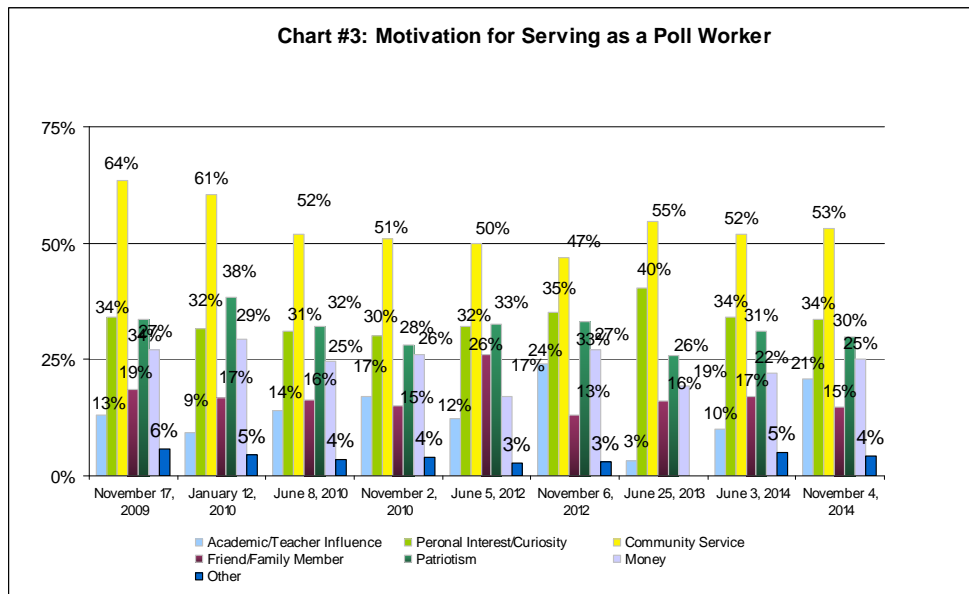
Approximately 72% of survey respondents served as Clerks, who help process voters and assist with the polling place set-up and closing procedures. Student Clerks, who are high school students between the ages of 16 and 18 years of age, made up 28% of survey respondents. Inspectors, who are generally more experienced poll workers and are responsible for managing all activities of their assigned polling place, made up 18% of survey respondents.

November 4, 2014 Poll Worker Survey



Motivation

The Poll Worker Survey asks volunteers to share their primary motivation(s) for serving in the election, and the responses are depicted in Chart #3. Poll workers could select more than one option from the following list: academic/teacher influence, personal interest/ curiosity, community service, friend/family member, patriotism, money, or other.



November 4, 2014 Poll Worker Survey

As was the case in the six prior elections, community service received the highest percentage of responses at 53% in this election. This was followed by personal interest/curiosity (34%), patriotism (30%), and money (25%). The general trend has also remained fairly constant over the last seven elections regarding what motivates poll workers to serve, though there has been some slight fluctuation between the response rates for personal interest and patriotism. Academic influence received a response rate of 21% percent. Studies have revealed that schools and teachers can impact student engagement in the democratic process, and by continuing to partner with high schools and colleges it is hoped that this number can be increased.

Training

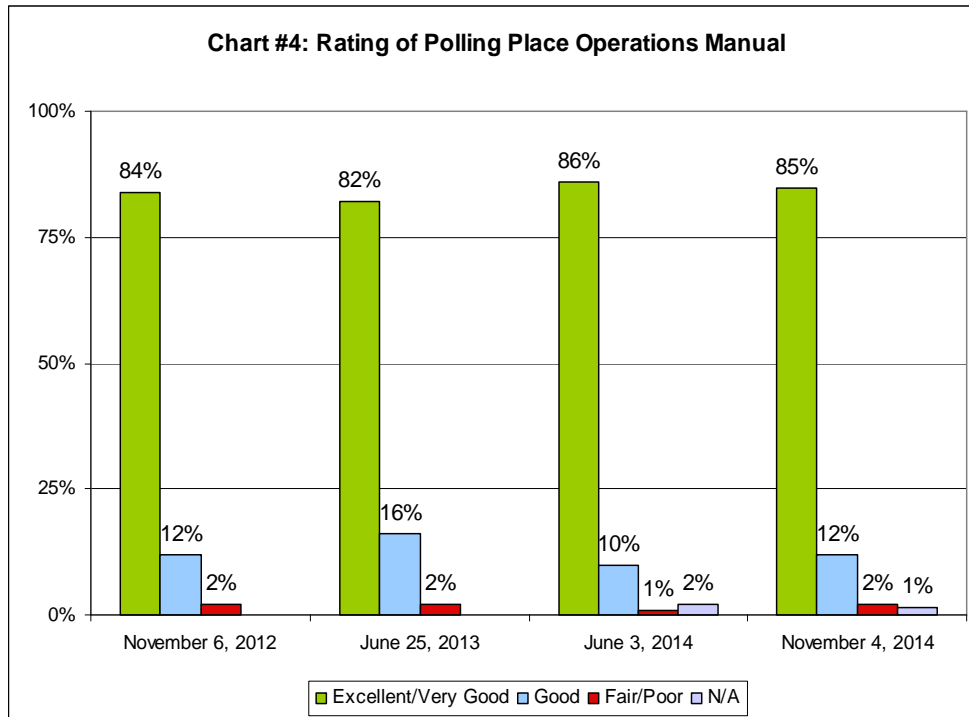
For this election, the Registrar of Voters office continued to offer poll workers a variety of options to complete their training. Returning Clerks had the option of taking the Clerk class online in the convenience of their home or in a traditional classroom format. New Clerks and Inspectors were provided training in a traditional classroom format, while returning Inspectors had the option of completing the entire training in a classroom setting or completing a hybrid format consisting of an online component and a shortened in-class component.

The Poll Worker Survey asked poll workers about the Polling Place Operations Manual and the Poll Worker Training Video. Poll workers were asked to rate both training components using the following scale: excellent, very good, good, fair, poor or not applicable.

Polling Place Operations Manual

The Polling Place Operations Manual was provided to poll workers at all classroom trainings, in the Inspector Supply Box, as well as made available online to the volunteers who choose to take online training. As shown in Chart #4, 85% of poll workers rated the manual as excellent or very good, which is consistent with ratings in the three prior elections. Ratings of good were given by twelve percent of respondents, while only two percent described the manual as fair or poor.

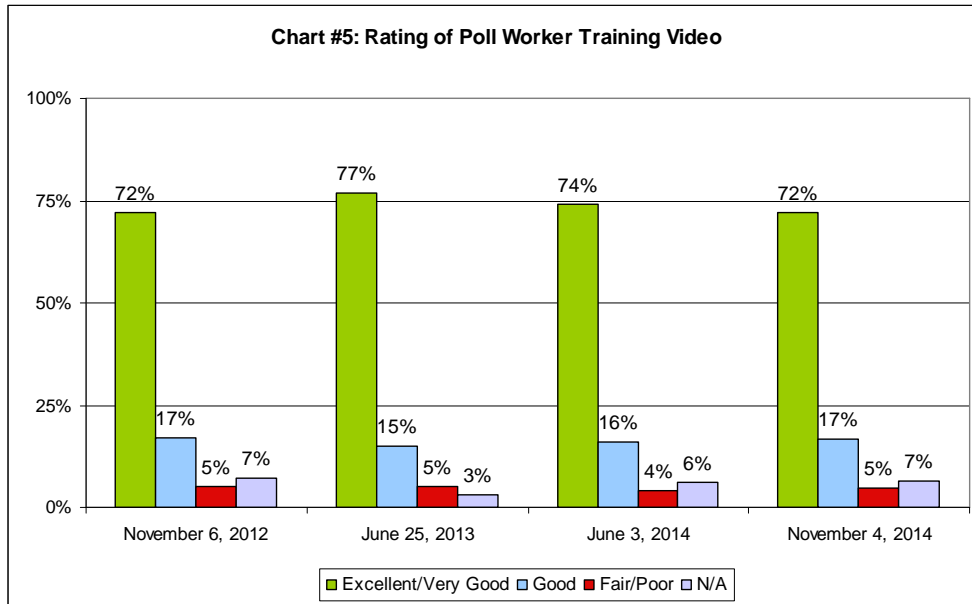
November 4, 2014 Poll Worker Survey



Poll Worker Training Video

The Poll Worker Training Video reviews all aspects of serving on Election Day and provides a comprehensive overview of all polling place operations in an engaging and easily understandable manner. Consistent with results from the last two elections, 72% of respondents rated the video as excellent or very good as depicted in Chart #5. Five percent of respondents rated the video as fair or poor, while 17% described it as good. These results follow the same trend that was reported in previous elections.

November 4, 2014 Poll Worker Survey

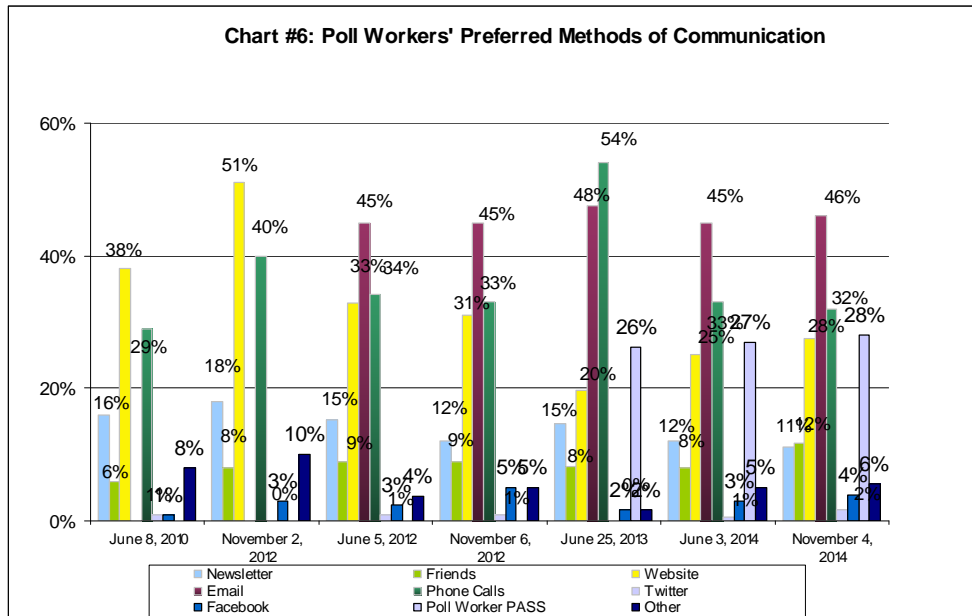


Communication

Poll workers are provided many options for receiving information about the Registrar of Voters and election updates. The Poll Worker Survey asked respondents to indicate their preferred method of communication from the following options: newsletters, friends, website, telephone calls, Poll Worker PASS, Facebook, Twitter, email, and other. Poll workers could select more than one option for this question. With the exception of the 2013 Cypress Special Municipal Election, email has consistently received the highest rate of response since June 2012.

For this election, email was selected by 46% of respondents as being the preferred method of receiving information. At 32%, phone calls were the second rated means of staying informed, followed closely by the Poll Worker PASS program (28%) and the Registrar of Voters website (28%). As illustrated in Chart #6, Facebook and Twitter continue to be the least utilized options by poll workers.

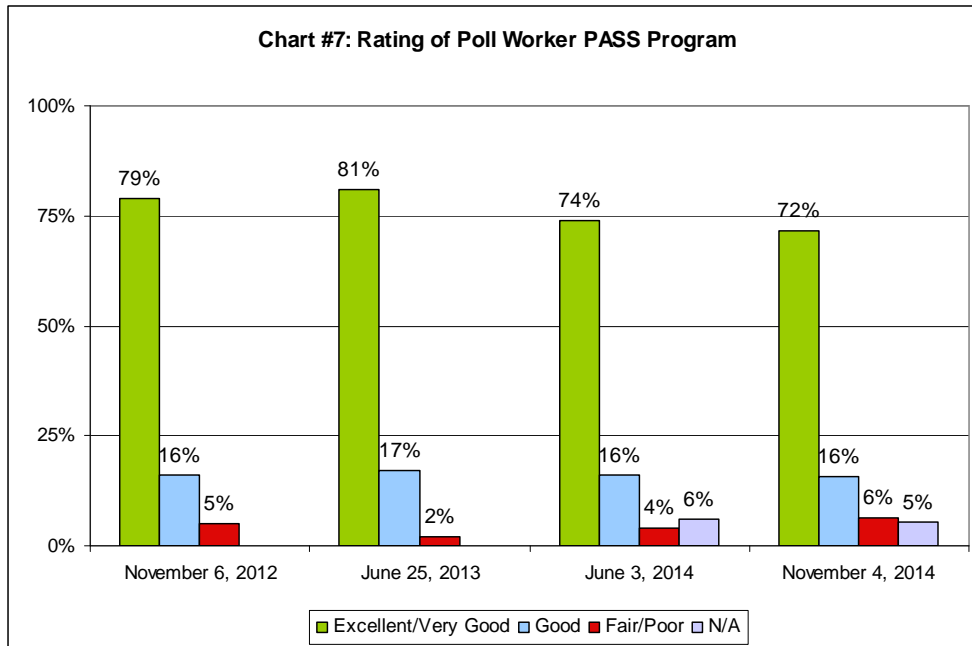
November 4, 2014 Poll Worker Survey



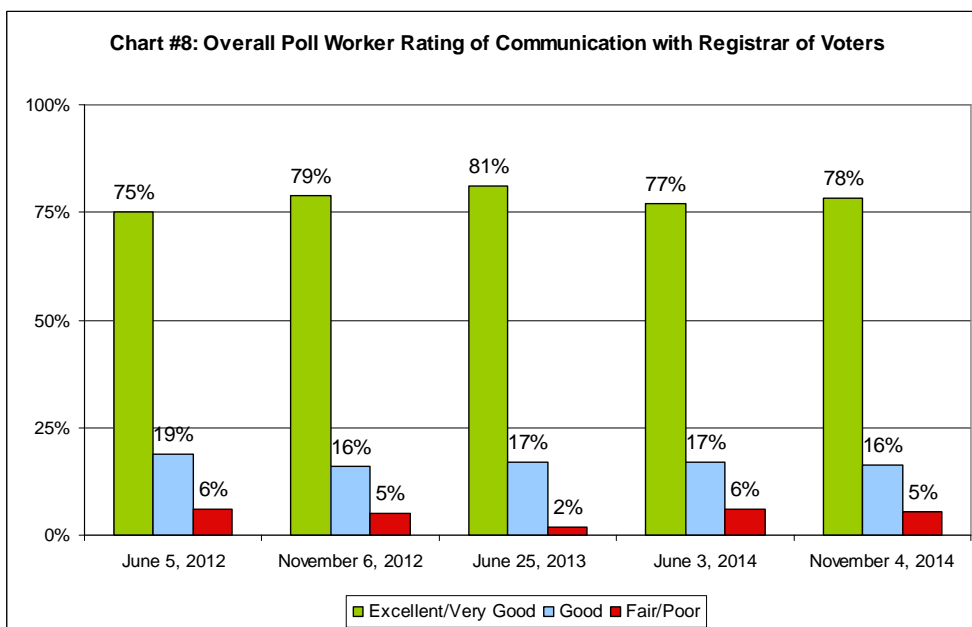
The Poll Worker PASS program was created to provide poll workers with immediate access to election information. Each poll worker is provided a unique identification number that is used to access their individual account through which real time updates can be received regarding training, polling place assignment, supply distribution and much more.

Chart #7 depicts poll worker satisfaction rates with the Poll Worker PASS Program over the past three elections. Consistent with ratings from previous elections, 72% rated the program as excellent or very good.

November 4, 2014 Poll Worker Survey



Overall, poll workers surveyed expressed a high level of satisfaction regarding the communication with the Registrar of Voters office. As shown in Chart #8 below, 78% of poll workers in this election described the communication as excellent or very good, and the results have remained steady compared to the past four elections.

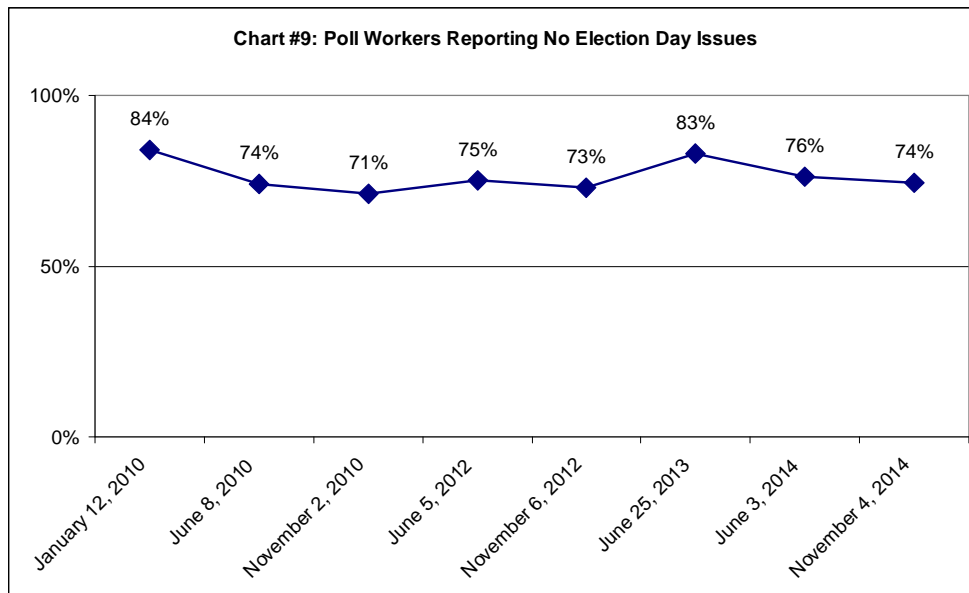


November 4, 2014 Poll Worker Survey

Polling Place Challenges

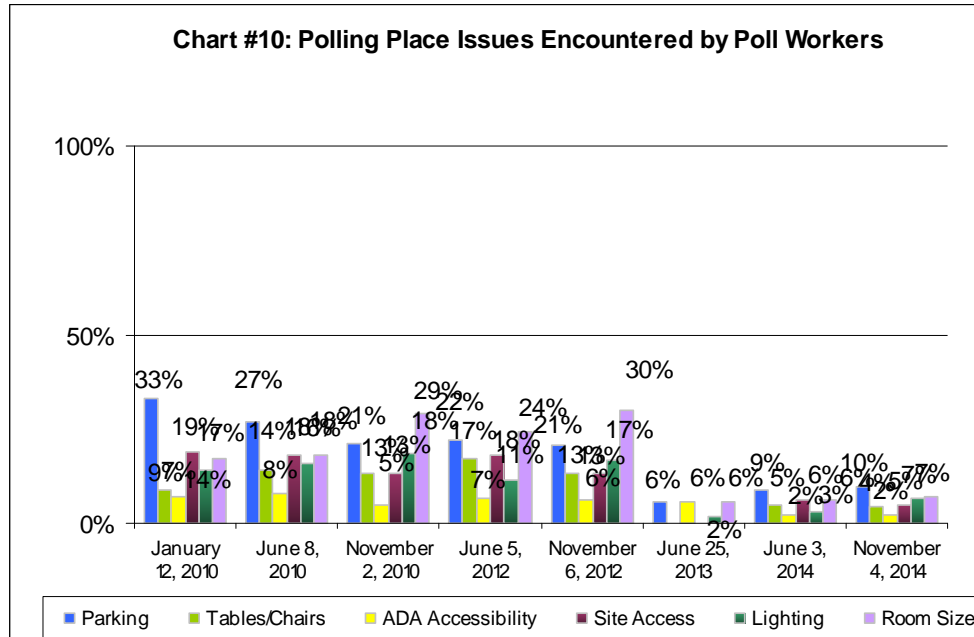
Poll workers were asked to identify areas in which they experienced difficulties on Election Day. They were surveyed on a myriad of issues that included eBooth set-up, parking, and polling place accessibility and facilities.

As illustrated in Chart #9, “No issues” was reported by 74% of poll workers in this election, and is consistent with results from most of the six prior elections.



As shown in Chart #10, this election saw the fewest number of issues reported by poll workers than in the past six elections, with the single exception of the 2013 Cypress Special Municipal Election. Of the small number of poll workers who did encounter an issue at their polling place, parking was the most common reported issue. Lighting and room size tied for the second most reported issues at seven percent, respectively.

November 4, 2014 Poll Worker Survey

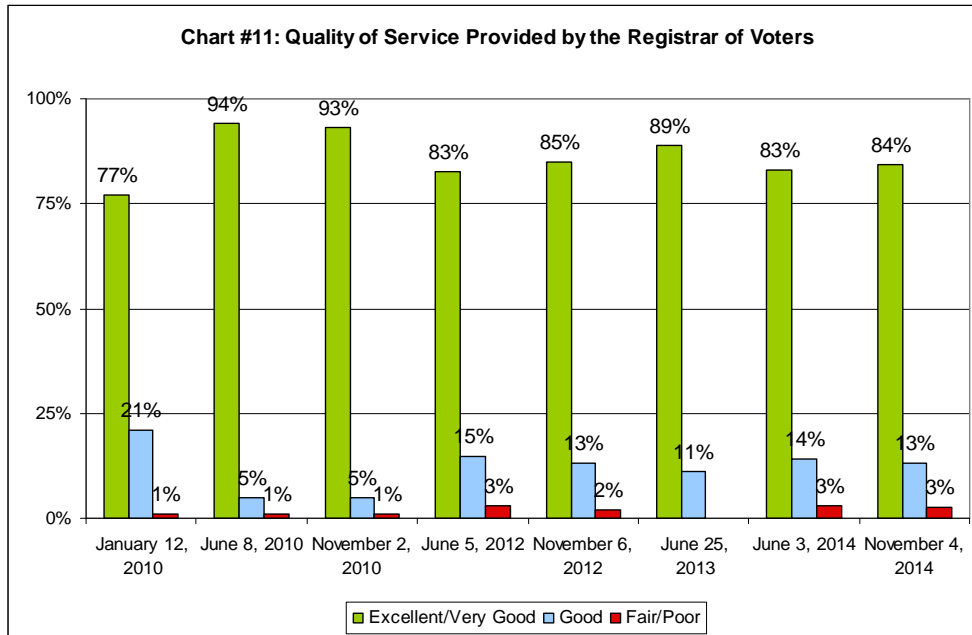


Overall Experience

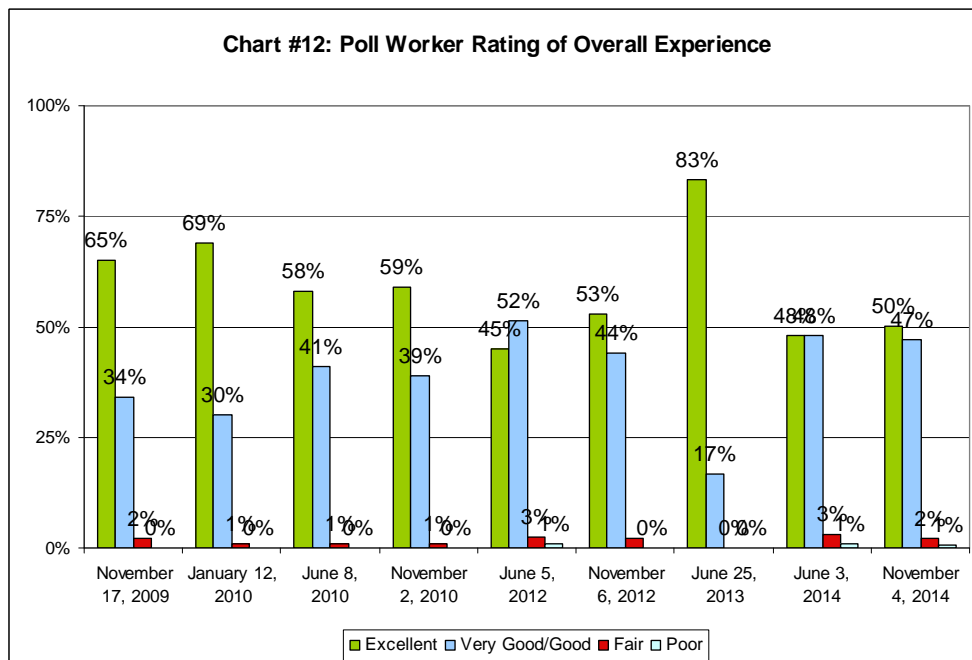
Lastly, poll workers were asked to rate the overall quality of the service provided by the Registrar of Voters, their overall experience serving in the election, and the likelihood that they would volunteer again for future elections.

The overall quality of service provided by the Registrar of Voters was rated excellent or very good by 84% of poll workers, and 13% rated the service as good. Chart #11 shows that the ratings in this election are consistent with most previous elections. Though there has been a slight decline in ratings of excellent or very good when compared to 2010 elections, respondents overwhelmingly report satisfaction with the level of service received from the Registrar of Voters. The Department will continue to explore innovative methods of improving services to poll workers.

November 4, 2014 Poll Worker Survey

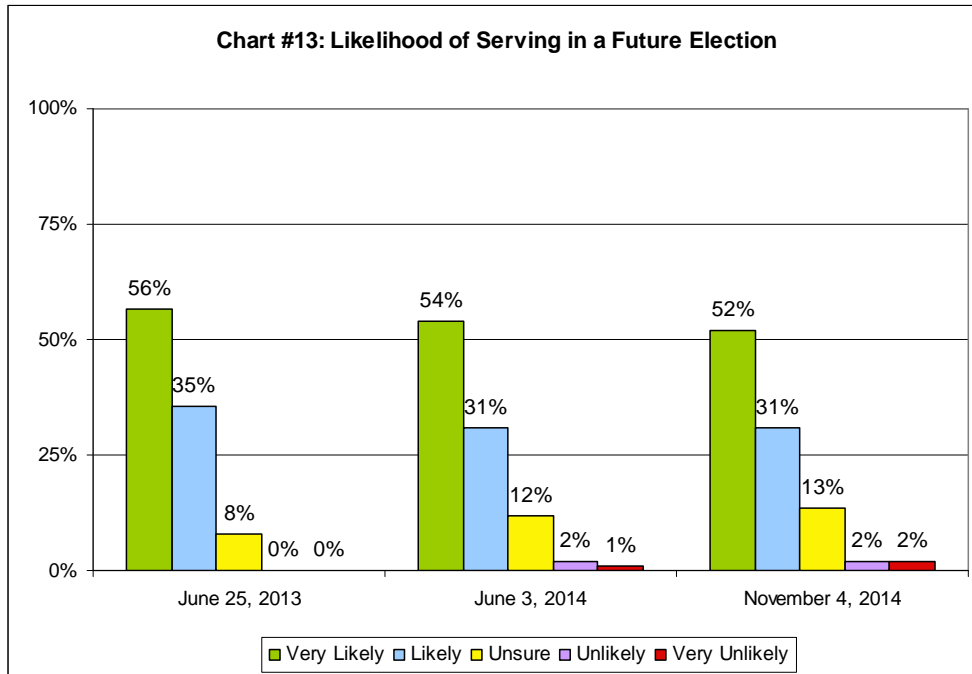


As shown in Chart #12, when asked to rate the overall experience of serving in the November 4, 2014 General Election, 50% rated it as excellent and 47% described it as very good or good. Only three percent of respondents rated their overall experience as fair or poor. Once again, these results are consistent with those from previous statewide elections.



November 4, 2014 Poll Worker Survey

Finally, poll workers were asked to report on the likelihood of serving in a future election. As in the previous two elections, over half of poll workers surveyed reported it was very likely they would serve again in a future election, as shown in Graph #13. Responses indicating unsure or unlikely remained steady.



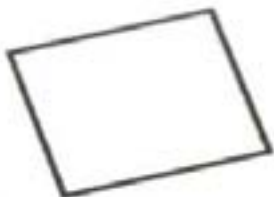


Training Survey

5,270 Poll Workers

7 Questions

1,570 Survey Responses

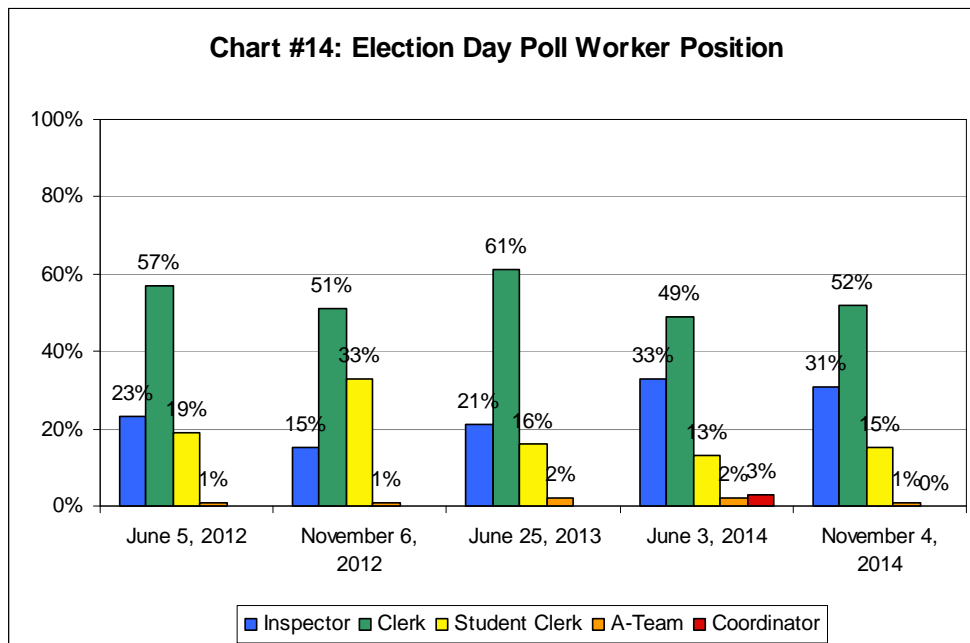


November 4, 2014 Training Survey

Overview

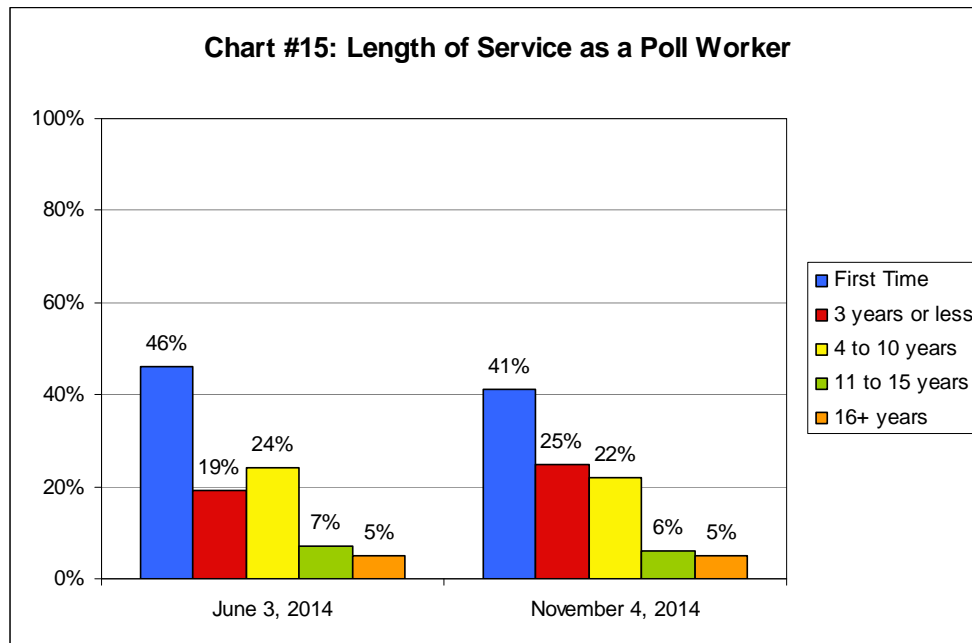
All poll workers are required to attend a training class or complete an online training component prior to Election Day. This ensures a quality experience for poll workers and voters. In addition to in-class and online training opportunities, poll workers also had numerous opportunities to participate in hands-on practice sessions throughout the county. After completing training, all poll workers were invited to participate in the Training Survey. The survey solicited feedback on multiple aspects of training, including the competency and professionalism of trainers, the thoroughness of topics discussed, and the quality of training facilities.

In total, 1,570 of 5,270 volunteers responded to the training survey for a response rate of almost 30%. Chart #14 reveals that the response rate by position trend has held fairly constant when compared to other statewide elections. The largest group of survey respondents was Clerks (52%), followed by Inspectors (31%), Student Clerks (15%), A-Team (1%), and Coordinators (0%). Note Coordinators were asked to complete a separate survey. Their responses are discussed in the Coordinator Survey section of this report.



November 4, 2014 Training Survey

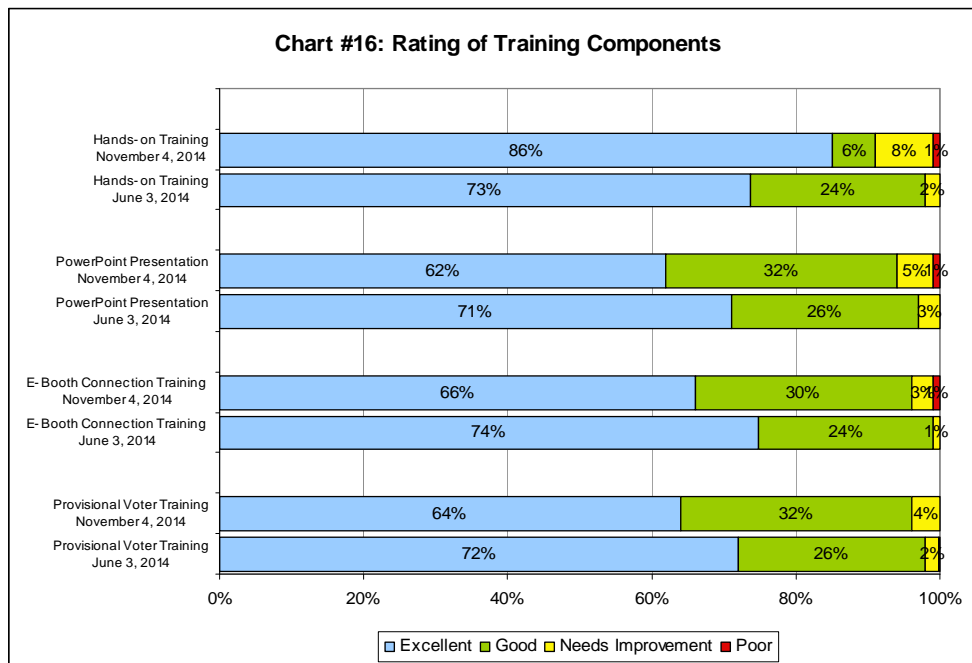
As shown in Chart #15 (and similar to results in the Poll Worker Survey described earlier), first time volunteers were the highest number of respondents at 41%. Poll workers with 3 years or less experience had the second highest response rate at 25%, while volunteers with 4 to 10 years of experience were 22% of respondents. Poll workers with 11 or more years of experience made up 11% of survey respondents.



Training Topics

Poll workers were asked to rate the adequacy of training on various topics including provisional voter training and eBooth connection training, as well as both the PowerPoint training materials and hands-on training components. Although prior surveys also asked respondents to rate the quality of provisional voter training and the hands-on training component, comparison data from earlier surveys is not available as the June 3, 2014 Training Survey revised the selection of answers. Respondents were given a rating scale of excellent, good, needs improvement, and poor; Chart #16 compares the responses of the four training components listed above.

November 4, 2014 Training Survey

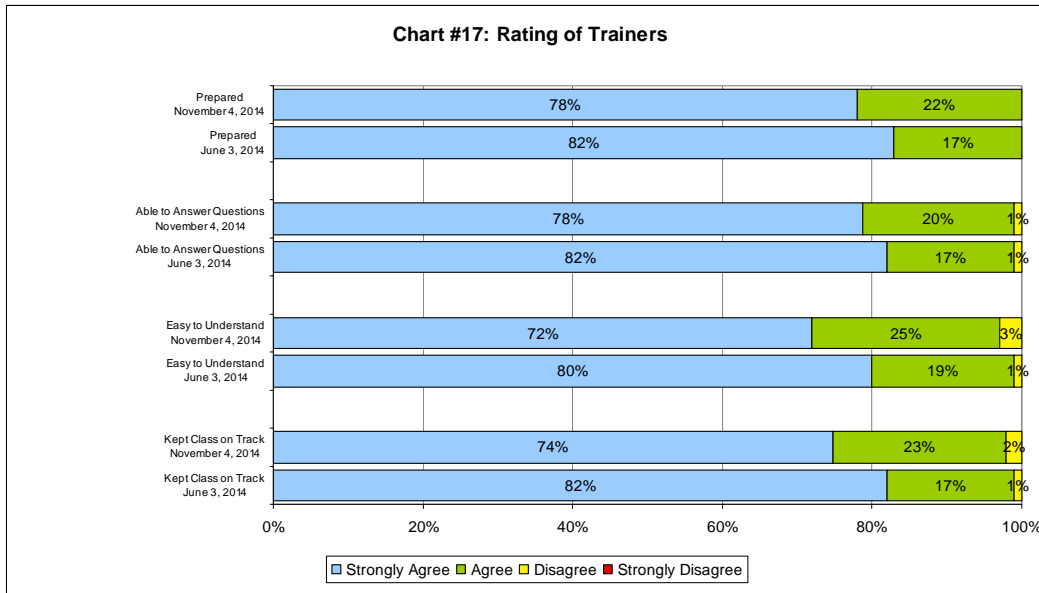


In each component, a majority of poll workers gave excellent or good ratings. For Hands-on Training, the excellent rating increased by 13 percentage points. A very small percentage of respondents rated the components as poor or needing improvement. While excellent ratings alone for the other components dropped slightly, a majority of respondents did give either excellent or good ratings.

Trainers

In addition to training components, the survey solicits feedback regarding the level of competency and professionalism exhibited by the trainers. Respondents were asked to rate statements pertaining to the trainers on a scale of strongly agree to strongly disagree. Chart #17 shows the response rates were positive regarding the knowledge, preparation, and ability to conduct class. Across the board, nearly all respondents strongly agreed or agreed that their trainers were prepared, able to answer questions, easy to understand, and able to keep class on track.

November 4, 2014 Training Survey

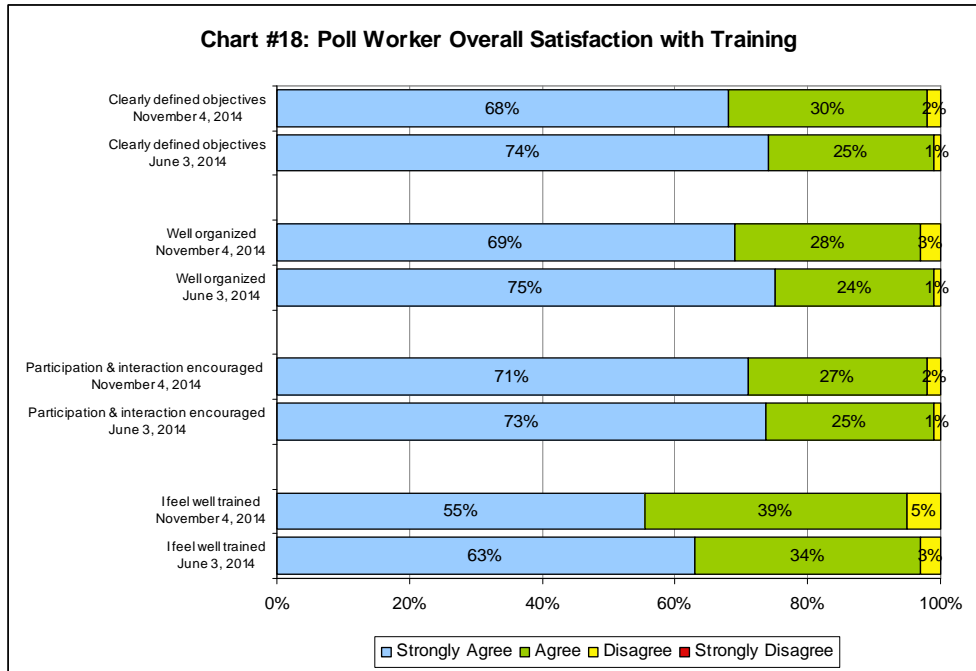


Overall Satisfaction

The Training Survey evaluates the overall effectiveness of and satisfaction with poll worker training. Using the scale of strongly agree to strongly disagree, respondents are asked to rate statements regarding the clarity and organization of training, as well as the level of interaction and sense of preparedness for Election Day.

Chart #18 reveals that nearly all respondents strongly agreed or agreed that the training was well organized, objectives were clearly defined, and participation and interaction were encouraged in training.

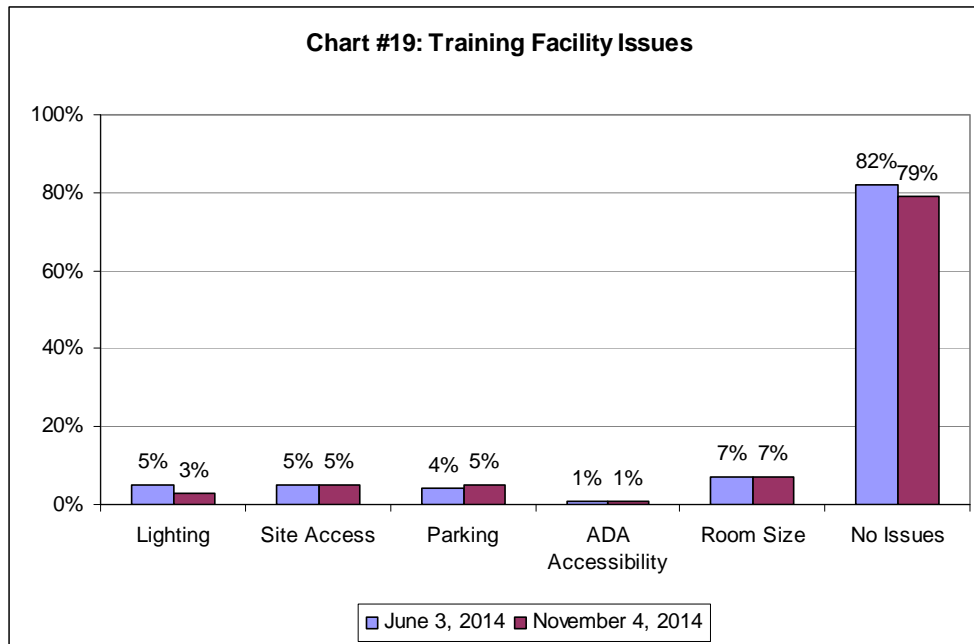
November 4, 2014 Training Survey



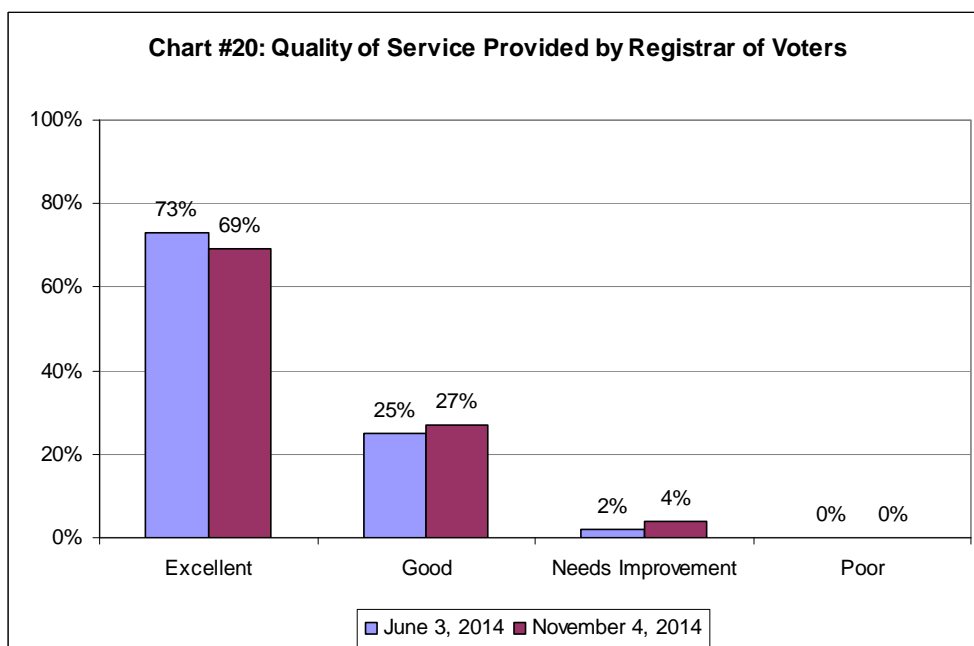
Registrar of Voters Service

Respondents were asked to identify issues or difficulties they experienced at their training facility. Respondents were allowed to select more than one of the five possible responses included in the survey. Seventy nine percent of respondents indicated they encountered no issues at their training facility. Of those who reported experiencing difficulty at their training facility, the most reported issue was room size at seven percent. Parking and site access issues were equally identified at 5%, followed by lighting at 4%. The least reported issue was ADA accessibility, which received just one percent of responses as shown in Chart #19.

November 4, 2014 Training Survey



Lastly, poll workers were asked to rate the quality of service provided by the Registrar of Voters on a scale of excellent to poor. As illustrated in Chart #20, nearly all (96%) of respondents reported that the service provided was excellent or good. No respondents reported the service provided by the Registrar of Voters as poor, and just four percent rated the quality of service as needing improvement.



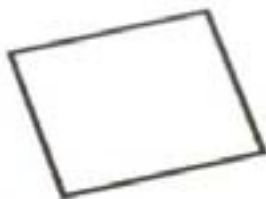


Delivery Survey

1,135 Polling Places

4 Questions

322 Survey Responses



November 4, 2014 Delivery Survey

Overview

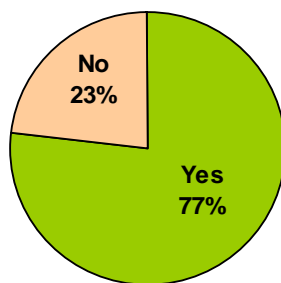
The Registrar of Voters utilized the services of five delivery companies to transport supplies and equipment to polling places prior to the November 4, 2014 General Election Day. The delivery drivers were notified that polling place hosts would be surveyed regarding the quality of the delivery service. Subsequent to the delivery of election supplies and equipment, polling place hosts were invited to participate in a brief telephone survey, which consisted of the four below-listed questions.

1. Were you provided options for your delivery time?
2. Was the delivery completed on time?
3. Was the delivery driver courteous?
4. Were there any issues with your delivery?

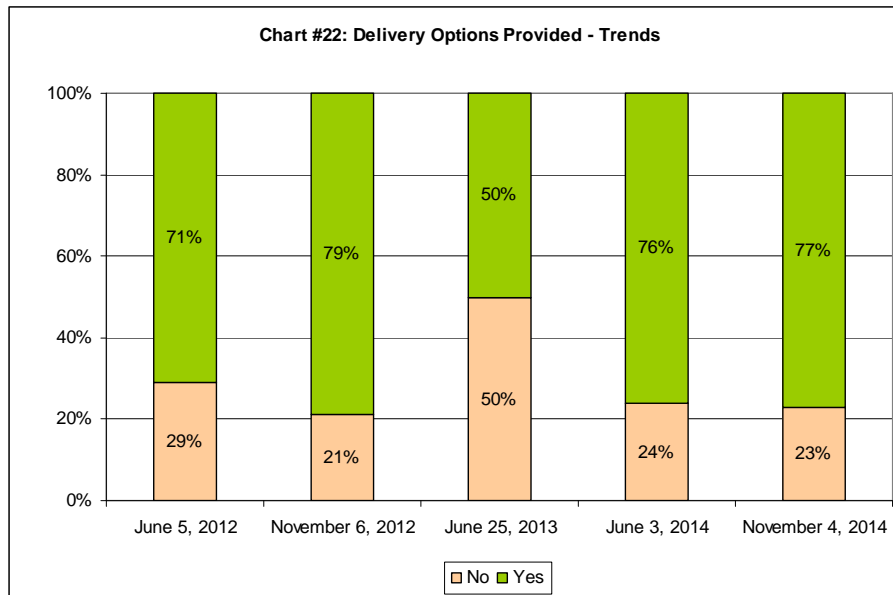
Of the 1,135 polling place hosts who served in the November 4, 2014 General Election, 322 completed all or part of the survey for a 28% response rate. Each polling place host was given the option to skip any of the above listed questions within the survey.

In order to provide flexibility and convenience for the polling place hosts, delivery vendors are expected to offer various options for delivery time and date. As shown in Charts #21 and #22, 77% of respondents reported that they were given delivery options and 23% reporting they were not provided options. This is consistent with previous statewide elections, and notably higher than the data from the 2013 special municipal election.

Chart #21: Delivery Options Were Provided by Vendor



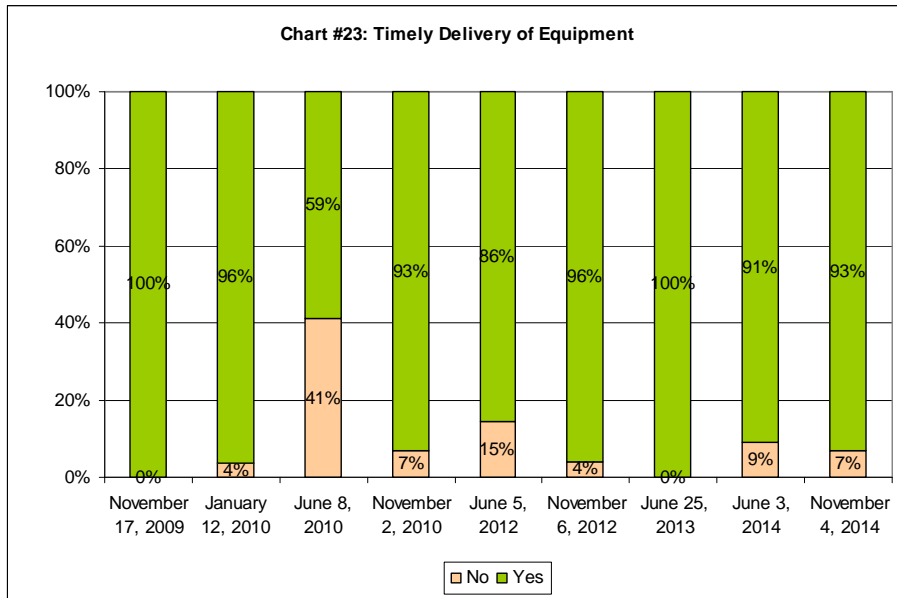
November 4, 2014 Delivery Survey



Our follow-up on the “No” responses revealed that while some polling place hosts were informed when the delivery would be made and not provided any alternatives, others who reported they did not receive option, in fact were provided options. However, for reasons that included delivery windows that were too large, some polling place hosts responded that they did not receive options when they were dissatisfied with the options they received.

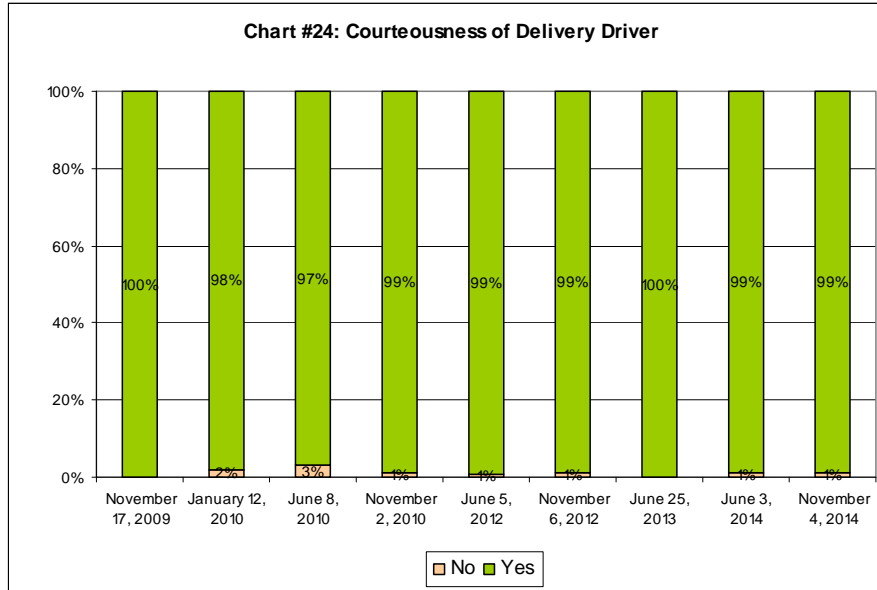
Polling place hosts were asked if the delivery of equipment occurred on time. 93% replied that the delivery was timely, and it is consistent with other statewide elections. The Registrar of Voters will continuously strive to maintain a high level of timeliness for polling place hosts through the thorough analysis of survey data and selection of delivery vendors in future elections. Delivery Survey results provide useful information by revealing that the highest response rate earned by a single vendor for on-time deliveries was 100%, while the vendor with the lowest percentage of reported on-time deliveries was 88%. Chart #23 shows the percentage of polling place hosts reporting timely delivery of equipment over the previous elections.

November 4, 2014 Delivery Survey

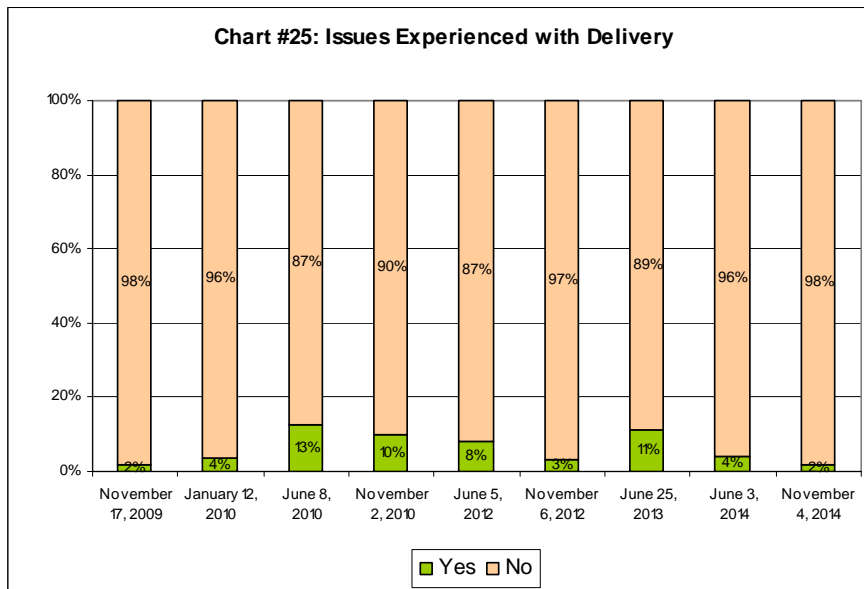


To maintain a high level of professionalism, polling place hosts were also surveyed regarding the level of courteousness exhibited by the delivery driver. 99% stated that the driver had been courteous. This result is consistent with the trend of high satisfaction expressed by polling place hosts with the courteousness of delivery drivers. Of the five companies used, all received consistently high satisfaction scores. Chart #24 compares the percentage of polling place hosts reporting that their delivery driver was courteous over the previous elections.

November 4, 2014 Delivery Survey



Finally polling place hosts were asked if they experienced any issues with the delivery of equipment. Only two percent of respondents reported experiencing any issues. The 98% of respondents who reported no issues in regard to the delivery of equipment is consistent with the results from seven prior elections, as shown in Chart #25. Of the five companies used, all received consistently positive scores.



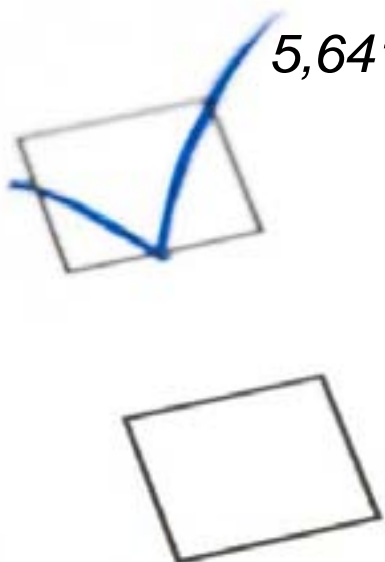


Phone Bank Survey

46 Customer Service Agents

3 Questions

5,641 Survey Responses



November 4, 2014 Phone Bank Survey

Overview

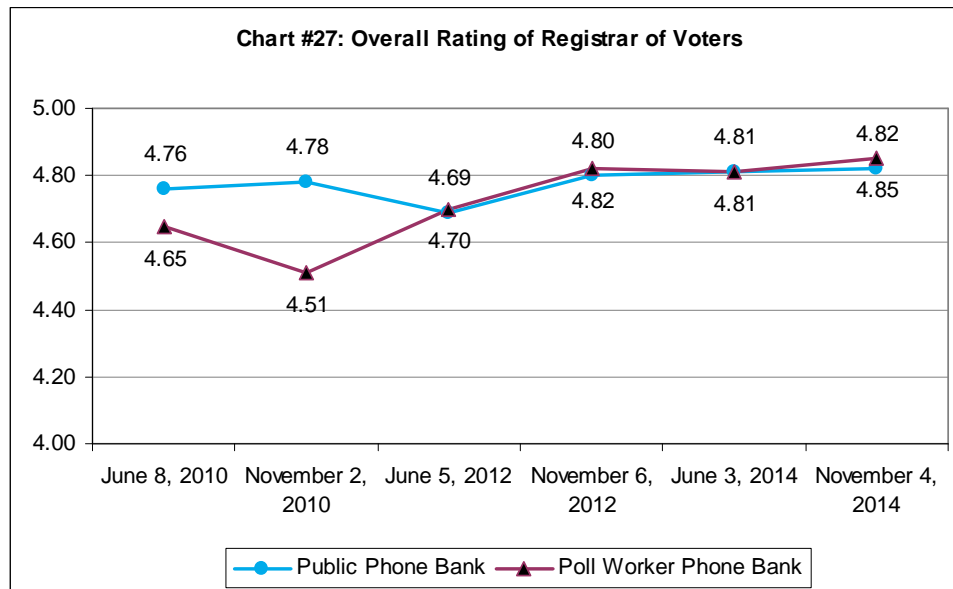
The Orange County Registrar of Voters hired and trained 46 Customer Service Agents in order to provide continuous phone bank coverage for poll workers and the public at large contacting the office for assistance prior to Election Day. Twenty eight agents staffed the Public Phone Bank and another 18 handled calls to the Poll Worker Phone Bank. In compliance with Section 203 of the Voting Rights Act, voter customer support was available in Spanish, Chinese, Korean, and Vietnamese, in addition to English. During the weeks leading up to the November 4, 2014 General Election, a combined total of 26,981 calls were made to both phone banks. At the conclusion of each call, the agents transferred callers to a telephone survey regarding the level of service provided. Survey results were monitored daily in order to immediately identify and rectify issues experienced by callers. Follow-up with callers who provided low survey scores was conducted within a period of 24 to 48 hours. Additionally, survey results were reported to, and analyzed by, the Election Planning team on a weekly basis to ensure the continuous provision of the highest levels of customer service to volunteers and the general public.

A total of 5,641 callers responded to the telephone survey regarding the service received when calling the phone banks. Of the total respondents, 3,651 surveys were from callers to the public phone bank (65%) and 1,990 surveys were from poll workers who called the poll worker phone bank (35%). Both Phone Bank Surveys asked the same three questions:

1. Was your question answered?
2. How would you rate the Customer Service Agent with whom you spoke?
3. How would you rate your overall experience with the Registrar of Voters?

Service provided by Customer Service Agents and the Registrar of Voters office was rated using a five-point scale: 5= excellent, 4= very good, 3= good, 2= fair, and 1= poor. The goal set by the Registrar of Voters was to achieve a score of 4.5 (90%) or higher. As shown in Chart #27, overall, Customer Service Agents earned a high rating of 4.85 from poll workers and 4.82 from the public.

November 4, 2014 Phone Bank Survey

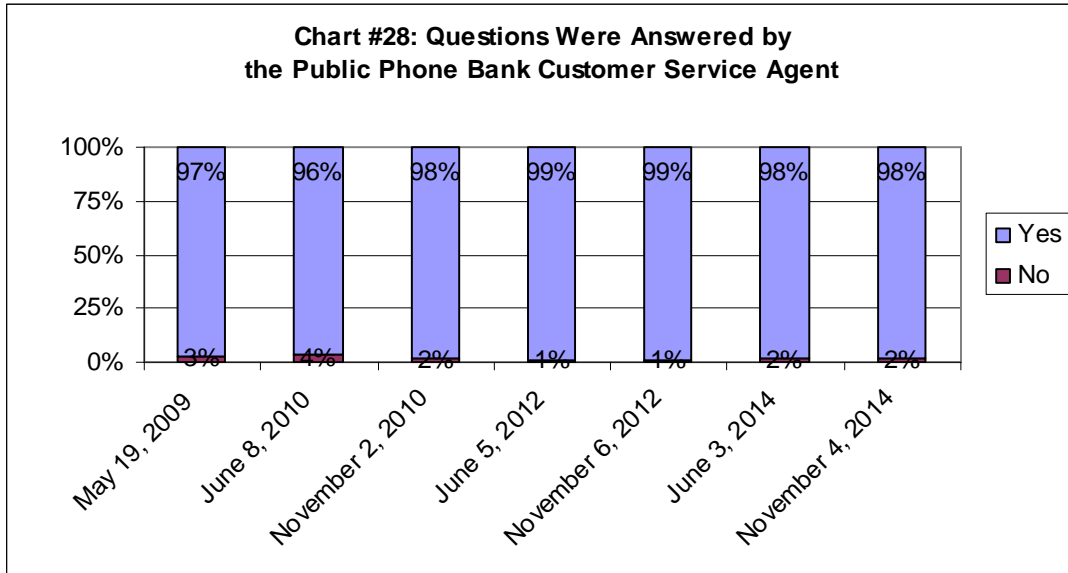


Results: Public Customer Service Phone Bank

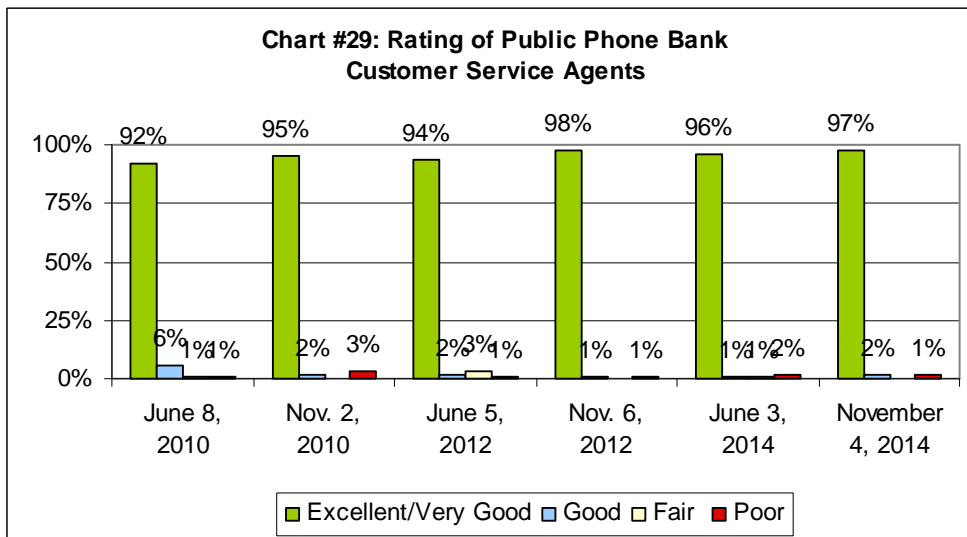
The Public Customer Service Phone Bank received 16,572 calls from voters requesting information about the November 4, 2014 General Election. The response rate to the Public Phone Bank survey was 22% as 3,651 callers responded to the telephone survey. The reasons for calls to the phone bank were varied, but Voting-By-Mail was a common theme.

Nearly all respondents reported that the Customer Service Agent answered their question(s), with 98% responding yes and only two percent responding no. This result is consistent with the response to the same question in previous elections as illustrated in Chart #28. Overall, the overwhelming percentage of those who reported receiving answers their question(s) indicates that the level of competency demonstrated by phone bank agents remains extremely high.

November 4, 2014 Phone Bank Survey

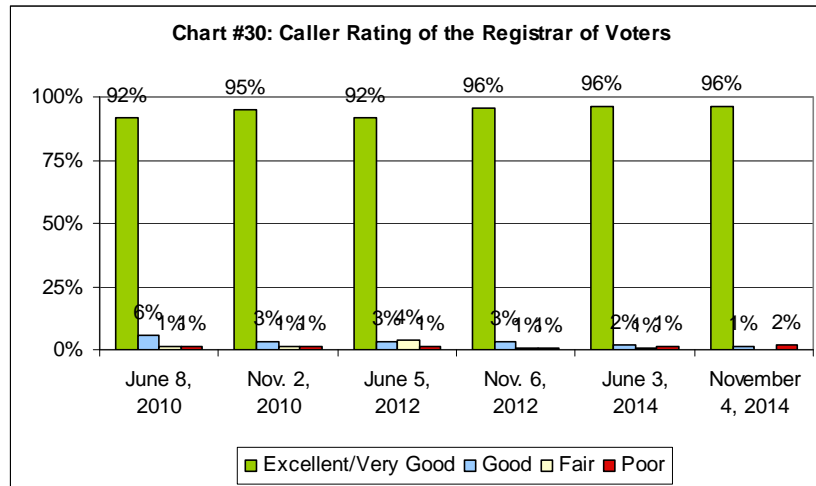


For the second question, callers were asked to rate the level of service provided by the Customer Service Agent they spoke with on a scale of one to five, with the score of five representing excellent and a score of one representing poor. As Chart #29 shows, 97% of respondents rated their Customer Service Agent as either excellent or very good, two percent gave a good rating and one percent gave a poor rating, similar to previous elections.



November 4, 2014 Phone Bank Survey

The final question, which asked the Public Phone Bank callers to rate the overall quality of service provided by the Registrar of Voters, used the scale of one to five employed in the previous question. Similar to the previous elections, 96% of respondents rated the service to be excellent or very good. Dating back to the June 2010 election, the goal of achieving a score of 90% has been achieved in five out of five elections, as illustrated in Chart #30.



As a result of our follow-up to scores below 4.5 (or 90%), it was discovered that it was not uncommon for callers to misunderstand the survey instructions and select one believing that it was the highest score, as opposed to the lowest.

Past Elections:

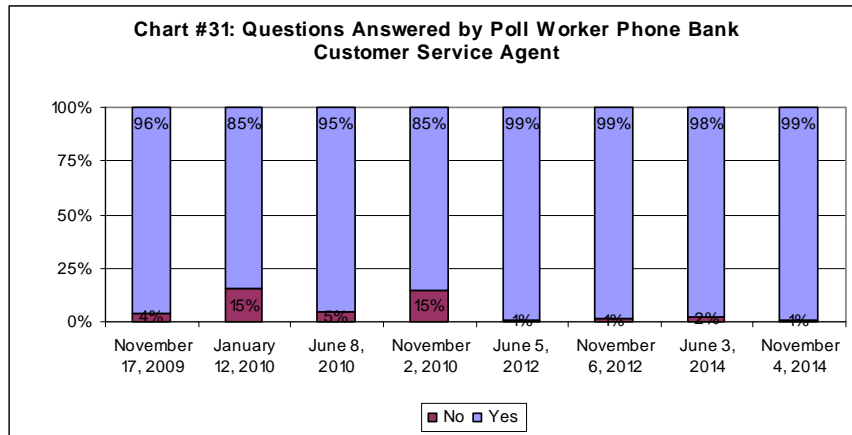
- In five elections dating back to 2010, the November 4, 2014 General Election scores maintain the trend of high levels of satisfaction.

Results: Poll Worker Customer Service Phone Bank

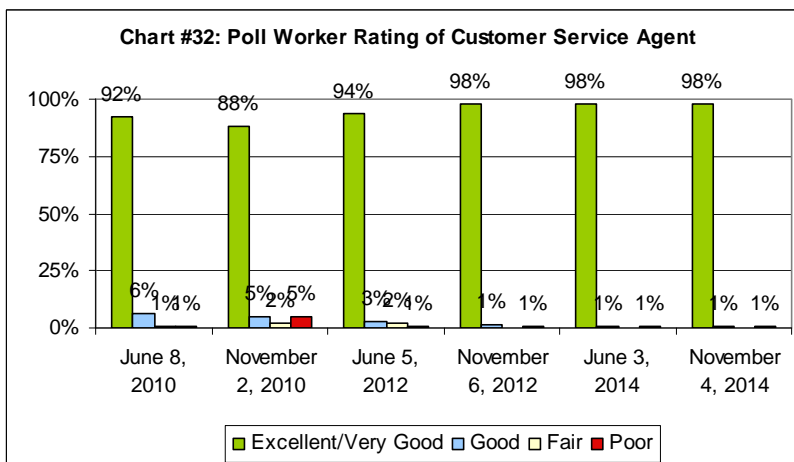
The Poll Worker Phone Bank received 10,409 calls from volunteers requesting information and/or assistance in regard to serving as a poll worker on Election Day. The phone bank was operational for eight weeks, beginning on September 5, 2014. Poll workers contacted the phone bank for assistance on a number of topics that included scheduling and/or rescheduling training, accessing online training, early set-up at their polling place, setting up their Poll Worker PASS account, and calls from Inspectors asking about the staffing of Clerks at their polling place. While not every polling place was fully staffed as defined by a total of five volunteers.

November 4, 2014 Phone Bank Survey

The response rate to the Poll Worker Phone Bank survey was 19% as 1,990 of 10,409 callers responded to the telephone survey. As shown in Chart #31, nearly all callers reported that the Customer Service Agent answered their question(s), with 99% responding yes and only one percent responding no. This result is consistent with the responses to the same question in most of the previous elections. The 2014 General Election continued the trend since 2012 that nearly all poll workers report that their Customer Service Agent answered their question.

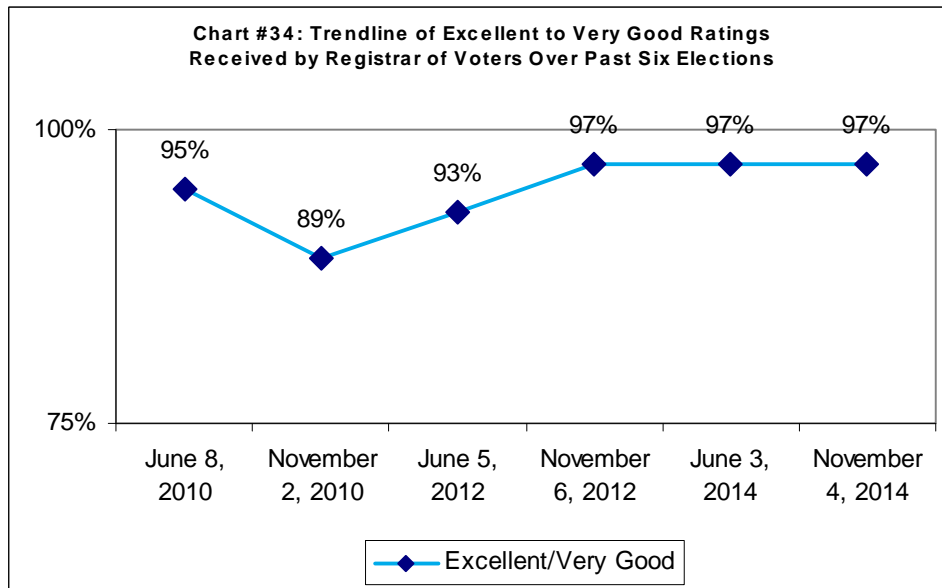
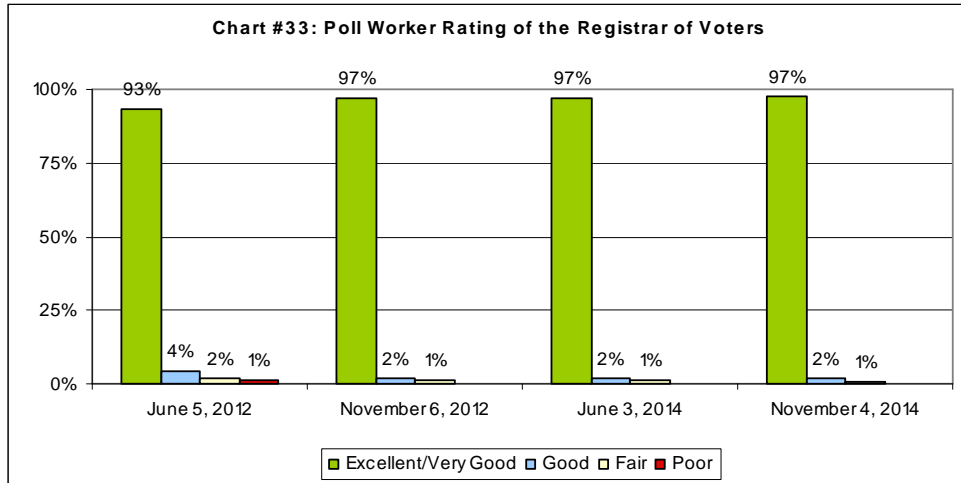


For the second question, callers were asked to rate the Customer Service Agent they spoke with on a scale of one to five, with the score of five representing excellent and a score of one indicating poor. As shown in Chart #32, 98% rated their Customer Service Agent as excellent or very good and one percent rated as good or poor. For the past five elections and reveals that poll workers are experience very high levels of satisfaction with their Customer Service Agents as rates of responses other than excellent or very good steadily decline.



November 4, 2014 Phone Bank Survey

The final question asked poll workers to rate the overall quality of service provided by the Registrar of Voters, using the same scale of one to five employed in previous question. As shown in Chart #33, 97% of poll workers gave the Registrar of Voters an excellent or very good rating. This is consistent with results from previous elections, and a continued improvement compared to June 2012.



As a result of our follow-up for scores below 4.5 (or 90%), it was discovered that it was not uncommon for callers to misunderstand the survey instructions and select one believing that it was the highest score, as opposed to the lowest.

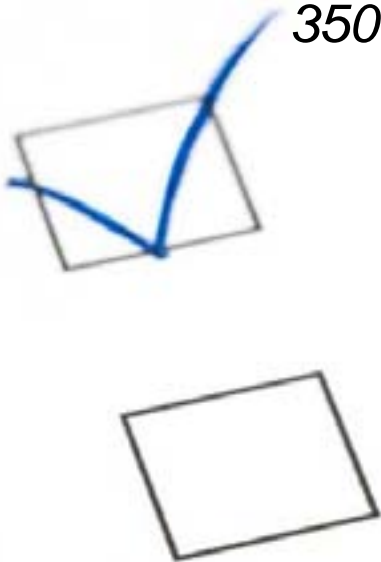


Polling Place Survey

1,135 Polling Places

8 Questions

350 Survey Responses



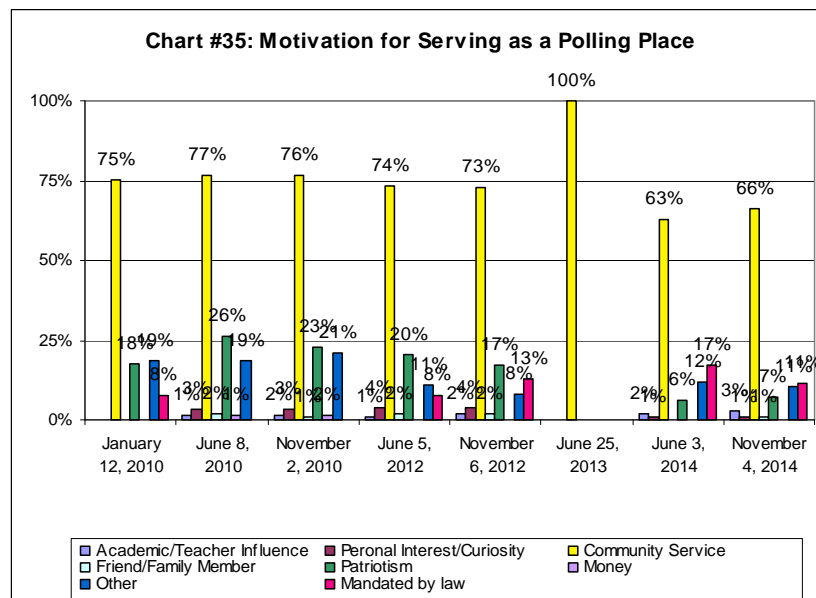
November 4, 2014 Polling Place Survey

Overview

Following each election, polling places hosts are surveyed in order to rate the hosts' experiences with various aspects of serving as a polling place. The Polling Place Survey for the November 4, 2014 General Election was issued to 1,135 polling place hosts throughout Orange County. In total, 350, or 31%, of polling place hosts completed and submitted surveys. Each polling place was asked to answer an eight-question survey, though not all respondents provided answers to all eight questions. The survey solicited feedback regarding the hosts' overall experience and motivation for serving in this election, the ease of receiving and storing the voting equipment, level of satisfaction with service provided by the delivery company and the Registrar of Voters office respectively.

Motivation

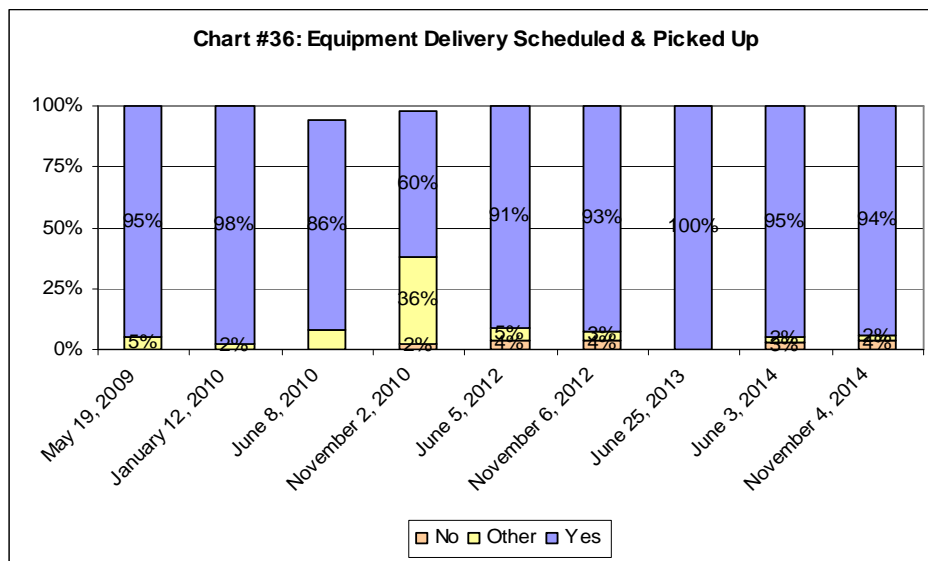
Hosts were asked to identify their primary motivation for serving as a polling place. The options included: academic or teacher influence, community service, patriotism, mandated by law, personal interest or curiosity, a family member or friend, or other. As shown in Chart #35, for this election the option with the highest number of selections was community service, which received 66% of responses. This was consistent with previous elections as community service often receives the majority of the selections. The second highest choice was mandated by law, which was a recent inclusion for schools that are required to serve as a polling place.



November 4, 2014 Polling Place Survey

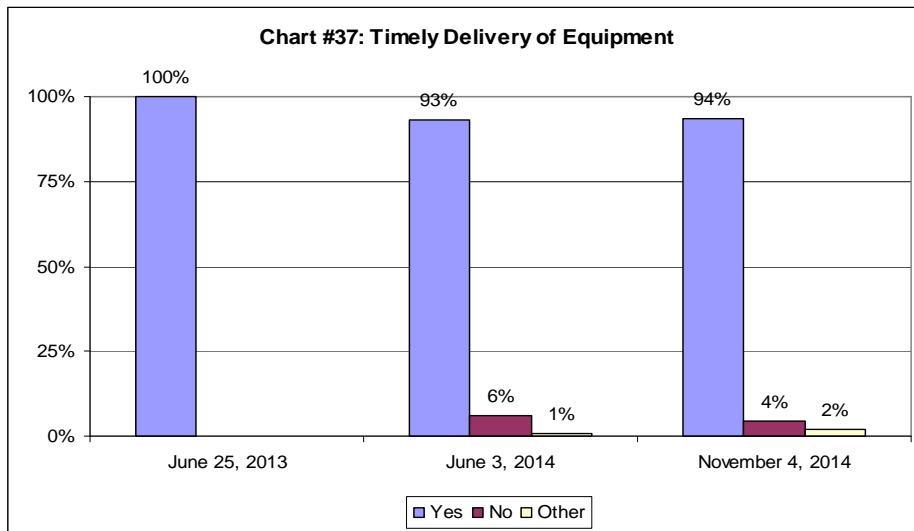
Ease of Equipment Delivery, Storage and Pick-Up

In order to make the process of being a polling place host as convenient as possible, delivery companies are required to schedule delivery times with the hosts. Thus, the Polling Place Survey asked if delivery scheduling options were available. As shown in Chart #36, 94% of polling place hosts reported that they were able to schedule the delivery of voting equipment. This is in line with nearly all data dating back to 2009. The percentage of polling places reporting they were not provided the option to schedule delivery continues to be very low.

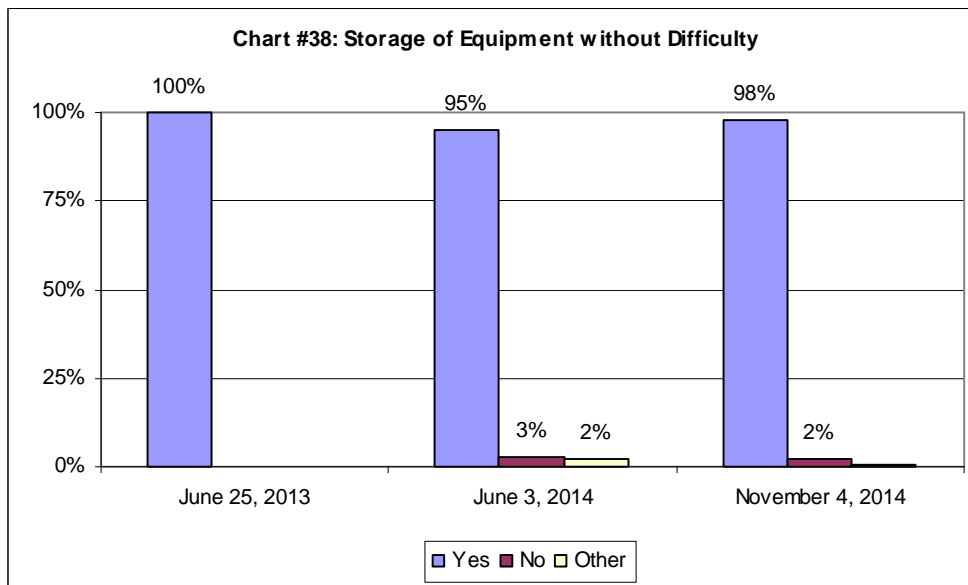


Furthermore, polling places were asked if the equipment had been delivered to their facility on the agreed-upon date and within the scheduled time frame. As shown in Chart #37 below, 94% reported that the equipment had been delivered as scheduled, which is consistent with the previous election.

November 4, 2014 Polling Place Survey



Additionally, the majority of polling place hosts (98%) reported that they were able to store the equipment caddy without difficulty, as illustrated in Chart #38.



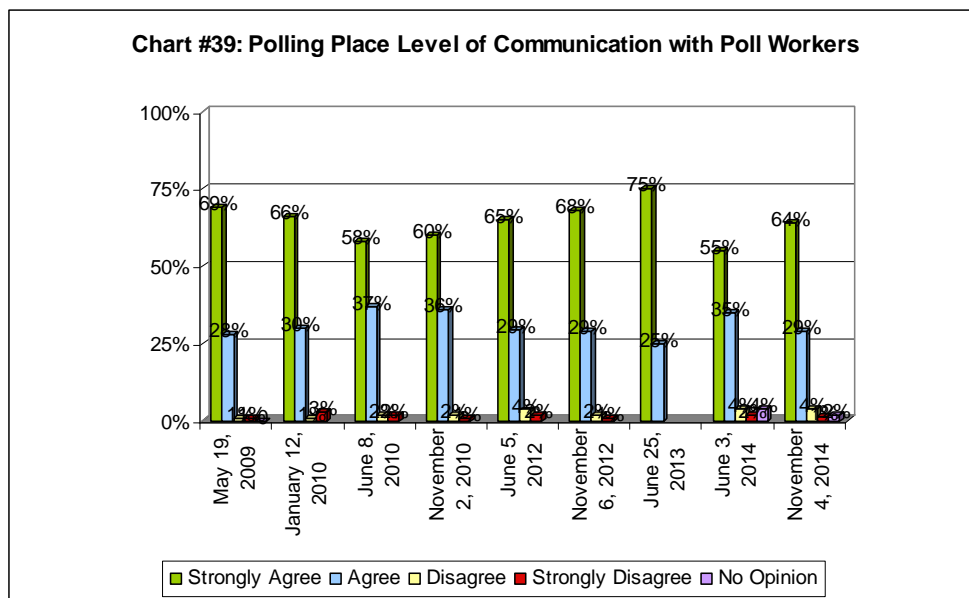
Quality of Interaction with Assigned Poll Workers

Successful Election Day set-up and operations depend heavily upon the communication and respect between the poll workers and the polling place host. Thus, the survey solicits feedback regarding the level of communication between the polling place hosts and assigned poll

November 4, 2014 Polling Place Survey

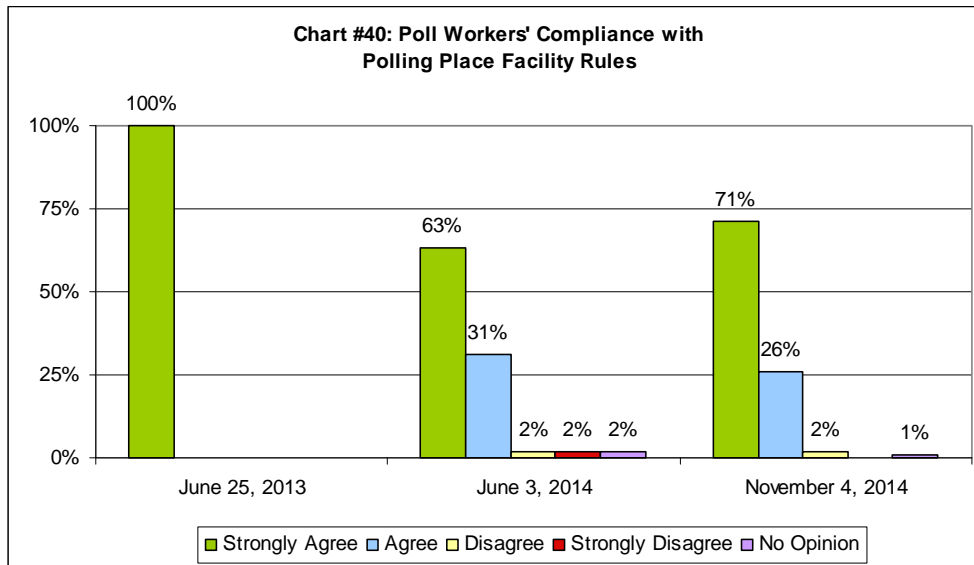
workers, poll worker's compliance with the rules of the facility, and the condition of the facility after Election Day.

As depicted in Chart #39, 93% strongly agreed or agreed that the poll workers had communicated with the polling place host as needed. Compared to the June 2014 election, the strongly agree rating has improved. Additionally, two percent reported having no opinion in regard to the level of communication with poll workers, and only five percent reported disagreement or strong disagreement.



As polling place hosts volunteer their facilities freely, it is important that the poll workers respect the facility's rules. Chart #40 shows that 97% of respondents strongly agreed (71%) or agreed (26%) that the poll workers complied with the rules of the facility. Compared to the June 2014 election, there is a notable increase in the number of respondents who strongly agree. Only two percent indicated any disagreement with the statement, while two percent expressed no opinion. It is extremely important to polling place retention efforts that poll workers comply with the rules of their assigned facility, and the Registrar of Voters will continue to emphasize the importance of poll workers being respectful to polling place hosts and their facilities.

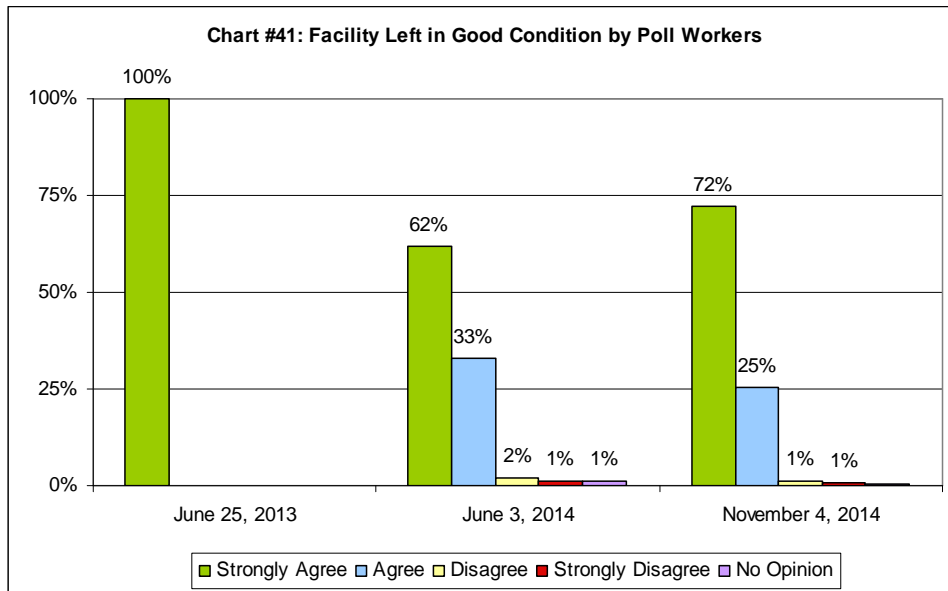
November 4, 2014 Polling Place Survey



For the reasons expressed above it is equally important that after a very long Election Day poll workers leave the polling place in good condition. Poll workers are informed in training that they are expected to leave the facility in the same condition as its original state prior to the election. To ensure that polling place facilities are clean and orderly when vacated by poll workers after the closing the polls, polling place hosts are asked about the condition of their facility.

As illustrated in Chart #41, 98% strongly agreed (72%) or agreed (25%) that their facility had been left clean and in good condition. Here, too, compared to the June 2014 election, there is a notable increase in the number of respondents who strongly agree. Only two percent expressed any level of disagreement with the statement.

November 4, 2014 Polling Place Survey



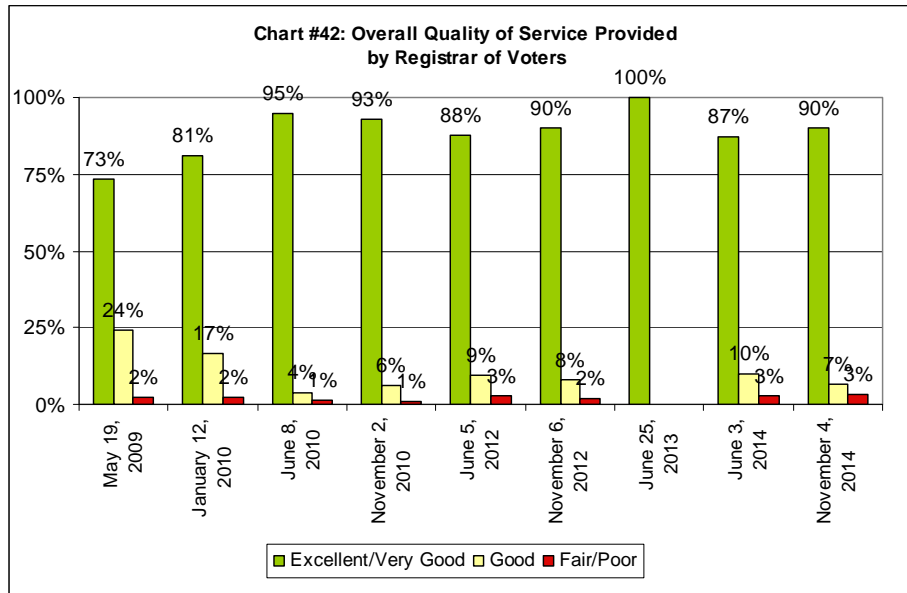
Overall Experience

As the Registrar of Voters office is the first and primary point of contact for polling place hosts, it is critical that the customer service provided meets the high standards set by the office.

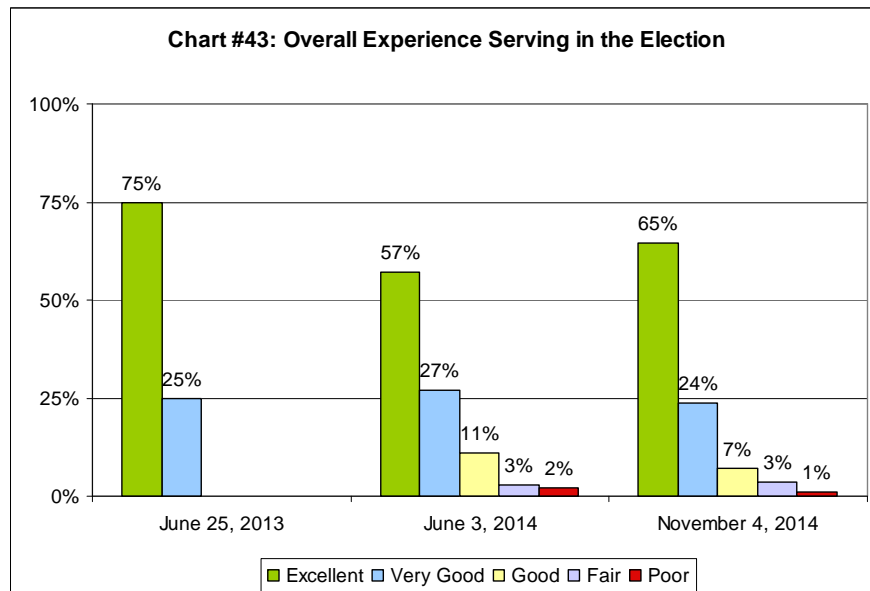
Consequently, polling place hosts are not only surveyed on their overall experience serving in the election but also on the quality of service received from the Registrar of Voters.

As shown in Chart #42, 97% reported that quality of service was excellent (90%) or very good (7%). Three percent reported the quality was fair or poor. These results are in line with the high level of satisfaction that polling place hosts have experienced with the service provided by the Registrar of Voters office in previous elections.

November 4, 2014 Polling Place Survey

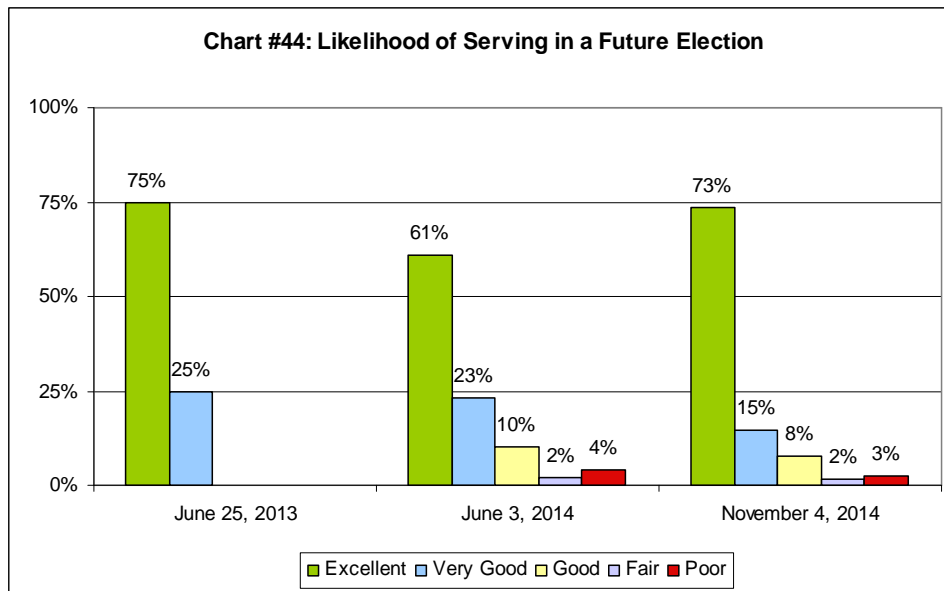


Similarly, when polling place hosts were asked about their overall experience serving in the November 4, 2014 General Election, the majority of responses were very positive. Chart #43 shows that 88% described their experience as excellent (65%) or very good (24%). The data show an upward shift with higher Excellent ratings compared to June 2014.



November 4, 2014 Polling Place Survey

Lastly, polling place hosts were asked about the likelihood of offering their facilities again in a future election. In this election, 88% responded that the likelihood of serving in a future election is excellent or very good, a slight increase compared to June 2014. As statewide elections require the recruitment of over 1,000 polling places, the goal of the Registrar of Voters office is to increase this percentage to 100% in order to ensure high polling place retention rates. Of those who did not report that the likelihood of future service was excellent or very good, eight percent described it as good and five percent reported it was fair or poor.



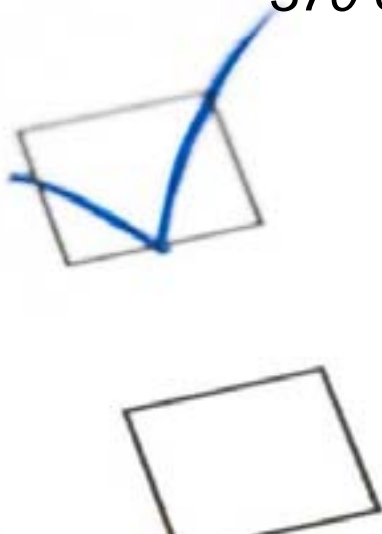


Election Supply Distribution Survey

1,135 Supply Boxes

6 Questions

370 Survey Responses

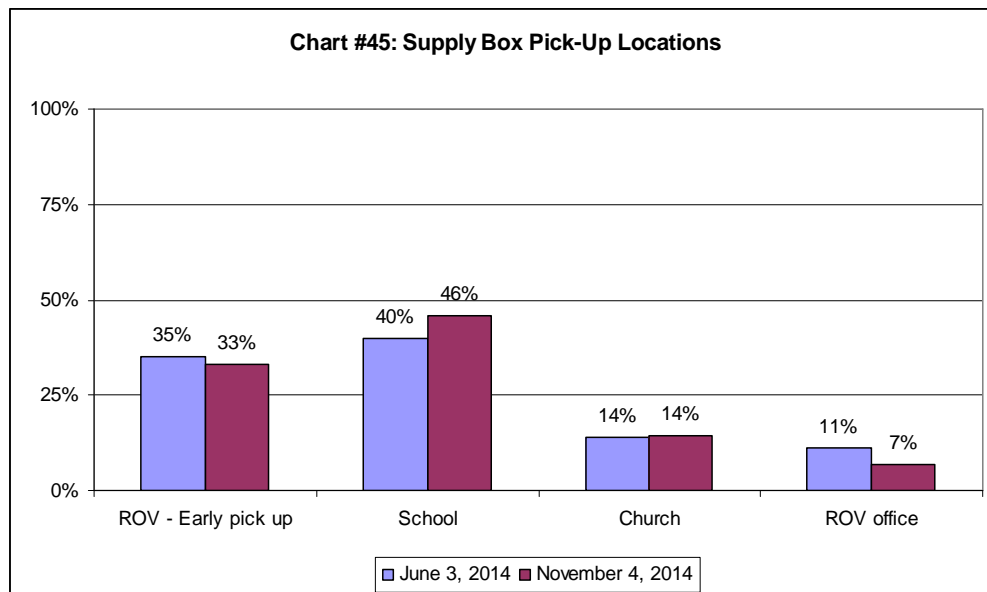


November 4, 2014 Election Supply Distribution Survey

Overview

Each election, voting equipment and supplies that include tables, chairs and e-Booths, are delivered to polling places by delivery companies contracted by the department. However, Inspectors are responsible for picking up their polling place supply box prior to Election Day. The supply box contains very important items, such as the voter roster, street index, directional signs, electrical equipment, the American flag, and more. In order to increase convenience and provide Inspectors with greater flexibility, Inspectors are provided the option of making appointments to pick-up their supply box early at the Registrar of Voters office or picking up the supplies on the Saturday prior to the Primary Election at a distribution site in their community. Of the 12 distribution sites throughout Orange County, including the Registrar of Voters office, eight school facilities were utilized in addition to three churches.

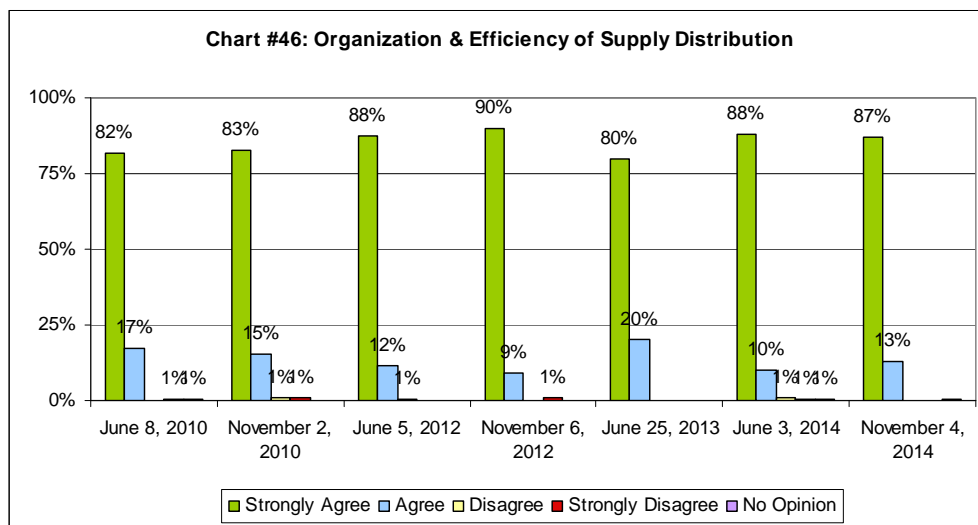
Upon picking up their supply box, Inspectors were provided the Supply Distribution Survey in order to evaluate the process. Of the 1,135 volunteers who served as Inspectors in this election, 370 responded to the survey for a response rate of 33%. As show in Chart #45, 33% scheduled appointments to pick up their supply boxes early at the Registrar of Voters office, consistent with the previous election, while 60% picked up their boxes at the distribution site in their communities the Saturday prior to the election. Seven percent picked up their box at the ROV office.



November 4, 2014 Election Supply Distribution Survey

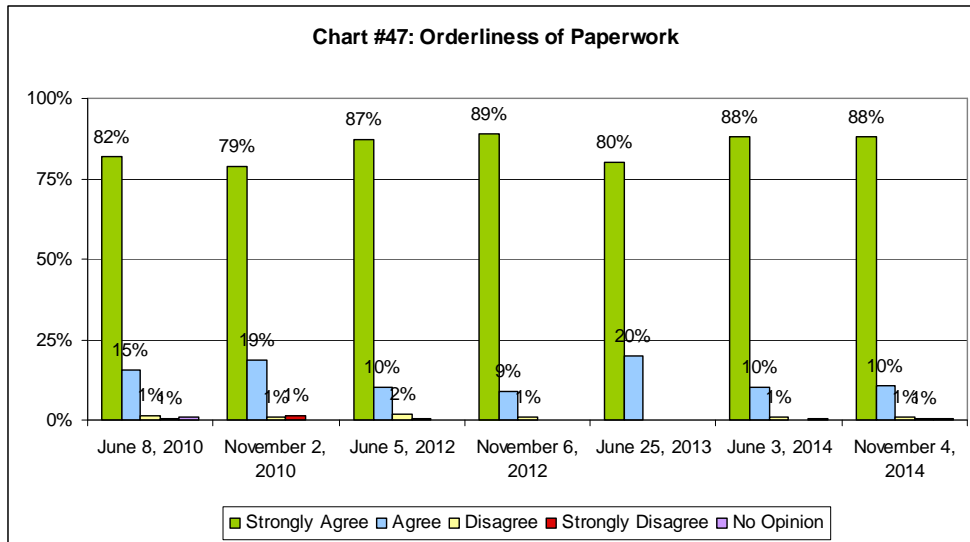
Organization and Efficiency

Inspectors were asked to rate several areas involved in the supply distribution process, including the level of organization and efficiency. As shown in Chart #46, all respondents (100%) strongly agreed or agreed that the process was organized and efficient. Chart #46 below also shows that over the past six elections the numbers of those strongly agreeing and agreeing that the supply distribution process has been organized and efficient have remained consistently high. It is noteworthy that in June 2014, the percentage of respondents who strongly agreed rose eight percentage points from the much smaller special election in 2013. Further, those strongly disagreeing or disagreeing with this statement have not exceeded two percent over the last six elections.

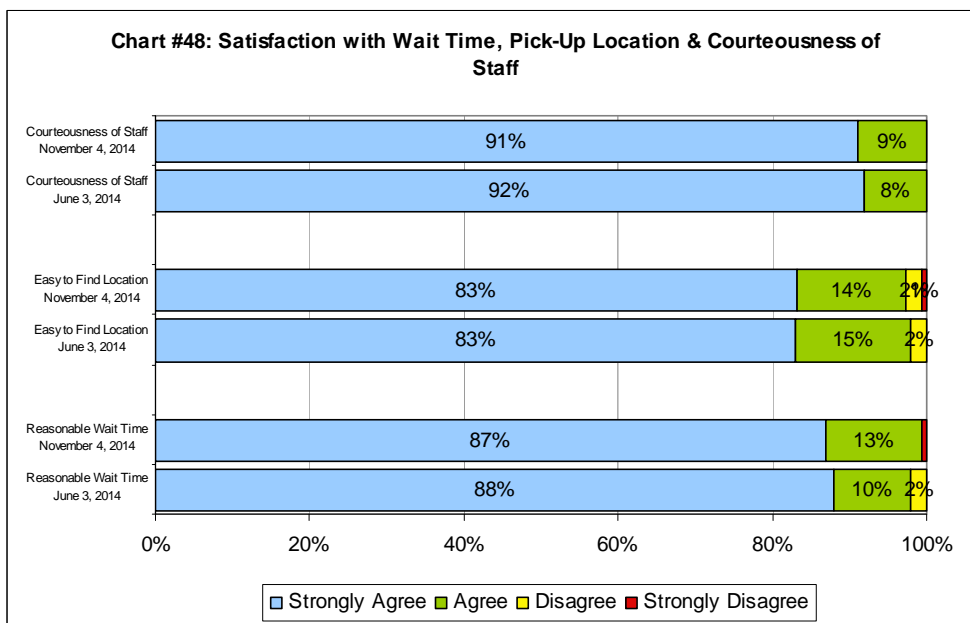


Inspectors were asked about the orderliness of their paperwork, and as Chart #47 shows, 98% strongly agreed or agreed that their paperwork was in order when they arrived to pick-up supplies. This is consistent with prior statewide elections.

November 4, 2014 Election Supply Distribution Survey



The Supply Distribution Survey also inquired into the level of satisfaction experienced by Inspectors in regard to the length of time they waited to pick-up their supplies, the ease of locating their assigned location, and the courteousness of staff distributing supplies. As depicted in Chart #48, only two percent or less disagreed with the respective statements that their wait time was reasonable and the location was easy to find. For reasonable wait times, slightly more respondents gave a positive (agree) rating compared to June 2014.

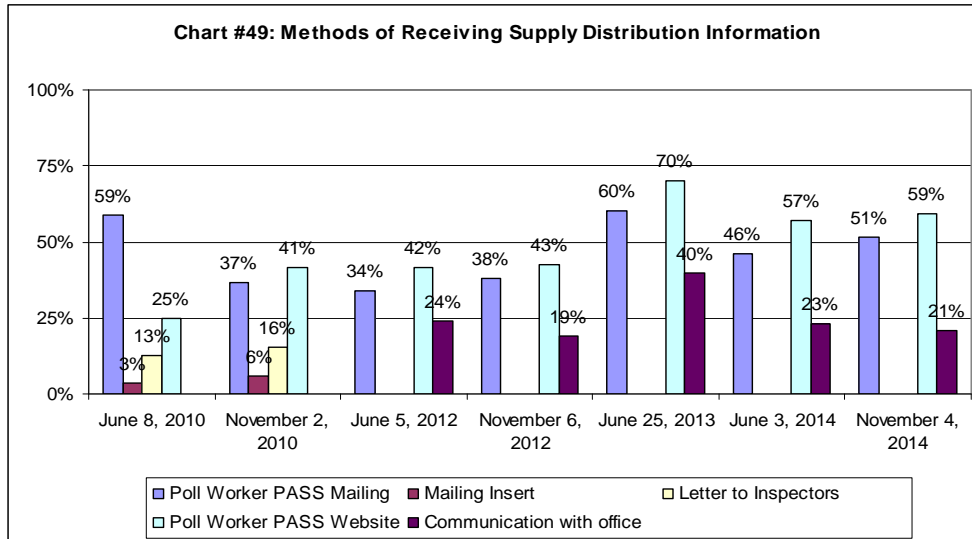


November 4, 2014 Election Supply Distribution Survey

Without exception, Inspectors agreed or strongly agreed with the statement that the staff was courteous during this process. This demonstrates the department's commitment to providing the highest level of customer service to volunteer poll workers.

Communication

A variety of methods were used to convey information to Inspectors about Supply Distribution. Survey respondents were provided three options to select from; however, they could select more than one to accurately reflect the popularity of each method of communication. At 59%, the Poll Worker PASS website was the most popular method of staying informed with the department about supply distribution as reflected in Chart #49. The trend over the last several elections is that once surpassed by the website in November of 2010, the popularity of the Poll Worker PASS mailing has remained second to the increasing popularity of the website. The Poll Worker PASS mailings are also an effective means of communication with 51% of respondents reporting that the mailing kept them informed of the distribution process.

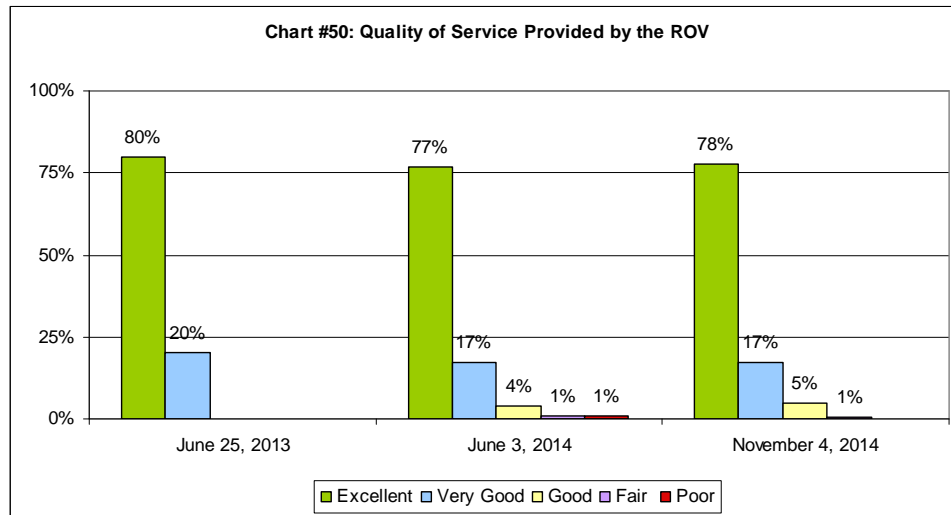


Overall Satisfaction

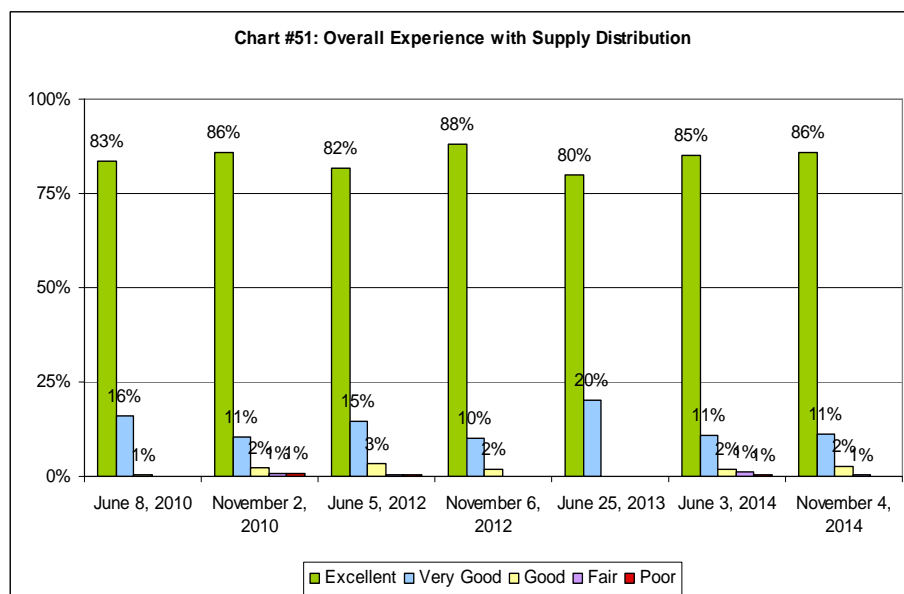
The Supply Distribution Survey asked respondents to rate the overall quality of service provided by the Registrar of Voters, as well as their overall experience with the supply distribution process. The Registrar of Voters earned high marks as 95% described the level of service as excellent or very good.

November 4, 2014 Election Supply Distribution Survey

Chart #50 reveals that only one percent reported it was fair or poor, while five percent of respondents described the service as good. While these results are largely positive, they show that there remains room for improvement in the quality of service provided during the supply distribution process. Suggestions from both Inspectors and staff will be examined in order to continue to refine this logistically complex process.



As Chart #51 illustrates, overall 97% of Inspectors responding to the survey described their overall experience with supply distribution in the November 4, 2014 General Election as excellent or very good. The Registrar of Voters office will continue to ensure a positive experience in order to eliminate responses describing the experience as fair or poor.



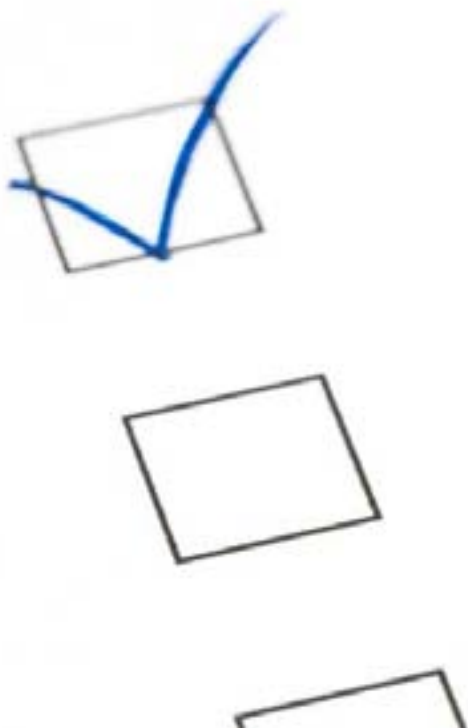


Recruitment Survey

5,270 Poll Workers

4 Questions

957 Survey Responses



November 4, 2014 Recruitment Survey

Overview

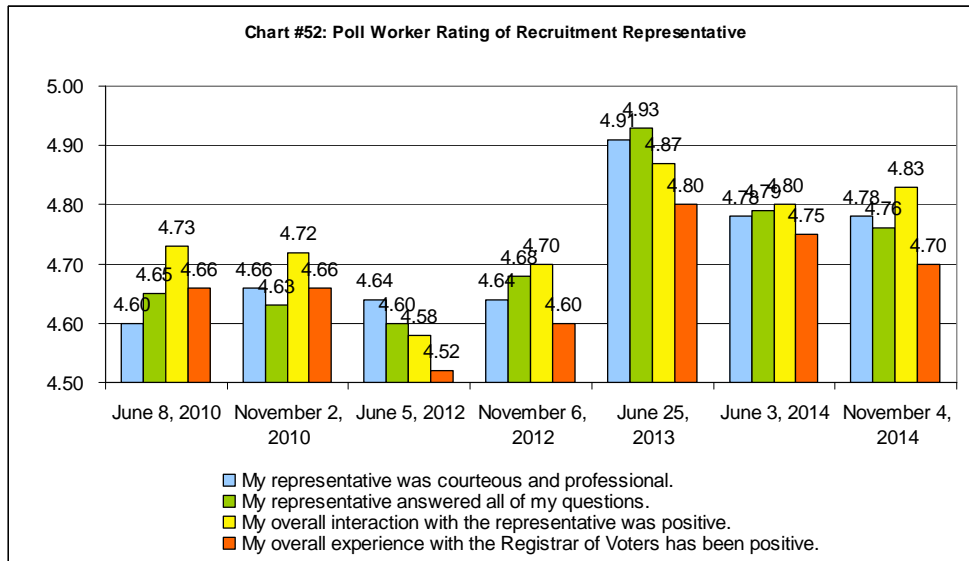
For every election, poll workers are a vital part of process. Thus, the Orange County Registrar of Voters utilizes its staff of Community Program Specialists, Field Representatives, and Election Aides in order to recruit volunteers so that Election Day runs as smoothly as possible. There were 5,270 volunteer poll workers recruited for the November 4, 2014 General Election. After being assigned a polling place, automatic out-going calls were made to each poll worker to request their participation in the Recruitment Survey. This survey is utilized primarily to ensure that the Registrar of Voters provides the highest level of customer service and maintains positive relationships with poll workers recruited by the office. Poll workers were asked to rate the following statements pertaining to the level of service received from representatives and the Registrar of Voters office as a whole, using a scale of one to five.

1. My representative was courteous and professional.
2. My representative answered all of my questions.
3. My overall interaction with my representative was positive.
4. My overall interaction with the Registrar of Voters has been positive.

Similar to the Phone Bank surveys, a score of five was the highest possible rating as it indicated strong agreement with a statement; conversely, a score of one was the lowest rating possible rating indicating strong disagreement with a statement. Additionally, similar to the Phone Bank surveys, the goal set by the Registrar of Voters was to achieve a score of 4.5 (90%) or higher for each statement; results were analyzed daily to ensure the provision of a high level of customer, as well as determine if follow-up was needed as evidenced by a low rating.

November 4, 2014 Recruitment Survey

In total, 957 poll workers responded to the survey. From these respondents the overall score of each category was positive, similar or higher than scores from past elections. Still, the Registrar of Voters office strives to continually improve the quality of customer service provided to its volunteers. Chart #52 reveals the score averages for each category.

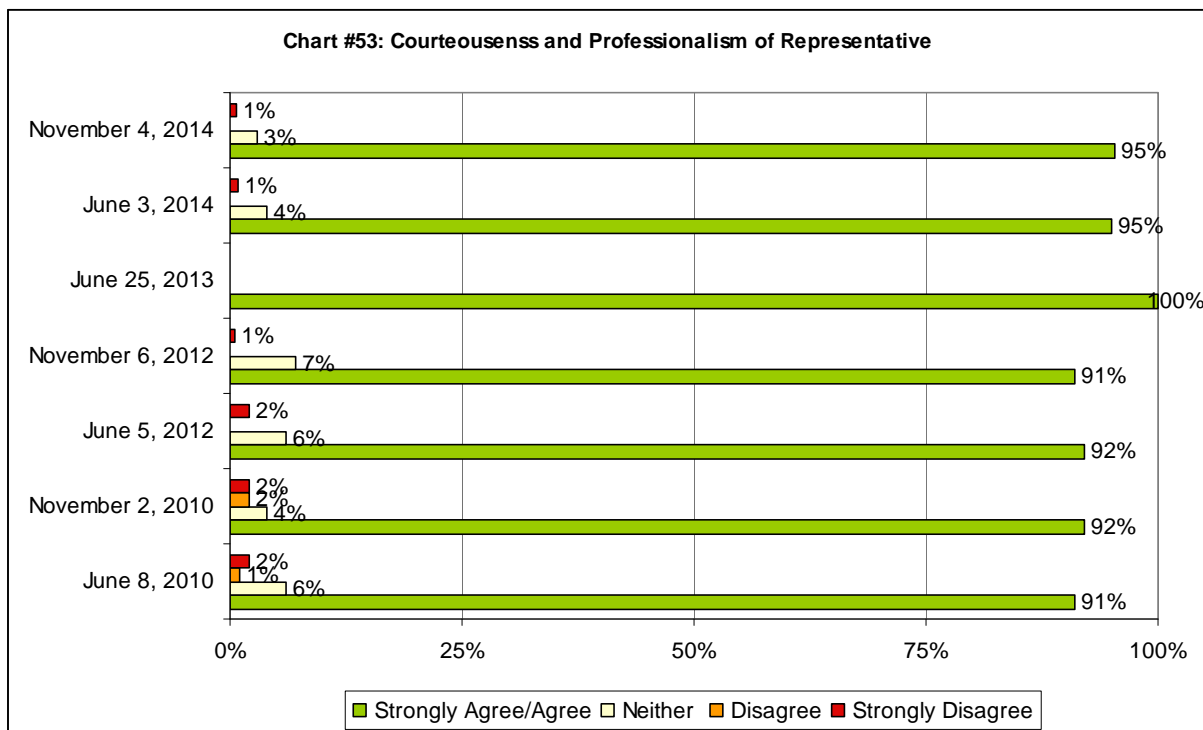


November 4, 2014 Recruitment Survey

My Representative Was Courteous and Professional

In order to maintain a high level of professionalism it is important and expected that the Registrar of Voters office consistently exhibit courtesy in each interaction with the public. Poll workers should feel that each staff member they communicate with is friendly and helpful in order to make the process of volunteering in an election as easy as possible.

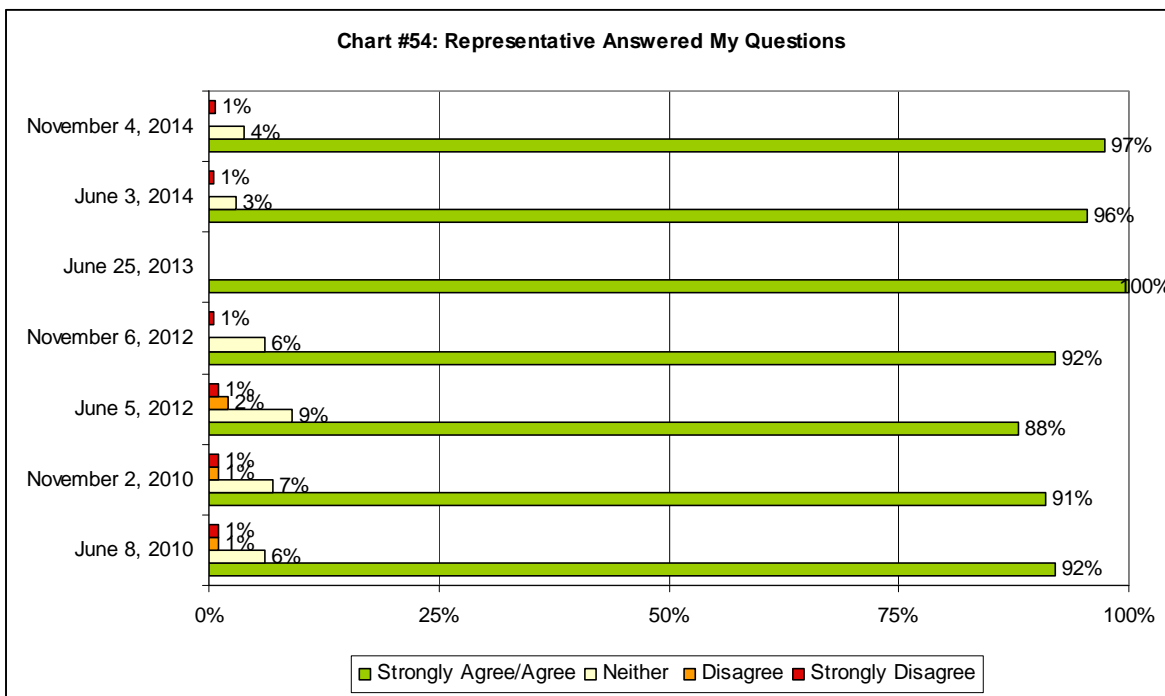
Chart #53 shows that 95% strongly agreed that their representative had been courteous and professional. Furthermore, three percent indicated neither agreement nor disagreement, and approximately one percent strongly disagreed. The overall score of 4.78 reported in this election is consistent with the prior election and reflects the continuous efforts of the Registrar of Voters in maintaining a very positive relationship with poll workers recruited to serve.



November 4, 2014 Recruitment Survey

My Representative Answered All of My Questions

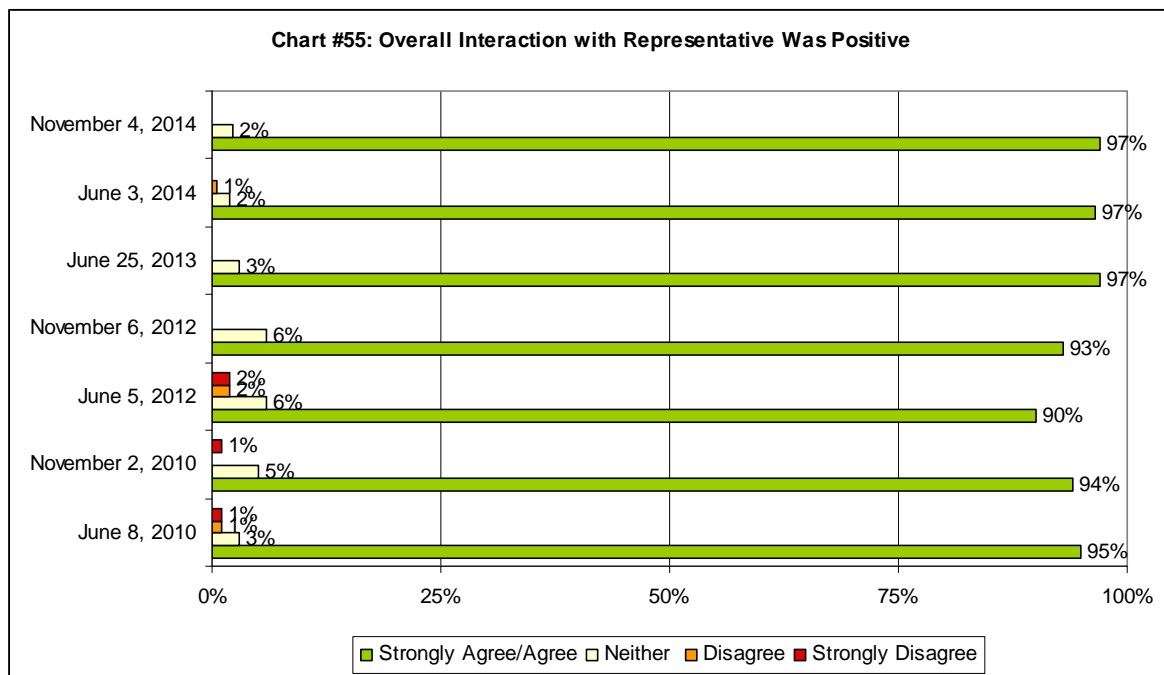
To make the processes of serving in an election as convenient and efficient as possible, it is important that representatives at the Registrar of Voters office are able to answer questions and concerns that poll workers have in regard to volunteering on Election Day. To ensure that the Registrar of Voters staff members are knowledgeable and helpful, poll workers were asked to rate whether their representatives had answered all of their questions. Chart #54 shows nearly all strongly agreed or agreed with the statement. The overall score of 4.76 reported by respondents to this question also exceeds the goal set by the office.



November 4, 2014 Recruitment Survey

My Overall Interaction with the Representative was Positive

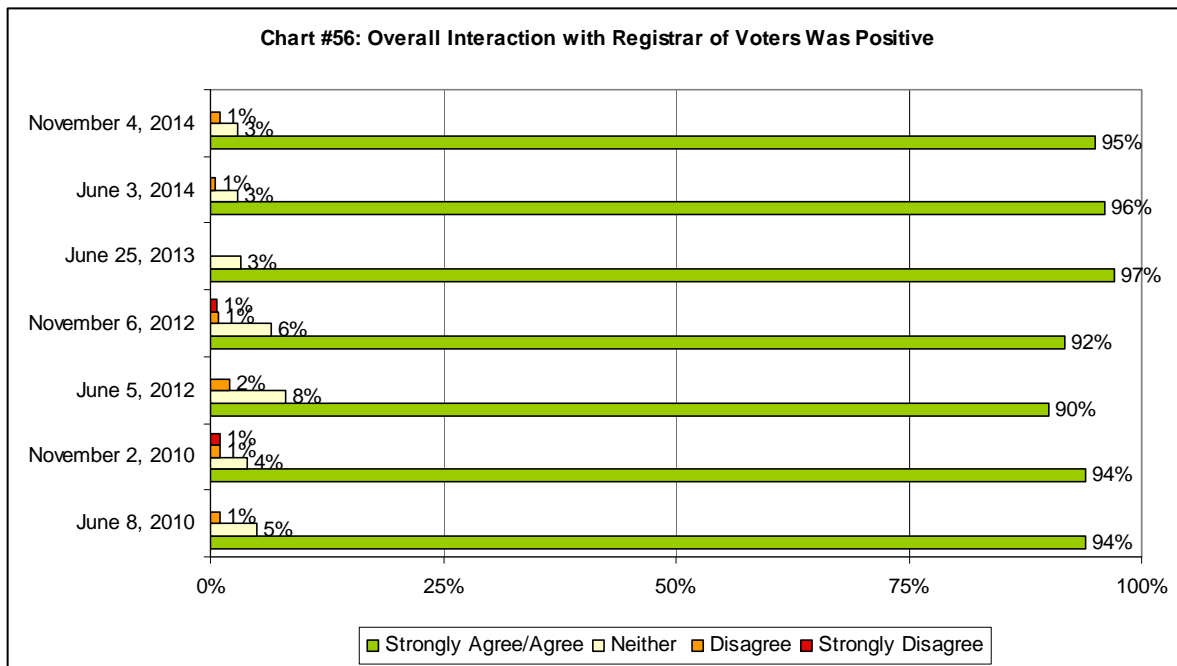
As the recruitment phase is typically the first contact volunteers have with the Registrar of Voters office, it is very important that the first impression made by the representative is a positive one. This phase of elections operations can set the tone for the overall level of satisfaction experienced by poll workers, as well as impact the likelihood of future service. Thus, the Recruitment Survey asks poll workers to rate the overall interaction with their representative. Chart #55 shows that 97% strongly agreed or agreed, two percent neither agreed nor disagreed, none reported any level of disagreement. Overall, respondents gave a score of 4.83, which is the highest score garnered by any of the questions in this survey.



November 4, 2014 Recruitment Survey

Overall Experience with the Registrar of Voters has Been Positive

Lastly, poll workers were asked to rate the quality of their overall experience with the Registrar of Voters office. Chart #56 shows that 95% of respondents gave positive ratings of strong agreement or agreement that the overall experience was positive. Three percent neither agreed nor disagreed, and one percent disagreed or strongly disagreed.





Coordinator Survey

223 Coordinators

5 Questions

149 Survey Responses



November 4, 2014 Coordinator Survey

Overview

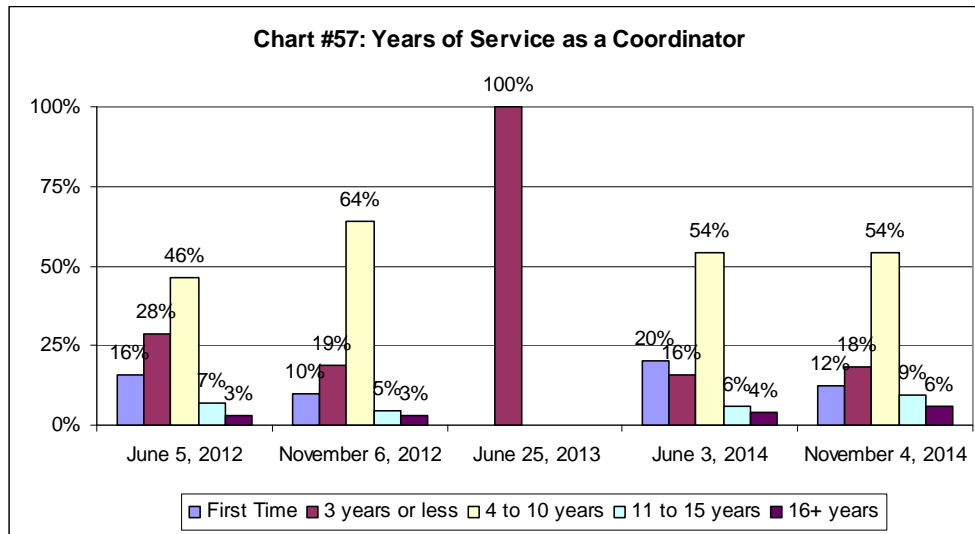
Election Day Coordinators play a vital role in Election Day communications, general troubleshooting and polling place supply replenishment. Previous service as a Polling Place Inspector is required prior to serving as an Election Day Coordinator. There are two levels of the Coordinator position: Coordinator or Lead Coordinator. Coordinators are assigned five to six polling places where they provide continual backup support and monitoring of statutory compliance and procedures. In the November 4, 2014 General Election, 80% of the 223 Coordinators served in this capacity. The remaining 20% served as Lead Coordinators. Lead Coordinators must have prior experience of serving as a Coordinator, as they are responsible for the oversight of approximately four Coordinators.

Coordinators are charged with keeping the department apprised of the status of their assignments from 5:30 a.m. through the close of polls on Election Night. They are responsible for alerting the office of any major issues that may arise, as well as assisting poll workers resolve problems. All Coordinators are provided a survey on Election Night, and their feedback is extremely valuable to the department due to that they have a critical role in ensuring Election Day is a success and they are among the department's most experienced volunteers. Of the 223 Coordinators who volunteered in this election, 149 submitted surveys for a response rate of 67%.

Coordinator Experience

In addition to being asked to rate various aspects of their Election Day assignment, Coordinators were asked to provide information about their length of service in Orange County as a Coordinator and their motivation for volunteering. Consistent with past statewide elections, the majority of Coordinators (54%) have four to ten years of experience in that role. First time Coordinators made up 12%, while the third largest cohort consisted of volunteers with less than three years of experience. Fifteen percent had 11 or more years of experience volunteering as a Coordinator in Orange County. Chart #57 shows that with the exception of the special election in 2013, the trends pertaining to the length of service of Orange County Coordinators have remained consistent since 2012.

November 4, 2014 Coordinator Survey

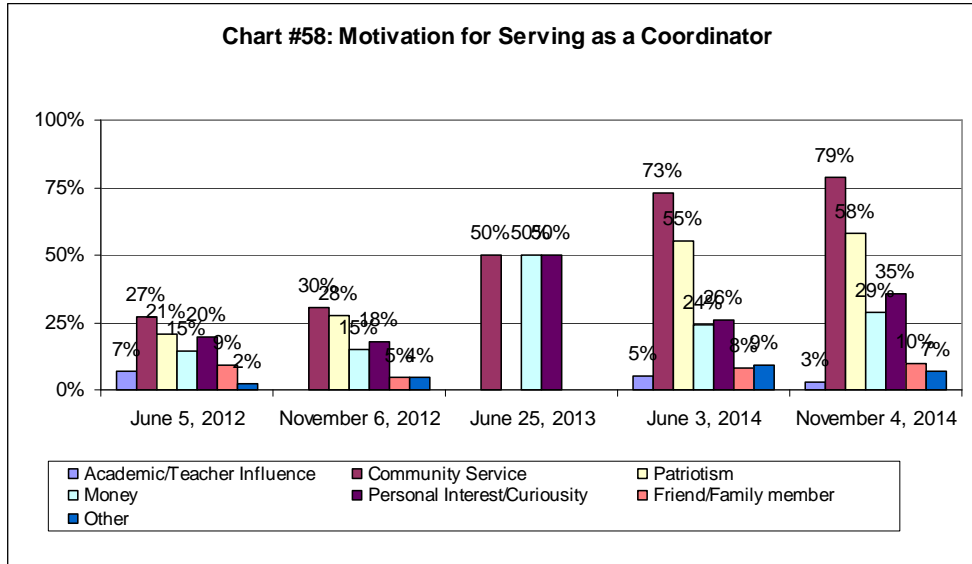


Motivation

The Coordinator Survey allowed respondents to select multiple factors that motivated them to volunteer. Chart #58 shows that, as in past elections, community service was the most common response (79%) by Coordinators as the primary motivation for their service. Compared to previous elections, there was a slight increase in the percent who said personal interest / curiosity. Generally, the responses for motivation have remained consistent over the past statewide elections.

Two of the least reported motivators continue to be friend and/or family member and academic and/or teacher influence. While the department may have a limited ability to impact the influence of family and friends, it is recognized that steps can be taken to increase the impact of schools and teachers on student involvement. It must be noted that one reason academic influence may be rated low as a motivator is the fact that high school students will not have the experience required to serve as a Coordinator. However, this is not necessarily the case for college students. Therefore, by increasing partnerships on college campuses it might be possible to raise the impact of academic influence as a motivator for serving as a Coordinator.

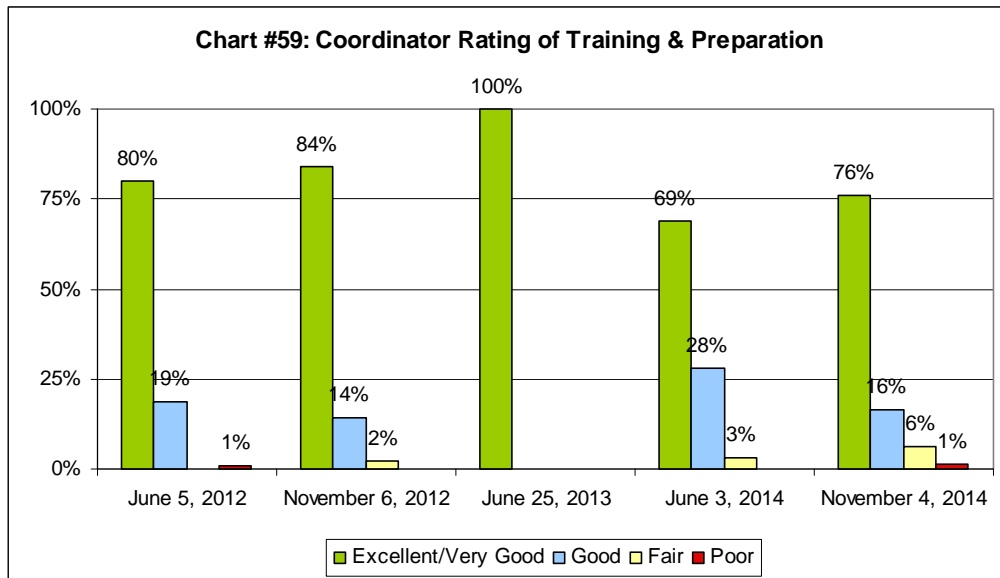
November 4, 2014 Coordinator Survey



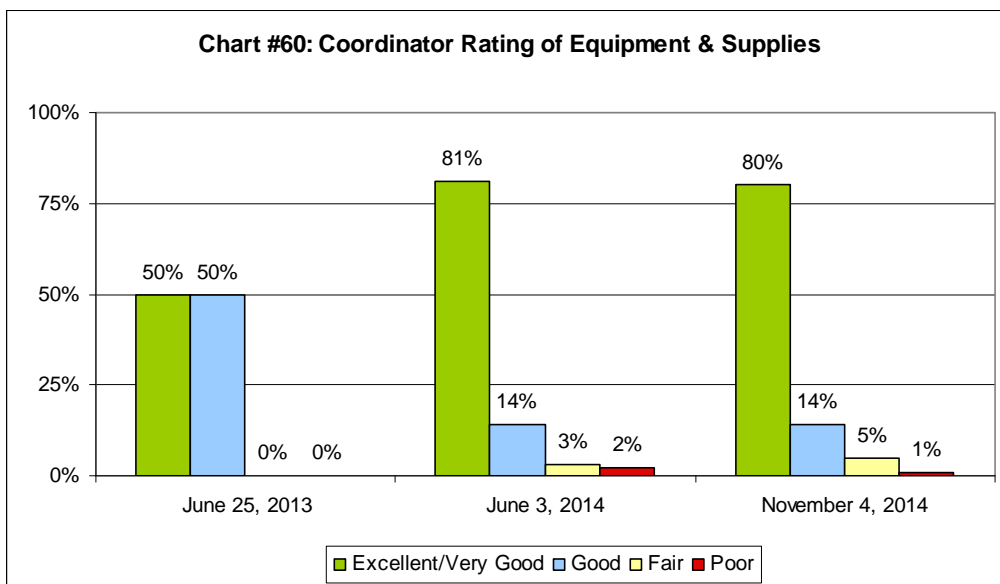
Training and Preparation

Coordinators were provided the opportunity to rate the Registrar of Voters on the level of training and preparation they received prior to Election Day. Respondents were given the rating options of excellent, very good, good, fair, and poor. As shown in Chart #59, 76% described the preparation and training they received as excellent or very good. This is a seven percentage point increase compared to the June 2014 statewide election. While fair received a low response rate of six percent, it reflects a slight increase compared to previous elections. The department places a high priority on preparing and training poll workers. Consequently, survey comments and assessments from staff will be analyzed to raise the ratings of excellent and very good while keeping ratings of fair or poor to a minimum.

November 4, 2014 Coordinator Survey



Coordinators were also asked to rate the equipment and supplies that were provided by the Registrar of Voters office. As shown in Chart #60, 80% of respondents gave ratings of excellent or very good. Six percent of respondents described the equipment and supplies as fair or poor.

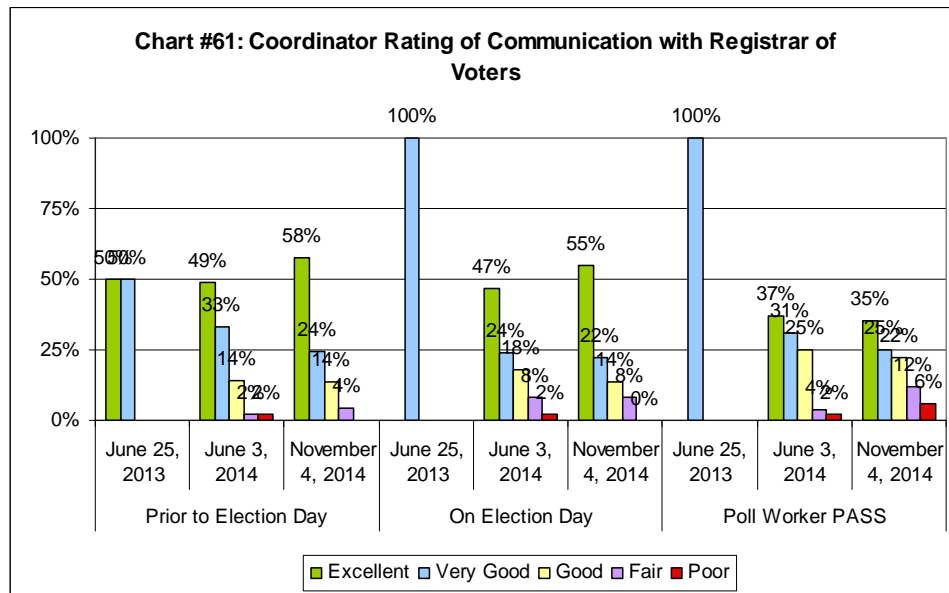


In order to keep Coordinators informed and increase their level of preparation, the Registrar of Voters works to facilitate communication between the department and volunteers. Coordinators

November 4, 2014 Coordinator Survey

were asked to rate their communication with the department prior to Election Day, as well as on Election Day. Further, respondents were also asked to rate the effectiveness of the Poll Worker PASS program as a means of communication with the Registrar of Voters office.

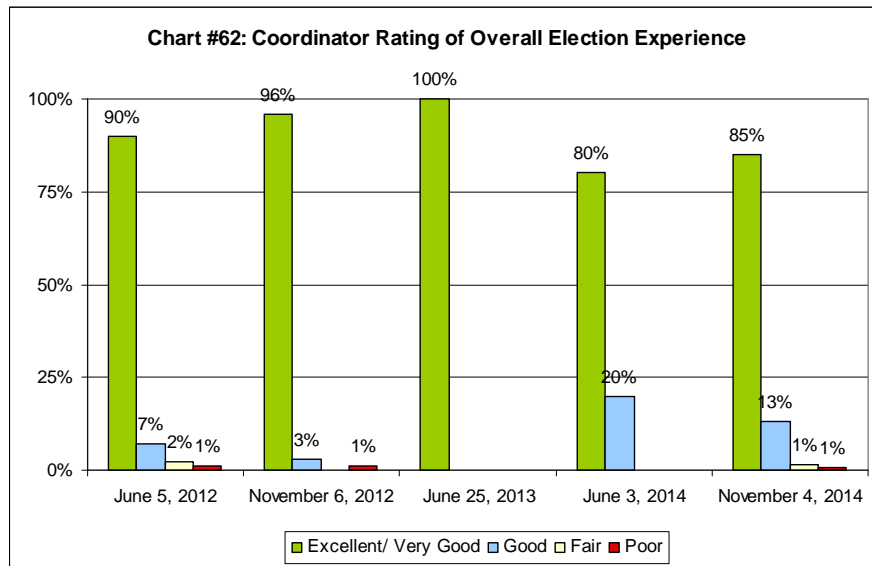
Chart #61 shows that the majority of respondents described their communication with the department as excellent in all categories. The highest ratings were earned for the level of communication prior to Election Day, as 82% of respondents described the communication as excellent or very good; this decreased to 77% on Election Day. The Poll Worker PASS program was rated as excellent or very good by 60% of respondents, down slightly compared to June 2014. Twenty-two percent describe the program as good and eighteen percent rate it as fair or poor. The department will continue to assess the reasons provided by respondents for the lower scores in order to enhance future communications with Coordinators, as well as the effectiveness of the Poll Worker PASS program as a means of communicating important Election Day information.



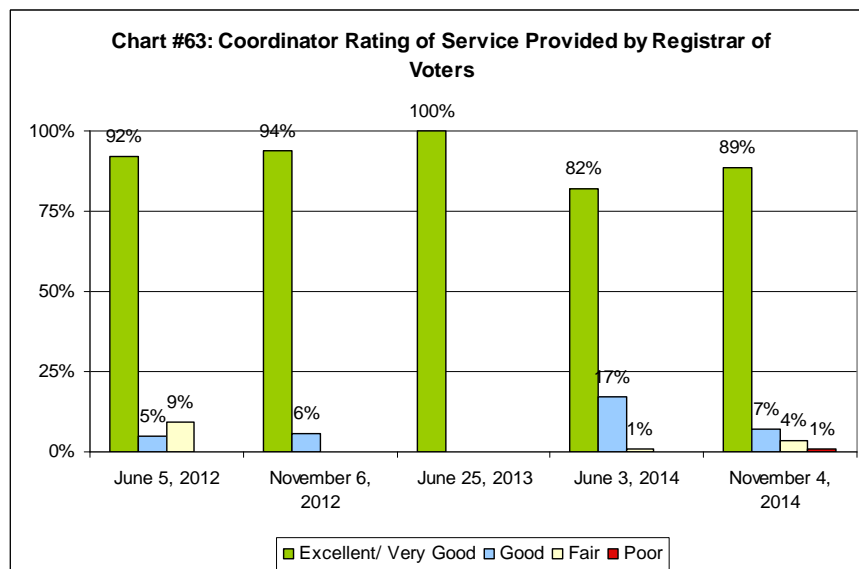
November 4, 2014 Coordinator Survey

Overall Satisfaction

To assess the level of satisfaction experienced by Coordinators, they are asked to rate the overall experience of this election, the quality of service provided by the Registrar of Voters office, and the likelihood that they will serve in a future election. The overall experience of serving in the November 4, 2014 General Election was rated as excellent or very good by 85% of respondents, as shown in Chart #62.



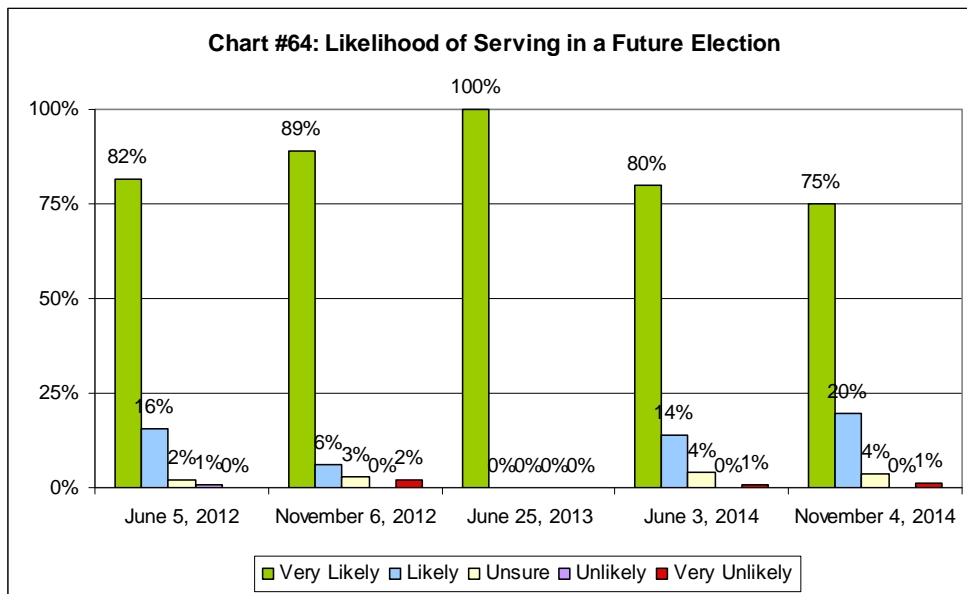
Likewise, Chart #63 shows that 89% of respondents described the service provided by the Registrar of Voters office as excellent or very good.



November 4, 2014 Coordinator Survey

Lastly, 95% of Coordinators indicated that it is likely or very likely that they will serve in a future election. This is significant, as Coordinators are valuable assets to the department due to the amount of experience they have acquired and their vital role of providing support to multiple polling places on Election Day. The consistency of these scores with those to the previous questions show that the quality of the Election Day experience and the service provided by the department have a direct correlation on the likelihood of serving in future elections.

Chart #64 compares the 2014 response rate regarding the likelihood of future service to scores from past elections. As depicted below, scores are consistent compared to the 2012 Primary Election. However, there is a shift in scores moving down from very likely to likely. Consistent with the prior elections, the percentage of respondents reporting that it is unlikely or very unlikely that they will serve in a future election remains extremely low at only one percent.



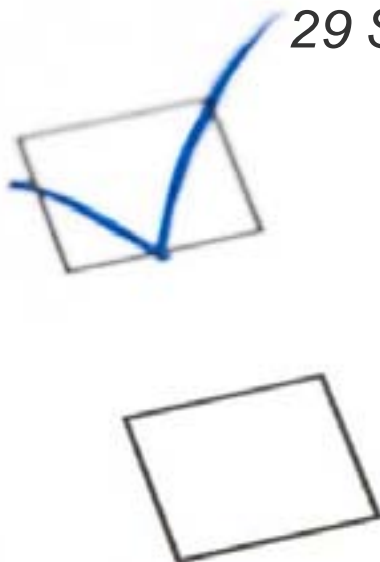


A-Team Member Survey

45 Members

7 Questions

29 Survey Responses



November 4, 2014 A-Team Member Survey

Overview

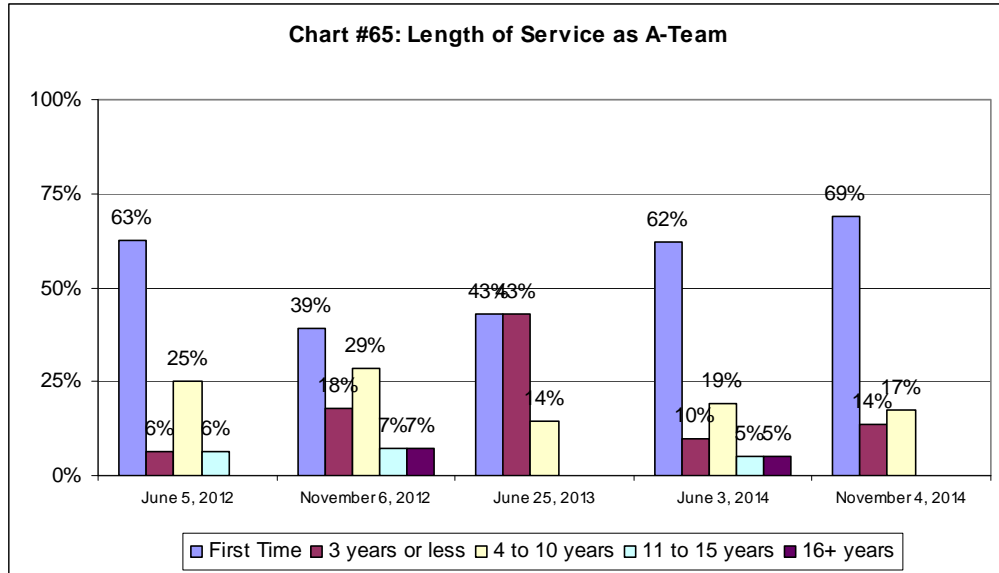
The Registrar of Voters recruits a select number of poll workers to serve on the A-Team as back-up volunteers. These volunteers are all trained as Inspectors and are prepared to deploy to any polling place in Orange County on Election Morning. A-Team members play an important role, as poll worker cancellations and no-shows are unavoidable when working with thousands of volunteers. The deployment of trained A-Team members to replace poll workers who do not report to their polling place enables the Registrar of Voters office to remain in compliance with election law that mandates each polling place be staffed with an Inspector and bilingual poll workers.

For the November 4, 2014 General Election, 45 volunteers were recruited to serve as A-Team members. Each member was provided with an A-Team Member Survey at the conclusion of Election Night. The volunteers were asked to share information about their prior service with the office, methods of communication utilized to stay informed, issues encountered on Election Day, and the quality of training and overall service provided by the Registrar of Voters office. Completed surveys were received from 29 of the 45 A-Team members for a response rate of 64%. Responses provided valuable insight in regard to how department operations have been successful and identifying areas for improvement.

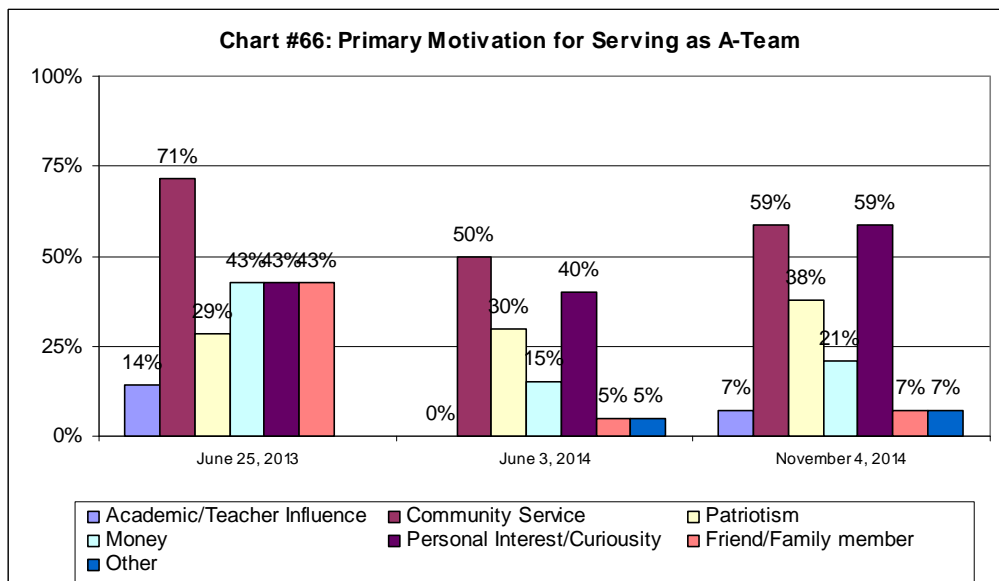
A-Team Experience

As shown in Chart #65, the majority of A-Team members (83%) had three years or less experience volunteering in that capacity in Orange County, and 69% served on the A-Team for the first time. The survey results from this election are consistent with previous elections. In November 2014 there was a slight increase in the number of members with four years or less of experience.

November 4, 2014 A-Team Member Survey



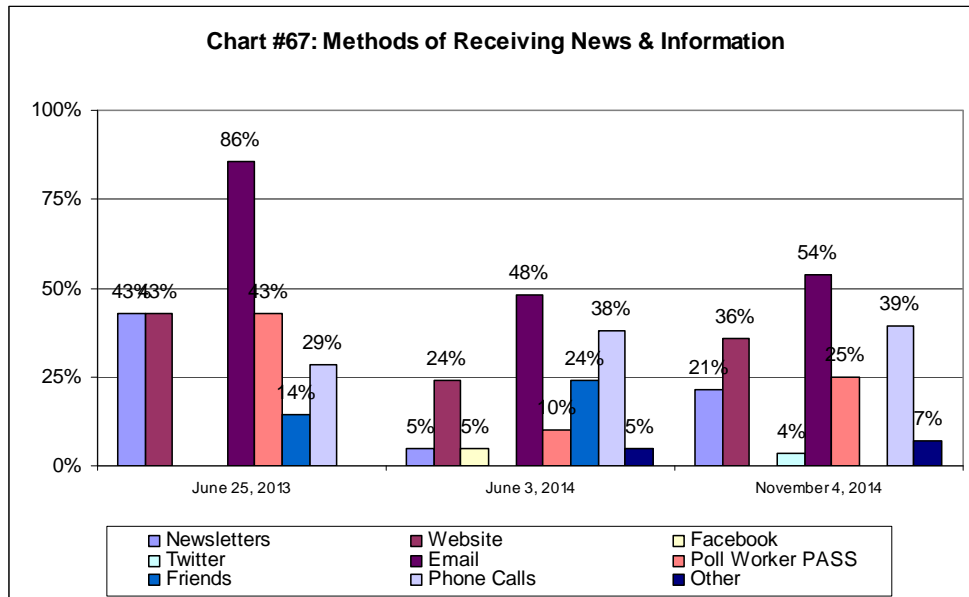
The A-Team Member Surveys asked respondents to share their motivation for serving. As Chart #66 shows, both community service and personal interest tied as the most reported motivation (59%). This is a notable increase compared to the June 2014 election.



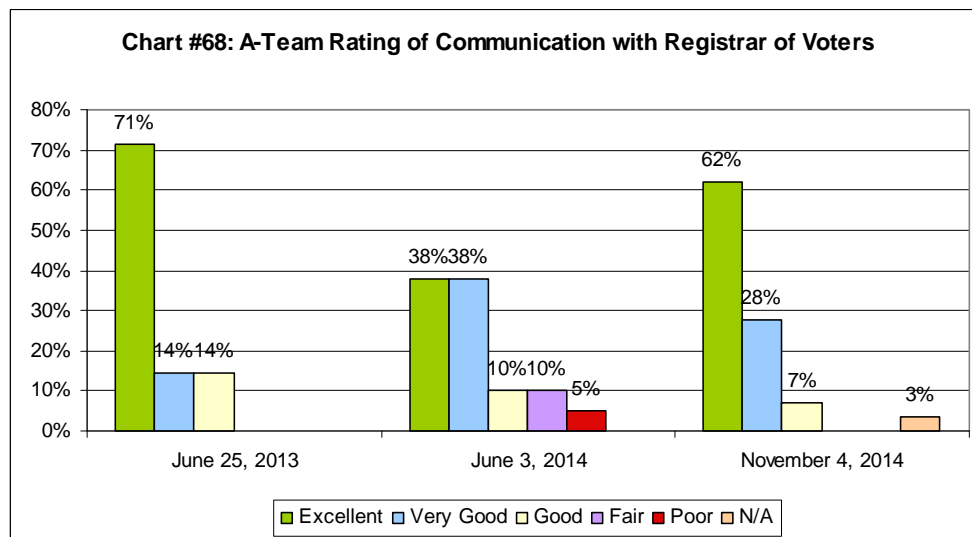
November 4, 2014 A-Team Member Survey

Communication

Chart #67 reveals that email continues to be the most selected response at 54% for methods of staying informed and communicating with the office. Nearly tied in second and third are phone calls (39%) and the website (36%). Four percent selected Twitter.



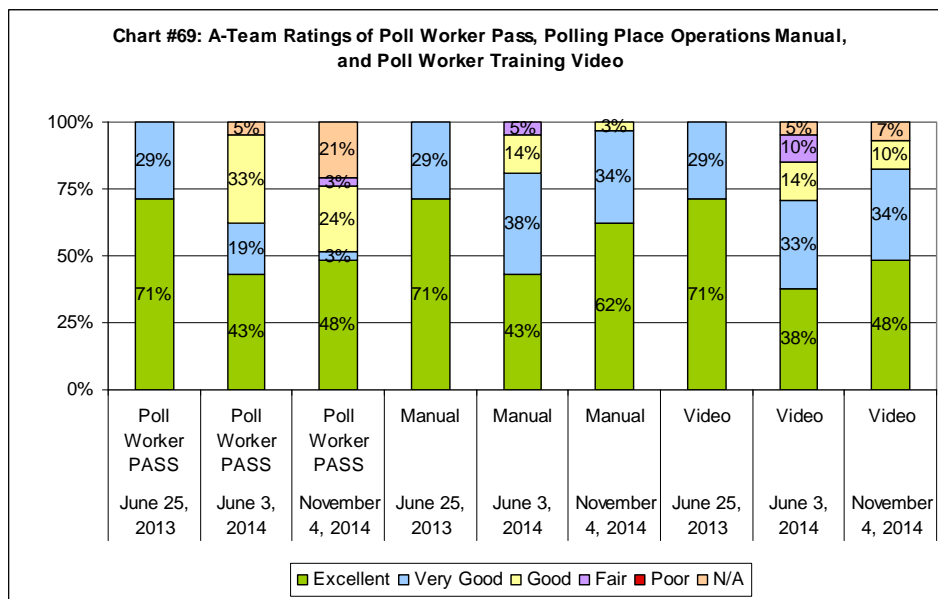
Survey respondents were also asked to rate the level of communication with the Registrar of Voters, and Chart #68 shows that 90% of respondents described the communication as excellent or very good. This is a significant increase compared to June 2014 when 76% described communication as excellent or very good.



November 4, 2014 A-Team Member Survey

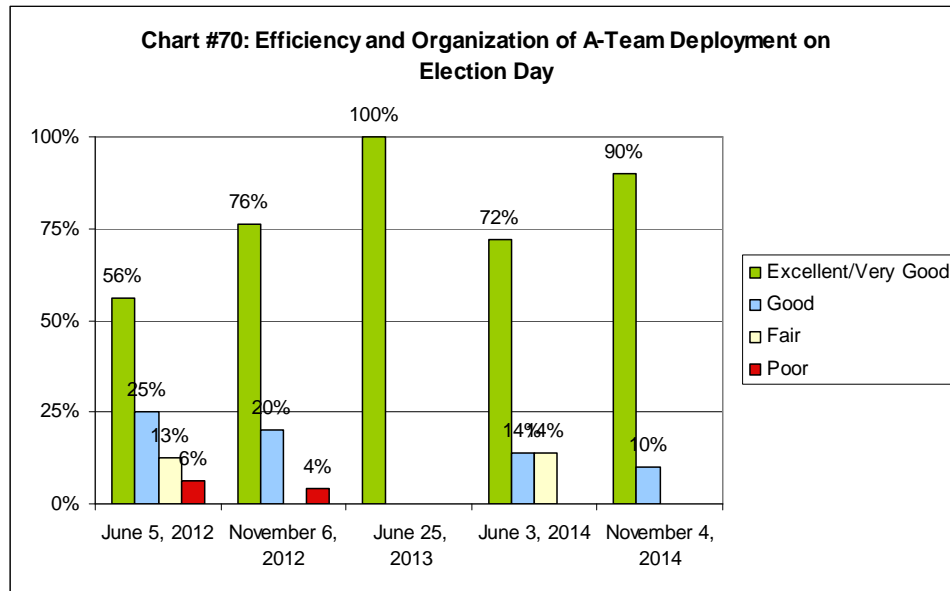
Preparation and Organization

To assess the level of training and preparation provided to A-Team members, they were asked to rate the quality of the Poll Worker PASS program, the Polling Place Operations Manual, and the Poll Worker Training Video on a scale from excellent to poor. Chart #69 shows that the Polling Place Operations Manual received the highest excellent rating (62%). Compared to June 2014, all three components received higher excellent ratings. No respondents gave a rating of fair or poor to any of the areas.



A-Team members were additionally asked to rate the efficiency and organization of their deployment on Election Day. Chart #70 shows that respondents rating the level of organization and efficiency of their deployment as excellent or very good totaled 100%, a notable improvement compared to the June 2014 election. No one reported a rating of poor in 2014.

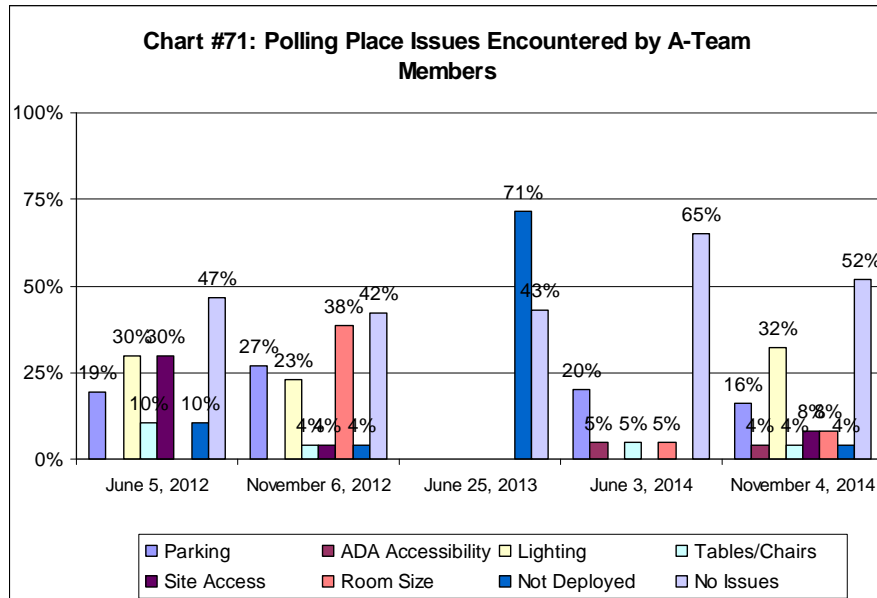
November 4, 2014 A-Team Member Survey



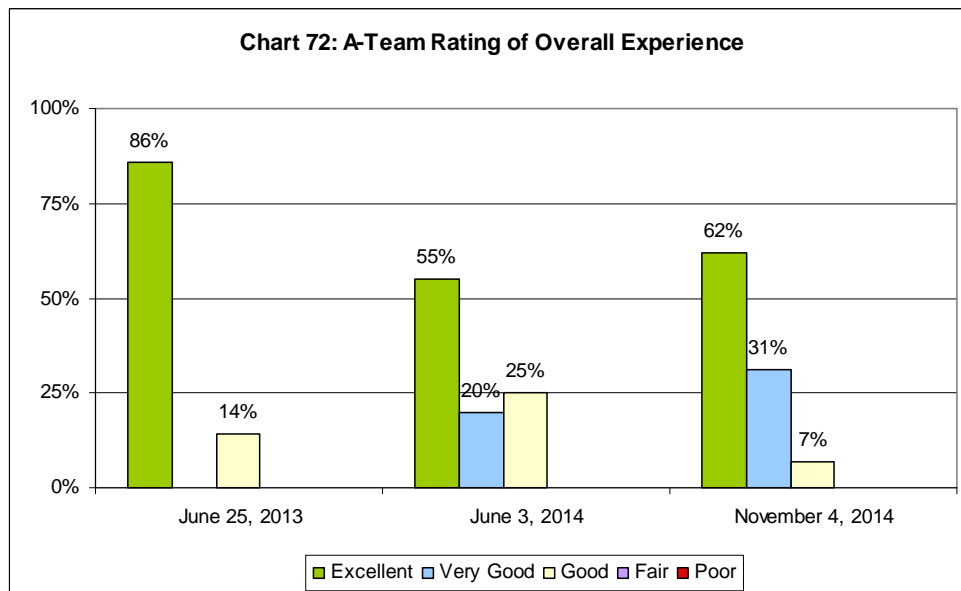
Election Day Experience

A-Team Members are surveyed on several areas impacting their experience serving in this election, including issues encountered and the quality of service provided by the Registrar of Voters office. Chart #71 shows the response most selected by A-Team members was that they experienced no issues at their assigned polling place (52%), which is significantly lower than the previous statewide election. Of the issues encountered this year, the most frequently reported was lighting at 32%, a new top issue compared to June 2014, followed by parking at 16%. A relatively small percent of respondents reported other issues.

November 4, 2014 A-Team Member Survey

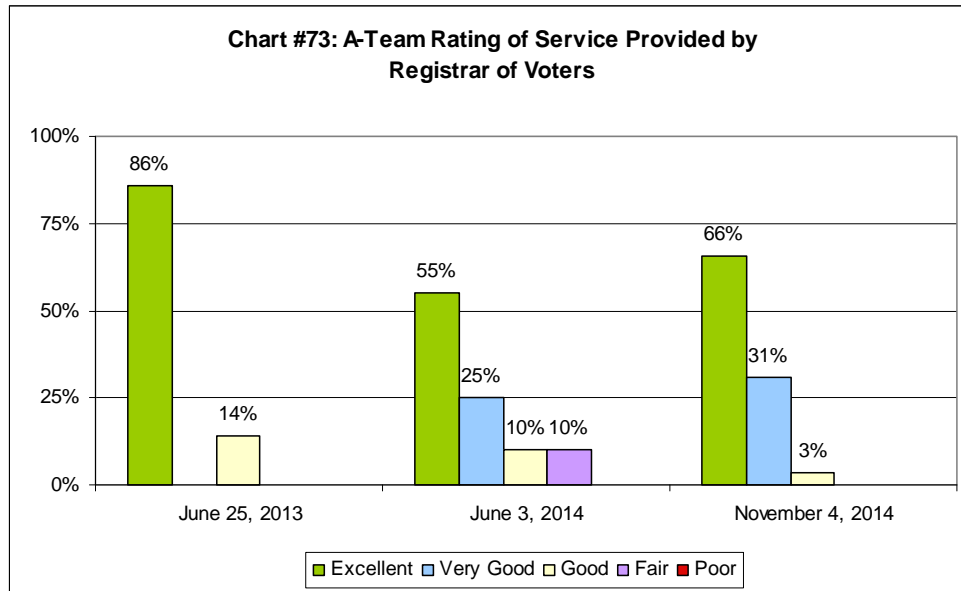


In regard to their overall experience serving in this election, Chart #72 shows that 93% of A-Team members described the experience as excellent (62%) or very good (31%). This is a notable increase compared to June 2014. As in previous elections, no respondents rated the experience as fair or poor.



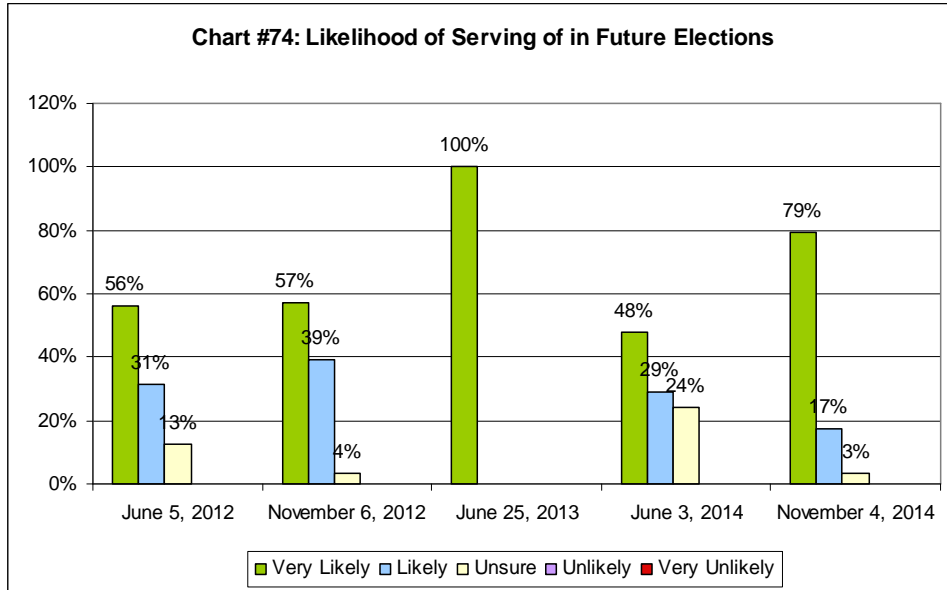
November 4, 2014 A-Team Member Survey

A-Team members largely described the quality of service they received from the Registrar of Voters office as excellent or very good. As seen in Chart #73 below, no one gave a rating of fair or poor, an improvement compared to June 2014.



The likelihood that A-Team Survey respondents are to serve in a future election is illustrated in Chart #74. 79% of A-Team members claimed that they were very likely to serve again. These results are very positive and an improvement compared to previous elections. As A-Team members play a critical role on Election Day, the Registrar of Voters office will also continue to improve the methods of training and communication in order to maintain strong retention.

November 4, 2014 A-Team Member Survey



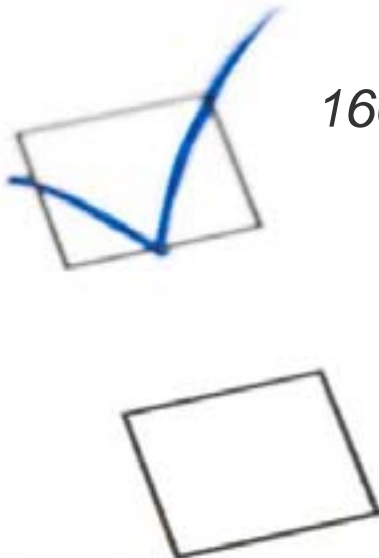


Collection Center Survey

33 Collection Centers

7 Questions

160 Survey Responses

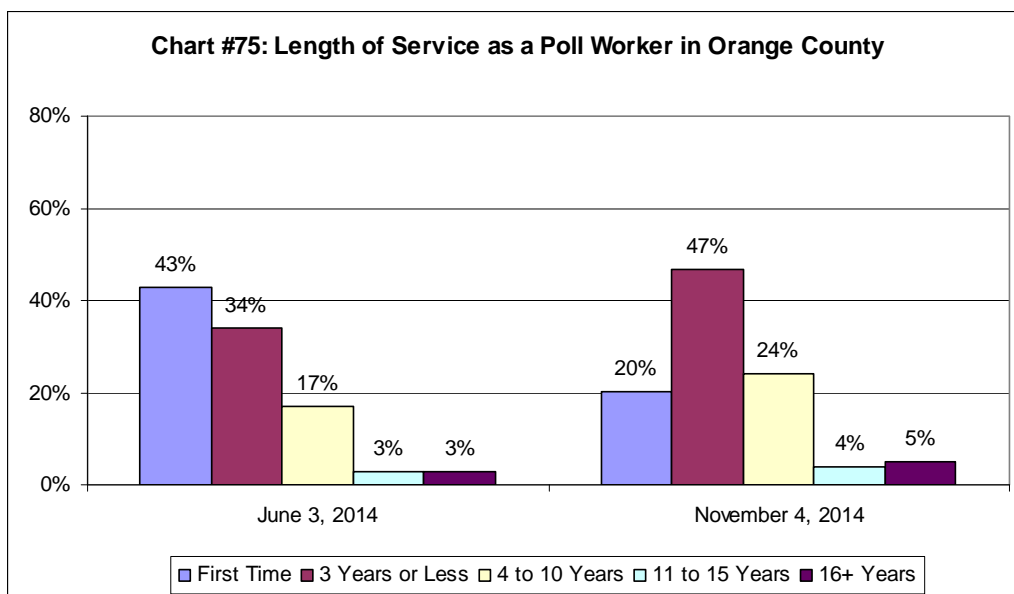


November 4, 2014 Collection Center Survey

Overview

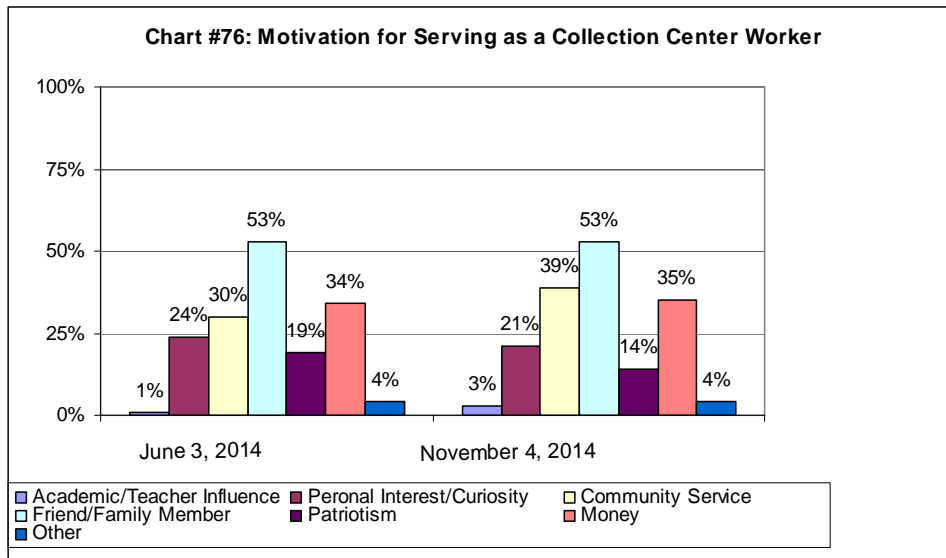
After closing the polls on Election Night, Inspectors return the ballots cast and all other items contained in the supply box to a designated Collection Center. Once all supplies have been delivered to a Collection Center and accounted for, poll workers have officially completed all of their duties and returned all ballots and supplies to the care of the Registrar of Voters. For the November 4, 2014 General Election, the department utilized 33 Collection Centers throughout Orange County. These centers are staffed with volunteers who serve as Collection Center Workers on Election Night. Under the direction of a Collection Center Supervisor, these volunteers assist with traffic control, supply box and equipment movement, communications, and documenting information.

For the November 4, 2014 General Election, the Registrar of Voters recruited 33 Collection Center Supervisors to oversee 271 Collection Center Workers. The seven-question Collection Center Survey was created in order to obtain feedback from volunteers about the quality of training and service provided by the Registrar of Voters, as well as issues any issues encountered at their assigned Collection Center. At the end of their service on Election Night, 160 of the 271 workers completed and submitted the survey for a response rate of 59%. Chart #75 shows that there were fewer first time workers and more experienced workers compared to June 2014. The largest cohort of workers had 3 years or less experience.



November 4, 2014 Collection Center Survey

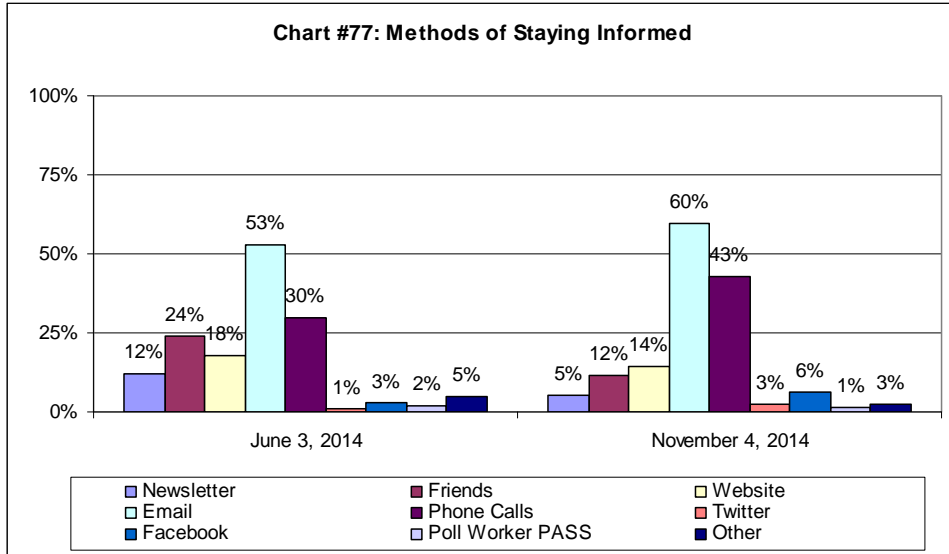
As was the case with the prior surveys, Collection Center Workers and Supervisors were asked about their motivation for serving on Election Night. Unlike other volunteer positions, Chart #76 shows that the most reported motivation was the influence of a friend or family member at 53%, followed by community service (39%), and money (35%). This is mostly consistent with the June 2014 results, with the exception that community service received a slightly higher rating.



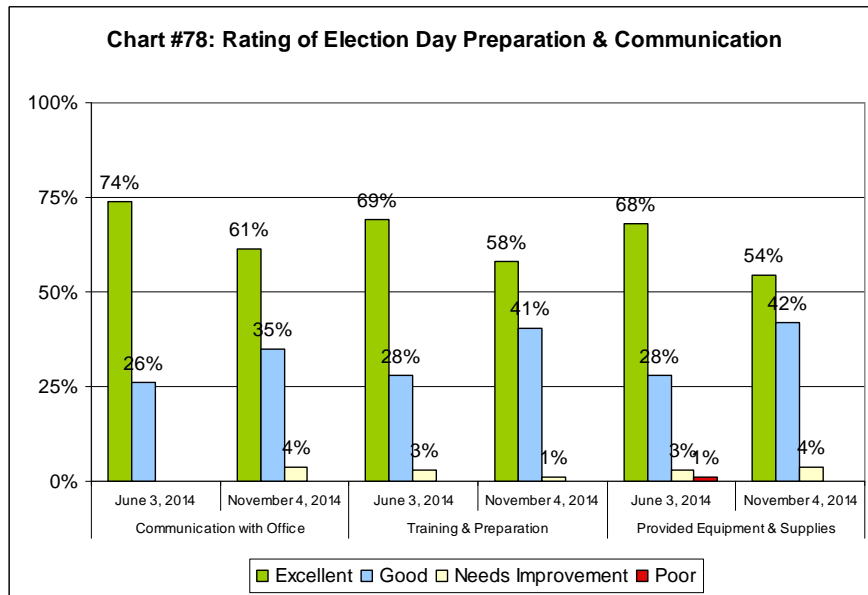
Communication and Preparation

All volunteers are provided a variety of methods for staying abreast of Registrar of Voters news and Election Day and Night updates. Like the previous question, Collection Center Workers are permitted to choose multiple options when responding to how they prefer to stay informed, as shown in Chart #77. The most popular methods of staying informed included email, with 60% of responses, and phone calls, with 43% of responses. At a much lower rate, survey respondents relied on the newsletter, friends, the website, and the Poll Worker PASS. social media platforms the least with Facebook garnering six percent of responses and Twitter three percent.

November 4, 2014 Collection Center Survey



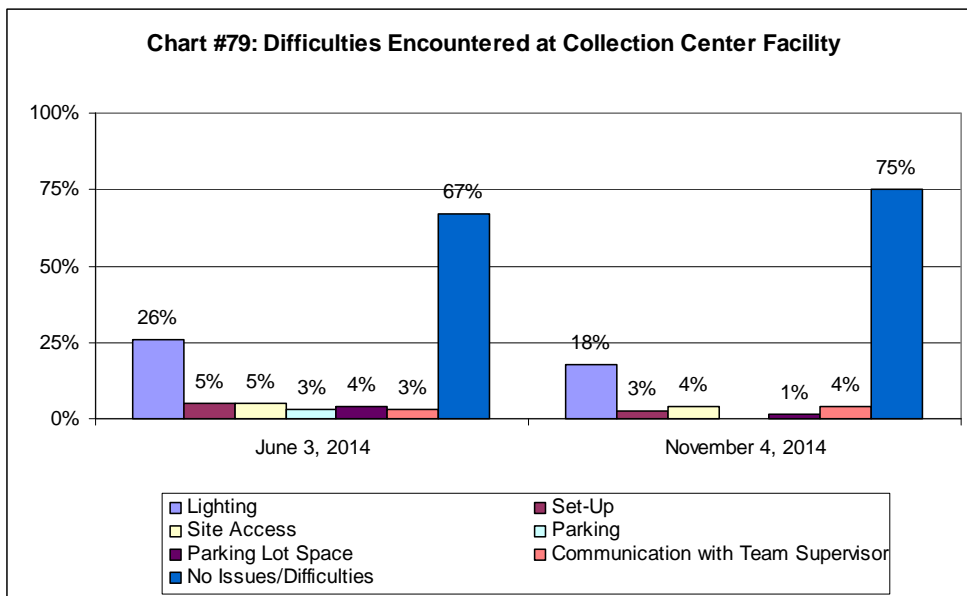
Survey respondents were asked to rate the quality of training and supplies provided by the Registrar of Voters, as well as the level of communication with the office, utilizing a scale of excellent to poor. As shown in Chart #78, the Registrar of Voters earned high scores across the board. The highest rated area was training and preparation (99% excellent/good), with communication and equipment & supplies above 95%.



November 4, 2014 Collection Center Survey

Overall Satisfaction

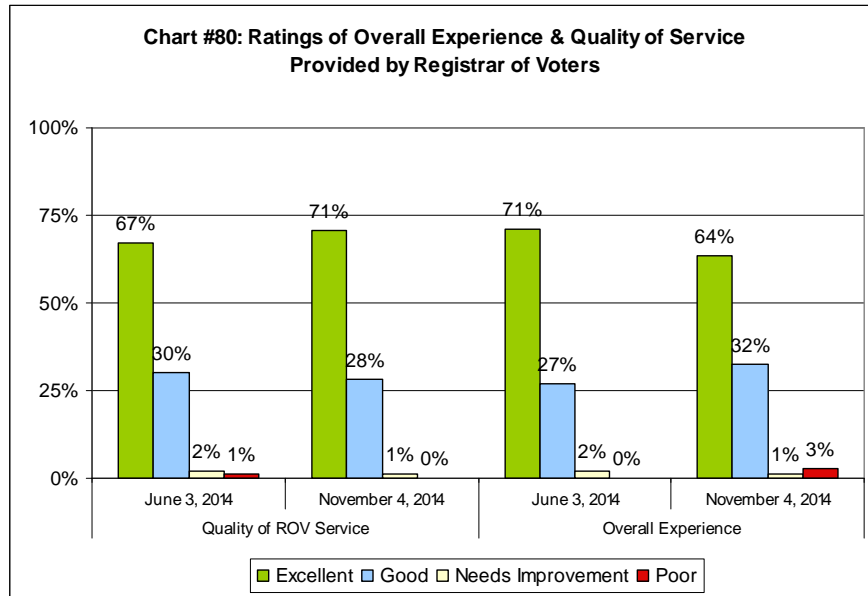
In order to ascertain the overall level of satisfaction experienced by Collection Center Workers volunteering on Election Night, the survey inquires about issues encountered at the assigned Collection Center, the level of service provided, and the likelihood of future service. As Chart #79 shows, a majority of survey respondents (75%) indicated that they had no issues or difficulties at their Collection Center. Of the issues encountered, lighting was the most reported at 18%. The response rate for the remaining five issues was four percent or less. No one reported parking issues.



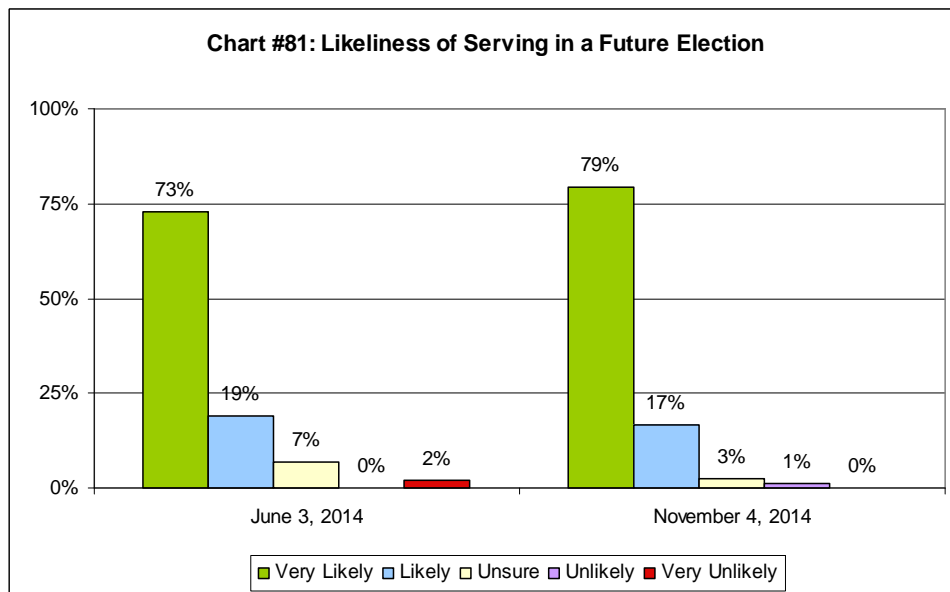
As shown in Chart #80.

, ratings given by Collection Center Workers for the quality of service provided by the Registrar of Voters office and their overall experience serving in this election were high, as 96% and 99% respectively gave ratings of excellent or good. These ratings are similar to previous elections.

November 4, 2014 Collection Center Survey



As detailed in Chart #81, these positive ratings undoubtedly contributed to 96% of respondents reporting that it was very likely or likely they would serve in a future election. No one reported it was very unlikely.



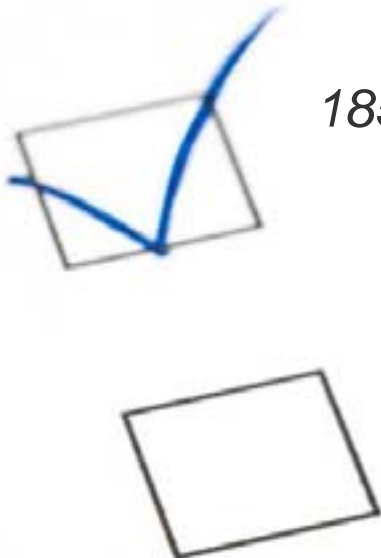


Candidate Filing Survey

253 Candidates

8 Questions

185 Survey Responses



November 4, 2014 Candidate Filing Survey

Overview

The Candidate Filing Survey was first introduced in the June 2012 Primary Election. The survey was developed to assess the service provided by the Registrar of Voters office to candidates filing for office. Candidates are able to complete the entire process in person at the Registrar of Voters office, or alternatively they can begin the filing process online and complete the final steps in person at the Registrar of Voters. Prior to the conclusion of the candidate filing process, each candidate received a survey to obtain feedback regarding the candidate filing process, both online and in person.

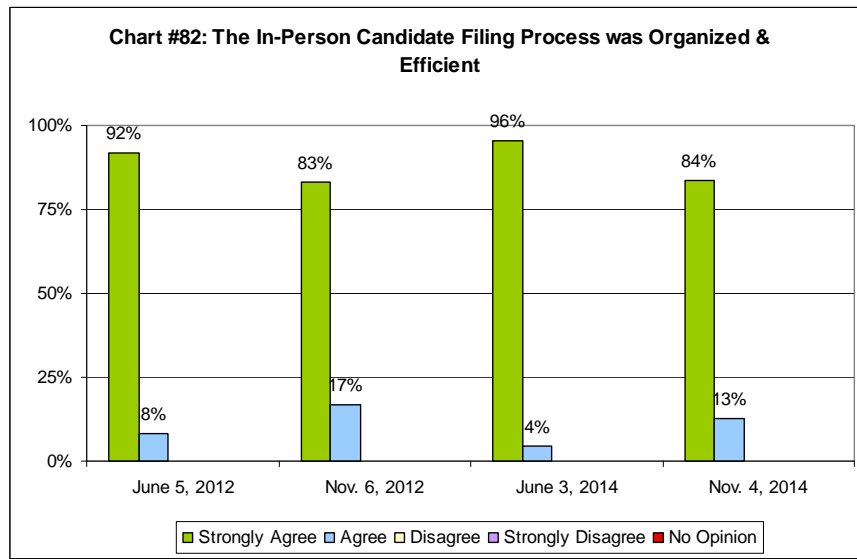
The Registrar of Voters office strives to provide an outstanding level of customer service to all candidates running for office, whether they are running for a high profile office such as Governor or Congressional Representative, or a local office such as Member of the Orange County Board of Education. A wide variety of offices were on the ballot for the November 4, 2014 General Election. With over 46 offices on the ballot, the Registrar of Voters office assisted 253 candidates navigate the filing process, with the goal of making the process easier to understand and less time consuming for candidates. In order to evaluate the level of service provided, the Candidate Filing Survey solicited input regarding the efficiency of the process, professionalism of staff, and overall quality of service provided by the Registrar of Voters.

The Registrar of Voters office received 185 surveys for a response rate of 73%. Of the 185 surveys completed, 120 candidates (65%) completed the process in person and 65 candidates completed the initial part of the process online.

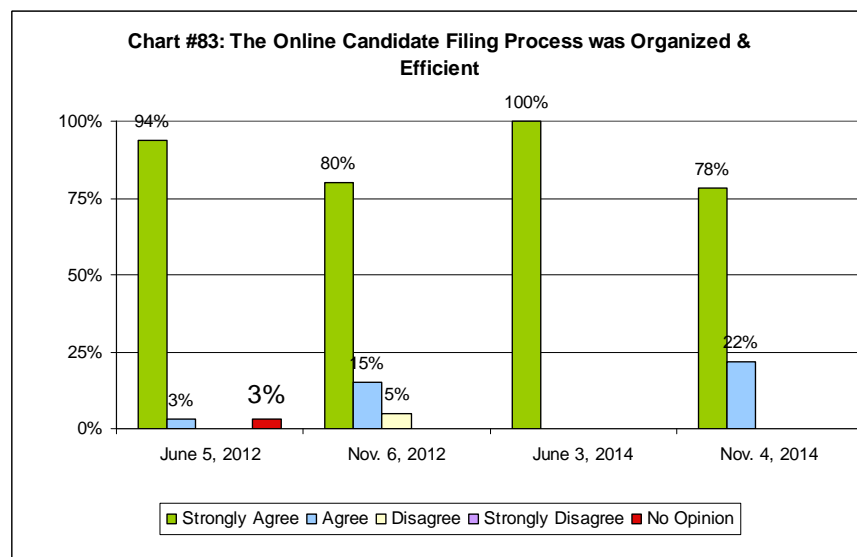
November 4, 2014 Candidate Filing Survey

Candidate Experience

Candidates were asked to rate the level of organization and efficiency of the filing process. As shown in Chart #82, all 119 candidates who completed the process in person at the Registrar of Voters office agreed or strongly agreed that the process was organized and efficient.

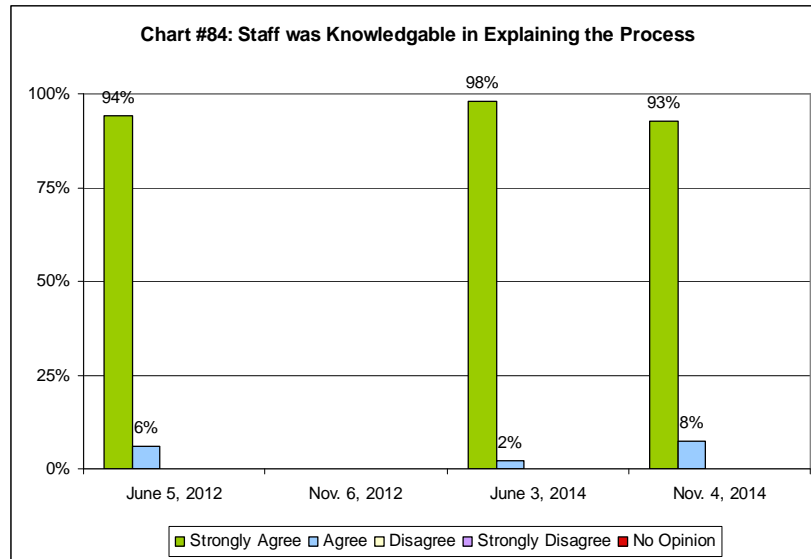


Of the 65 candidates who also used the online filing process, chart #83 below shows that all respondents strongly agreed or agreed that the process was organized and efficient. Compared to June 2014, the strongly agree rating is slightly lower and that difference shifted to agree.

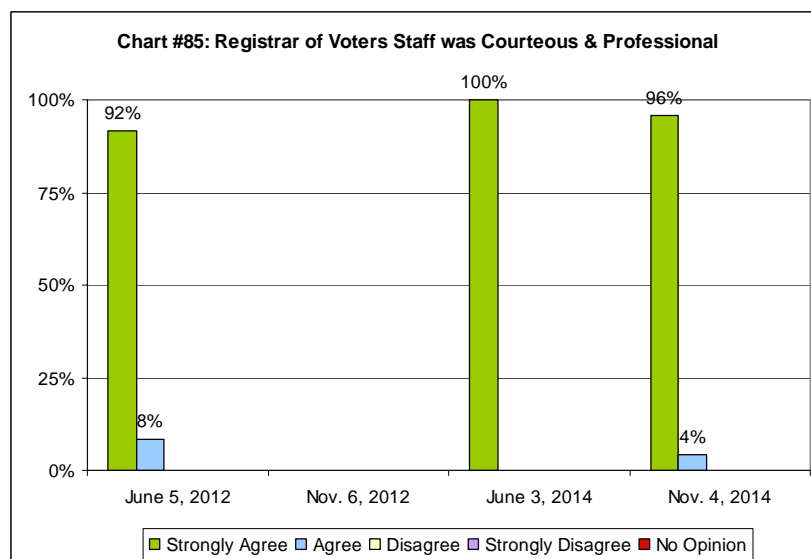


November 4, 2014 Candidate Filing Survey

The survey asked candidates about the quality of their interaction with Registrar of Voters staff. Survey respondents who completed the entire filing process in person were asked to rate staff on their knowledge of the process and level of professionalism respectively. As shown in Chart #84, 93% of the respondents strongly agreed that the Registrar of Voters staff was knowledgeable of the candidate filing process, and eight percent agreed.

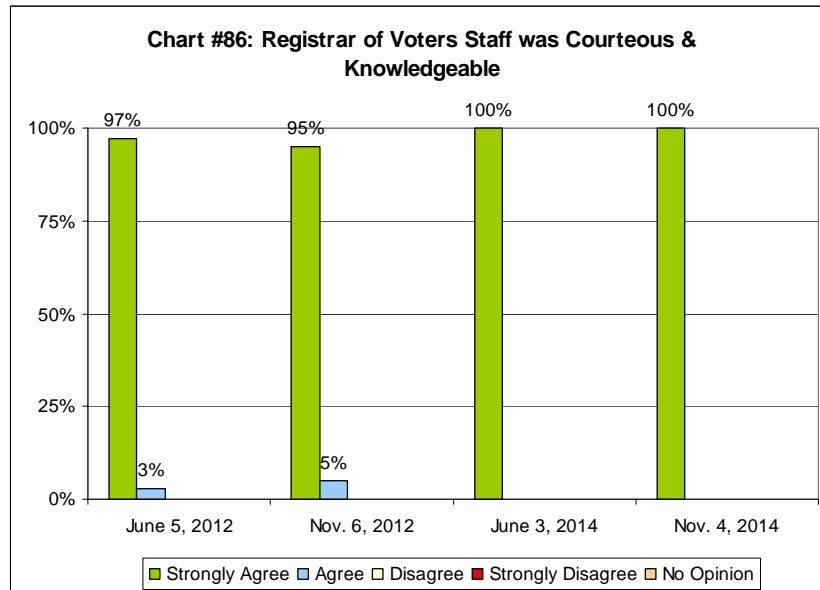


In regard to professionalism and courteousness, Chart #85 shows that all respondents strongly agreed or agreed that the Registrar of Voters staff acted in a courteous and professional manner.



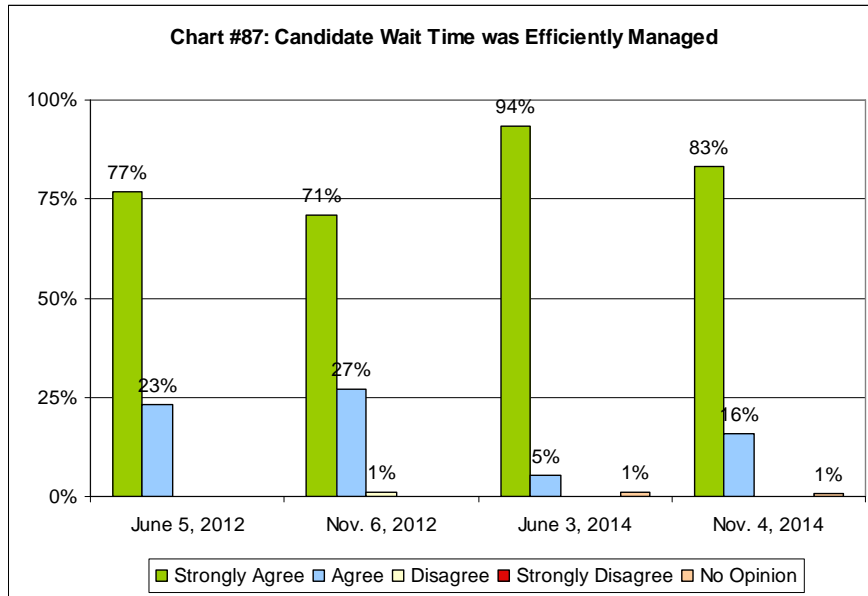
November 4, 2014 Candidate Filing Survey

Candidates completing part of the filing process online were also asked about the knowledge and courteousness demonstrated by Registrar of Voters staff. Chart #86 shows that all respondents completing the survey regarding the online filing process strongly agreed that staff was knowledgeable and courteous in explaining the candidate filing system; this is consistent with previous elections.



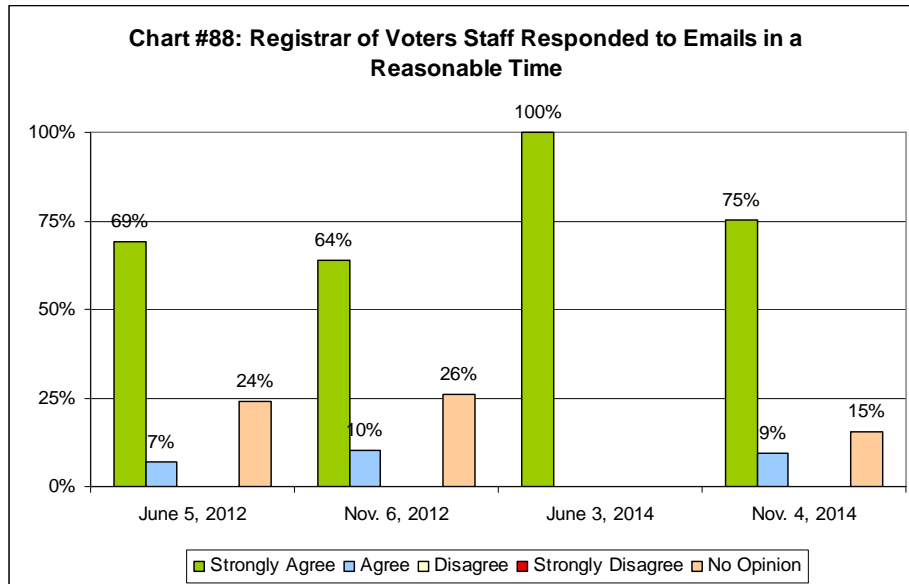
Next, candidates were surveyed regarding the reasonableness of wait time for service provided both in-person at the Registrar of Voters or via email. As shown in Chart #87, 83% of respondents who completed the entire process in person strongly agreed that the wait time was efficiently managed. This is slightly lower than the June 2014 survey, with the difference shifted into agree ratings. No respondents reported any level of disagreement with the wait time.

November 4, 2014 Candidate Filing Survey

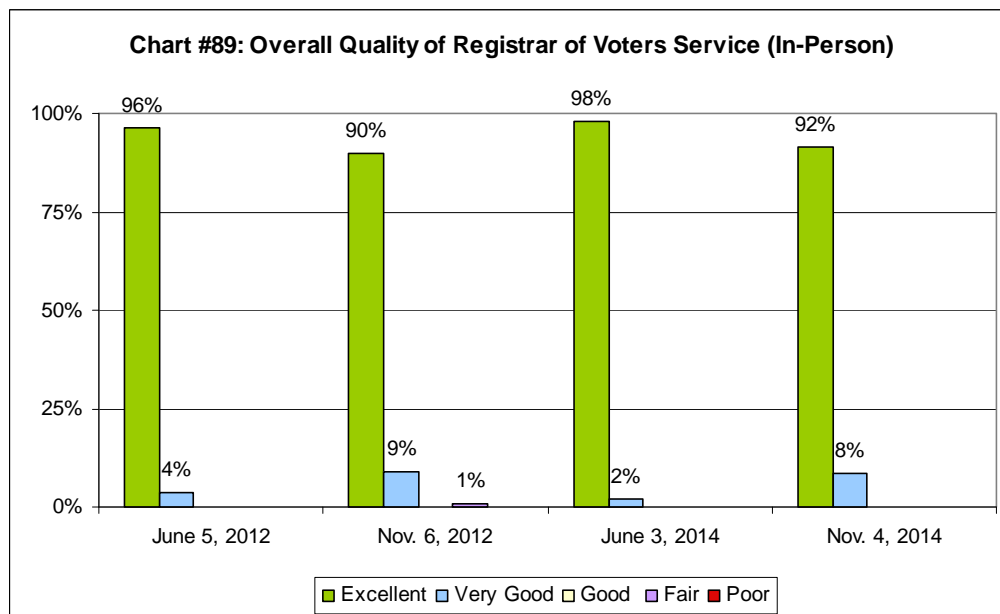


Candidates who began the filing process online indicated a high level of satisfaction with the response time to their emails. A majority strongly agreed that the response time was reasonable. However, compared to June 2014, a notable number said they did not have an opinion. The higher rates of no opinion reported may reflect a higher percentage of candidates who opted not to communicate with the office via email. The responses from candidates in this election cycle indicate that all used email as a means of communication with the office, and all were extremely satisfied with the response time from Registrar of Voters staff. Since the implementation of this survey, there has been no reported disagreement with the statement that the response time was reasonable.

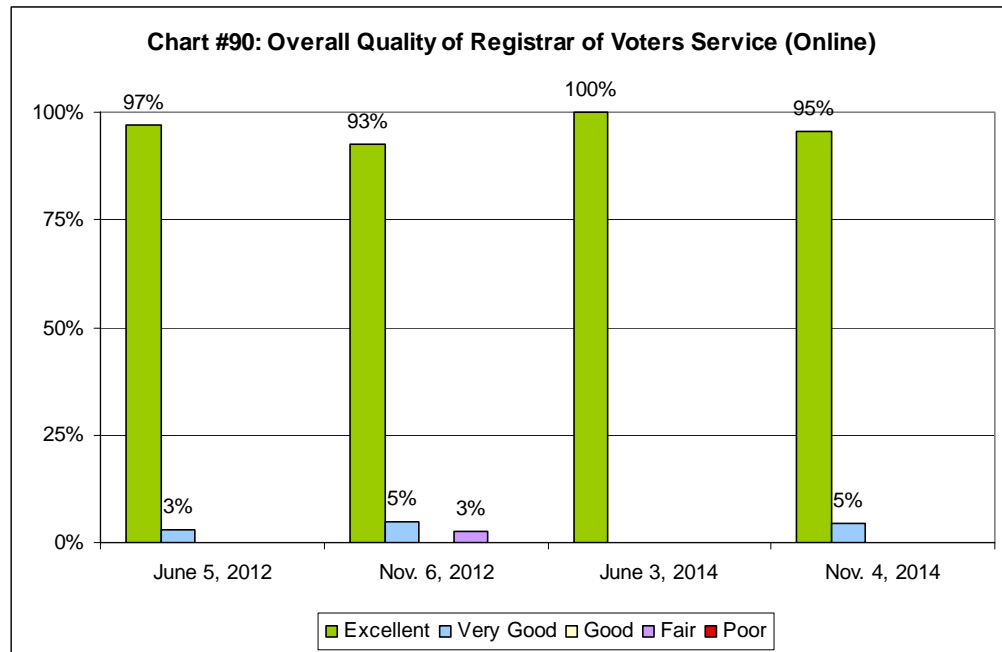
November 4, 2014 Candidate Filing Survey



Lastly, all candidates were asked to rate the overall quality of service provided by the Registrar of Voters office on a scale ranging from excellent to poor. All respondents described the quality of service as excellent or very good. Charts #89 and #90 compare the responses from those filing in person and those filing online regarding the overall quality of service provided by the Registrar of Voters to candidates filing both in-person and online.



November 4, 2014 Candidate Filing Survey



November 4, 2014 Conclusion

The November 4, 2014 General Election survey results were positive in all eleven areas measured, with feedback being received from a wide range of participants including poll worker volunteers, contracted delivery vendors, and polling place hosts.

Areas that showed positive ratings or a positive gain in ratings were:

- High scores for Poll Workers' and A-Teams' overall experience being "excellent" and the likelihood that they will serve in future elections.
- Higher number of A-Team members' indicate their motivation for serving is based on "personal interest" and give "excellent" ratings for communication with ROV.
- Coordinators give high scores for training and being prepared for election day.
- Department is providing appropriate amounts and types of communication and interaction with poll worker volunteers and the Registrar of Voters office.
- Consistently high level of customer service provided by the Registrar of Voters staff when volunteers, candidates, and voters visit, call or email our office.
- Retention of volunteers with multiple years of experience working with Orange County Registrar of Voters.

Responses that require additional attention from the Department are:

- Lighting difficulties experienced by volunteers at polling places.
- Ongoing innovation that continues to improve the training provided to Poll Worker Volunteers so they feel well prepared for election day.
- Ongoing innovation that continues to improve the overall experience with the Recruitment process.
- Ongoing monitoring of contracted delivery vendors' level of timeliness when providing equipment delivery services.

The Orange County Registrar of Voters will continue to work to improve its service on all levels and will address issues that have surfaced through the November 4, 2014 Election survey results.