About Us

Mission Statement:
• Seek better ways to provide services to encourage all eligible residents to exercise the right to vote
• Conduct elections in a fair, accurate and efficient manner that inspires public confidence in the County elections process
• Maintain a continuous professional level of service to the public
• Develop new techniques to improve outreach services, which acknowledge the diversity of Alameda County

Mandated Services:
All services provided by the Registrar of Voters’ Office are mandated by the California Elections Code, the California Government Code and the California Constitution and include:
• Voter Registration
• Vote by Mail
• Voter Outreach
• Candidate Services
• Election Services
## Financial Summary

### FY 2018-19 Maintenance of Effort (MOE) Overview

<table>
<thead>
<tr>
<th></th>
<th>2017-18 Approved Budget</th>
<th>2018-19 Maintenance of Effort</th>
<th>Change from 2017-18 Budget</th>
<th>% Change from 2017-18 Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appropriations</td>
<td>$19,754,701</td>
<td>$20,558,855</td>
<td>$804,154</td>
<td>4.07%</td>
</tr>
<tr>
<td>Revenue</td>
<td>$901,976</td>
<td>$7,632,716</td>
<td>$6,730,740</td>
<td>746.22%</td>
</tr>
<tr>
<td>Net</td>
<td>$18,852,725</td>
<td>$12,926,139</td>
<td>($5,926,586)</td>
<td>-31.44%</td>
</tr>
<tr>
<td>FTE - MGMT</td>
<td>8.91</td>
<td>8.91</td>
<td>-</td>
<td>0.00%</td>
</tr>
<tr>
<td>FTE – Non MGMT</td>
<td>31.73</td>
<td>31.73</td>
<td>-</td>
<td>0.00%</td>
</tr>
<tr>
<td>Total FTE</td>
<td>40.64</td>
<td>40.64</td>
<td>-</td>
<td>0.00%</td>
</tr>
</tbody>
</table>
# Net County Cost Change (NCC)

<table>
<thead>
<tr>
<th>Component</th>
<th>NCC Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased Salary &amp; Employee Benefits</td>
<td>$150,136</td>
</tr>
<tr>
<td>Increased Disc S&amp;S due to General Election Expenses</td>
<td>$404,258</td>
</tr>
<tr>
<td>Increased charges for Non-Disc S&amp;S</td>
<td>$249,760</td>
</tr>
<tr>
<td>Increased Revenue from Election</td>
<td>$6,730,740</td>
</tr>
<tr>
<td>Total Decreased Net County Cost</td>
<td>($5,926,586)</td>
</tr>
</tbody>
</table>
FY 2018-19 Revenue $7,632,716

- Election Services $7,567,716 (99.15%)
- Sale of Goods $30,000 (0.39%)
- Misc. State Aid $35,000 (.46%)
FY 2018-19 Appropriation $20,558,855

Salaries & Benefits
$4,418,475 (21.49%)

Non Discretionary Services & Supplies
$1,957,290 (9.52%)

Discretionary Services & Supplies
$14,183,090 (68.98%)
Implement smart, accessible and adaptive public infrastructure that enable the deployment of future technologies while optimizing the returns in investments of existing infrastructure.
2017-18 Accomplishments

Successfully Conducted and Canvassed All Elections

August 29, 2017, San Leandro Unified School District Special VBM Election

June 5, 2018, Statewide Direct Primary Election
2017-18 Accomplishments

Successfully Rolled Out New Website for Registrar of Voters

- On February 11, 2018, the Registrar of Voters launched a new website
  - ROV now has control of content updates
  - New User Interface/User Experience
  - Majority of Content is available in 5 languages
  - Homepage now has a “Search” bar

- Accessibility Features
  - Read Speaker availability on most pages
  - My Voter Profile and Election Results are optimized for accessibility

APRIL 10, 2018
2017-18 Accomplishments

Continue to Enhance the Voter Experience

01 Will Call
- Newly implemented Vote by Mail Ballot "Will Call"
- Allows for next day Ballot pick-up
- Encourages more voters to vote early
- Saves money on postage
- More convenient for Voters

02 Vote by Mail Envelopes
- All envelopes now have a punch hole
- Helps visually impaired voters to distinguish between the outer envelope and the Vote by Mail return envelope
2017-18 Accomplishments

**Expanded Usage of Mega Polling Places**

- 14 New Mega Polling Places
- Provides a total of 38 Mega polling places
  - Three to six polling places can be located inside one location
- More efficient troubleshooting support on Election Day
- More efficient voting equipment delivery and pick-up
- Community based facilities
- Provides a better voting experience for voters

- 2500 Bermuda Ave, San Leandro
- 1315 Lomitas Ave, Livermore
- 32223 Cabellos St, Union City
- 4005 Stone Ridge Dr, Pleasanton
- 30 Mandalay Rd, Oakland
2017-18 Accomplishments

Implemented Online Self-Scheduling of Voter Registration Classes

- ROV provides training classes on the rules for conducting registration drives to:
  - Community Based Organizations
  - Campaigns
  - Political organizations
  - Public
- Users can go to ROV website to sign up for voter registration classes
- Allows for ROV to ensure accurate reporting and recordkeeping
- Allows ROV to track affidavit distribution
2017-18 Accomplishments

UC Berkeley Campus 24-Hour Ballot Drop Box

- Provides student voters with a convenient and accessible location to drop off their Vote by Mail ballot
- Ballots are collected everyday leading up to Election Day and collected throughout Election Day

Other Campuses Coming Soon!
2017-18 Accomplishments

Increased Efforts to promote Permanent VBM Voter Status

- Launched an email campaign to non-vote by mail voters
- Use Social Media and Comcast Marketing Campaigns
- Mailed an application to non-vote by mail voters

Registered Voters
850,575

Permanent Vote by Mail
553,426 (65.1%)
2017-18 Accomplishments

Accessible Voting Location (AVL) in All Special Vote by Mail Elections

ROV now provides a central location within the jurisdiction on Election Day
• Voters w/disabilities can now vote on an accessible voting machine
• Any voter can drop off their Vote by Mail ballot
• The Accessible Voting Location is open to all voters within the jurisdiction
• Serves as a source for election materials and information
• Accessible Voting Locations utilized in Special Vote by Mail Elections for 2017:
  • City of Berkeley
  • Hayward Unified School District
  • San Leandro Unified School District
2017-18 Accomplishments

Use of Innovative Marketing Platforms

- Strengthen ROV’s Recruitment and Retention Strategies
- Increase our presence with Social Media Advertisements
- Comcast Spotlight
- Produced Original Content
  - Commercials
  - Advertisements
  - Website
  - Print Materials
  - Social Media
- Maintained interaction with new hires prior to their start date
Goals FY 2018-19

• Successfully Conduct All Elections
  • November 6, 2018 General Election
  • December, 2018 ACERA Retirement Board Election

• Remote Accessible Vote by Mail (RAVBM)
  • Accessibility components for the disabled community and Military/Overseas Voters

• Enhance Warehouse Inventory Control System

• Increase Voter Registration
  • Continue to connect with the communities throughout the County

• Integrated Election Management
  • Poll Worker
    • Asset Tracking

• November 2018 Staffing Partnership Plan
  • Work with the Human Resources Agency

APRIL 10, 2018
QUESTIONS?