

SONOMA COUNTY REGISTRAR OF VOTERS



ELECTION ADMINISTRATION PLAN SEPTEMBER 2023

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SECTION 1: ELECTION ADMINISTRATION PLAN

I. OVERVIEW

The California Voter's Choice Act (VCA) requires a County to submit an Election Administration Plan (EAP) to the public that conveys how the Sonoma County Registrar of Voters (ROV) will administer elections under the VCA.

Sonoma County was able to utilize a VCA-like voting model for conducting the 2020 November Presidential Election and had the highest turnout in the State. The County was able to provide voters convenience and offer safe voting during the pandemic by mailing every voter a ballot which they had the option of using and returning, or instead voting in-person, if that was their preference. Rather than being tied to a specific polling place, the VCA-like model offered voters the ability to choose the Vote Center most convenient to them, and also provided extra days of voting prior to Election Day, to ensure plenty of opportunity for voters to cast their ballot. Voting in-person was still popular on Election Day throughout the County, where 30 Vote Centers had plentiful staff to assist voters and ensure a safe voting experience; few locations had lines or long delays on Election Day. The ROV's main office utilized the QLess system to allow voters to get "in line" electronically and allowed them to wait in their vehicle until their number was called, and they came into the ROV Office for assistance. This allowed for safe voting and ensured proper social distancing for those waiting for assistance. The ROV is making continuous improvements to process the large number of returned Vote by Mail ballots and to the in-person voting experience.

After the November 2020 Election, Sonoma County officially adopted the Voter's Choice Act voting model for elections beginning in 2022 after presenting an Election Administration Plan that was approved by the Secretary of State in 2021. Many locations used in the November 2020 experience were again utilized as Vote Centers, and the early voting periods were implemented based on the Voter's Choice Act requirements.

This plan will outline the events that take place to administer an election under the VCA.

Questions or Concerns:

ROV Office (707) 565-6800
Toll-free (800) 750-8683
rov-info@sonoma-county.org

II. PRE-ELECTION ACTIVITIES

A. 2022 Election Review

Various methods of data collection were done during the 2022 implementation of the VCA voting model for the 2022 Elections in Sonoma County to help the ROV improve the voting experience for future elections. These methods will also be used during future election cycles.

1. CRA-IT (Clerk-Recorder-Registrar of Voters-IT Department)

The CRA-IT hired temporary field technicians and utilized County Information

Systems Department support to visit the Vote Centers during all days of voting to troubleshoot problems and provide feedback to the ROV Office about equipment that might need to be secured and deployed to locations to ensure locations could provide the most efficient voter experience as possible. The ROV learned that some Vote Centers had high volume, and suggested deployment of additional roster laptops and Mobile Ballot Printers, to address the issue. These roving technicians also addressed technical issues when poll workers improperly set up equipment and were able to resolve the issue and inform the poll workers of proper setup for remaining days of voting.

Going forward, the ROV will continue to seek temporary hire technicians to provide IT support.

2. *VCA Model Feedback*

Feedback was sought from poll workers, field support and IT support to let the ROV know about their experience utilizing the VCA-like voting model. Feedback was requested related to poll worker training, Vote Center instructional material, supplies provided, and overall satisfaction levels with the Vote Center model or specific location, and Vote Center staff. Feedback will be used by the ROV to improve Vote Center Staff training, and pinpoint specific issues related to each Vote Center location, like parking concerns and equipment issues. This will assist in preparing for future Elections.

B. Advisory Bodies

The [Voting Accessibility Advisory Committee](#) (VAAC) and the [Language Accessibility Advisory Committee](#) (LAAC) hold at minimum quarterly meetings of each committee to discuss general election topics, such as official election materials, education and outreach efforts, cybersecurity concerns, and questions or concerns from the general public. These committees provide feedback about ways to improve the VCA model in Sonoma County, suggest website improvements, and provide valuable feedback for outreach materials. These advisory committees will continue to meet regularly during future election cycles and will include members of the public, advocates, and community-based organizations. Anyone who wishes to participate will need to complete and submit an application to join.

C. Vote Center & Official Ballot Drop Box Projection

Election Code 4005 (Voter's Choice Act) requires that the number of Vote Centers and Official Ballot Drop Boxes be based on voter registration totals for the County 88 days before the Election. In order to ensure an adequate selection of Vote Centers and Official Ballot Drop Boxes, surveys of potential locations are conducted in the summer prior to major election cycles. The ROV is finding the transition to VCA assists with securing long-term Vote Center locations.

Increases in voter registration partly due to automatic voter registration through the Department of Motor Vehicles (DMV) will need to be monitored to ensure we increase Vote Center locations and Official Ballot Drop Boxes when the registration numbers meet certain thresholds. At the current registration of just under 300,000, the requirements are:

- 30 Vote Center locations (1 per every 10,000 registered voters)
 - 20 Official Ballot Drop Box locations (1 per every 15,000 registered voters)
- Election Code 4005 also requires counties to consider certain criteria when locating Vote Centers for the community.

The criteria to consider are:

- Vote center and Official Ballot Drop Box location proximity to public transportation.
- Vote center and Official Ballot Drop Box location proximity to communities with historically low vote by mail usage.
- Vote center and Official Ballot Drop Box location proximity to population centers.
- Vote center and Official Ballot Drop Box location proximity to language minority communities.
- Vote center and Official Ballot Drop Box location proximity to voters with disabilities.
- Vote center and Official Ballot Drop Box location proximity to communities with low rates of household vehicle ownership.
- Vote center and Official Ballot Drop Box location proximity to low-income communities.
- Vote center and Official Ballot Drop Box location proximity to communities of eligible voters who are not registered to vote and may need access to same day voter registration.
- Vote center and Official Ballot Drop Box location proximity to geographically isolated populations, including Native American reservations.
- Access to accessible and free parking at vote centers and Official Ballot Drop Box locations.
- The distance and time a voter must travel by car or public transportation to a vote center and Official Ballot Drop Box location.
- The need for alternate methods for voters with disabilities for whom vote by mail ballots are not accessible to cast a ballot.
- Traffic patterns near vote centers and Official Ballot Drop Box locations.
- The need for mobile vote centers in addition to the number of vote centers established.
- Vote center location on a public or private university or college campus.

Periodically the ROV will do an analysis on the VCA criteria with the County Geographic Information System and create a VCA criteria layering map. The ROV will utilize the data to reach out to potential locations to request their participation as a Vote Center, and to perform wi-fi connectivity testing to ensure locations can utilize the electronic roster solution to 1) provide the correct ballot for every voter, regardless of the Vote Center they visit, and 2) ensure the poll workers can determine if the voter had already returned a VBM ballot to our office, or had already voted at another Vote Center during the voting period. This same data will be reviewed to determine the most convenient Official Ballot Drop Box locations.

All locations are also surveyed for usability/accessibility prior to being selected as a Vote Center for an election. Surveying is an important first step in identifying locations that will best serve voters.

A complete list of Vote Center minimum requirements and evaluation information is located in Appendix G. A complete list of Official Ballot Drop Box minimum requirements and evaluation information is located in Appendix H.

D. Equipment & Security

To ensure all locations have enough voting equipment, the ROV will have backup equipment available to deploy via Field Support Officer (FSO) delivery, or Clerk-Recorder-Assessor-IT (CRA-IT) field tech delivery. The CRA-IT field techs or FSOs will report to the ROV if a location needs additional roster laptops or Mobile Ballot Printers, so they can quickly be deployed as needed.

In addition to ensuring there is adequate equipment, there is also the need to ensure all equipment is secured. The ROV will seek feedback from other VCA Counties as needed to see what they learned and what practices they put in place. The ROV will make continuous updates to all software and equipment as allowed by state law, and at the direction and assistance from our Elections System vendor, Dominion. In addition, more security cameras will be installed in areas of ballot processing. Preventative maintenance will also be performed on voting equipment in accordance with the equipment use procedures.

The preparation of the voting equipment is conducted by the ROV Department Information Systems Coordinator, the Department Information Specialist Technician, the Lead Storekeeper, and Extra Help staff. The delivery of equipment is coordinated between the ROV Chief Deputy, the Lead Storekeeper, and a drayage company, who will be contracted to securely deliver voting equipment and materials to the Vote Centers for the ROV.

The delivery of voting equipment and supplies is arranged between the drayage company and the Vote Center location in time for the early voting to open, which happens 10 or 3 days before Election Day.

The equipment is stored at the Vote Center location in an area prearranged between the drayage company and the Vote Center location. All equipment has serialized locks on all material bags, carts, or containers, that are recorded and checked against the security log for the Vote Center by the poll worker who opens the polls on the first day of early voting.

All equipment is secured by the poll workers with new serialized and assigned locks between days of voting and confirmed present and secure at the opening of the polls on the subsequent days of voting.

E. Outreach & Education

The ROV will continue education and outreach to different communities regarding voting options under the VCA. This plan can be found on pages 12-22 of this document.

III. ELECTION ACTIVITIES & SUPPORT

A. Logic & Accuracy Testing

All equipment will be configured by the ROV staff for each election, after the certified list of candidates is received from the Secretary of State (for Statewide elections), and the list of candidates has been prepared by ROV staff for local elections. Logic & Accuracy Testing will be done in accordance with state law for all voting equipment, including the ballot printers, accessible ballot marking devices, and tabulators. A media release will be sent prior to the start of Logic & Accuracy Testing. This process is open to the public.

B. Election Materials & Resources

1. *County Voter Information Guide*

The ROV's County Voter Information Guide (VIG) will contain sample ballot images for each voter's specific ballot type for each election. This guide will also have detailed information on the Vote by Mail (VBM) process, options for requesting a replacement or returning a VBM ballot, including a full list of Vote Center and Official Ballot Drop Box locations. The VIG is available in both large-print and online formats and is bilingual in English/Spanish.

An accessible County Voter Information Guide is available on the ROV's website starting 45 days before Election Day. To access the State Voter Information Guide that contains information on state-wide candidates and propositions, visit <https://www.sos.ca.gov/elections/>.

2. *Vote by Mail Ballot Packet*

Every registered voter in Sonoma County will receive a Vote by Mail packet in the mail with all materials being in English/Spanish bilingual format. This packet will include the voter's official ballot, voting instructions, a blue ballot return envelope with signature guide holes to assist voters with disabilities with finding the signature line, a list of all Official Ballot Drop Box and Vote Center locations, and an "I Voted" sticker. Election materials, like official ballots, are not forwarded by the US Postal Service (USPS) (Election Code 3008(b)). They are returned to the ROV for processing.

3. *Voter Postcards*

All registered voters will receive two postcards in English/Spanish bilingual format informing voters of the upcoming election and contact information. The first postcard will be mailed to voters before the County Voter Information Guides, and the second postcard will be mailed to voters before the 11 Day Vote Centers open.

4. [ROV Website](#)

The ROV website will be updated with the following information, as it becomes available:

- a. [Voter Registration Lookup Tool](#) that allows any Sonoma County voter to verify their voter registration information.
- b. Vote Center and Official Ballot Drop Box locations sorted by City, with hours of operations, and directions to any location through Google Maps.
- c. Interactive Election Results

- d. Information on [Accessible Voting Options](#), including information on what is available at a Vote Center, Curbside Voting, Accessible Vote by Mail, and Materials in Accessible Formats.
- e. Online access to the voter's County Voter Information Guide, when it is available.

C. Voting Options & Ballot Access

1. *Vote by Mail*

Voters may choose to vote their official ballot that arrives in their Vote by Mail packet starting 29 days before Election Day. They may return the ballot through the mail, at any Official Ballot Drop Box (open 28 days before Election Day), or at any Vote Center. Replacement ballots are available at the ROV Office and any Vote Center.

If a voter does not receive their Vote by Mail packet, they may call the office at (707) 565-6800 or toll free at (800) 750-8683, email rov-info@sonoma-county.org, or visit the ROV Office to discuss options. A voter's Vote by Mail packet may be picked up at the ROV Office by a friend or relative if certain criteria is met. More information can be found on the [ROV website](#).

Vote by Mail ballots may be returned at any Vote Center, or any Official Ballot Drop Box until 8:00 p.m. on Election Day. They may also be returned by mail (postage paid) and must be postmarked no later than Election Day. If returning a ballot in a USPS collection box on Election Day, it is important to note the last collection time listed on the USPS collection box. If the ballot is placed in a USPS collection box after the last collection time, it will not be postmarked until at least the following day, depending on the posted USPS collection schedule, which would be too late for the ballot to be counted. If a voter forgets to sign their return envelope, or their signature does not compare to the voter's signature(s) in their voter file, a letter and form are sent to the voter with a postage paid return envelope, with instructions and the deadline for return of the form. Eligible ballots postmarked on or before Election Day and received in the ROV Office within the allowed legal timeframe after Election Day, will be counted and added to the official results. As of the date of publication of this EAP, ballots postmarked on or before Election Day are required to be received in the ROV Office no later than 7 days after Election Day. Check your instructional materials for each election and/or the [ROV website](#) for the current deadline, in case of legislative changes.

Vote Centers are open from 9:00 a.m. to 5:00 p.m. during all days of early voting. Voters may verify voting hours and locations prior to visiting by reviewing their County Voter Information Guide, Vote by Mail packet, calling (707) 565-6800, or on the ROV's website. All Vote Centers are open 7:00 a.m. until 8:00 p.m. on Election Day. All Official Ballot Drop Box locations are open 28 days before Election Day, are open 24-hours a day,* and are locked at 8 p.m. on Election Day.

*In special elections, drop box access may be limited to specific business hours, which will be posted on the [ROV website](#), and in the VBM packet materials.

Once ballots are returned to the ROV Office, signature checking of the official ballots will begin, as early as 28 days before Election Day. Every returned Vote by Mail ballot

signature is compared against the voter's signature on their voter registration and any supporting documents. The Vote by Mail ballot does not continue to be extracted or processed until the ROV approves the signature on the voter's ballot return envelope. All challenged Vote by Mail ballots require management review. If the voter has not provided their signature, or if their signature does not compare to available signatures in the voter's registration record, the voter will be contacted by mail to correct the issue prior to certification of the election.

2. *Accessible Vote by Mail*

Voters with disabilities may access the online Remote Accessible Vote by Mail (RAVBM) ballot marking program by completing the online form on the [ROV website](#) or the request form on the back of their County Voter Information Guide. Once voters complete and submit a request form, the ROV will send the voter information file to Dominion Voting System who hosts the RAVBM platform, and the voter will receive an email instructing them how to proceed. Voters will then be directed in the email how to obtain their ballot packet, based on their residential address, and can navigate the electronic ballot using a keyboard, mouse, touchscreen, or their own assistive devices. Once a voter has completed marking their ballot, they will have an option to review their choices. Once their choices are final, the voter must print out the ballot and send it in using the printable envelope template available online, included in the instructions. If a voter needs an envelope with signature guide holes, they can contact the ROV Office for a replacement envelope. For more information on RAVBM, see page 19.

3. *Vote Centers*

Any eligible resident of Sonoma County may visit any Vote Center starting 10 days before Election Day to:

- Vote in-person
- Pick up a replacement ballot for themselves if they did not receive, misplaced, or made a mistake on their original ballot. Receiving a replacement ballot for someone else can only be done at the ROV Office.* The official replacement ballot is printed using a Mobile Ballot Printer, certified by the Secretary of State.

*Details regarding picking up a ballot on another voter's behalf can be found on the [ROV website](#).

- Drop off voted VBM ballot
- Use an accessible ballot marking device called ImageCast X (ICX), that includes a touchscreen, braille keypad, audio in English or Spanish, and input for use of assistive technology devices such as paddles or sip and puffs (voter must provide own assistive technology).
- Receive assistance in languages other than English
- Register to vote for the first time or update a voter registration using Conditional Voter Registration (CVR). All voted CVR ballots are placed in the pink envelope to be processed at the ROV Office during the canvass period.

Voters are able to visit any location to obtain their correct ballot type. Vote Centers are all open a minimum of 8 hours per day during early voting, from 9:00 a.m. to 5:00 p.m., and all Vote Centers are open 7:00 a.m. to 8:00 p.m. on Election Day.

Voters are checked-in by the poll workers through a secured portal to access the voter file. If a voter has already returned a ballot (signature checked as “good”), they will be unable to obtain a replacement ballot. If a ballot has not been returned, or returned as “challenged”, a voter may obtain a replacement ballot, which would then void any other ballot that was issued to that voter. Once a ballot is returned by any means, in-person or Vote by Mail, any other ballot is automatically voided.

Most voters will not have to provide identification when they vote in-person. Please visit the [Secretary of State’s website](#) for more information, including a list of acceptable identification.

All voting conducted at Vote Centers follows the Secretary of State’s security standards, the ROV’s security procedures, and regulations in the California Elections Code and the California Voting System Use Procedures. This includes, but is not limited to, ensuring all equipment at the Vote Center is sealed, stored, delivered and used in compliance with these regulations. In addition, our current procedures require the majority of the election workers be present when the site is open.

All voted ballots are returned nightly to the ROV Office, along with roster sheets that contain voter signatures, and spoiled ballots. Blank ballot paper is stored securely overnight at the Vote Center.

All tabulation is done at the ROV Office. There are no tabulators at any Vote Centers. All voters must cast a printed, paper ballot.

Under California voting system requirements, all certified equipment must run on battery power in the event of a power outage. Inspectors are instructed to take their cell phone to their Vote Center, and ensure it remains charged. Law Enforcement will receive a list of all Vote Center locations. Each Vote Center will be provided with emergency procedures and an instruction manual for the operation of a Vote Center and processing voters.

The ROV will immediately work to resolve any disruption at a Vote Center, and each disruption will have its own response. Generally, if a single Vote Center is disrupted, the ROV will immediately have the staff redirect voters to other Vote Centers, and will inform local police, the Secretary of State’s office, and provide media updates to ensure voters are informed. If there is a natural disaster or other disturbance that affects a Vote Center or Official Ballot Drop Box site’s physical location, additional notifications, signage, and staff will be available to direct voters to an alternate location. Should all activities at a Vote Center be ceased, staff will immediately secure that Vote Center’s voting equipment and account for all voting materials in accordance with California Election Code and the Ballot Manufacturing and Finishing guidelines. The ROV will attempt to open a replacement Vote Center and use all resources appropriate to make public notice of the change.

If any equipment is stolen or appears to have been tampered with at any Vote Center, replacement equipment will be deployed. Stolen equipment would be a financial loss to Sonoma County but would not jeopardize the integrity of the election. No voter information is left on any check-in laptops and multi-factor authentication is required

to make any changes to the accessible ballot marking device or the mobile ballot printer.

Layout guidelines will be used to ensure voting booths and accessible ballot marking devices are placed in a manner that allows a voter to mark their ballot independently and privately. Layouts will be sensitive to accessibility needs of voters and will be adjusted to accommodate the varying shapes and room sizes of each location. A sample layout can be found in Appendix E.

The ROV has evaluated the need of Mobile Vote Centers and has a trailer that is able to be deployed as needed during an election. Any schedules for the mobile unit would be set in advance to provide adequate notice for voters, unless due to emergency. In the event of a natural disaster such as a fire or flood, the ROV would work with Emergency Management to secure tents or alternate locations, if necessary. The ROV has purchased, through a grant, backup generators that can power a temporary or emergency Vote Center location, if necessary. The ROV will continue to triage Vote Center challenges and provide support for the return of Vote by Mail ballots, the use of drop boxes, technical support, and provide customer service in the ROV Office during each election.

A list of potential Vote Center locations with hours of operation may be found in Appendix G.

More information on the ROV and Vote Center security can be found in the Equipment and Security section beginning on page 4.

4. Official Ballot Drop Boxes

Any voter throughout the state may drop off their voted ballot at any Official Ballot Drop Box location in the state during their published hours of operation. Replacement ballots are not available at Official Ballot Drop Boxes. Voters are only able to return ballots to these locations during the location's hours of operations, as published in the County Voter Information Guide, Vote by Mail packet, and on the ROV website. A 24-hour drive-thru drop box is available at the ROV Office at 435 Fiscal Drive, in Santa Rosa.

A list of confirmed Official Ballot Drop Box locations with hours of operation may be found in Appendix H. Official Ballot Drop Box maps will be located on the [ROV website](#) prior to each election, after sites are confirmed. Official Ballot Drop Boxes available in other counties can be found on each individual county's website, or on the Secretary of State's website.

D. Vote Center Staff (Poll Worker) Training

All staff, including those working at Vote Centers, and those providing technical and compliance support, are provided training on the operation of the voting equipment, setting up a Vote Center, assisting and processing voters, including assisting voters with accessibility and language needs, securing sensitive equipment each voting night, and the proper procedures in case of an emergency.

The ROV conducted training online to poll workers for the November 2020 election, and all elections in 2021 and 2022, and found the online training a successful tool for training

poll workers. We will continue to conduct the bulk of training online in future elections, with in-person training for inspectors, clerks and field support officers.

IV. POST-ELECTION ACTIVITIES – Public may observe any election process

A. Canvass – Vote by Mail

The ROV will begin processing returned Vote by Mail ballots, which includes the extraction and review of the official ballot from the Vote by Mail envelope, and duplicating damaged ballots, as necessary, as soon as allowable by law. Ballots returned and validated before the Friday prior to Election Day are included in the initial election night results released shortly after 8:00 p.m.

Each returned Vote by Mail ballot envelope is processed through a mail sorter which starts the signature verification process. This process takes a picture of the envelope with the voter's signature for staff to compare the envelope signature to the signature on a voter's registration or other supporting documentation. If a voter forgets to sign their return envelope, or a signature does not compare to the voter's signature(s) in their voter file, a letter and form are sent to the voter with a postage paid return envelope, requesting an updated signature.

Once a signature is deemed valid, the voter's status is updated and available on the [Vote by Mail Ballot Lookup](#). The ballot envelopes are then taken to the on-site warehouse where staff extract the ballots from the identification envelopes using an automated process, maximizing voter privacy. After extraction, ballots are moved to the processing room where teams review the ballots for damage and prepare them for tabulation. Damaged ballots that will not run through the tabulators are reproduced by teams of two. The duplicate ballots have a watermark, and the original and duplicated ballots are maintained with the other election materials for the required retention period and are labeled by source such as VBM, Military, etc.

After processing, ballot cards are then sent through the tabulators. Scanned images of the ballot may be sent to adjudication where teams of two people analyze the ballot images to determine voter intent by reviewing ambiguous marks, ovals not filled properly, mistakes, and write-ins. Any qualified write-in candidates are entered into the adjudication program prior to the start of ballot processing/adjudication and will reflect in a drop-down box for selection of the appropriate candidate by the adjudication team. If there is a question on a particular ballot that requires a higher review level, the adjudication team will "quarantine" the ballot. Quarantined ballots are then reviewed by the Department Information Systems Coordinator for final decision.

After tabulation, the paper ballots are stored in a secured room with 24-hour surveillance cameras and may be reviewed at any time during the certification or recount period.

The ROV works diligently to protect the integrity of the voting process while ensuring accuracy and voter privacy. It takes time to ensure every eligible citizen casts one ballot per election; results are updated periodically throughout the canvass period. Voters may check their ballot status on the [My Voter Status Lookup](#) webpage, contact the ROV Office at (707) 565-6800, or sign up for ballot tracking at wheresmyballot.sos.ca.gov.

Voters who do not have internet access and would like to sign up for ballot tracking can contact the ROV Office at (707) 565-6800 for help signing up.

B. Canvass - Vote Centers

Each night, Vote Center staff will return designated materials to their assigned Receiving Center. Receiving Center staff will collect materials from the poll workers and ensure that everything is accounted for. Receiving Center staff will then return materials from their assigned Vote Centers to the ROV Office. All blue-labeled bags that contain returned Vote by Mail ballots, the A box that contains in-person ballots, the pink-labeled bag that contains Conditional Voter Registration and Provisional ballots (pink envelopes), the yellow-labeled bag that contains spoiled ballots and surrendered VBM ballots, and the white-labeled bag that contains all daily rosters, are checked in by ROV staff, and recorded as accounted for. Any bag that is missing will be reported to the Lead Storekeeper. Included with the Vote Center voted ballots in the A box is a completed Certificate of Packaging and Sealing to verify chain of custody. No voter's personal information is left at the Vote Centers overnight.

Each Night, the ROV will process all in-person ballots from the Vote Centers. If a Vote Center reports that their in-person (teal) ballot box is getting full, a Field Support Officer will deliver an extra ballot box and serialized lock to the Vote Center, to ensure all in-person voted ballots are secure.

Conditional Voter Registration ballots and provisional ballots voted at a Vote Center or the ROV Office are initially processed by confirming a voter's eligibility. Once confirmed, the voter's registration is processed and the ballot is extracted, processed and tabulated like all other ballots. These ballots are included in the final official results.

C. 1% Manual Tally

To ensure that the ballot scanners are tabulating correctly, the ROV conducts a manual tally on 1% of all Vote by Mail batches and Vote Center batches in Sonoma County after each election. Batches are selected randomly at the start of the manual tally. The manual tally is conducted for both Vote by Mail and Vote Center ballots tabulated through Election Day.

SECTION 2: VOTER EDUCATION AND OUTREACH PLAN

I. OVERVIEW

The California Voter's Choice Act (VCA) requires the County to develop a Voter Education and Outreach Plan that provides transparency and informs voters on all aspects of the VCA. This includes the services and information available at Vote Center and Official Ballot Drop Box locations, and information specific to voters with disabilities and language minority voters.

Public meetings will be held with community organizations and individuals that advocate on behalf of, or provide services to, the disability and language minority communities. The Sonoma County Registrar of Voters (ROV) will hold multiple public consultation meetings. Meetings will be Americans with Disabilities Act (ADA) accessible. Content and messaging of events will be developed with input from the LAAC and VAAC committees.

This plan will highlight ROV's outreach goals to be ready to continue the utilization of the VCA voting model for elections in 2024 and going forward. A list of upcoming events is published on the [ROV website](#). For additional events, ideas for outreach opportunities, or recommendations to improve this Election Administration Plan, please email rov-info@sonoma-county.org. This plan will be submitted to the Secretary of State's office for review and ultimate approval. However, feedback regarding this plan and future ROV efforts will be accepted at any time.

II. VOTER & COMMUNITY OUTREACH

A. 2024 Messaging

The ROV has established the following messaging points that will be prevalent in all outreach and education materials:

2024 Presidential Primary Election:

- Vote early to avoid the lines
- Vote by Mail return envelopes are postage paid
- Sign up to track your ballot at wheresmyballot.sos.ca.gov
- Find the list of Vote Centers, and the voting dates and times, as well as Official Ballot Drop Boxes on our website at SoCoVotes.com
- Check your registration status
- Use the accessible online Voter Information Guide (VIG) to review your materials and sample ballot
- Information on No Party Preference voters and cross-over voting

2024 General Election:

- Vote early to avoid the lines
- Vote by Mail return envelopes are postage paid
- Sign up to track your ballot at wheresmyballot.sos.ca.gov
- Find the list of Vote Centers, and the voting dates and times, as well as Official

- Ballot Drop Boxes on our website at SoCoVotes.com
- Check your registration status
- Use the accessible online Voter Information Guide (VIG) to review your materials and sample ballot

2024 Special Elections - TBD:

- Vote early to avoid the lines
- Vote by Mail return envelopes are postage paid
- Sign up to track your ballot at wheresmyballot.sos.ca.gov
- Find the list of Vote Centers, and the voting dates and times, as well as Official Ballot Drop Boxes on our website at SoCoVotes.com
- Check your registration status
- Use the accessible Voter Information Guide (VIG) to review your materials and sample ballot

These points will be disseminated through social media, partners, in our communication with the public, and on our flyers and informational handouts. The ROV will continue consistent efforts to ensure that the public is aware of how to register to vote, participate in upcoming elections, and services available at Official Ballot Drop Box and Vote Center locations.

Additional messaging will be determined by the ROV after review of voter questions and calls, and feedback from community meetings.

The ROV will work in partnership with community organizations, government agencies, schools and other groups to raise awareness of the Vote Center model. This will be combined with a broad media campaign organized and implemented in partnership with the Sonoma County Communications Team to provide news and stories about the voting model to the news media, radio, social media, public access media, and public service announcements (PSA).

The ROV will partner with community organizations to attend community events and provide education and outreach opportunities to voters.

A general timeline for the Communication Action Plan can be found in Appendix F.

B. Community Partners

The ROV will provide information about the Vote Center model to community partners to assist in voter outreach. The ROV will attend community events, make presentations to organizations, and train interested individuals and groups to assist with education and outreach. A list of community partners can be found in Appendix A.

Community partners and the general public may assist in various ways such as:

- Sharing accurate, non-partisan election information on social media
- Posting election information and links to our website SoCoVotes.com in a community newsletter or website
- Placing flyers and handouts in offices or locations the public may frequent

- Assist in distributing information, materials and brochures, including the election specific messaging points
- Participating in community outreach events
- Participating in advisory meetings on messaging, concerns or common questions from the public
- Invite an election representative from the ROV to present non-partisan election information to clients, customers, members, or residents

C. High Schools & Higher Education

The ROV will perform outreach to local high schools upon request, to educate students about the election process. The ROV will continue to partner with local colleges throughout the County to provide information and resources about the election process, the Vote Center model, and upcoming elections through presentations, campus events, and registration drives.

D. Individual Voter Network

Outreach and education activities are not limited to organizations. Individual voters may serve as part of a support network to inform the Sonoma County ROV of barriers to voting and help provide solutions to ensure widespread awareness of the Vote Center model. The ROV will provide Voter Experience Survey cards at Vote Centers to receive comments about voters' experiences. Survey questions include why the voter chose a specific Vote Center, what their overall voting experience was at the Vote Center, and what would have made their experience better.

Questions or comments from the public may be shared at any time by emailing rov-info@sonoma-county.org.

E. Direct Voter Contacts

The ROV will mail two direct postcards to each registered Sonoma County voter to inform them about the VCA voting model.

All registered voters will receive postcards in bilingual English/Spanish format.

Content which will be on either, or both postcards will be:

- Services offered at Vote Centers
- Options for returning your ballot
- ROV's toll-free voter assistance hotline
- How to obtain an accessible format ballot
- Language services available
- How to check your registration
- How to sign up for ballot tracking
- Vote early to avoid lines on Election Day

First Postcard: The first mailing will be sent no later than 55 days before Election Day. The focus of the first postcard will be reminding voters to watch for their Vote by Mail ballot to arrive before Election Day. Depending on the election cycle, it may also include information about cross-over voting and No Party Preference voters.

Second Postcard: The second mailing will be sent approximately 22 days before Election

Day. The focus of this postcard is identifying the Vote Center and Official Ballot Drop Box locations, and schedules.

Draft Sample postcards are included in Appendix B.

F. Advisory Committees

The ROV has established two committees to assist in the creation and implementation of the Election Administration Plan outreach and education efforts:

- Voting Accessibility Advisory Committee ([VAAC](#)) mission, and upcoming agendas are located on the VAAC webpage.
- Language Accessibility Advisory Committee ([LAAC](#)) mission, and upcoming agendas are located on the LAAC webpage.

These committees will assist with accessibility, language, and community needs and advise the ROV on various aspects of the Voter Education and Outreach Plan.

For more information on any of the committees, please email rov-info@sonoma-county.org.

G. Public Service Announcements (PSAs) & Media

The ROV will work with the County Communications Team to draft and use PSAs in visual and audio formats, as budget allows, to inform voters of the upcoming election and the toll-free voter assistance hotline ((800) 750-8683). The PSAs will be distributed through television, radio, newspapers, and social media in order to reach all voters, including voters with disabilities and language minority voters. The PSAs will be provided to the outlets listed in Appendix C. A general timeline for PSAs and contact with other media outlets is located in Appendix F.

III. VOTER SERVICES

A. Services for Voters with Limited English Proficiency

After the 2020 census, Sonoma County has been identified as being required to provide translated election materials in Spanish under The Voting Rights Act of 1965. State Law also requires the County to provide language assistance and translated copies of the official ballot, also known as facsimile ballots, in the following languages: Vietnamese, Tagalog, and Khmer.

1. *Identifying Language Minority Voters §4005(a)(10)(I)(i)(V)*

The ROV identifies voters' language preferences as indicated by the voter in the "Optional Voter Information" section on voter registration forms. Language minority voters may also email or call the ROV to provide their language preference, or return the postage-paid postcard on the back of their County Voter Information Guide (VIG). The ROV enters and stores this data in our Election Management System (EMS). Furthermore, the ROV receives information about language minority communities from the United States Census Bureau.

2. *Language Accessibility Advisory Committee*

The ROV has established the LAAC as a citizen advisory committee to make

recommendations for improving language access to voting and election materials. The LAAC is designed to advise and assist in meeting state mandated language requirements. The ROV will work with LAAC members and community partners to provide information to voters with language needs.

3. *Educational Workshops*

As part of its outreach efforts, the ROV will continue its outreach to language minority voters. The ROV will work with LAAC members and community partners to provide voters with language assistance at educational workshops. Workshops will be scheduled prior to every statewide election. Invitations to these workshops will be submitted via email to various people and organizations already contacted regarding potential membership in our LAAC and VAAC, on our Facebook page, and with assistance from our County Administrator's Office Communications Team. At these workshops the ROV will provide:

- Examples of translated facsimile ballots with voter instructions, also known as Ballot Translation Guides.
- Translated VCA materials in all state required languages for Sonoma County.

4. *Media/Advertising*

Press releases distributed throughout Sonoma County will announce the toll-free voter assistance hotline ((800) 750-8683) which provides assistance in English and in Spanish. The ROV also has an interpretation service available if someone needs assistance in a language other than English or Spanish. Press releases will also be distributed to various media outlets in both English and Spanish, including Latino Service Providers, El Patron Radio, KBBF, Sonoma Media Investments and La Voz Newspaper. The full list of media partners is included in Appendix C.

5. *Materials in Alternate Languages*

All election materials from the ROV are bilingual in English/Spanish, including official ballots, return envelopes, voting instructions, county VIG and Vote Center and Official Ballot Drop Box publications.

Facsimile ballots, referred to as "Ballot Translation Guides" in Sonoma County, are translated into Vietnamese, Tagalog, and Khmer. Under California Election Code 14201, facsimile ballots must be posted at Vote Centers in specified languages if it has been determined that 3% or more of the language minority group in or around that precinct have limited English proficiency. Pursuant to EC4005.6 facsimile ballots are mailed to voters that are identified in the Election Management System (EMS) as needing voting materials in Vietnamese, Tagalog, or Khmer, prior to the opening of the Vote Centers. Voters may also contact the ROV to request a facsimile ballot be mailed to them by emailing rov-absentee@sonoma-county.org or calling (707) 565-6800. In addition, the Ballot Translation Guides will be available at every Vote Center and additional copies can be requested and provided by Field Support Officers as needed.

6. *Bilingual Assistance at Vote Centers*

Under California Election Code 12303, a reasonable effort must be made to staff bilingual Election Officers at designated locations throughout Sonoma County where

3% or more of the voting age population have limited English proficiency (voters whose primary language is not English). Voter file information such as language preference is used to identify areas where bilingual assistance may be needed. Census and American Community Survey information, as it applies to Election Codes 14201 and 12303, is used to identify precincts that meet the 3% threshold.

- **Advisory Groups:** The ROV will consider feedback and suggestions on areas that may need additional language assistance from advisory groups such as Sonoma County's LAAC.
- **Advocacy Groups:** The ROV will consult with various community groups and organizations that advocate for language access throughout Sonoma County. We anticipate these groups will assist the ROV in defining the language minority populations in Sonoma County.

Vote Centers which require language assistance have been identified by the California Secretary of State through U.S. Census data. A list of language assistance available at each Vote Center will be printed in the County Voter Information Guide (VIG) and available on the ROV website. Additional need for language assistance will be considered through the public input process, including input provided by the County's LAAC.

The ROV will endeavor to recruit at least one Spanish-speaking Election Officer for each Vote Center to provide language assistance. If a Vote Center is in, or adjacent to, a precinct with language requirements in Vietnamese, Tagalog or Khmer, the ROV will make every effort to recruit Election Officers fluent in English and that language. The ROV will also provide the Telephone Interpreter Service offered through the California Secretary of State which Election Officers can utilize to call in and speak with a live translator to assist in communicating with voters in many other languages, as well. The accessible ballot marking device only contains ballot content and audio in English and Spanish.

B. Voters with Disabilities

The ROV is committed to working with voters with disabilities to increase accessibility in the democratic process. The ROV website provides general information about these efforts and the resources available to voters with disabilities, including the Remote Accessible Vote by Mail system, disability services available at Vote Centers, and the availability of election materials in alternate formats (see page 18 for more information). Voters are encouraged to contact the ROV with specific requests for assistance by emailing rov-info@sonoma-county.org, or by calling the ROV Office at (707) 565-6800. A full listing of accessible voting options and assistance is located on the [ROV website](#). The county also provides an accessible online Voter Information Guide which includes a sample ballot a voter with disabilities can access to review and print .

1. Voting Accessibility Advisory Committee

The ROV has established the VAAC as a citizen advisory committee to make recommendations for improving access to voting and election materials while helping to identify and eliminate barriers. The VAAC is designed to advise and assist in ensuring all voters in Sonoma County can vote independently and privately. The ROV will work with VAAC members and community partners to provide information

and alternative voting options to voters with disabilities.

2. *Educational Workshops*

Workshops will feature a demonstration of the ROV's accessible voting options, including the Remote Accessible Vote by Mail (RAVBM) system and the accessible ballot marking device (ICX) at the Vote Centers. Workshops will be scheduled prior to every statewide election. Advertising of these workshops will be done on social media, with assistance from the County Administrator's Office communications team, and through trusted community partners. At these workshops the ROV will provide:

- Remote Accessible Vote by Mail Application
- A demonstration of the RAVBM interface and audio
- Informational fliers regarding accessible voting
- A demonstration of the ICX Ballot Marking Device, with a mock ballot
- Discussion on availability of materials in alternate formats (large print, audio versions of ballot measures, accessible County Voter Information Guide), and availability of alternate formats for state election materials.

3. *Media/Advertising*

Press releases will be distributed throughout Sonoma County to announce the toll-free voter assistance hotline ((800) 750-8683) which provides assistance in English and in Spanish. A dedicated Telecommunications Device for the Deaf (TDD) line is available at (707) 565-6888. This allows voters who are deaf, hard of hearing, or speech-impaired to use the telephone to communicate with the ROV staff. Future press releases will also include the TDD phone number and availability of telephone interpreter services.

Main print and online media outlets, such as Sonoma Media Investments (covers multiple print and online platforms throughout the County, including the Press Democrat), Kenwood Press, Bodega Bay Navigator, Bay Area News Group, Sonoma West Times, and radio stations that cover the County, will be utilized as much as possible for press release distribution. Sonoma County has no dedicated TV news outlet but will provide press releases to the TV media outlets that the County Communications Team typically works with including ABC7, KGO, KPIX, KRON, KSRO, KSVY and KTVU.

Printed materials, such as a direct postcard, will advise voters of accessible ballot options.

The ROV could use assistance and recommendations on how best to reach voters with disabilities. Please email rov-info@sonoma-county.org with media ideas.

4. *Materials in Alternate Formats*

Voters with disabilities can obtain election materials in alternate formats. The ROV prepares a County Voter Information Guide (VIG) for each election which contains information on the Vote by Mail process as well as instructions for using the Remote Accessible Vote by Mail system (RAVBM). The VIG is available in large print and as an online portable document format (pdf) file. In addition, voters can visit our website to access an online version of the VIG that is compatible with screen readers, as well

as a sample ballot. Large-print VIGs and audio versions of ballot measures can be requested by emailing rov-info@sonoma-county.org or calling the ROV Office at (707) 565-6800.

A full list of how to access information in alternate formats is located on the [ROV website](#).

5. *Remote Accessible Vote by Mail (RAVBM)*

All counties are required to provide an accessible Vote by Mail option which is available to any voter, but can be particularly useful for voters with disabilities because of its accessibility features. This system allows for voters to access their correct ballot online using their own device, such as a personal computer, and mark their choices, with the option of using their own assistive technology. Once the ballot choices have been marked, the voter is required to print out the selections and return the RAVBM ballot. RAVBM ballots may be returned using the same methods available to return a regular paper Vote by Mail ballot. Information regarding the RAVBM process is available on the [ROV website](#).

A voter may request a Vote by Mail ballot in an accessible format by returning the postage-paid request form on the back cover of their County Voter Information Guide or completing the online form on the [ROV website](#).

Voters that choose to use this system must have access to an email address, a computer with an internet connection, and a printer to print out their ballot selections. RAVBM voters download and print an envelope template from the RAVBM system, or they may request a replacement envelope by calling the ROV Office at (707) 565-6800.

All envelopes must be signed or marked with an identifying mark by the voter in order for the ballot to be counted. If a voter signs the envelope with a mark, such as an "X," because a disability prevents them from making a signature, another person who is at least 18 years old must sign the envelope as a witness to the voter's mark. If a voter forgets to sign their return envelope, or their signature does not compare to the voter's signature(s) in their voter file, a letter and form are sent to the voter with a postage paid return envelope, with instructions and the deadline for return of the form.

To verify the ROV has received a ballot, a voter may call the ROV Office, visit the California Secretary of State's website and click [My Voter Status](#), or they can sign up for ballot tracking at wheresmyballot.sos.ca.gov. Voters who do not have internet access and would like to sign up for ballot tracking can contact the ROV Office at (707) 565-6800 for help signing up.

6. *Vote Center Accessibility*

Vote Centers and Official Ballot Drop Box locations are selected using ADA guidelines from the Polling Place Accessibility Checklist. These checklists are used to identify accessible locations. If a barrier is found that may keep a person from entering a Vote Center or using an Official Ballot Drop Box, the location will not be used. Any questions regarding physical access to a Vote Center or Official Ballot

Drop Box location can be directed to the ROV Office by emailing rov-info@sonoma-county.org or calling (707) 565-6800.

All Vote Centers will have magnifying glasses, pen grips, and at least one voting booth for marking a paper ballot that can accommodate a chair or wheelchair. In addition, there will be at least three accessible ballot marking devices (ICX) that are positioned to accommodate a chair or wheelchair. At a Vote Center, any voter may utilize these accessible ballot marking devices to mark their ballot independently and privately. After checking in with the Election Officer, voters are provided with a Voter Access Card that populates the accessible device with their ballot. The ballot can be marked using the touchscreen display, the provided handheld controller with braille, or their own assistive technology. Key features include:

- A touchscreen tablet, with the option to change text size and contrast on the tablet
- A handheld controller with Braille (also known as an audio tactile interface)
- Headphones and audio instructions in English or Spanish, based on voter selection
- A privacy mask, for voters not using the touchscreen, turns the screen black to ensure their votes are kept private
- The ability for voters to use their own Paddle or Sip and Puff assistive device

This machine does not tabulate or count any votes. Upon completion of marking their ballot, the voter must print out their selections and place the printed ballot in the ballot box. No voter information is stored on any ballot marking device, ensuring all ballots are kept confidential and private.

Any voter who cannot physically access a Vote Center has the option to request curbside voting. Voters can either call the Vote Center at the number on the call box at the Vote Center, or have another person who is with them enter the Vote Center and make the request. Vote Center staff will bring a ballot to their vehicle, along with voting materials and a curbside roster for obtaining the voter's signature. To request curbside voting at the ROV Office, voters may contact the ROV Office at rov-info@sonoma-county.org or (707) 565-6800. The ROV Office, located at 435 Fiscal Drive, in Santa Rosa, will have an accessible ballot marking device available for use beginning 29 days before Election Day, as well as curbside voting options.

7. *Ballot Pick-up Options or Replacement Options*

Every registered Sonoma County voter will be mailed a Vote by Mail (VBM) ballot no later than 29 days before Election Day. Any voter may request a replacement ballot for any reason and may call the ROV Office at (707) 565-6800 for more information.

8. *Authorizing a Representative to Pick up a Vote by Mail Ballot on Voter's Behalf*

A voter may request that someone else pick up a Vote by Mail ballot for them from the ROV Office, for any reason. These procedures can be used at any time during an election period. Detailed information regarding how to send a representative to pick up a ballot on a voter's behalf will be available on the ROV website, or by contacting the ROV Office at (707) 565-6800. Such requests can only be made at the ROV Office.

The voter shall mark the ballot, place it in the blue return envelope, and fill out and sign the envelope. The ballot can be returned personally or through the authorized representative, to the Registrar of Voters Office, by mail, at any Official Ballot Drop Box, or to any Vote Center within Sonoma County before the close of the polls.

IV. ADDRESSING GAPS IN PARTICIPATION

It is the goal of the ROV and the County of Sonoma to ensure equal access to the ballot box for all eligible citizens, as defined by law. The ROV makes every effort to attend events, offer presentations, and provide information in areas of historically low voter turnout, upon request. The ROV will provide election information to care homes, hospitals, the Sonoma County Mental Health Department, the Sonoma County Sheriff's Department, Military offices and Passport offices. Materials will be sent by email and will include information about how to request voter registration forms and other information, the link to our website to review our EAP, and our contact information should they or their clients have any questions.

A. Registering to Vote

Eligible Sonoma County residents may register to vote online directly at the Secretary of State's website: registertovote.ca.gov, or access the state voter registration website through a link from the [ROV's website](#). Residents may also pick up a voter registration form at the ROV Office, City Halls, libraries, post offices, and most government offices throughout the County. Sonoma County agencies serving low-income households and individuals with disabilities provide voter registration forms to their clients. The Department of Motor Vehicles (DMV) and Secretary of State (SOS) have established a California Motor Voter Program as defined by AB 1461. During DMV transactions, this program, will automatically register any person who is qualified to vote unless that person opts out of registration. The ROV will also mail a registration form upon request.

The ROV provides National Voter Registration Act (NVRA) resources and training to County agencies serving low-income residents and individuals with disabilities, upon request.

B. Data Collection & Review

Following each election conducted under the VCA, the ROV will review comments received from voters and will solicit input from the LAAC, VAAC, and community partners on data collected in compliance with California Election Code 4005. The ROV will make reasonable efforts to address significant disparities identified on an item-by-item basis.

In order to address identified gaps in voter participation, the ROV is committed to:

- Recruiting and surveying potential locations in the community that can host an accessible Vote Center
- Meet with the agencies that provide services to the community, including but not limited to Becoming Independent, Disability Services and Legal Center, Council on Aging, YM/YWCA, upon request to provide voter information, voter registration forms, and flyers/posters for elections

Additionally, the ROV will work to identify different areas in Sonoma County where the voter

participation turnout is below the average for the County. This data will be used by the ROV to increase the level of advertising in specific areas, as well as other community hubs to help advertise and disseminate election information.

V. BUDGET

The VCA requires extensive voter education and outreach about the Vote Center model voting process. The ROV's goal is to increase voter registration, participation, and turnout.

The ROV provides in-house support for the preparation of outreach materials, public presentations and community outreach events. The budget has not included the purchase of advertisements in television, radio, newspapers, and social media in the past, but will need to be included for outreach regarding the VCA Voting Model. There will be printing and postage costs for direct mailings to registered voters.

The budget information for education and outreach can be found in Appendix D. If additional money is provided for voter education and outreach efforts, the Appendix will be updated to reflect any changes or additions.

Sonoma County utilized a VCA-like voting model for the November 2020 Presidential Election, due to legislation enacted specific to that election. This allowed the ROV to utilize a grant to purchase Mobile Ballot Printers (MBPs), transport carts for them, label printers for use in creating the completed combined roster of voters, and Cradlepoint routers that are isolated from the internet to ensure connectivity to the voter database to cover 30 Vote Centers. For the voter check-in or roster laptops, the ROV utilized laptops already purchased for the Assessor's Device Modernization Program which were loaned to us for the November 2020 Election. The ROV later purchased new laptops for the voter check-ins going forward, which are dedicated to the ROV. The ROV also needed to purchase equipment for one more Vote Center, due to increased registration, and back-up equipment to ensure replacement equipment can be deployed as needed, if any equipment would fail during any election. The ROV estimates there will be no cost savings to the VCA model due to anticipated cost of outreach, mailings, Vote Center support and overtime for temporary employees, increase of Poll Worker stipends, IT support and connectivity for Vote Centers, and temporary staff to service Official Ballot Drop Boxes.

APPENDIX A: COMMUNITY EVENTS AND PARTNERS

The ROV participates in many known annual events. They are included in the chart, below. As additional events become available, they will be updated and provided on [the ROV's website](#).

Community Events

Date	Event Title
Recurring/Spring -Summer - annual	Wednesday Night Markets
Spring – potential annual	Unhoused Job and Resource Fair
Spring - annual	Transition Fair
Spring - annual	DSLCL's Aging, Disability & Advocacy Expo
Spring - annual	Santa Rosa Earth Day
Fall - annual	Fiesta de Independencia

Calendar subject to change.

Beginning in March of 2021, the ROV began contacting community organizations and partners to participate in our LAAC and VAAC, and to attend consultation meetings to provide feedback on our draft 2021 Election Administration Plan. Since the establishment of the Sonoma County LAAC and VAAC, these committees have been meeting quarterly to discuss potential outreach events for ROV participation. The below list of organizations have been identified as partners to help communicate our plan, and assist with outreach.

Community Partners

Advanced Collaborative Team Solutions
Advancing Justice/Asian Law Caucus
Becoming Independent
Charya Burt Cambodian Dance
Communique Interpreting
Community Action Partnership
Community Foundation
Corazon Healdsburg
Council on Aging
Department of Rehabilitation
Disability Rights California
Disability Services and Legal Center

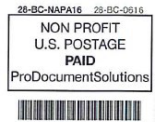
Earle Baum Center
Filipino American Association of Sonoma State University
Filipino National Historic Society Sonoma County
Friends Outside
IHSS Public Authority
La Luz
La Voz Bilingual Newspaper
Latino Service Providers
League of Women Voters
Los Cien
NAMI Sonoma County
North Bay Industries
North Bay Jobs With Justice
North Bay Regional Center (serving persons with developmental disabilities)
Nuestra Comunidad
Senior Advocacy Services
Sonoma County Human Services Adult and Aging
Sonoma County Latino Democratic Club
Sonoma County Library
Sonoma State University
SRJC Disability Resources Department
SRJC ESL Department
SSU Disability Services
United Cerebral Palsy of the North Bay
Vietnamese Martyrs Mission- Catholic Church
Wat Meangkolvorn Cambodian Buddhist Temple
Wellness and Advocacy Center

APPENDIX B: DIRECT VOTER CONTACT POSTCARD EXAMPLES

(SEE FOLLOWING PAGES)



Sonoma County Registrar of Voters
P.O. Box 11485
Santa Rosa, CA 95406

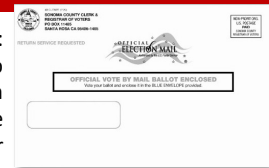


I. M. AVOTER
1313 MOCKINGBIRD LN
NAPA CA 94558

IMPORTANT INFORMATION FROM THE SONOMA COUNTY REGISTRAR OF VOTERS
INFORMACIÓN IMPORTANTE DEL REGISTRO DE VOTANTES DEL CONDADO DE SONOMA

OFFICIAL BALLOT MAILED TO YOU / BOLETA OFICIAL ENVIADA POR CORREO

Your official Sonoma County ballot was mailed on February 5th. Voted ballots can be returned by mail, at any Official Ballot Drop Box, or at any Vote Center. **NO POSTAGE IS NEEDED.** If you want to vote in person, you can vote at any Sonoma County Vote Center. Vote Centers begin opening on February 24th and are open on weekends. Vote Center locations and hours can be found on the back of this mailer. To avoid waiting in line at a Vote Center, vote before Election Day. To check your voter registration status please visit voterstatus.sos.ca.gov. Sign up to track your ballot at wheresmyballot.sos.ca.gov.



Su boleta electoral oficial del Condado de Sonoma se envió por correo el 5 de febrero. Las boletas votadas se pueden devolver por: correo, en cualquier Buzón Oficial de Entrega de Boletas o en cualquier Centro de Votación. **NO SE NECESITA FRANQUEO.** Si desea votar en persona, puede votar en cualquier Centro de Votación del Condado de Sonoma. Los Centros de Votación comienzan a abrir el 24 de febrero y están abiertos los fines de semana. Las ubicaciones y horarios de los Centros de Votación se pueden encontrar en la parte posterior de este correo. Para evitar esperar en la fila en un Centro de Votación, vote antes del día de las elecciones. Para verificar su estado de registro de votante, visite voterstatus.sos.ca.gov. Regístrese para rastrear su boleta en wheresmyballot.sos.ca.gov.



VOTE BY MAIL

Ways to return your ballot:

- ★ Blue postage paid return envelope
- ★ Official Ballot Drop Box
- ★ Any Vote Center



VOTE IN PERSON

Services provided at Vote Centers:

- ★ Open up to 11 days, including weekends
- ★ Same day voting & conditional registration
- ★ Accessible voting equipment
- ★ Curb-side voting
- ★ Telephone interpreter services



VOTO POR CORREO

Formas de devolver su boleta:

- ★ Sobre azul de devolución con franqueo pagado
- ★ Buzón Oficial de Entrega de Boletas
- ★ Cualquier Centro de Votación

VOTAR EN PERSONA

Servicios proporcionados en los Centros de Votación:

- ★ Abierto hasta 11 días, incluidos los fines de semana
- ★ Votación el mismo día y registro condicional
- ★ Equipo de votación accesible
- ★ Votación en la acera
- ★ Servicios de interpretación telefónica

**March 5, 2024, Presidential Primary Election
8 de Noviembre de 2022, Elección Primaria Presidencial**



**Vote Center Locations & Hours
Ubicaciones y Horarios de los Centros de Votación**

7 Vote Centers open daily from February 24– March 5, 9 a.m. - 5 p.m., including weekends. March 5 (Election Day) 7 a.m. - 8 p.m.

7 Centros de Votación abren diariamente del 24 de febrero al 5 de marzo de 9 a.m. a 5 p.m., incluidos los fines de semana. El 5 de marzo (el día de las elecciones) 7 a.m. a 8 p.m.

Cotati Veterans Memorial Building 8505 Park Ave, Cotati	Sonoma County Registrar of Voters 435 Fiscal Dr, Santa Rosa
Healdsburg Community Center 1557 Healdsburg Ave, Healdsburg	Sebastopol Center for the Arts 282 S High St, Sebastopol
Petaluma Veterans Memorial Building 1094 Petaluma Blvd S, Petaluma	Sonoma Valley Regional Library 755 W Napa St, Sonoma
Santa Rosa Veterans Memorial Building 1351 Maple Ave, Santa Rosa	

24 more Vote Centers open daily from March 2 – March 5, 9 a.m. - 5 p.m., including weekends. March 5 (Election Day) 7 a.m. - 8 p.m.

24 Centros de Votación más abren diariamente del 2 de marzo al 5 de marzo de 9 a.m. a 5 p.m., incluidos los fines de semana. El 5 de marzo (el día de las elecciones) 7 a.m. a 8 p.m.

Bodega Bay Yacht Club 565 Smith Brothers Rd, Bodega Bay	Rohnert Park Senior Center 6800 Hunter Dr, Rohnert Park
Cloverdale Fairgrounds, Exhibit Hall 1 Citrus Fair Dr, Cloverdale	Sonoma State University – Tuscan Village, Casentino Room 1801 E Cotati Ave, Rohnert Park
El Malino High School – Library (Biblioteca) 7050 Covey Rd, Forestville	Amaros Academy (Sonoma County Office of Education) 3261 Dutton Ave, Santa Rosa
Geyserville Fire Station 20975 Geyserville Ave, Geyserville	Finley Center – Person Wing, Room 1 2060 W College Ave, Santa Rosa
Graton Community Club 8996 Graton Rd, Graton	Oakmont West Recreation Center 6470 Meadowridge Dr, Santa Rosa
Guerneville Regional Library 14107 Armstrong Woods Rd, Guerneville	Rincon Valley Regional Library 6959 Montecita Blvd, Santa Rosa
Kenwood Fire Station 9045 Sonoma Hwy, Kenwood	Sheppard Elementary School 1777 West Ave, Santa Rosa
Rancho Adobe Fire Station – Apparatus Bay 11000 Main St, Penngrove	Sonoma County Office of Education Board Room 5340 Skylane Blvd, Santa Rosa
Petaluma City Hall 11 English St, Petaluma	Spring Lake Middle School 4675 Mayette Ave, Santa Rosa
Petaluma Community Center 320 N McDowell Blvd, Petaluma	Del Mar Hall 40600 Leeward Rd, The Sea Ranch
Santa Rosa Junior College – Petaluma, Jacobs Hall, Arcade Room 680 Sonoma Mountain Pkwy, Petaluma	La Luz Center 17560 Greger St, Sonoma
Rohnert Park Community Center, Garden Room 5401 Snyder Ln, Rohnert Park	Bluebird Center 25 Bluebird Dr, Windsor



**Official Ballot Drop Box Locations
Ubicaciones de los Buzones Oficiales de Entrega de Boletas**

21 Official Ballot Drop Boxes will be available 24 hours a day from February 7 – March 5 and close at 8 p.m. on Election Day. Ballots will be picked up by the Sonoma County Registrar of Voters Office regularly.

21 Buzones Oficiales de Entrega de Boletas estarán disponibles las 24 horas al día del 7 de febrero al 5 de marzo y cerrarán a las 8 p.m. el día de las elecciones. La Oficina del Registro de Votantes del Condado de Sonoma recogerá las boletas regularmente.

Bodega Bay Fire Station 510 Hwy 1, Bodega Bay	Santa Rosa Veterans Memorial Building 1351 Maple Ave, Santa Rosa
Cloverdale Veterans Memorial Building 205 W 1st St, Cloverdale	Sonoma County Registrar of Voters 435 Fiscal Dr, Santa Rosa
Cotati Veterans Memorial Building 8505 Park Ave, Cotati	Sebastopol Veterans Memorial Building 282 S High St, Sebastopol
Duncans Mills Fire Station 24900 Hwy 116, Duncans Mills	Sonoma Valley Regional Library 755 W Napa St, Sonoma
El Malino High School 7050 Covey Rd, Forestville	Bluebird Center 25 Bluebird Dr, Windsor
Geyserville Fire Station 20975 Geyserville Ave, Geyserville	
Jack London Village 14301 Arnold Dr, Glen Ellen	
Guerneville Regional Library 14107 Armstrong Woods Rd, Guerneville	
Healdsburg City Hall 401 Grove St, Healdsburg	
Kenwood Fire Station 9045 Sonoma Hwy, Kenwood	
Petaluma Community Center 320 N McDowell Blvd, Petaluma	
Petaluma Veterans Memorial Building 1094 Petaluma Blvd S, Petaluma	
Rohnert Park-Cotati Regional Library 6250 Lynne Condé Way, Rohnert Park	
Sonoma State University 1801 E Cotati Ave, Rohnert Park	
Rincon Valley Regional Library 6959 Montecita Blvd, Santa Rosa	
Roseland Community Center 779 Sebastopol Rd, Santa Rosa	



For additional information about the upcoming election, to obtain an accessible electronic ballot, or accessible online Voter Information Guide, please visit our website or contact the Sonoma County Registrar of Voters Office.

Para información adicional sobre las próximas elecciones, para obtener una boleta electrónica accesible o una Guía de información para votantes accesible en línea, visite nuestro sitio web o comuníquese con la Oficina del Registro de Votantes del Condado de Sonoma.

Sonoma County Registrar of Voters
435 Fiscal Drive, Santa Rosa, CA 95403

(707) 565-6800
 (800) 750-8683

TDD (707) 565-6888

SoCoVotes.com

Rev.info@sonoma-county.org

VOTING IN SONOMA COUNTY HAS CHANGED

The Voter's Choice Act expands voters' options for how, when and where they cast their ballot, providing voters with increased flexibility to vote when and where is most convenient for them. For more information visit our website: SoCoVotes.com.



#MoreDaysMoreWays

March 5, 2024, Presidential Primary Election

Every active registered voter will receive a ballot in the mail. You can still vote at a Vote Center if you prefer. Vote Centers open starting February 24.

VOTE IN PERSON

services provided at Vote Centers:

- OPEN UP TO 10 DAYS BEFORE ELECTION DAY**
- MORE ACCESSIBLE VOTING EQUIPMENT**
- BILINGUAL POLL WORKERS AT EVERY VOTE CENTER**
- SAME DAY VOTING & CONDITIONAL REGISTRATION**



VOTE BY MAIL

ways to return your VBM ballot:

- POSTAGE PAID RETURN ENVELOPE**
- OFFICIAL BALLOT DROP BOX**
- ANY VOTECENTER IN SONOMA COUNTY**

VOTAR EN EL CONDADO DE SONOMA HA CAMBIANDO

La Ley de Elección del Votante amplía las opciones de los votantes sobre cómo, cuándo y dónde emiten su voto, proporcionando a los votantes una mayor flexibilidad para votar cuando y donde sea más conveniente para ellos. Para más información, visite nuestro sitio web: SoCoVotes.com.



#MásDíasMásOpciones

5 de marzo de 2024, Elección Primaria Presidencial

Cada votante registrado activo recibirá una boleta por correo. Todavía puede votar en un Centro de Votación si lo prefiere. Los Centros de Votación abren a partir del 24 de febrero.

VOTAR EN PERSONA

servicios proporcionados en los Centros de Votación:

- ABIERTO HASTA 10 DÍAS ANTES DEL DÍA DE LAS ELECCIONES**
- MÁS EQUIPO DE VOTACIÓN ACCESIBLE**
- TRABAJADORES ELECTORALES BILINGÜES EN CADA CENTRO DE VOTACIÓN**
- VOTACIÓN Y REGISTRO CONDICIONAL EL MISMO DÍA**



VOTO POR CORREO

formas de devolver su boleta de Voto por Correo:

- FRANQUEO PAGADO SOBRE DE DEVOLUCIÓN**
- BUZÓN OFICIAL DE ENTREGA DE BOLETAS**
- CUALQUIER CENTRO DE VOTACIÓN EN EL CONDADO DE SONOMA**



Sonoma County Registrar of Voters
435 Fiscal Dr
Santa Rosa CA 95409

RETURN SERVICE REQUESTED

NONPROFIT ORG.
U.S. POSTAGE
PAID
SONOMA COUNTY CLERK
REGISTRAR OF VOTERS



NAME NAME
123 ADDRESS
CITY CA 9XXXX

March 5, 2024

PRESIDENTIAL PRIMARY ELECTION

Do you want to vote for President?

- Check your voter status: VoterStatus.sos.ca.gov
- Watch for your Vote by Mail ballot to arrive about a month before the election
- Toll-free Voter Assistance Hotline: (800)750-VOTE (8683)

5 de marzo, 2024

ELECCIÓN PRIMARIA PRESIDENCIAL

¿Quieres votar para presidente?

- Revise su condición de votante: VoterStatus.sos.ca.gov
- Esté atento a que su boleta do Voto por Correo llegue aproximadamente un mes antes de la elección
- Línea Directa Gratuita de Asistencia al Votante (800)750-VOTE (8683)

Voter ID Barcode



March 5, 2024 Presidential Primary Election 5 de marzo de 2024, Elección Primaria Presidencial



Each Qualified Political Party will have their own ballot for the Primary Election. Voters registered with a party will only be able to vote for that party's candidates for President.

Voters registered as No Party Preference (also known as Independent or Decline to State) or with an unqualified political party will receive a ballot without Presidential candidates. However, they will have the opportunity to vote for President by requesting a ballot from one of the parties that allows unaffiliated voters to participate in their party Primary. This is known as a crossover ballot.

For more information on voting for President in the Primary visit: SoCoVotes.com.

Cada Partido Político Cualificado tendrá su propia boleta electoral para la Elección Primaria. Los votantes registrados con un partido sólo podrán votar por los candidatos a Presidente de ese partido.

Los votantes registrados como Sin Preferencia de Partido (también conocido como Independiente o Declinan Declararse) o con un partido político no calificado recibirán una boleta sin candidatos presidenciales. Sin embargo, tendrán la oportunidad de votar por el presidente solicitando una boleta de uno de los partidos que permita a los votantes no afiliados participar en la Primaria de su partido. Esto se conoce como boleta cruzada.

Para obtener más información sobre la votación para Presidente en la visita primaria: SoCoVotes.com.

Name/Nombre:

Currently Registered As/Actualmente registrado como:

Your current political party registration is listed above. If you are registered with a political party you will receive a ballot that contains only that party's Presidential candidates (Note: American Independent is a political party. It is NOT independent). If you are currently registered as No Party Preference or an Other party you will be receiving a postcard in the mail detailing your options for voting for President.

If you would like to update your registration to ensure you receive the party ballot you want, please re-register with that party at registertovote.ca.gov.

Su registro de partido político actual se encuentra en la lista anterior. Si está registrado en un partido político, recibirá una boleta que contiene solo los candidatos presidenciales de ese partido (Nota: American Independent es un partido político. NO es independiente). Si actualmente está registrado como Sin Preferencia de Partido u Otro partido, recibirá una postal por correo que detalla sus opciones para votar por el presidente.

Si desea actualizar su registro para asegurarse de recibir la boleta del partido que desea, vuelva a registrarse con ese partido en registertovote.ca.gov.



VOTING IN SONOMA COUNTY HAS CHANGED

The Voter's Choice Act expands voters' options for how, when and where they cast their ballot, providing voters with increased flexibility to vote when and where is most convenient for them. For more information visit our

website: SoCoVotes.com.



#MoreDaysMoreWays

November 5, 2024, General Election

Every active registered voter will receive a ballot in the mail. You can still vote at a Vote Center if you prefer. Vote Centers open starting October 26.

VOTE IN PERSON

services provided at Vote Centers:

- OPEN UP TO 10 DAYS BEFORE ELECTION DAY**
- MORE ACCESSIBLE VOTING EQUIPMENT**
- BILINGUAL POLLWORKERS AT EVERY VOTE CENTER**
- SAME DAY VOTING & CONDITIONAL REGISTRATION**



VOTE BY MAIL

ways to return your VBM ballot:

- POSTAGE PAID RETURN ENVELOPE**
- OFFICIAL BALLOT DROP BOX**
- ANY VOTECENTER IN SONOMA COUNTY**

VOTAR EN EL CONDADO DE SONOMA HA CAMBIANDO

La Ley de Elección del Votante amplía las opciones de los votantes sobre cómo, cuándo y dónde emiten su voto, proporcionando a los votantes una mayor flexibilidad para votar cuando y donde sea más conveniente para ellos. Para más información, visite

nuestro sitio web: SoCoVotes.com.



#MásDíasMásOpciones

5 de noviembre de 2024, Elección General

Cada votante registrado activo recibirá una boleta por correo. Todavía puede votar en un Centro de Votación si lo prefiere. Los Centros de Votación abren a partir del 26 de octubre.

VOTAR EN PERSONA

servicios proporcionados en los Centros de Votación:

- ABIERTO HASTA 10 DÍAS ANTES DEL DÍA DE LAS ELECCIONES**
- MÁS EQUIPO DE VOTACIÓN ACCESIBLE**
- TRABAJADORES ELECTORALES BILINGÜES EN CADA CENTRO DE VOTACIÓN**
- VOTACIÓN Y REGISTRO CONDICIONAL EL MISMO DÍA**



VOTO POR CORREO

formas de devolver su boleta de Voto por Correo:

- FRANQUEO PAGADO SOBRE DE DEVOLUCIÓN**
- BUZÓN OFICIAL DE ENTREGA DE BOLETAS**
- CUALQUIER CENTRO DE VOTACIÓN EN EL CONDADO DE SONOMA**



Sonoma County Registrar of Voters
P. O. Box 11485
Santa Rosa, CA 95406



I. M. AVOTER
1313 MOCKINGBIRD LN
NAPA CA 94558

IMPORTANT INFORMATION FROM THE SONOMA COUNTY REGISTRAR OF VOTERS
INFORMACIÓN IMPORTANTE DEL REGISTRO DE VOTANTES DEL CONDADO DE SONOMA

OFFICIAL BALLOT MAILED TO YOU / BOLETA OFICIAL ENVIADA POR CORREO

Your official Sonoma County ballot was mailed on October 7th. Voted ballots can be returned by: mail, at any Official Ballot Drop Box, or at any Vote Center. **NO POSTAGE IS NEEDED.** If you want to vote in person, you can vote at any Sonoma County Vote Center. Vote Centers begin opening on October 25th and are open on weekends. Vote Center locations and hours can be found on the back of this mailer. To avoid waiting in line at a Vote Center, vote before Election Day. To check your voter registration status please visit voterstatus.sos.ca.gov. Sign up to track your ballot at wheresmyballot.sos.ca.gov.



Su boleta electoral oficial del Condado de Sonoma se envió por correo el 7 de octubre. Las boletas votadas se pueden devolver por: correo, en cualquier Buzón Oficial de Entrega de Boletas o en cualquier Centro de Votación. **NO SE NECESITA FRANQUEO.** Si desea votar en persona, puede votar en cualquier Centro de Votación del Condado de Sonoma. Los Centros de Votación comienzan a abrir el 25 de octubre y están abiertos los fines de semana. Las ubicaciones y horarios de los Centros de Votación se pueden encontrar en la parte posterior de este correo. Para evitar esperar en la fila en un Centro de Votación, vote antes del día de las elecciones. Para verificar su estado de registro de votante, visite voterstatus.sos.ca.gov. Regístrese para rastrear su boleta en wheresmyballot.sos.ca.gov.



VOTE BY MAIL

Ways to return your ballot:

- ★ Blue postage paid return envelope
- ★ Official Ballot Drop Box
- ★ Any Vote Center



VOTE IN PERSON

Services provided at Vote Centers:

- ★ Open up to 11 days, including weekends
- ★ Same day voting & conditional registration
- ★ Accessible voting equipment
- ★ Curb-side voting
- ★ Telephone interpreter services



VOTO POR CORREO

Formas de devolver su boleta:

- ★ Sobre azul de devolución con franqueo pagado
- ★ Buzón Oficial de Entrega de Boletas
- ★ Cualquier Centro de Votación

VOTAR EN PERSONA

Servicios proporcionados en los Centros de Votación:

- ★ Abierto hasta 11 días, incluidos los fines de semana
- ★ Votación el mismo día y registro condicional
- ★ Equipo de votación accesible
- ★ Votación en la acera
- ★ Servicios de interpretación telefónica

**November 5, 2024, Presidential Election
5 de Noviembre de 2024, Elecciones Presidenciales**



**Vote Center Locations & Hours
Ubicaciones y Horarios de los Centros de Votación**

7 Vote Centers open daily from October 25– November 5, 9 a.m. - 5 p.m., including weekends. November 5 (Election Day) 7 a.m. - 8 p.m.

7 Centros de Votación abren diariamente del 25 de octubre al 5 de noviembre de 9 a.m. a 5 p.m., incluidos los fines de semana. El 5 de noviembre (el día de las elecciones) 7 a.m. a 8 p.m.

Cotati Veterans Memorial Building 8505 Park Ave, Cotati	Sonoma County Registrar of Voters 435 Fiscal Dr, Santa Rosa
Healdsburg Community Center 1557 Healdsburg Ave, Healdsburg	Sebastopol Center for the Arts 282 S High St, Sebastopol
Petaluma Veterans Memorial Building 1094 Petaluma Blvd S, Petaluma	Sonoma Valley Regional Library 755 W Napa St, Sonoma
Santa Rosa Veterans Memorial Building 1351 Maple Ave, Santa Rosa	

24 more Vote Centers open daily from November 1 – November 5, 9 a.m. - 5 p.m., including weekends. November 5 (Election Day) 7 a.m. - 8 p.m.

24 Centros de Votación más abren diariamente del 1 de noviembre al 5 de noviembre de 9 a.m. a 5 p.m., incluidos los fines de semana. El 5 de noviembre (el día de las elecciones) 7 a.m. a 8 p.m.

Bodega Bay Yacht Club 565 Smith Brothers Rd, Bodega Bay	Rohnert Park Senior Center 6800 Hunter Dr, Rohnert Park
Cloverdale Fairgrounds, Exhibit Hall 1 Citrus Fair Dr, Cloverdale	Sonoma State University – Tuscani Village, Casentino Room 1801 E Cotati Ave, Rohnert Park
El Molino High School – Library (Biblioteca) 7050 Covey Rd, Forestville	Amarosa Academy (Sonoma County Office of Education) 3261 Dutton Ave, Santa Rosa
Geyserville Fire Station 20975 Geyserville Ave, Geyserville	Finley Center – Person Wing, Room 1 2060 W College Ave, Santa Rosa
Graton Community Club 8996 Graton Rd, Graton	Oakmont West Recreation Center 6470 Meadowridge Dr, Santa Rosa
Guerneville Regional Library 14107 Armstrong Woods Rd, Guerneville	Rincon Valley Regional Library 6959 Montecita Blvd, Santa Rosa
Kenwood Fire Station 9045 Sonoma Hwy, Kenwood	Sheppard Elementary School 1777 West Ave, Santa Rosa
Rancho Adobe Fire Station – Apparatus Bay 11000 Main St, Penngrove	Sonoma County Office of Education Board Room 5340 Skylane Blvd, Santa Rosa
Petaluma City Hall 11 English St, Petaluma	Spring Lake Middle School 4675 Mayette Ave, Santa Rosa
Petaluma Community Center 320 N McDowell Blvd, Petaluma	Del Mar Hall 40600 Leeward Rd, The Sea Ranch
Santa Rosa Junior College – Petaluma, Jacobs Hall, Arcade Room 680 Sonoma Mountain Pkwy, Petaluma	La Luz Center 17560 Greger St, Sonoma
Rohnert Park Community Center, Garden Room 5401 Snyder Ln, Rohnert Park	Bluebird Center 25 Bluebird Dr, Windsor

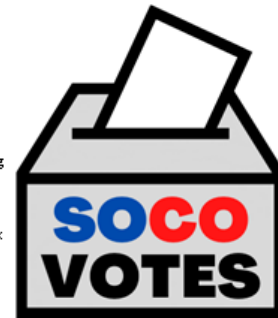


**Official Ballot Drop Box Locations
Ubicaciones de los Buzones Oficiales de Entrega de Boletas**

21 Official Ballot Drop Boxes will be available 24 hours a day from October 8 – November 5 and close at 8 p.m. on Election Day. Ballots will be picked up by the Sonoma County Registrar of Voters Office regularly.

21 Buzones Oficiales de Entrega de Boletas estarán disponibles las 24 horas al día del 8 de octubre al 5 de noviembre y cerrarán a las 8 p.m. el día de las elecciones. La Oficina del Registro de Votantes del Condado de Sonoma recogerá las boletas regularmente.

Bodega Bay Fire Station 510 Hwy 1, Bodega Bay	Santa Rosa Veterans Memorial Building 1351 Maple Ave, Santa Rosa
Cloverdale Veterans Memorial Building 205 W 1st St, Cloverdale	Sonoma County Registrar of Voters 435 Fiscal Dr, Santa Rosa
Cotati Veterans Memorial Building 8505 Park Ave, Cotati	Sebastopol Veterans Memorial Building 282 S High St, Sebastopol
Duncans Mills Fire Station 24900 Hwy 116, Duncans Mills	Sonoma Valley Regional Library 755 W Napa St, Sonoma
El Molino High School 7050 Covey Rd, Forestville	Bluebird Center 25 Bluebird Dr, Windsor
Geyserville Fire Station 20975 Geyserville Ave, Geyserville	
Jack London Village 14301 Arnold Dr, Glen Ellen	
Guerneville Regional Library 14107 Armstrong Woods Rd, Guerneville	
Healdsburg City Hall 401 Grove St, Healdsburg	
Kenwood Fire Station 9045 Sonoma Hwy, Kenwood	
Petaluma Community Center 320 N McDowell Blvd, Petaluma	
Petaluma Veterans Memorial Building 1094 Petaluma Blvd S, Petaluma	
Rohnert Park-Cotati Regional Library 6250 Lynne Candé Way, Rohnert Park	
Sonoma State University 1801 E Cotati Ave, Rohnert Park	
Rincon Valley Regional Library 6959 Montecita Blvd, Santa Rosa	
Roseland Community Center 779 Sebastopol Rd, Santa Rosa	



For additional information about the upcoming election, to obtain an accessible electronic ballot, or accessible online Voter Information Guide, please visit our website or contact the Sonoma County Registrar of Voters Office.

Para información adicional sobre las próximas elecciones, para obtener una boleta electrónica accesible o una Guía de información para votantes accesible en línea, visite nuestro sitio web o comuníquese con la Oficina del Registro de Votantes del Condado de Sonoma.

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435 Fiscal Drive, Santa Rosa, CA 95403

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TDD (707) 565-6888

SoCoVotes.com

Row-info@sonoma-county.org

APPENDIX C: MEDIA PARTNERS

Sorted by Language and Media Type

English Television	ABC7 KGO – Bay Area TV – covers multiple counties
	KPIX – Bay Area TV – covers multiple counties
	KRON4 – Bay Area TV – covers multiple counties
	KQED – Public Bay Area TV – covers multiple counties
	KTVU – Fox – covers Bay Area
English Radio	KSRO – news talk – serves Sonoma County area
	KQED – public radio – covers multiple counties
	KCBS – news – serves Bay Area
	KSVY, Sonoma Valley Communications – non-commercial – covers Sonoma Valley
	Redwood Empire Stereo Casters – KZST, KJZY, KBBL, KWVF, The BEAT and K256DA – covers Santa Rosa area
	KGO – covers Bay area
	NorCal Public Media – non-profit, North and South Bay
	The Tide Community Radio – serves Sonoma Coast and Mendocino Coast
English Print	Sonoma County Gazette, Sonoma Media Investments – free – monthly
	Sonoma Index-Tribune, Sonoma Media Investments – subscription based – weekly – serves Sonoma and Napa counties
	Petaluma Argus-Courier, Sonoma Media Investments – subscription based – weekly
	North Bay Business Journal, Sonoma Media Investments – subscription based – weekly – covers Sonoma, Napa and Marin Counties
	Press Democrat, Sonoma Media Investments – subscription based – daily
	Kenwood Press – subscription based
	Marin Independent Journal – subscription based – daily – serves Marin County
	Bay City News – free – nonprofit/donation based – print and online
	San Francisco Chronicle – subscription based – daily – covers Bay Area
	Independent Coast Observer – subscription based – online or print (distributed by mail) – serves Gualala, Sea Ranch Bohemian – free – weekly – covers Sonoma and Napa counties
	Community Voice – subscription based – online and print (distributed by mail) – covers Rohnert Park, Cotati, Pengrove and Sebastopol
	Russian River Monthly – free – covers Guerneville area

English Print - continued	Sonoma Valley Sun – free – distributed in Sonoma Valley and Sonoma
	Wine Business Monthly – subscription based – print and online – covers multiple counties
	Oakmont News – print and online – free – semi-monthly – serving Oakmont area
	Petaluma Patch – English – serves Petaluma and Sonoma
English Digital News/Advertising	Bay Citizens – serves the Bay area
	Bodega Bay Navigator – serves the Bodega Bay area
	Russian River Times
	Associated Press
	News of the North Bay – donation based – ad free
	Petaluma Patch – English – serves Petaluma and Sonoma
	Oakmont News – free – semi-monthly – serving Oakmont area
	Healdsburg Tribune – subscription based – bi-weekly – serves Healdsburg area
English/Spanish Digital News/Advertising	Cloverdale Connect – monthly – serves Cloverdale area
English/Spanish Print	El Tecolote – covers Mission District in San Francisco
	La Voz – bilingual newspaper – print and online
Spanish Television	Telemundo
	Impulso News
	Univision
Spanish Radio	Wine Country Radio/EXITOS
	Wine Country Radio/Latino
	El Patron Radio – covers Santa Rosa area
	La Bonita – internet radio
	LatinX Radio – internet radio
	KBBF-FM Radio
	Lazer Broadcasting – covers Santa Rosa area
	Radio Autóctona Indigenista
	Santa Rosa CBC Spanish Radio
Spanish Print	La Prensa Sonoma
National/Freelance	ABC New York
	ABC Radio
	City Watchdog
	Empire Report
	Fox News
	MJBiz
	NBBJ
	NBC
	Politico
	Peace Press
	The Digital Clipping Service

APPENDIX D: BUDGET

Voter Education and Outreach Funding

The following table shows the advertising and voter outreach budgets for the 2022 elections as well as the estimated budget for the June and November 2024 elections.

Elections	Advertising	Postcards	Outreach Events and Education Materials
June 2022 VCA	\$52,232.00	\$107,113.00	\$35.00
November 2022 VCA	\$61,374.00	\$151,567.00	\$525.00
Projected March 2024 VCA budget	\$43,623.00*	\$195,200.00**	\$7455.00***
Projected November 2024 VCA budget	\$43,623.00*	\$195,200.00**	\$7455.00***

*Figures are based on November 2022 actual advertising cost, minus digital billboards. Advertising will not include digital billboards due to anticipated lack of funding, but rather, print, radio, other digital and TV.

**EC4005 requires that 2 direct voter contacts be made per election, in addition to the sample ballots/VIG and delivery of vote by mail ballots. Direct voter contact postcards are anticipated to cost \$.32 per voter.

***Based on anticipated \$.066 per voter outreach and education materials costs, plus anticipated increase in outreach events and registration fees.

2024 Anticipated Advertising Method Pricing Breakdown

Radio	\$17,506.00
Print	\$5,620.00
Digital	\$9,537.00
TV	\$10,960.00

2022 Advertising Breakdown

The following table shows the advertisers for the 2022 Primary and General Elections.

Media Name	Type	Audience
Press Democrat	Print	English, Adults 25-54, subscription based, most widely distributed print news media in County
Lazer Broadcasting	Radio	Spanish radio, serving Santa Rosa area
Rossi Advertising	TV	English & Spanish

Redwood Empire Stereo Casters – KZST, KJZY, KBBL, KWVF, The BEAT and K256DA	Radio	English, covers wide range of customers - “today’s hits”, jazz, country music
Sinclair Telecable dba Wine Country Radio	Radio	English, Adults
Sonoma Media West dba Living Well Sonoma County Bilingual Resource Guide to Health & Wellness	Print and Digital	English & Spanish, free
Veale Outdoor Advertising	Billboard	English & Spanish
Bilingual Broadcasting Foundation dba KBBF	Radio	Spanish

2024 Advertising Breakdown

The following table shows the estimated advertisers for the June and November 2024 elections. This is a list of advertising partners the County Communications Team worked with in 2022 to assist in widespread voter outreach.

Media Name	Type	Audience
Press Democrat	Print	English, Adults 25-54, subscription based, most widely distributed print news media in County
MetRosa Publishing dba North Bay Bohemian	Print	English, distributed in Sonoma and Napa Counties, free weekly newspaper
Lazer Broadcasting	Radio	Spanish radio, serving Santa Rosa area
Rossi Advertising	TV	English& Spanish
Redwood Empire Stereo Casters – KZST, KJZY, KBBL, KWVF, The BEAT and K256DA	Radio	English, covers wide range of customers - “today’s hits”, jazz, country music
Sinclair Telecable dba Wine Country Radio	Radio	English, Adults
Sonoma Media West dba Living Well Sonoma County Bilingual Resource Guide to Health & Wellness	Print and Digital	English & Spanish, free
Veale Outdoor Advertising	Billboard	English & Spanish
Bilingual Broadcasting Foundation dba KBBF	Radio	Spanish

APPENDIX F: COMMUNICATION ACTION PLAN

5-6 Months from Election

- Review and respond to speaking requests and event invites
- Schedule speaking engagements and event appearances
- Execute speaking engagements and event appearances (Now through Election Day)

4 Months from Election

- Write TV and Radio scripts, talking points
- Contact and establish a relationship with outside coalitions and advocacy groups as needed
- Hold LAAC and VAAC meetings to receive input on outreach events content and messaging

3 Months from Election

- Contact County Communications team to obtain rates, specs and deadlines with their media partners for advertising campaign
- Create graphic design creative for each platform
- Lock in rates and run dates
- Contact partners from disabilities community to schedule ICX ballot marking device demonstrations for approximately 6 weeks from election day.

2 Months from Election

- Draft social media posts, collect photos and links
- Reach out to media re: upcoming election, changes, and stories
- Draft and schedule all press release emails with County Communications team
- Create social media posts
- Send TV stations 15-second and 30-second PSAs for consideration

1 Month from Election

- Draft Press Releases on the opening of drop boxes
- Respond to media inquiries – ongoing
- Pitch stories to media – ongoing
- Post social media content (daily or pre-scheduled) – monitor/respond to comments
- Social Media on Facebook to include Remote Accessible Vote by Mail (RAVBM) information – who it's for, how to request RAVBM

4 Weeks Out – Day of Election and following days

- Respond to media inquires
- Proactively pitch media ideas/schedule appearances
- Update website with changing events, results and information
- First and Second Direct Postcards will inform voters of the upcoming election, promote the toll-free voter assistance hotline, provide information regarding accessibility services available.
- Social Media on Facebook to include Remote Accessible Vote by Mail information

APPENDIX G: VOTE CENTER LOCATIONS AND HOURS

The county elections official shall consider, at a minimum, all of the following when seeking vote center and ballot drop box locations:

- Vote center and ballot drop box location proximity to public transportation.
- Vote center and ballot drop box location proximity to communities with historically low vote by mail usage.
- Vote center and ballot drop box location proximity to population centers.
- Vote center and ballot drop box location proximity to language minority communities.
- Vote center and ballot drop box location proximity to voters with disabilities.
- Vote center and ballot drop box location proximity to communities with low rates of household vehicle ownership.
- Vote center and ballot drop box location proximity to low-income communities.
- Vote center and ballot drop box location proximity to communities of eligible voters who are not registered to vote and may need access to same day voter registration.
- Vote center and ballot drop box location proximity to geographically isolated populations, including Native American reservations.
- Access to accessible and free parking at vote centers and ballot drop box locations.
- The distance and time a voter must travel by car or public transportation to a vote center and ballot drop box location.
- The need for alternate methods for voters with disabilities for whom vote by mail ballots are not accessible to cast a ballot.
- Traffic patterns near vote centers and ballot drop box locations.
- The need for mobile vote centers in addition to the number of vote centers established.
- Vote center location on a public or private university or college campus.

All locations are also surveyed for usability prior to being selected as a Vote Center for an election. Surveying is an important first step in identifying locations that will best serve voters.

Vote Center Selection Criteria

Ideal Vote Center:

1. Provide a minimum of 30x30 ft secured voting area
2. Provide at least 25 free, off-street parking spaces for voters
3. Provide secured storage for voting equipment
4. Provide restrooms for Vote Center staff
5. Provide air conditioning and heating
6. Voting area is free of other activities while voting is taking place
7. Facility is already well known to the local community
8. Facility "rent" is low
9. Facility is located in a priority area, as determined by the 14 criteria outlined in EC4005
10. Facility entrance is located within 200 ft of an accessible public transportation stop or hub
11. Meets polling place survey criteria, according to the requirements of the Help American Vote Act or with acceptable deviations approved by the Sonoma County VAAC.
12. Outside Lighting
13. Availability (ease of contact)

- 14. Interest
- 15. Location/Visibility

11 Day Location Selection (next step):

- 1. Evaluate inventory of available locations
- 2. Map out available locations. Map includes:
 - a. 14 criteria layers, including public transportation stops
 - b. Identify as Vote Center, or Drop Box location, including icon
- 3. Look at available locations to ensure the sites are “equitably distributed”
- 4. Review paperwork for each potential site
 - a. Accessibility Review Form

Accessibility Findings (based on Polling Place Accessibility Checklist):

Vote Centers with accessibility concerns that can be mitigated as approved by the Sonoma County VAAC will be noted, and mitigation plans will be provided to Vote Center staff. Mitigations might include adding signage, propping a door open, or using cones as detectable barriers.

Vote Centers that have multiple accessibility concerns that cannot be mitigated or are determined to exceed minimal deviations from prescribed guidelines will not be utilized.

Minimal deviations from prescribed guidelines are allowances outside the state accessibility standards agreed upon between our department and the Sonoma County VAAC in January of 2012, and confirmed in May of 2022

Vote Center Locations and Hours

Vote Center locations are contacted prior to each election regarding availability. The table below will be updated as locations are confirmed for use as a Vote Center. This list will also be included in the County Voter Information Guide and will be available on the ROV website.

Note: All Vote Centers will be open on Election Day from 7 a.m. to 8 p.m. in addition to the days and hours listed in the following tables.

All Vote Centers are being confirmed for the March 5, 2024 Election.

11-DAY VOTE CENTERS - POTENTIAL

Location Name	Address	Days / Hours
Sonoma County Registrar of Voters	435 Fiscal Dr, Santa Rosa	8 a.m. to 5 p.m.
Cotati Veterans Memorial Building	8505 Park Ave, Cotati	9 a.m. to 5 p.m.
Healdsburg Community Center	1557 Healdsburg Ave, Healdsburg	9 a.m. to 5 p.m.
Petaluma Community Center	320 McDowell Blvd Petaluma	9 a.m. to 5 p.m.
Santa Rosa Veterans Memorial Building	1351 Maple Ave, Santa Rosa	9 a.m. to 5 p.m.

Sebastopol Center for the Arts	282 S High St, Sebastopol	9 a.m. to 5 p.m.
Sonoma Veterans Memorial Building	126 First St W, Sonoma	9 a.m. to 5 p.m.

4-DAY VOTE CENTERS - POTENTIAL

Location Name	Address	Days / Hours
Bodega Bay Grange	1370 Bodega Ave, Bodega Bay	9 a.m. to 5 p.m.
Bluebird Center	25 Bluebird Dr, Windsor	9 a.m. to 5 p.m.
Cloverdale Veterans Memorial Building	205 W 1 st St, Cloverdale	9 a.m. to 5 p.m.
Del Mar Hall	40600 Leeward Rd, Sea Ranch	9 a.m. to 5 p.m.
El Molino High School	7050 Covey Rd, Forestville	9 a.m. to 5 p.m.
Finley Community Center – Person Wing	2060 W College Ave, Santa Rosa	9 a.m. to 5 p.m.
Geyserville Fire Station	20975 Geyserville Ave, Geyserville	9 a.m. to 5 p.m.
Graton Community Club	8996 Graton Rd, Graton	9 a.m. to 5 p.m.
Guerneville Regional Library	14107 Armstrong Woods Rd, Guerneville	9 a.m. to 5 p.m.
Kenwood Fire Station	9045 Sonoma Hwy, Kenwood	9 a.m. to 5 p.m.
La Luz Center	17560 Greger St, Sonoma	9 a.m. to 5 p.m.
Luther Burbank Center	50 Mark West Springs Rd, Santa Rosa	9 a.m. to 5 p.m.
Oakmont – site TBD	TBD, Santa Rosa	9 a.m. to 5 p.m.
Petaluma City Hall	11 English St, Petaluma	9 a.m. to 5 p.m.
Petaluma Fairgrounds		9 a.m. to 5 p.m.
Petaluma Veterans Memorial Building	1094 Petaluma Blvd S, Petaluma	9 a.m. to 5 p.m.
Rancho Adobe Fire Station – Apparatus Bay	11000 Main St, Penngrove	9 a.m. to 5 p.m.
Rincon Valley Regional Library	6959 Montecito Ave, Santa Rosa	9 a.m. to 5 p.m.
Rohnert Park Community Center	5401 Snyder Ln, Rohnert Park	9 a.m. to 5 p.m.
Rohnert Park Senior Center	6800 Hunter Dr, Rohnert Park	9 a.m. to 5 p.m.
Santa Rosa Junior College, Petaluma Campus	680 Sonoma Mountain Parkway, Petaluma	9 a.m. to 5 p.m.
Sheppard Elementary School	1777 West Ave, Santa Rosa	9 a.m. to 5 p.m.
Sonoma County Office of Education – Amarosa Academy	3261 Dutton Ave, Santa Rosa	9 a.m. to 5p.m.
Sonoma State University, Tuscany Village, Casentino Rm	1801 E Cotati Ave, Rohnert Park	9 a.m. to 5p.m.
Spring Lake Middle School	4675 Mayette Ave, Santa Rosa	9 a.m. to 5p.m.

APPENDIX H: OFFICIAL BALLOT DROP BOX LOCATIONS AND HOURS

The county elections official shall consider, at a minimum, all of the following when seeking vote center and ballot drop box locations:

- Vote center and ballot drop box location proximity to public transportation.
- Vote center and ballot drop box location proximity to communities with historically low vote by mail usage.
- Vote center and ballot drop box location proximity to population centers.
- Vote center and ballot drop box location proximity to language minority communities.
- Vote center and ballot drop box location proximity to voters with disabilities.
- Vote center and ballot drop box location proximity to communities with low rates of household vehicle ownership.
- Vote center and ballot drop box location proximity to low-income communities.
- Vote center and ballot drop box location proximity to communities of eligible voters who are not registered to vote and may need access to same day voter registration.
- Vote center and ballot drop box location proximity to geographically isolated populations, including Native American reservations.
- Access to accessible and free parking at vote centers and ballot drop box locations.
- The distance and time a voter must travel by car or public transportation to a vote center and ballot drop box location.
- The need for alternate methods for voters with disabilities for whom vote by mail ballots are not accessible to cast a ballot.
- Traffic patterns near vote centers and ballot drop box locations.
- The need for mobile vote centers in addition to the number of vote centers established.
- Vote center location on a public or private university or college campus.

All locations are surveyed for usability prior to being selected as a Drop Box for an election. Surveying is an important first step in identifying locations that will best serve voters.

Drop Box Selection Criteria.

Ideal Official Ballot Drop Box Location:

1. Provide a minimum of 5 x 5 feet for ballot box placement, ensuring there is enough clear space surrounding the box that meets ADA guidelines
2. Facility is already well known to the local community
3. Facility is located in a priority area, as determined by the 14 criteria outlined in EC 4005
4. On public property with 24-7 access

Official Ballot Drop Box Location Selection:

1. Evaluate inventory of available locations
2. Map out available locations. Map includes:
 - a. 11 criteria layers, including public transportation stops
3. Review all availability and hours of the locations, ensuring the sites are “equitably distributed” and open for 28 days prior to and on Election Day

4. Review paperwork for each potential site
 - a. Location Agreement
 - b. Installation Agreement (location may install, or County staff may install, depending on agreement)

Official Ballot Drop Box Locations and Hours

Drop Box selection requires agreement between the County and the hosting facility. Sonoma County uses permanent, 24-hour secure drop boxes that are bolted to the ground. The list of drop boxes for countywide elections should remain static, unless an increase in voter registration totals requires an additional drop box location be established. The list of available drop boxes for an election could vary, based on the election area. There will be a list of available drop boxes provided on the ROV website and in the County Voter Information Guide for each election.

The below list is applicable to countywide elections.

Location Name	Address	Days / Hours
Bluebird Center*	25 Bluebird Drive, Windsor	24 hours. starting 28 days before election. Election Day Close at 8 p.m.
Bodega Bay Fire Station	510 Highway 1, Bodega Bay	24 hours. starting 28 days before election. Election Day Close at 8 p.m.
Cloverdale Veterans Memorial Building	205 West 1 st St, Cloverdale	24 hours. starting 28 days before election. Election Day Close at 8 p.m.
Cotati Veterans Memorial Building	8505 Park Ave, Cotati	24 hours. starting 28 days before election. Election Day Close at 8 p.m.
Duncans Mills Fire Station	24900 Highway 116, Duncans Mills	24 hours. starting 28 days before election. Election Day Close at 8 p.m.
El Molino High School	7050 Covey Rd, Forestville	24 hours. starting 28 days before election. Election Day Close at 8 p.m.
Geyserville Fire Station	20975 Geyserville Avenue, Geyserville	24 hours. starting 28 days before election. Election Day Close at 8 p.m.
Guerneville Regional Library	14107 Armstrong Woods Road, Guerneville	24 hours. starting 28 days before election. Election Day Close at 8 p.m.
Healdsburg City Hall	401 Grove Street, Healdsburg	24 hours. starting 28 days before election. Election Day Close at 8 p.m.
Jack London Village	14301 Arnold Dr, Glen Ellen	24 hours. starting 28 days before election. Election Day Close at 8 p.m.
Kenwood Fire Station	9045 Sonoma Highway, Kenwood	24 hours. starting 28 days before election. Election Day Close at 8 p.m.

Petaluma Community Center	320 N McDowell Boulevard, Petaluma (Central)	24 hours. starting 28 days before election. Election Day Close at 8 p.m.
Petaluma Veterans Memorial Building	1094 Petaluma Boulevard South, Petaluma (South)	24 hours. starting 28 days before election. Election Day Close at 8 p.m.
Rincon Valley Regional Library	6959 Montecito Blvd, Santa Rosa	24 hours. starting 28 days before election. Election Day Close at 8 p.m.
Rohnert Park – Cotati Regional Library	6250 Lynne Condé Way, Rohnert Park	24 hours. starting 28 days before election. Election Day Close at 8 p.m.
Roseland Community Center*	779 Sebastopol Road, Santa Rosa (Central)	24 hours. starting 28 days before election. Election Day Close at 8 p.m.
Santa Rosa Veterans Memorial Building	1351 Maple Ave, Santa Rosa	24 hours. starting 28 days before election. Election Day Close at 8 p.m.
Sebastopol Veterans Memorial Building	282 S High Street, Sebastopol	24 hours. starting 28 days before election. Election Day Close at 8 p.m.
Sonoma County Registrar of Voters	435 Fiscal Drive, Santa Rosa (North)	24 hours. starting 28 days before election. Election Day Close at 8 p.m.
Sonoma State University	1801 E Cotati Ave, Rohnert Park	24 hours. starting 28 days before election. Election Day Close at 8 p.m.
Sonoma Valley Regional Library	755 West Napa Street, Sonoma	24 hours. starting 28 days before election. Election Day Close at 8 p.m.

*Notates a drop box that may need to be relocated if the facility is no longer available.