Election Survey Report
November 6, 2012
Presidential General Election

**ORANGE COUNTY
REGISTRAR OF VOTERS**

Executive Summary

The November 6, 2012 General Election was a very smooth election despite the operational challenges we faced. Having just had an election, and the major improvements implemented following the June 5, 2012 Primary Election, allowed us to alleviate many issues as we prepared for and conducted the highly anticipated Presidential Election.

With 1,683,001 registered voters, Orange County's voter turn-out was 67.3% and over half (51%) of the voting population voted by mail. A total of 1,113,204 ballots were cast and for the first time voting-by-mail exceeded the number of ballots cast at polling places. We anticipate this trend to only increase in future elections.

As the Orange County Registrar of Voters continues to be the leader in the field of elections, much consideration is given to the responses and feedback from voters and volunteers. The innovation and productivity we have come to be recognized for can be attributed to the significance placed on conducting surveys and execution of the feedback received. This report contains the results of ten surveys including Poll Worker Operations, Training, Election Supply Delivery, Polling Place, Supply Distribution, Public and Poll Worker Phone Bank, Recruitment, Candidate Filing, Coordinator, and A-team member surveys.

The **Poll Worker Survey** asks poll workers to assess the various components of their volunteer experience. The survey was provided to poll workers in their Election Day supply box and distributed at the end of the night. They are asked to comment on their training and materials, their communication with the Registrar of Voters' Department, any issues with their polling place, as well as their overall experience on Election Day.

The **Training Survey** had two components; a telephone survey assessing the training class (if it was taken) and a survey distributed at the end of Election Night pertaining to how well the training prepared the poll worker for Election Day. The 15 question survey asks poll workers about their trainers, as well as specific elements of their training such as the training video and

manual. This survey is important for ensuring high-quality training, which leads to better prepared poll workers on Election Day and an overall higher quality experience.

The **Delivery Survey** asked polling place hosts to assess the delivery company that was tasked with delivering election supplies and equipment to their location. The survey asked whether the delivery was on time, the driver was courteous, and if there were any issues. The satisfaction of the polling place hosts has a large impact on their decision to be a polling place in future elections.

The **Polling Place Survey** asked polling place hosts about their experiences receiving, storing, and returning equipment and supplies. It evaluates their communication and experience with poll workers at their location, as well as with the Registrar of Voters. This survey is mailed to the polling place hosts after the election. This survey is a good indicator of polling place satisfaction with the election process and the likelihood of volunteering for future elections.

The **Election Supply Distribution Survey** was provided to Inspectors when they picked up their precinct-specific supplies for Election Day. There were two opportunities for polling place supervisors to collect their Supply Box: by appointment at the Registrar of Voters' warehouse or at a weekend distribution site location. The survey asks about the quality and efficiency of the distribution process and staff when they collected their supplies. A satisfactory distribution experience is a factor in an Inspector's decision to continue volunteering for future elections.

The **Phone Bank Survey** is a telephone survey taken by members of the public who call the Public Phone Bank and poll workers who call the Customer Service Phone Bank. At the conclusion of the call, the caller is transferred to the brief survey which assesses whether the caller's question was answered and to rate both the Customer Service Agent and the Registrar of Voters. The responses allow the office to evaluate the quality of customer service provided over the telephone on a daily basis.

The **Candidate Filing Survey** was provided to candidates as they completed the filing process, whether it was done in our office or online. The survey assesses their experience interacting with the office and the efficiency and knowledge of the staff. A positive experience is vital for

the candidate to have trust in the staff that is assisting them and for the election process as a whole.

The **Coordinator Survey** was distributed to the Coordinators and Lead Coordinators to rate their experiences leading up to and on Election Day. They serve an essential function as a liaison between the Department and the various polling places, aiding in troubleshooting and poll worker leadership as issues arise. Scores provided by Coordinators are a useful aid as they are leaders out in the field on Election Day.

The **A-Team Member Survey** was provided to A-Team members (replacement poll workers serving in the event of cancellations) as they were deployed to a polling place on election morning. It assesses the efficiency and organization of the deployment process and also their experiences volunteering on Election Day. A positive experience and feedback is important since having experienced A-Team members is beneficial for the deployment process in future elections.

Results from the surveys indicate that the Registrar of Voters continues to provide excellent service to poll workers and the various parties included in producing an election. Additionally, the results highlight areas that require additional attention or evaluation for improvement and also validate favorable changes made to processes. The Department will continue its dedication to positive growth as we strive for excellence in election services.

Neal Kelley
Registrar of Voters

Election Statistics Update

The Orange County Registrar of Voters has seen many trends and changes in the demographics of elections since 2004. For the November 6, 2012 Presidential General Election, there were 1,683,001 total registered voters as of October 22, 2012 and 1,977 precincts in Orange County. Of the total number of registered voters, 531,691 were Democrats, 693,311 were Republicans, 380,397 were Non-partisan, and 77,602 belonged to minor parties. The graph Voter Registration for General 2012 shows the breakdown below.
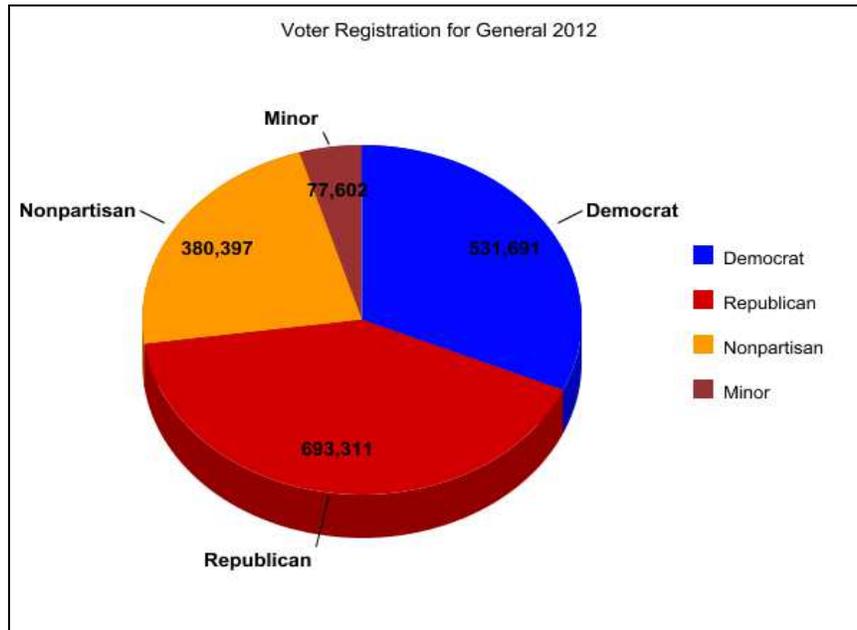

In addition, 501,081 Republicans, 357,006 Democrats, 218,402 Non-partisan, and 44,287 voters from minor parties participated in the 2012 Presidential Election. The breakdown of the turnout is shown in the graph General Election 2012 Turnout by Party on the following page.

General Election 2012 Turnout by Party
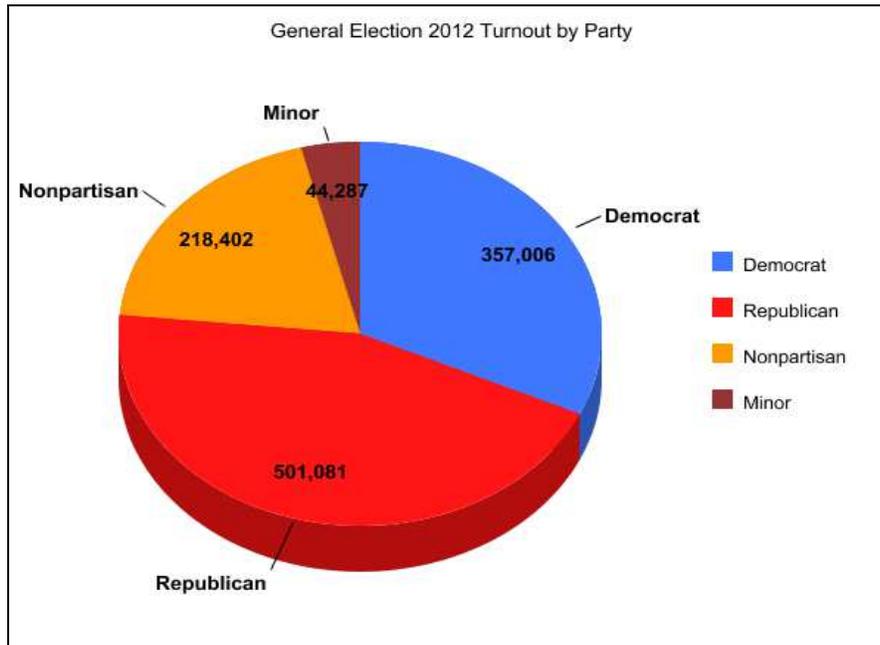
It is interesting to note that more voters voted in the November 2012 Presidential Election by mail than voted at a polling place. This is the first time this has occurred in a Presidential General Election. The 581,186 Vote-by-Mail voters topped the 552,018 voters who went to their precinct to vote. The results are shown in the graph Voter Participation Statistics for General 2012 on the following page.

Voter Participation Statistics for General 2012
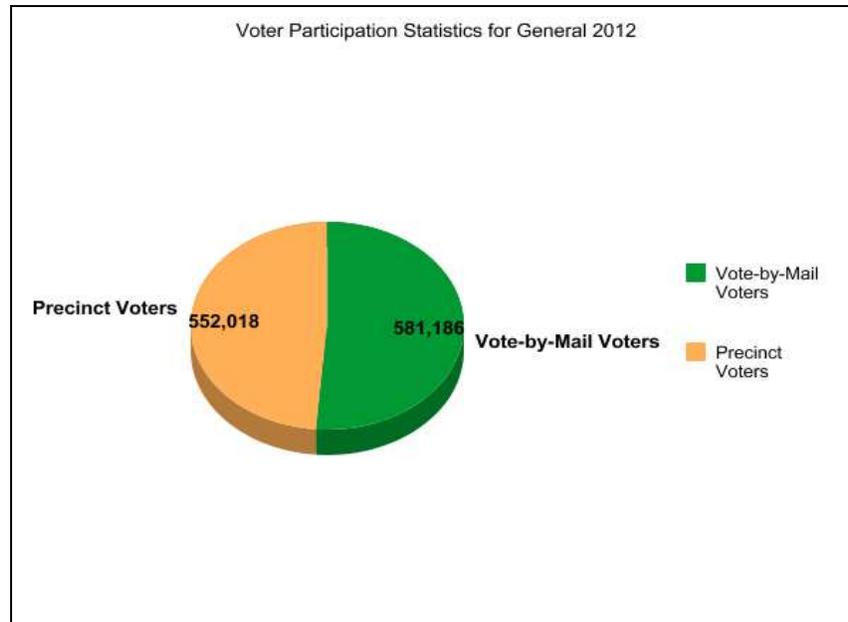
Turnout for Presidential Elections is typically higher than for Gubernatorial Elections with an average increase of about 22.75%. Non presidential elections have a turnout that is about four points lower than a Presidential General Election at an average of -16.38%. Voter turnout in General Elections is shown

November General Election Turnout
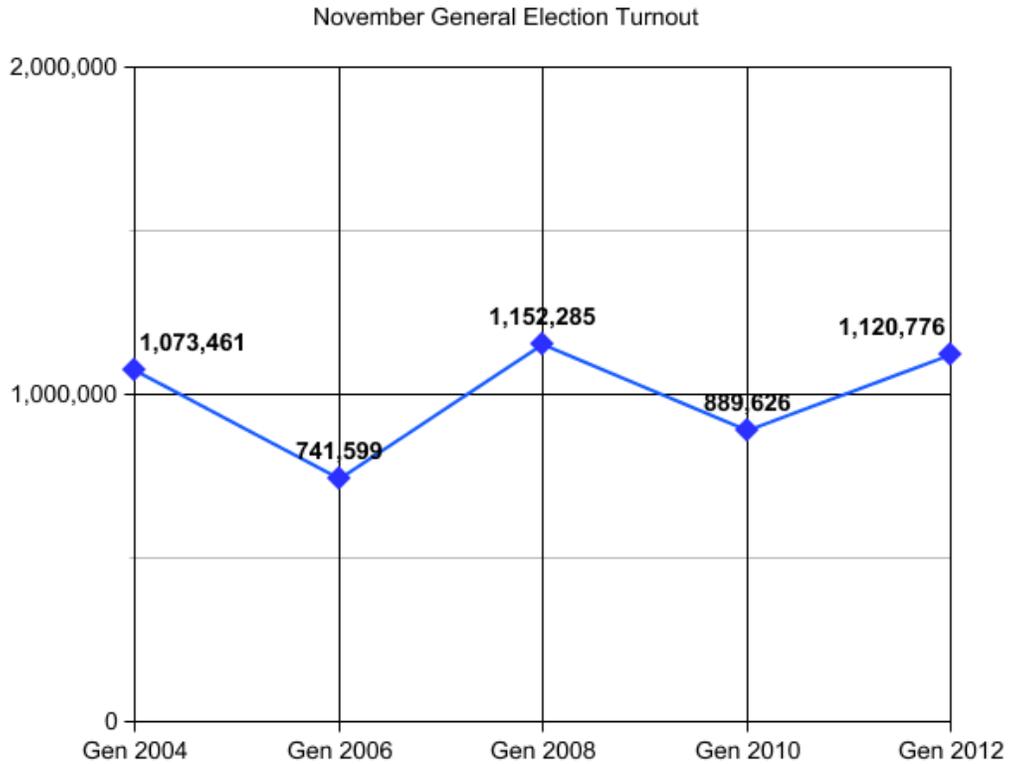
In addition, the Registrar of Voters has seen a significant trend in the number of Orange County voters who are choosing to vote by mail rather than at the traditional polling place. Starting with the November 2010 General Election, the number of voters who voted by mail was higher than the number of voters who voted at a polling place. A graph showing vote by mail trends in General Elections from 2004 to 2012 can be seen on the following page.

Vote by Mail Trends in General Election from 2004 to 2012
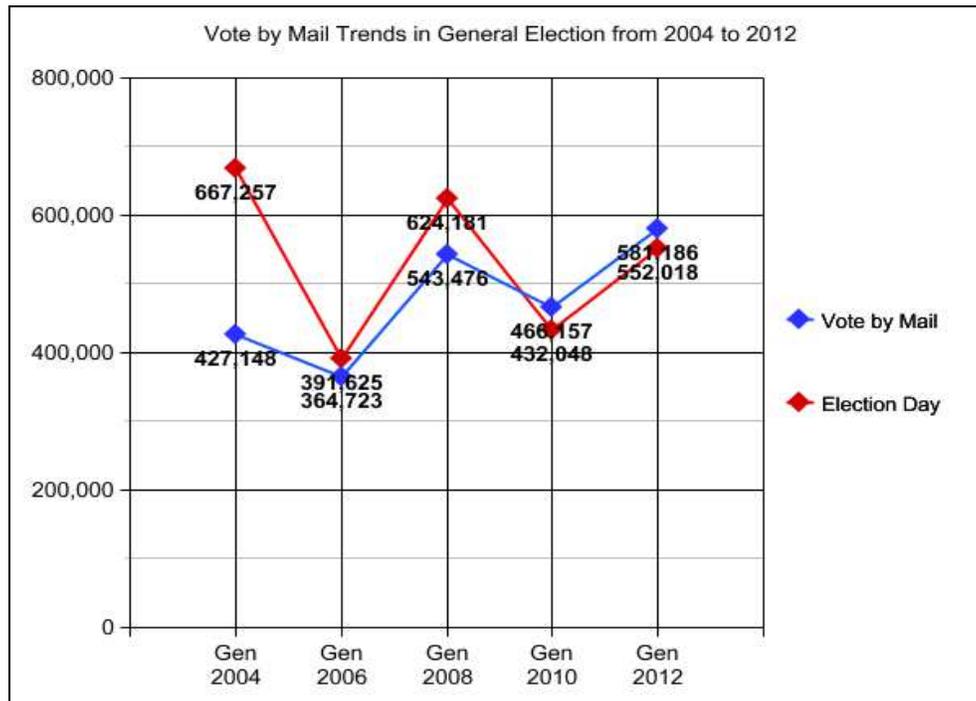
There are additional trends in the makeup of the party registration in Orange County. Over the past eight years, the number of voters who are registered as Republicans has been declining. Conversely, the number of voters registered as Democrats, Non-Partisan, and with other minor parties has continued to increase. Republicans are still the predominant party in Orange County. See the graph Voter Registration Trends in General Elections from 2004 to 2012 on the next page for more information.

Voter Registration Trends in General Elections from 2004 to 2012
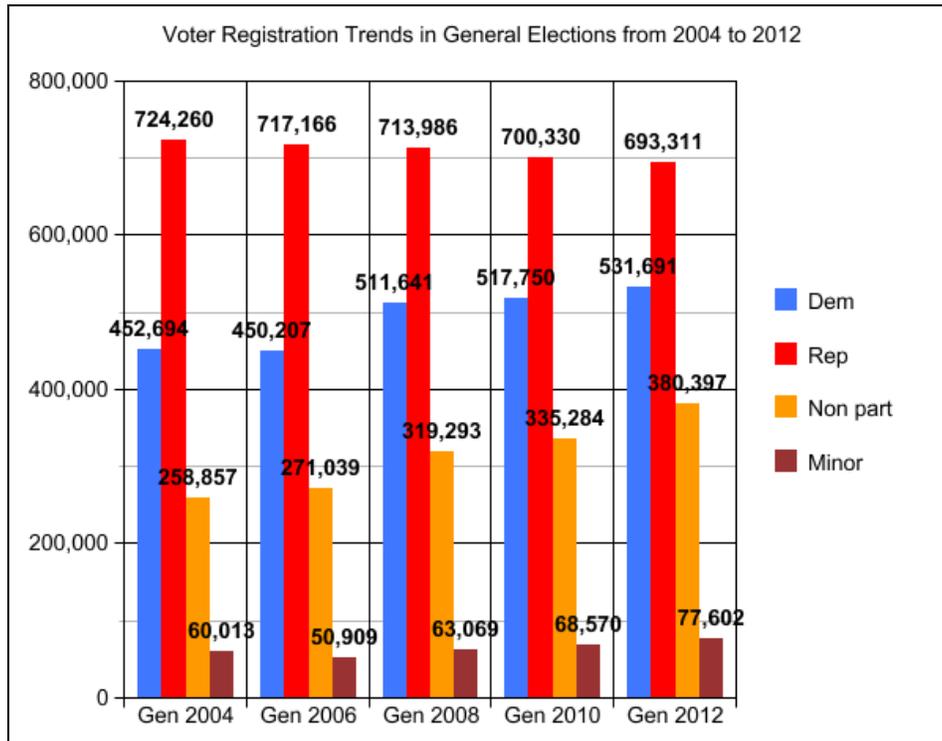
The turnout by party can also be seen in the graph November General Election Turnout by Party below.

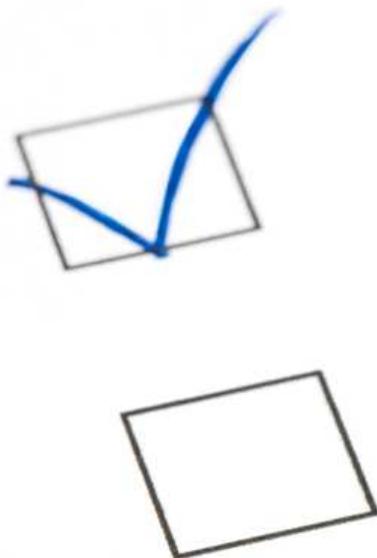November General Election Turnout by Party
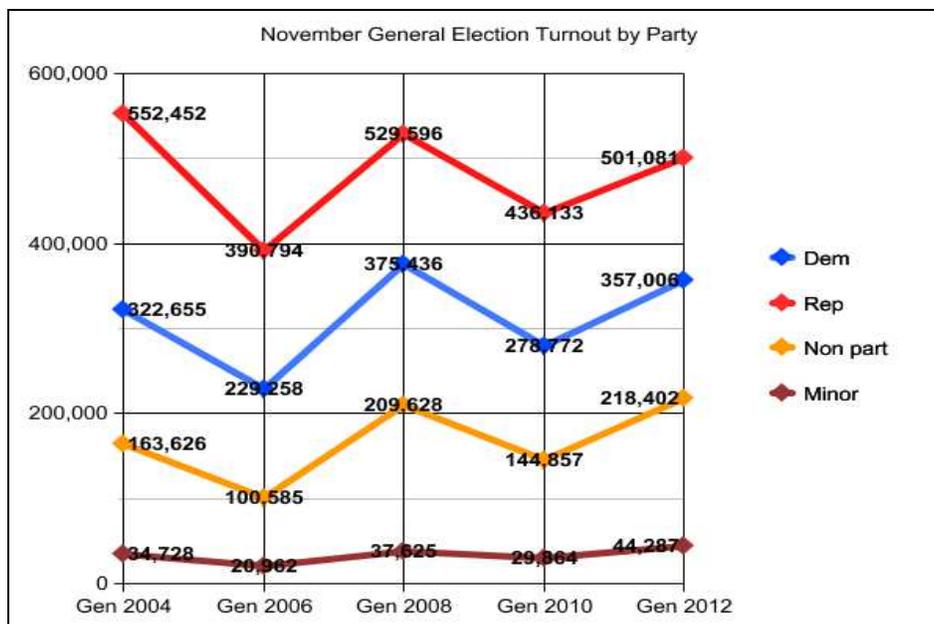
Poll Worker Survey

6,619 Poll Workers

15 Questions

2,999 Survey Responses

Overview

After Election Day comes to a close, poll workers are asked to complete a 15 question survey reviewing their experience working with the Registrar of Voters. Poll workers have the option of mailing or dropping off the survey, however the majority chose to return them with their Supply Box on Election Night. The survey reviews their comprehensive experience with our office, asking about the motivation for deciding to become a poll worker, their training, materials and resources provided by the Registrar of Voters, polling place location, and Election Day. Information gathered through these surveys provides the office with a review of our performance, what is done well and what areas require additional attention.

For this election, 6,619 poll workers were recruited, and 45% filled out and returned the survey. Responses from volunteers indicate that the highest rated aspects of the poll worker experience are:

1. The Polling Place Operations Manual
2. The overall quality of the Registrar of Voters service
3. The overall experience of Poll Workers this election

Overall, the survey results reflect very positively on the Department's efforts and continuous improvements. The majority of poll workers were satisfied with their experience leading up to and including Election Day. However, the Poll Worker Survey highlighted areas that have room for improvement, which will aid the Department in evaluating the services provided to volunteers in the future.

The top three areas that require additional attention are:

1. Ensuring facilities have adequate space to set up and operate the polling place. Poll workers indicated that the most frequently encountered challenge on Election Day was the small size of the polling place room. The larger anticipated voter turnout prompted an

increase in the number of eBooths allocated to each polling place, which in turn required additional setup space.

2. Ensuring facilities have an adequate number of parking spaces at the polling place. Poll workers indicated that one of the major difficulties they experienced on Election Day was not having enough parking for voters and themselves. This is a on-going issue and one that is difficult to remedy.

3. Improving training on new port connectors. The new process to connect the eBooths, while improving efficiency and substantially reducing equipment issues, has understandably caused confusion for some of the more experienced poll workers when it was introduced in the 2012 Primary Election and also again this election.

Poll Worker Experience

Of the 2,999 poll workers that responded to the survey, a little over half (52%), were participating for the first time. 20% responded that they had volunteered for one to three years, and 21% had worked in elections in Orange County for four to ten years. 4% had volunteered for 11 to 15 years, and only 3% had volunteered for over 16 years.

In comparison to the Primary Election in June 2012, the biggest increase was in first time poll workers. We had a 7% increase in first time poll workers this election.

Of first time poll workers who responded to the survey, 36% were student Clerks, which are high school students between the ages of 16 and 18 years of age. This is reflective of the Department's continuous efforts to expand outreach to schools and make it easier for students to apply and be trained, such as the expansion of training programs held on local high school campuses. This election had both the highest number of student poll workers and training programs held at high schools to date.

The majority of Inspectors had worked before, and of those who took the survey, 31% had served 3 years or less, 38% had served in the four to ten year range, 8% said they worked for 11 to 15 years and another 8% responded they had volunteered for 16 years or more. The remaining 15% were first time Inspectors who had previously not worked an election. Since this

was a high-profile general election, interest from poll workers to volunteer was much higher than in the previous primary election.

Past Elections:

» In the January 12, 2010 72nd Assembly District General Election, only 12% of poll workers volunteered for the first time.

» In the June 8, 2010 Primary Election, 41% of poll workers volunteered for the first time.

» In the November 2, 2010 General Election, 48% of poll workers volunteered for the first time.

» In the June 5, 2012 Primary Election, 45% of poll workers volunteered for the first time.

Future Plans:

In future election cycles, the Department will continue to focus on recruiting student poll workers through campus outreach, keeping positive relationships with existing high school communities, and communicating to younger volunteers the importance of volunteering on Election Day.

Graph #1 below shows the experience level of Orange County's poll worker population over the last six elections.

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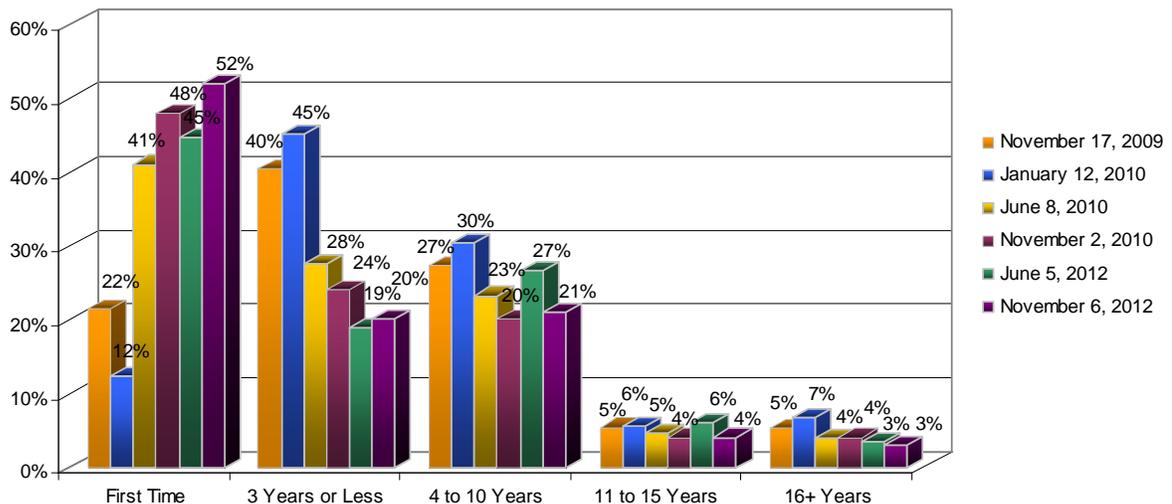
Motivation

In the Poll Worker Survey, volunteers were asked to choose their primary motivation for serving in the election. They were provided the following options: academic/teacher influence, personal interest/curiosity, community service, friend/family member, patriotism, money, or other. Continuing with the trend from previous elections, community service was the reason almost half (47%) of poll workers chose to serve on Election Day. This was followed by personal interest/curiosity (35%), patriotism (33%), and money (27%). 24% of the poll workers who responded said the primary motivation was academic/teacher influence, 13% responded friend/family member referral, and 3% said other.

The number of poll workers who chose academic/teacher influence doubled, from 12% in the June 2012 Primary Election to 24% in the November 2012 General Election. This is attributed to aggressive focus implemented by the Department to get more high schools involved in the student poll worker program. These students were recruited in classroom presentations and through the Department's MyBallot program. MyBallot, hosted on high school campuses, simulates an election, increases awareness, and encourages high school students to participate as student Clerks on Election Day.

Graph #2 below shows the motivations for serving in the election.

Graph #2: Poll Workers Motivation for Serving in the Election, Past Six Elections
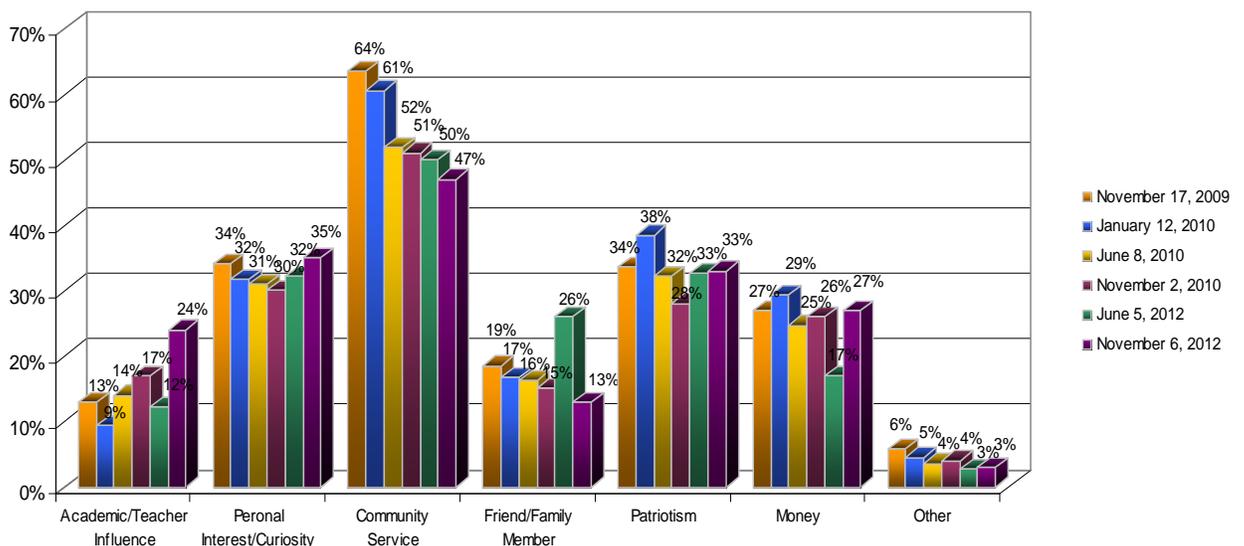
Training

For the November election, there were a number of options given to poll workers to complete training. Returning Clerks were given the option of taking the Clerks class online in the convenience of their home or in a traditional classroom format. New Clerks were able to take the online class in addition to attending a Poll Worker Practice hands-on training or the traditional Clerks class. Student poll workers were provided the same options as Clerks and were invited to campus classes if they were available at their high school. The campus classes were open only to students that attend that high school. In total, there were 14 campus classes this election to facilitate the training of 821 student poll workers.

In the Poll Worker Survey, poll workers were asked about the Polling Place Operations Manual, Poll Worker Training Video, and the Poll Worker Practice hands-on training. Poll workers were given options to rate both components as excellent, very good, good, fair, poor or not applicable.

> **"The training helped a lot and I was thoroughly prepared to work at this election. Thank you!"**
> - Poll Worker Survey Comment

Polling Place Operations Manual

In the June 2012 Primary Election, our Department implemented the Polling Place Operations Manual, formerly referred to as the Poll Worker Training Manual, which contained significant changes since the previous November 2010 General Election. The majority of these changes were prompted by survey responses the Department received and suggestions made from poll workers, in addition to internal improvements. These changes include:

» Easy to use tabs on the side of pages that minimize search time when looking for answers.
» A tear out checklist and voter chart with quick reference materials for poll workers.

» An improved "What to do If" section.

The Poll Worker Training Manual is provided to poll workers at all classroom trainings, in the Inspector Supply Box, and is available online to the volunteers who choose to take online training.

When poll workers were asked to rate the Polling Place Operations Manual, poll workers overwhelmingly responded that it was "excellent/very good," with 84% of responses falling into this category. The manual was rated good by 12%, and either fair or poor by 2%. The manual was one of the areas that the Department saw the most positive scores from poll workers since its release.

Poll Worker Training Video
The Poll Worker Training Video reviews all aspects of serving on Election Day and provides comprehensive explanations for all polling place operations. It provides an additional form of training to poll workers that is engaging and easy to understand while still providing educational content that prepares volunteers for Election Day.

For the November 6, 2012 General Election, 2,751 volunteers watched the training video. The training video was rated excellent or very good by 72% of poll workers, good by 17% and fair or poor by 5%. 7% of respondents indicated that this question was not applicable, meaning they did not utilize the video that was in the training manual they received in class or available online.

Since the significant changes in the training video in 2010, the number of poll workers watching the video has continued to increase with each election.

Poll Worker Practice Events
Beginning with the November 2, 2010 General Election, the Department required first time poll workers who elected to take online training to also attend a Poll Worker Practice Event. At these events, poll workers receive hands-on training with equipment and materials to prepare for Election Day.

For the November 6, 2012 Primary Election, 14 Poll Worker practice events were held in 14 different locations throughout the County. 721 poll workers attended a Poll Worker Practice Event which continues the trend of increasing participation from volunteers at Poll Worker Practices.

Communication

Poll workers were asked their preferred method of staying informed of the Department's news and events and about their ability to communicate with the Department.

There are many ways for poll workers to be informed about election news; the Poll Worker Survey provided the following options: newsletters, friends, website, telephone calls, Poll Worker PASS, Facebook, Twitter, email, and other. Poll workers were able to choose more than one option for this question. Due to the additional Internet-based options available, poll workers who preferred electronic communications such as email have increased over the years. Almost half, 45%, of respondents chose email, followed by 33% who said telephone calls were the best way to stay informed, 31% who chose the website, and 29% selected the Poll Worker PASS option. In total, poll workers overwhelmingly preferred electronic forms of communication.

The Department offers virtual resources for poll workers via the Poll Worker PASS, Twitter, Facebook, and emailed newsletters. The Poll Worker PASS is an online portal that provides volunteers with personalized information tailored to their needs as a volunteer. Available information includes their polling place, training progress, Inspector/Clerks assigned along with them, and supply details. Additionally, the Department's new website was introduced prior to the June 5, 2012 election and included new features such as the Data Central section that is updated in real time, multi-media tools for voter education, and comprehensive election information.

We feel that the large number of poll workers who selected online resources is reflective of the convenience and simplicity of the website/Poll Worker PASS and anticipate the number of poll workers who use virtual resources for communication to grow in the future.

Past Elections:

» For the May 19, 2009 election, 32% of poll workers preferred using the website.

» For the November 17, 2009 election and the January 12, 2010 election, only 29% of poll workers preferred using the website.

» For the June 8, 2010 election, 38% of poll workers preferred using the website.

» For the November 2, 2010 election, 51% of poll workers preferred using the website.

» For the June 5, 2012 election, 33% of poll workers preferred using the website.

Beginning with the June 5, 2012 Primary Election we introduced the option of email as a way of staying informed of news and events. As email increases as the preferred method for poll workers, the website is no longer the highest rated option.

Graph #3 below shows the different methods utilized by poll workers to stay informed.

Graph #3: Methods for Staying Informed of Office News and Events, Past Six Elections
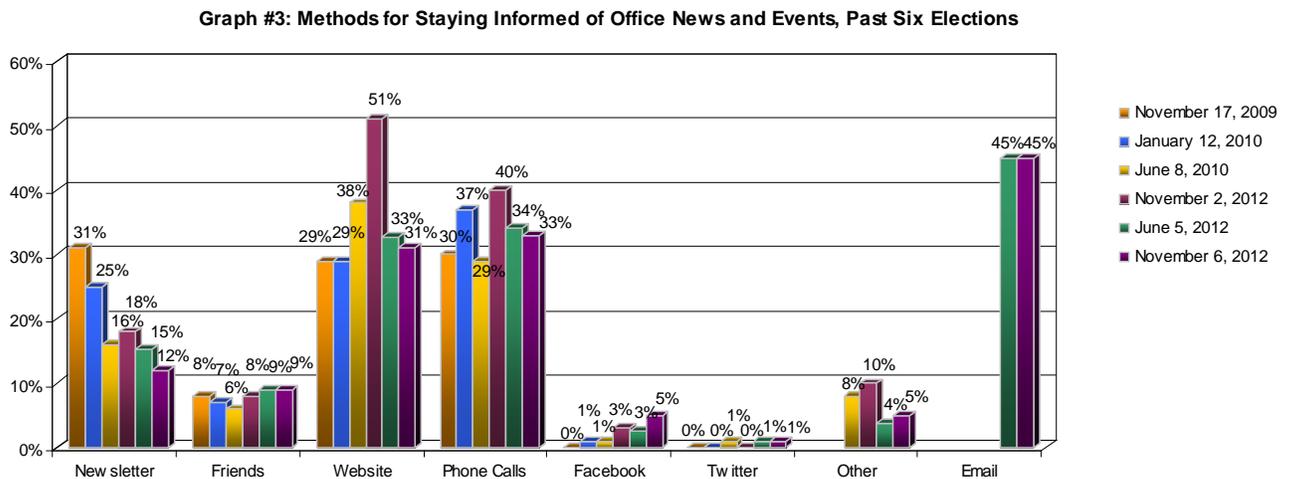
When asked about communication leading up to and on the November 6, 2012 election, 79% of respondents said that communication with the Department was excellent or very good, and 16% said that it was good. Only 5% responded that communication was fair or poor. In comparison to the responses from the past three elections, this showed an increase in poll workers who felt positively about their ability to communicate with the Department and receive assistance or answers to questions. This is a direct reflection of the Departments proactive efforts to keep poll workers informed and extensive training of the Poll Worker Customer Service Phone Bank.

Polling Place Challenges

Poll workers were asked to identify areas in which they experienced difficulties on Election Day. They were asked if they had any issues in the following categories: parking, tables/chairs, ADA accessibility, site access, lighting, and room size.

The large majority of poll workers (73%) said that they encountered no issues, and of those who did encounter a problem, the most commonly cited one was room size at 11%. Following this was parking with 8% then site access and tables/chairs with 5%. In comparison to the June 5, 2012 Primary Election, we saw decreases in every category, specifically an approximately 20% decrease in each of the following categories: parking, tables/chairs, site access, and room size.

Graph #4 on the following page shows the primary issue at a polling place if they were encountered. Additional information regarding polling locations can be found in the Polling Place section of this report.

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

Legend:
- November 17, 2009
- January 12, 2010
- June 8, 2010
- November 2, 2010
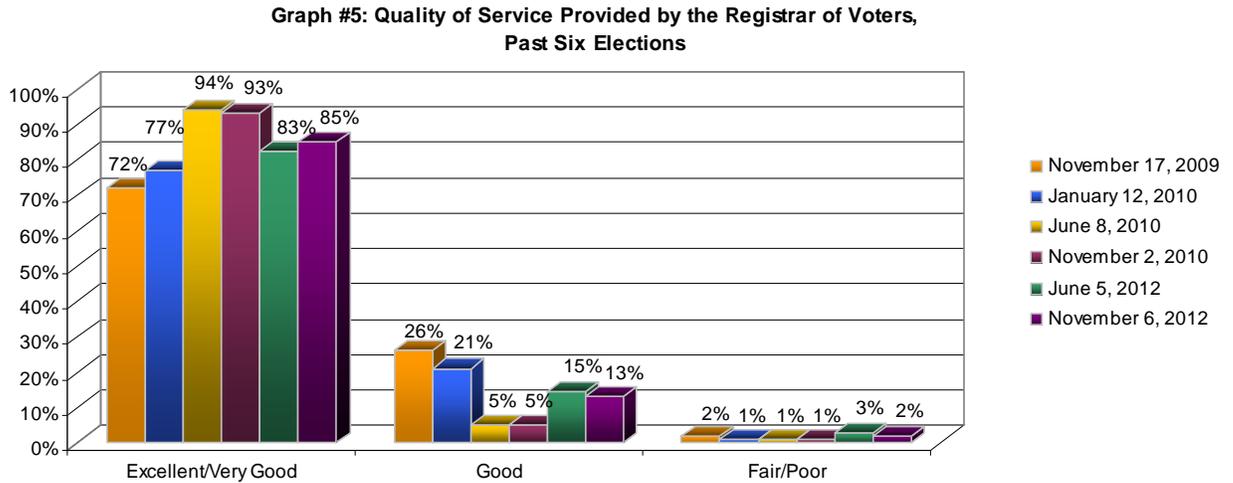- June 5, 2012
- November 6, 2012
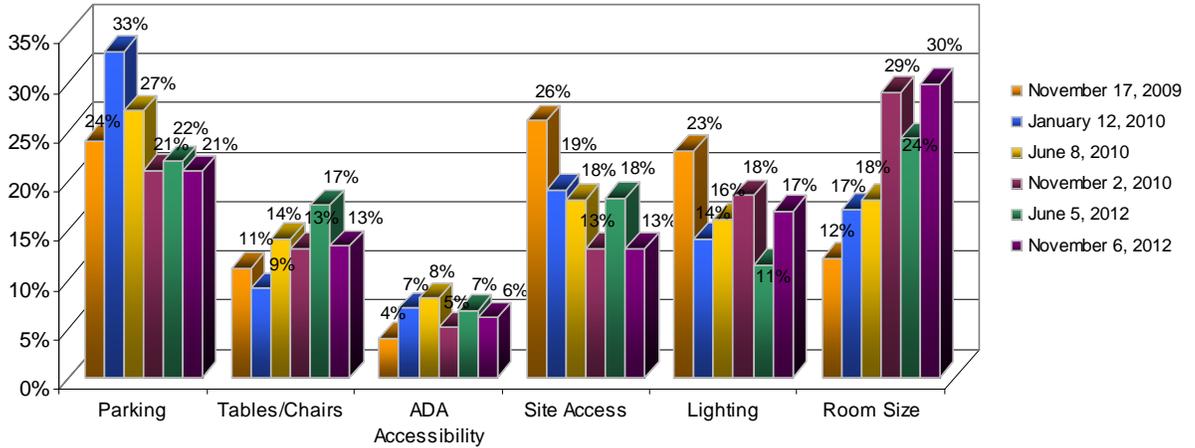
Overall Experience

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

When asked about the overall quality of service provided by the Department, 85% of poll workers responded that the service was excellent or very good, 13% responded that it was good and 2% said that it was fair or poor.

The overall quality of service provided is one of the areas that the Department will continue to improve upon. These responses showed an increase in the number of poll workers who cited the service as being excellent or very good resulting in a decrease of respondents who said the service was good, fair, and poor. Survey comments provided by poll workers indicate that some poll workers were frustrated by the high voter turnout resulting in long lines at the polling place while others felt that the workday was too long.

Graph #5 below shows the responses from poll workers regarding the overall quality of service from the Registrar of Voters.

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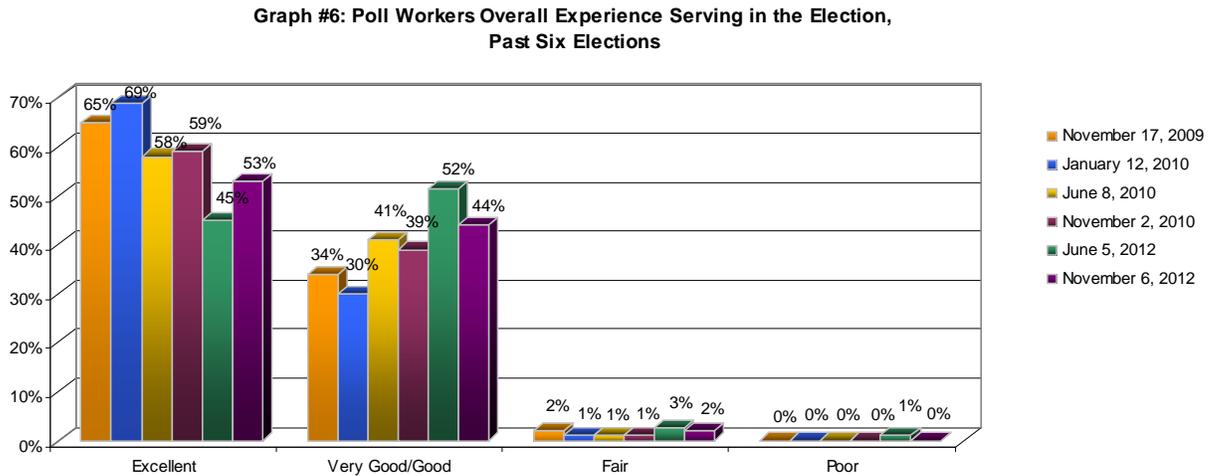

When asked to rate the overall experience of serving in the November 6, 2012 General Election, 53% rated it as excellent, 44% rated it as good or very good, 2% rated it fair, and only 0.2% responded that the experience was poor. These results are consistent with responses from the previous question about overall service from the Department. In comparison to the June 5, 2012 Primary Election, scores have increased in the overall quality of the Registrar of Voters and overall experience serving in the election for the number of volunteers who rated excellent. Consequently, the number of volunteers who rated very good and good have decreased.

Future Elections:
The Department will continue to make improvements and adopt strategies that resulted in the positive impact shown. We will create focus groups to meet prior to the next election with the sole intention of identifying ways in which the Registrar of Voters can continue to enhance the experience of its volunteers.

Graph #6 below shows the ratings given by poll workers to the overall experience of serving in the election.

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

Legend:
- November 17, 2009
- January 12, 2010
- June 8, 2010
- November 2, 2010
- June 5, 2012
- November 6, 2012

Poll workers were then asked to rate the likelihood that they would serve in a future election by choosing very interested, somewhat interested or not interested. 82% said that they were very interested, 16% indicated that they were somewhat interested and 2% said they were not interested in serving in future elections. The graph on the next page shows responses to this question.

Past Elections:

» In the January 12, 2010 election, 99% of poll workers expressed an interest in serving in future elections.

» In the June 8, 2010 election, 96% of poll workers expressed an interest in serving in future elections.

» In the November 2, 2010 election, 96% of poll workers expressed an interest in serving in future elections.

» In the June 5, 2012 election, 97% of poll workers expressed an interest in serving in future elections.

Graph # 7 below shows the poll worker responses from the past five elections to the question of whether they would be interested in serving again in future elections.

Graph #7: Poll Worker Interest in Serving in Future Elections, Past Six Elections
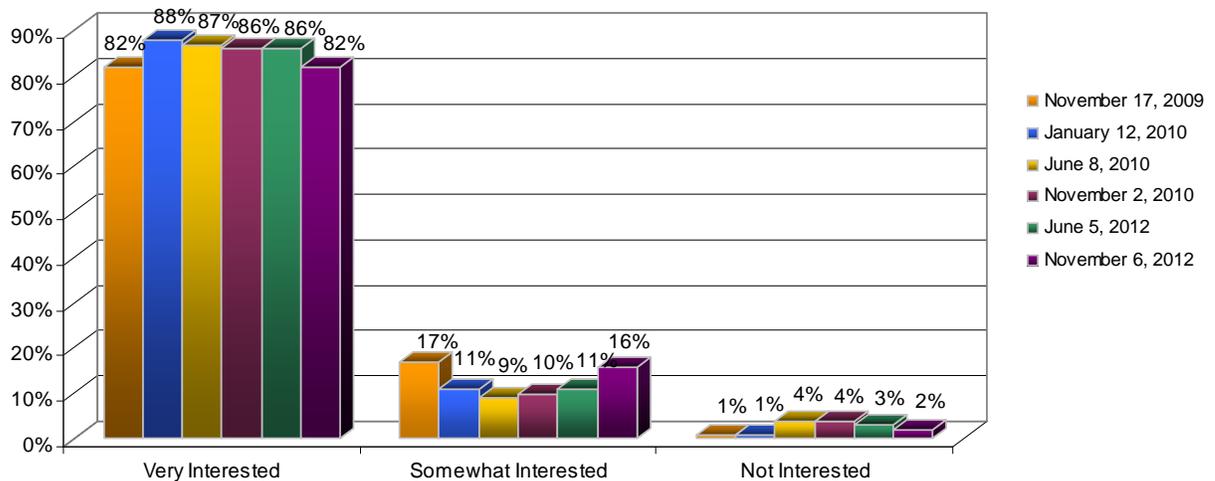
Overall, there was a minor decrease in poll workers who responded that they would be very interested in serving in a future election and an increase in poll workers who were somewhat interested. Due to the fact that this was a Presidential election, even very experienced poll workers stated that this was the highest voter turnout they had seen at their polling place. This may have caused new poll workers to become unsure of volunteering again in the future. The Department finds these responses encouraging, even though the scores for the interest in continuing to serve may have dropped slightly, the overall quality of service and overall experiences remains consistently high.

Future Elections:
The Department will continue to provide opportunities to serve, and increase communication with newer volunteers such as student Clerks so that they may better anticipate their duties as a poll worker and therefore find more satisfaction, leading them to wish to return to serve again in the future*.*
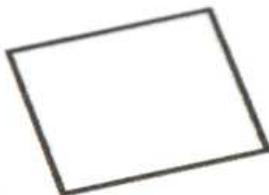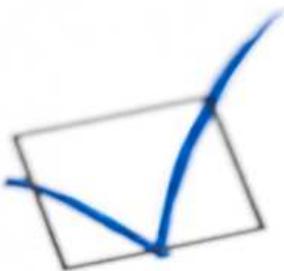
Training Survey

6,619 Poll Workers

20 Questions

1,656 Survey Responses

Overview

All poll workers are required to complete a training component specific to their responsibilities on Election Day. This ensures a quality experience for all volunteers and voters. For the November 6, 2012 General Election, volunteers were given options for their training that consisted of online training, in-class training, and hands-on practice events.

There were two parts to the training survey for this election. First, poll workers were able to participate in a telephone survey after attending in-class training. Through the telephone survey the Department is able to receive daily feedback on the training class and trainers, which helps maintain quality and effectiveness. Second, training surveys were given to poll workers in the Supply Box provided to Inspectors. They were able to return them on Election Night or mail it back to our office. This survey alerts the Department of how effective the training was to prepare poll workers volunteering on Election Day.

Overall, the Department received high scores from poll workers regarding training. Since the election in November of 2010, significant changes have been made to training materials and processes as a direct result of feedback from volunteers. As a result of these changes, including streamlining the ballot statement and making significant changes to the provisional ballot process, training survey scores have continuously improved.

In total, 1,657 volunteers responded to the training survey which was 25% of the poll worker population. Of those who responded to the survey, 51% were clerks, 33% were student Clerks, 15% were Inspectors and 1% were A-Team members.
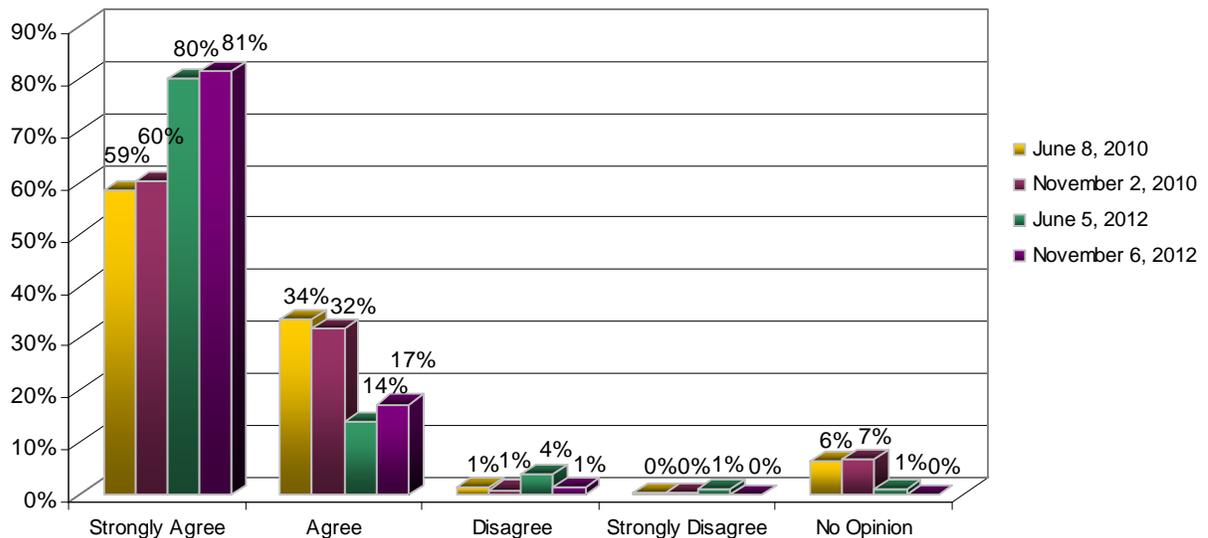
Trainers

The Training Survey asks poll workers to rate all aspects of training, including the trainers hired by the Department. When asked if the poll worker felt their trainer was courteous and professional in the in-class training, 81% strongly agreed, followed by 17% who agreed, 1% percent who disagreed, and 0% who strongly disagreed or had no opinion. This marks a slight increase of those who felt their trainer was courteous and professional in comparison to the June 2012 Primary Election. In June 2012, 80% of respondents strongly agreed and 14%

agreed that their trainer was courteous and professional. In November 2010, only 60% strongly agreed and 32% agreed.

Graph #8 below shows the ratings of the trainers.

Graph #8: Poll Worker Felt Trainer was Courteous and Professional, Past Four Elections


When poll workers were asked whether or not their trainer was knowledgeable and answered their questions in-class, poll workers overwhelmingly agreed. 86% of poll workers said they strongly agreed, 16% agreed, two percent disagreed and 0% strongly disagreed. This is another increase of 5% in poll workers who strongly agreed in comparison to the previous June 5, 2012 election.

> **"This training was the best I had been to. I have been to 3 or 4 and our instructor was very good. Everything just went off and we had lots of participation from all the people who went and it really was just great. Thank you so much for improving it."**
>
> - Training Survey Comment

Graph #9 below shows ratings regarding answering in-class questions and knowledge of the trainer.

Graph #9: Poll Worker Felt Trainer Answered All In-Class Questions and Was Knowledgeable, Past Four Elections
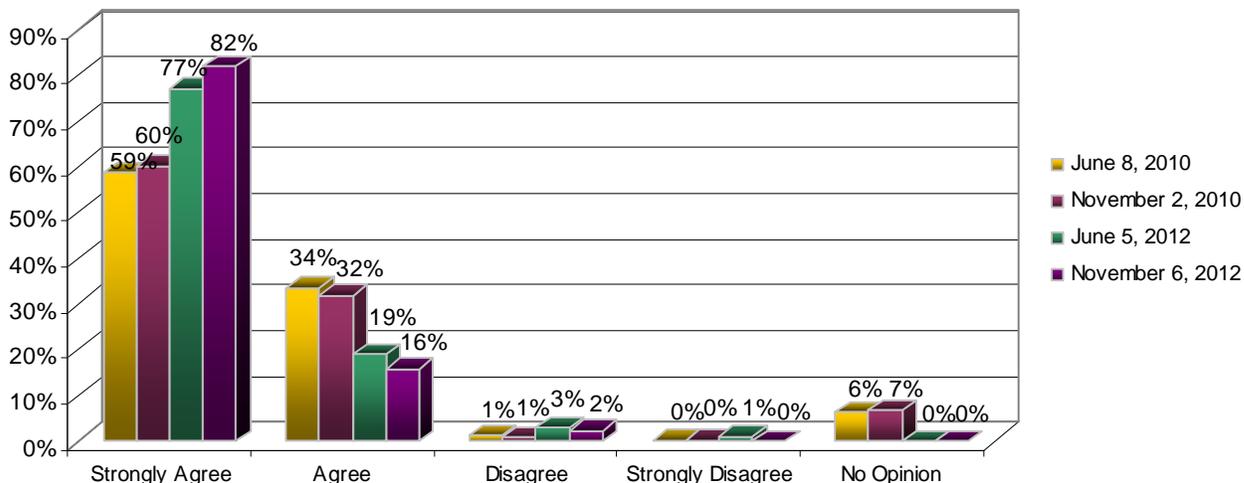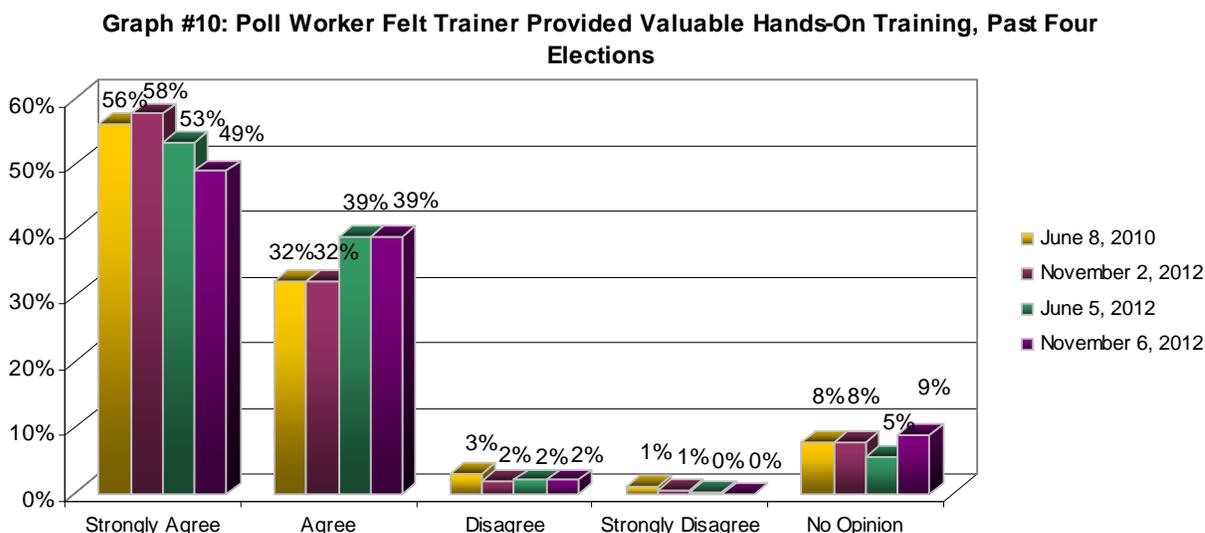

Poll workers were asked if they felt their trainer provided valuable hands-on training. The Department focused on providing additional opportunities for hands-on training since this was an area that poll workers indicated required additional attention. This hands-on training focused on the set-up of equipment and troubleshooting various issues that may arise on Election Day. Additionally, it reviewed the new port connection and daisy chain that connects power from the Judges Booth Controller (JBC) to each voting booth. In the June 5, 2012 election, the Department introduced a modified connection between voting booths which provided a more secure connection and required a change in the hands-on training component.

For the November 6, 2012 election, the Department provided this interactive training in the in-class trainings as well as at Poll Worker Practice events. 49% of poll workers strongly agreed that their trainer gave valuable hands on training, 39% agreed, 2% disagreed and 0% strongly disagreed. 9% of respondents said they had no opinion. Volunteers who had no opinion most likely accessed an online training class instead of an in-class training class or attended a Poll Worker Practice event, in which case they did not have a trainer to base a response on.

Graph #10 below shows the rating given to the hands-on training provided.

Graph #10: Poll Worker Felt Trainer Provided Valuable Hands-On Training, Past Four Elections

Legend:
- June 8, 2010
- November 2, 2012
- June 5, 2012
- November 6, 2012

Training Materials

Poll workers were asked to rate different components of their training including provisional voter training, the training manual, and the facility. When asked whether they felt the training on provisional voters was adequate, 96% of poll workers either agreed or strongly agreed. Only 3% of voters disagreed and 0% strongly disagreed. This is an increase in volunteers who agreed or strongly agreed, and a decrease in those that disagreed or strongly disagreed. The Department had streamlined the processing of provisional voters in the June 5, 2012 Primary Election and has had very positive feedback from poll workers. Provisional voters had been an ongoing concern for poll workers, which prompted the Department to restructure the process, making it easier for volunteers to learn and trainers to teach.
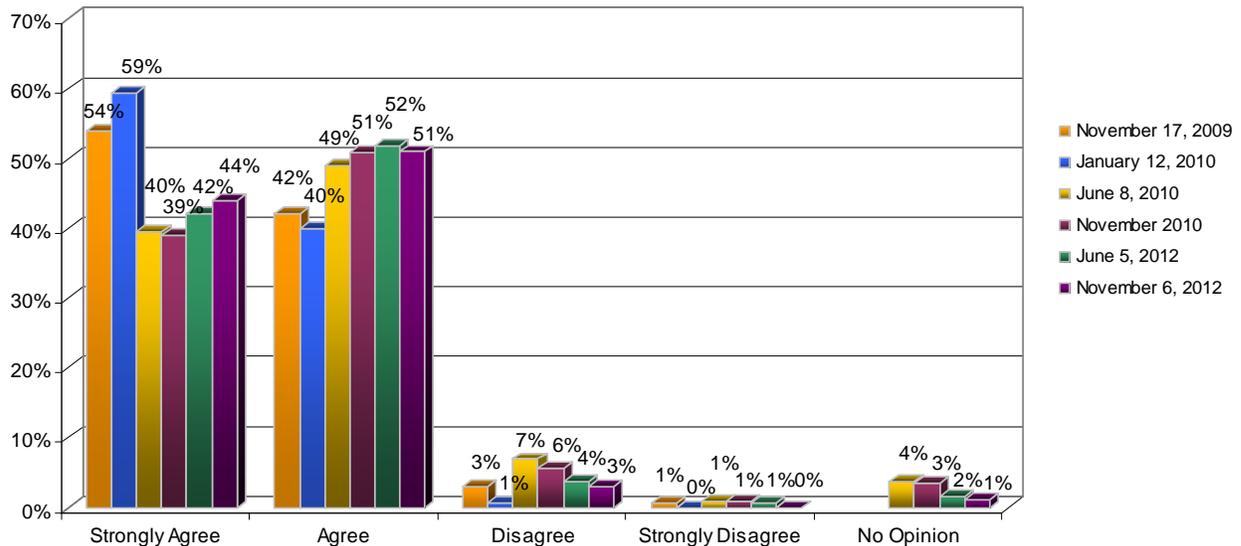
"Training taught you everything you needed to know. Amazing experience!"

-Training Survey Comment

Graph #11 below shows how the poll workers felt about the training on provisional voters.

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

Poll workers were asked to rate the ease of using the Poll Workers Operations Manual. Formerly referred to as the Poll Worker Training Manual, the Department produced the new manual in the June 5, 2012 Primary Election with the intention of poll workers referring to it at the polling place on Election Day. Significant changes to the manual include an easy tear-out guide for reference on Election Day, voter processing checklist, and improved reference section. Poll workers consistently responded that they felt the operations manual was easy to understand. 94% of poll workers strongly agreed or agreed that the operations manual was easy to understand and only 2% disagreed or strongly disagreed. 4% did not have an opinion of the manual because they did not receive one by attending in-class training or familiarize themselves with the online version.

Graph #12 on the following page shows the distribution of responses from poll workers regarding the operations manual.

Graph #12: Poll Worker Felt the Operations Manual Was Easy To Understand, Past Six Elections
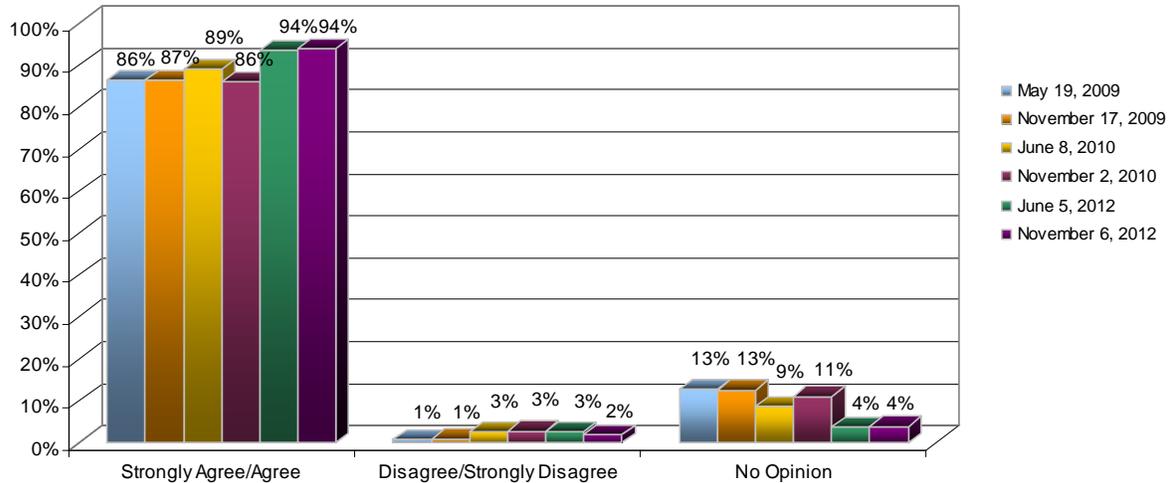

Poll workers were asked their opinion of the training facility. The response to this question was positive, with 71% of poll workers saying their opinion of the overall quality of the training facility was excellent, 24% said it was very good, 5% said it was good, 1% said it was fair, and 0% felt the quality was poor. The November 6, 2012 Training Survey showed an increase in the number of respondents who felt that the training facility was excellent or very good. In the June 5, 2012 survey 70% felt that the facility was excellent and 21% felt that the facility was very good.

Graph #13 on the following page shows the poll worker opinions of the overall quality of the training facility. Respondents who took online training did not give an opinion on the training facility.

Graph #13: Poll Worker Opinion of Overall Quality of Training Facility, Past Four Elections
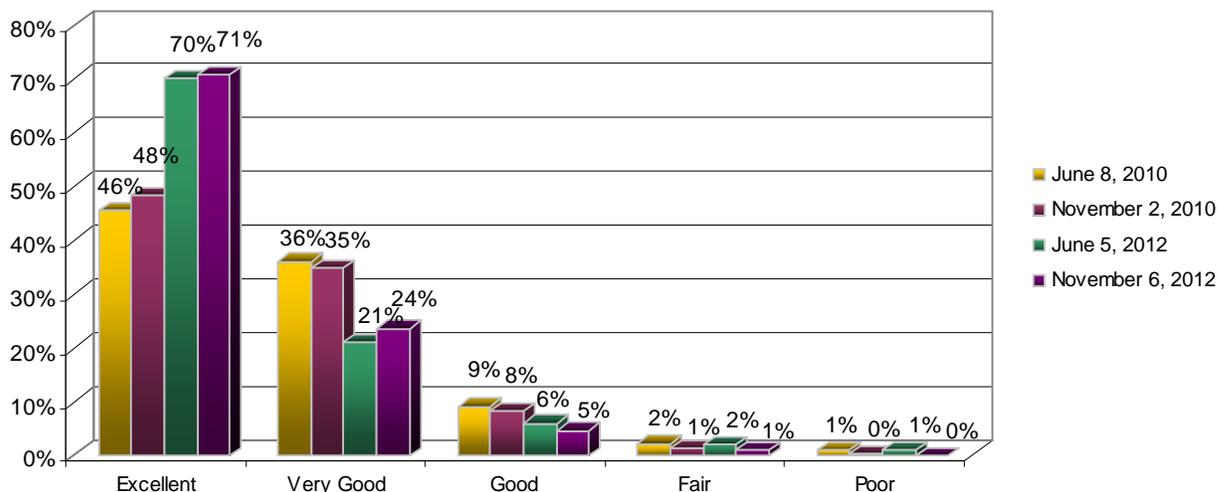
To measure and assess the online training component, the Department elected to include questions that surveyed the quality, convenience, and ease of using online training. The June 5, 2012 Primary Election was the first election in which poll workers were asked for feedback regarding online training.

Of the poll workers who took the training survey, 45% of respondents completed online training. For the June 5, 2012 Primary Election, 33% of respondents completed online training. The opinions of online training were very positive when asked if taking online training was convenient. 96% agreed or strongly agreed that it was convenient, while only 4% disagreed or strongly disagreed.

Next, poll workers were asked if online training was easy to navigate. Again, responses were overwhelmingly positive with 95% agreeing or strongly agreeing that they felt it was convenient, only 5% disagreed, and 0% strongly disagreed.

Graph #14 on the next page shows the responses from poll workers regarding online training.

Graph #14: Poll Worker Felt Online Training Was Easy to Navigate
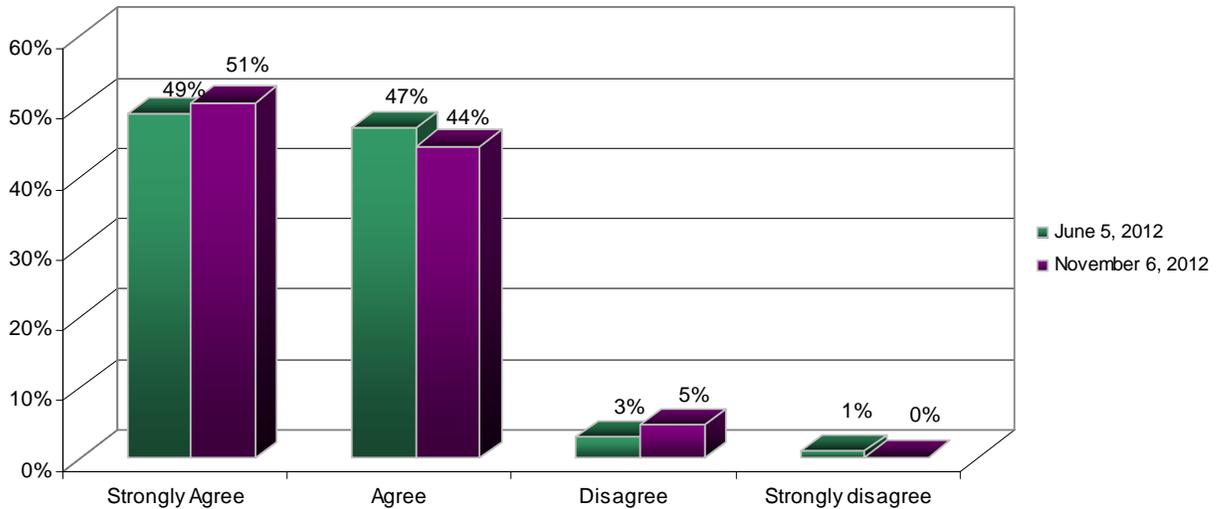
Poll workers were asked if they would continue to take online training in the future. Of those that responded, 92% agreed or strongly agreed that they would take online training, and just eight percent said they would not. These responses represent the success of online training as the Department continues to improve and offer it as a training option for volunteers.

Graph #15 below shows poll workers who would like to take online training in the future

Graph #15: Poll Workers Interest in Taking Online Training in the Future
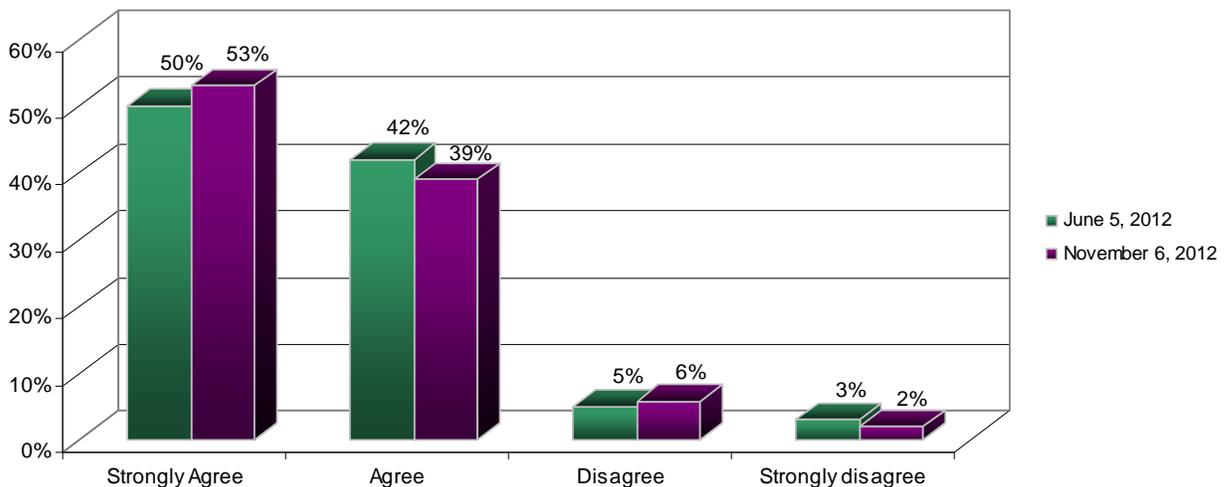
These strong scores are indicative of the shift toward increased use of technology and the Department's efforts to provide more convenient options for volunteers. It also indicates the success of improvements the Department has made and implemented into the training of poll workers.

Future Plans:

The Department will investigate ways to continue to improve accessibility and convenience of online training. Also, the Department will continue to emphasize hands-on training and training on provisional voters.
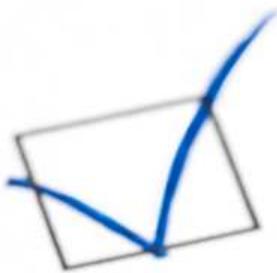
Delivery Survey

1,154 Polling Places

4 Questions

428 Survey Responses
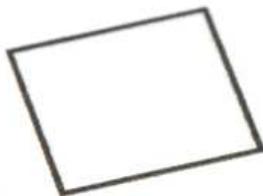
Overview

The supply and equipment deliveries to polling places for the November 6, 2012 General Election were conducted by five different vendors contracted by the Orange County Registrar of Voters. The vendors were briefed on the customer service expectations of the Department and told that appointments for delivery and pick up times were required to be made with each polling place. Drivers were informed that each of them would be individually surveyed following their interaction with polling place contacts. All five vendors had worked previously for the Department and delivered supplies and equipment to 1,154 polling places in the County.

Following delivery, polling place hosts were asked to respond to a brief telephone survey regarding the service provided by the delivery company. The four questions asked were:

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

428 surveys were taken by polling place hosts regarding deliveries. Of those, 99.4% responded that the driver was courteous, which is a slight increase from previous elections. Overall, polling places were very satisfied with the customer service they received from the delivery driver.

> **"The delivery driver is always very courteous and helpful.
> We appreciate the service."**
> -   Delivery Survey Comment

Past Elections:

  » In the November 17, 2009 election, 100% of polling place hosts felt the driver was courteous.

  » In the corresponding January 12, 2010 election, 98.2% of polling place hosts felt the driver was courteous.

» In the June 8, 2010 election, 97% of polling place hosts felt the driver was courteous.

» In the November 2, 2010 election, 98% of polling place hosts felt the driver was courteous.

» In the June 5, 2012 election, 99% of polling place hosts felt the driver was courteous.

Graph #16 below shows the consistently high scores regarding the delivery driver.

Graph #16: Polling Place Host Felt Driver was Courteous, Past Six Elections
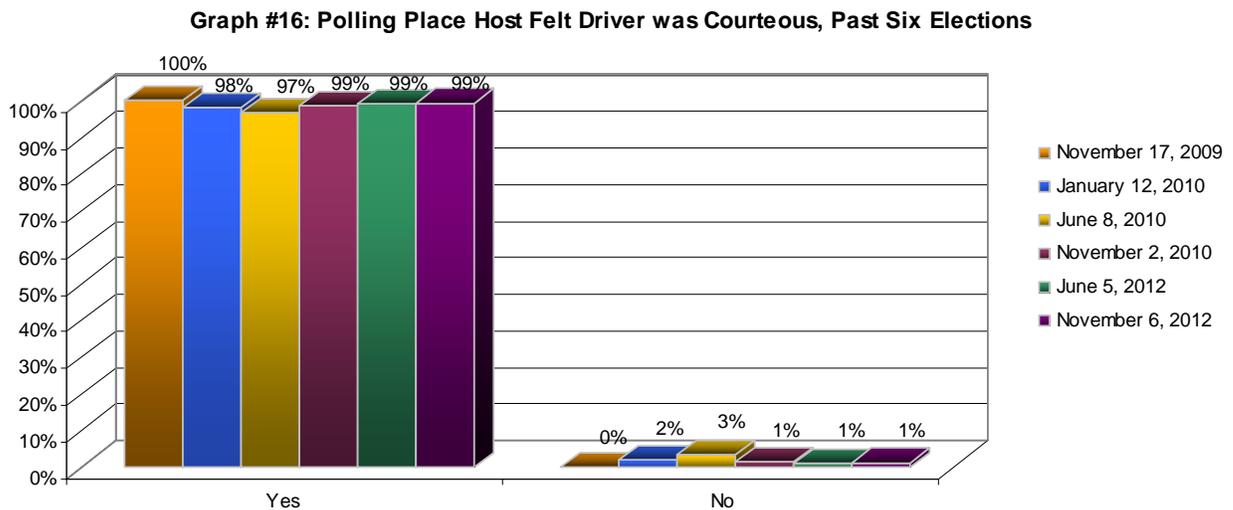
In the June 5, 2012 Primary Election, the Department began surveying polling place hosts about whether or not they were provided delivery options for their equipment and supplies. Vendors were required to provide flexibility and options for delivery dates and times to benefit polling places. 79% of polling place hosts responded they were provided delivery options and 21% said they were not. In the previous election, 71% of polling place hosts responded they were provided options and 29% said they were not. Although we had an increase in respondents that were offered delivery options this election, almost one quarter of hosts indicated that the Department's standards for customer service were not met. Upon following up with polling place hosts regarding this issue, many hosts indicated that while options were not offered, they were satisfied with the arranged delivery date and time.

"The delivery company did a great job! Everything was perfect, thank you."
-Delivery Survey Comment

Polling place hosts were asked if their delivery occurred on-time. 96% responded that it was on-time, a 10% increase in deliveries that were made on time in comparison to the June 5, 2012 Primary Election. In the previous election, polling place hosts were unsatisfied with one company's failure to schedule deliveries and meet time commitments so the Department chose to no longer use their services. By contracting with a delivery vendor the Department had worked with in prior elections, polling place hosts were very satisfied.
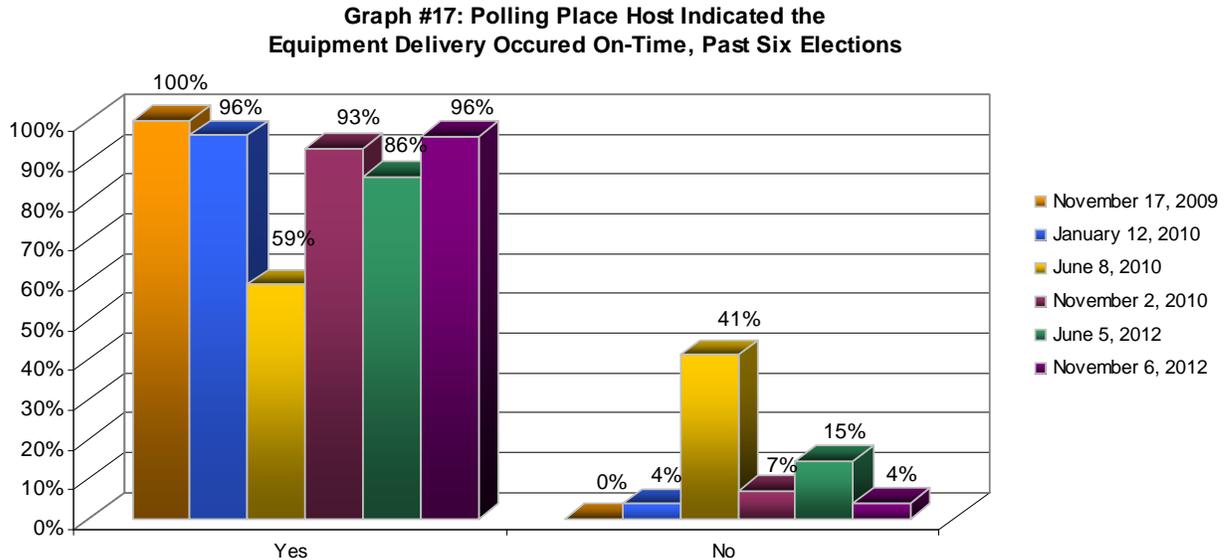
Past Elections:

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

» In the January 12, 2010 election, 96% of respondents indicated their delivery occurred on-time.

» In the June 8, 2010 election, only 59% of respondents indicated their delivery occurred on-time.

» In the November 2, 2010 election, 93% of respondents indicated their delivery occurred on-time.

» In the June 5, 2012 election, 86% of respondents indicated their delivery occurred on-time

"They were very good in confirming with me the delivery and being flexible. They were very kind and accommodating as opposed to the company we had worked with prior."
- Delivery Survey Comment

Graph #17 below shows the results of this survey question.

Graph #17: Polling Place Host Indicated the
Equipment Delivery Occured On-Time, Past Six Elections

Legend:
- November 17, 2009
- January 12, 2010
- June 8, 2010
- November 2, 2010
- June 5, 2012
- November 6, 2012

Finally, polling place hosts were asked if they experienced any issues with their delivery. Only 3% responded that they did, which is a decrease from the June 5, 2012 Primary Election in which 8% of respondents had an issue. These issues were primarily due to miscommunication of what additional supplies would be delivered and the failure of the driver to contact polling place hosts to make them aware of an advance or delay in delivery times.

Graph # 18 on the following page shows polling place hosts who had an issue.

Graph #18: Polling Place Hosts Who Had An Issue With Equipment Delivery, Past Six Elections
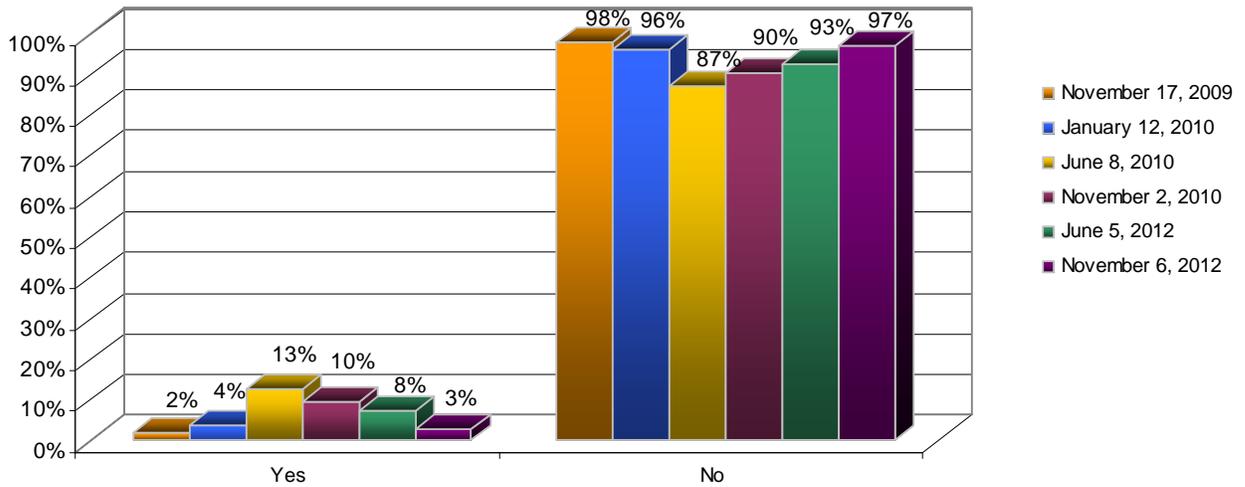
Future Plans:

The Registrar of Voters will continue requiring vendors to offer options for scheduled delivery and pick-up appointments, and evaluate ways to improve communication and service provided to polling places.
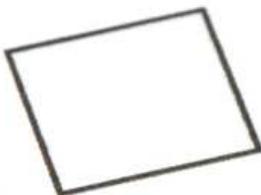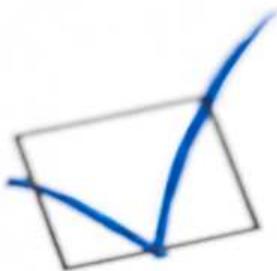
Polling Place Survey

1,154 Polling Places

7 Questions

521 Survey Responses

Overview

The Polling Place Survey asks the polling place hosts to rate various aspects of their experience serving as a host in the election. For the November 6, 2012 General Election, there were 1,154 polling places throughout Orange County. A survey was mailed to each of them following the election and 521 of those surveys were returned to our office. Results from this survey are used to evaluate the service provided to polling place hosts up to and on Election Day.

Motivation

Polling place hosts are asked to identify the primary motivation for serving as a polling place from the following options: academic/teacher influence, personal interest/curiosity, community service, friend/family member, patriotism, money, other, or mandated by law. Beginning with the June 5, 2012 election, "mandated by law" was added as an option to include school sites that are required to serve as a polling place. Some respondents selected more than one motivating factor.

Consistent with previous elections, community service was overwhelmingly the most common reason for wanting to serve as a polling place, with 73% of respondents choosing this option. The least common reason was academic/teacher influence and friend/family member with only 2%. For polling place hosts that responded as "other" their reasons included convenience for nearby residents or were previously a polling place host in the previous election.

Graph #19 on the following page shows the consistency in response to this question.

Graph #19: Polling Place Host Motivation for Serving in the Election, Past Five Elections

Legend:
- January 12, 2010
- June 8, 2010
- November 2, 2010
- June 5, 2012
- November 6, 2012
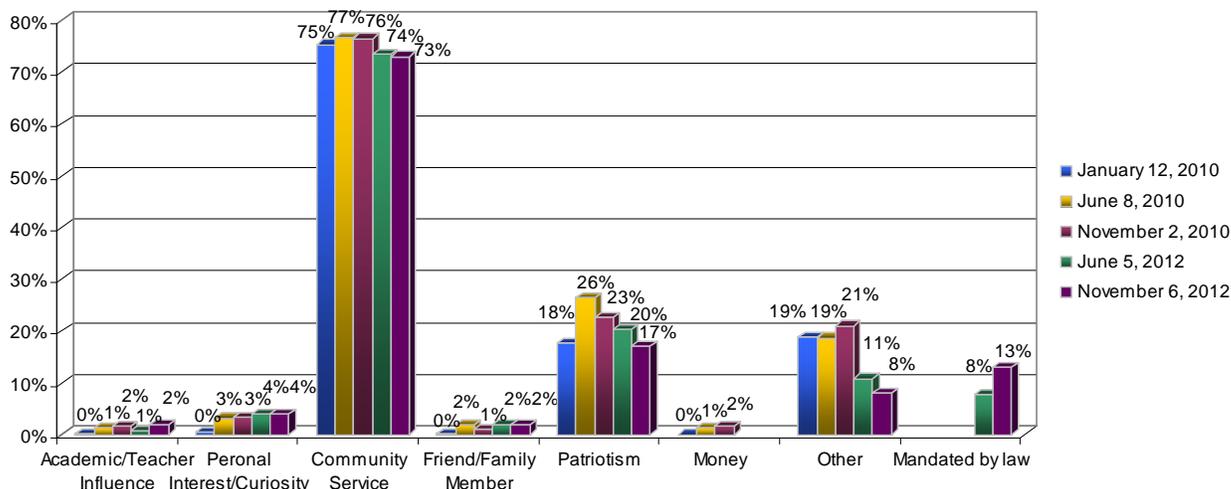
Equipment Storage and Pick-up

Polling place hosts were asked about the storage and pick-up of the election supplies and voting equipment. Polling places are required to store supplies and equipment before and after an election. When asked if they were able to store the supplies and equipment without difficulty, 97% of polling place hosts responded that they were able to do so. In comparison to the June 5, 2012 Primary Election, 97% responded they were able to store without difficulty as well.

Next, polling place hosts were asked whether they were able to schedule a pick-up time for the equipment. 93% of polling place hosts were able to do so, which is an increase from the June 5, 2012 Primary Election in which 91% of polling place hosts were able to schedule a pick up. This is reflective of the Department contractually requiring vendors to schedule pick-up dates and times following feedback from past surveys.

Past Elections:
- » In the May 19, 2009 election, 95% of polling place hosts were able to schedule an equipment pick-up.
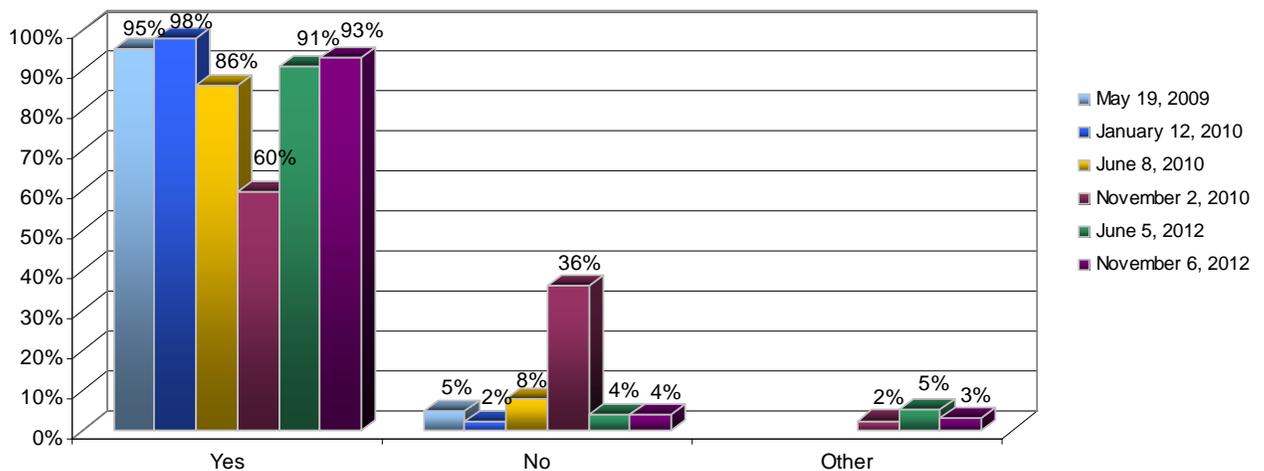- » In the January 12, 2010 election, 98% of polling place hosts were able to schedule an equipment pick-up.

» In the June 8, 2010 election, 86% of polling place hosts were able to schedule an equipment pick-up.

» In the November 2, 2010 election, 60% of polling place hosts were able to schedule an equipment pick-up.

» In the June 5, 2012 election, 91% of polling place hosts were able to schedule an equipment pick-up.

> **"The problem is its 2 days after the election and I still have the eBooths at my house."**
>
> -   Polling Place Survey Comment

Graph #20 below shows the polling place hosts' ability to schedule their equipment pick-up.

Graph #20: Polling Place Host Was Able to Schedule Equipment Pick-Up, Past Six Elections

Legend:
- May 19, 2009
- January 12, 2010
- June 8, 2010
- November 2, 2010
- June 5, 2012
- November 6, 2012

Yes: 95%, 98%, 86%, 60%, 91%, 93%
No: 5%, 2%, 8%, 36%, 4%, 4%
Other: 2%, 5%, 3%

Poll Worker Behavior and Communication

Both polling places and poll workers are recruited as volunteers by the Department but it is critical that the two interact well on Election Day in order for both parties and voters to have a positive experience. Polling place hosts were asked about the behavior and interaction they had with poll workers prior to and on Election Day. When asked if the poll workers assigned to their polling place communicated with them as needed, 97% of polling place hosts agreed or strongly agreed and only 3% of polling place hosts disagreed or strongly disagreed. In the previous election, 94% responded they agreed or strongly agreed and 5% disagreed or strongly disagreed. Although this is an increase, we believe the respondents who disagreed or strongly disagreed may be due to a lack of communication between poll workers and poll locations regarding set-up and arrival times.

Graph #21 below shows the results of poll worker communication.

Graph #21: Polling Place Host Felt Poll Workers Communicated With Them As Needed, Past Six Elections
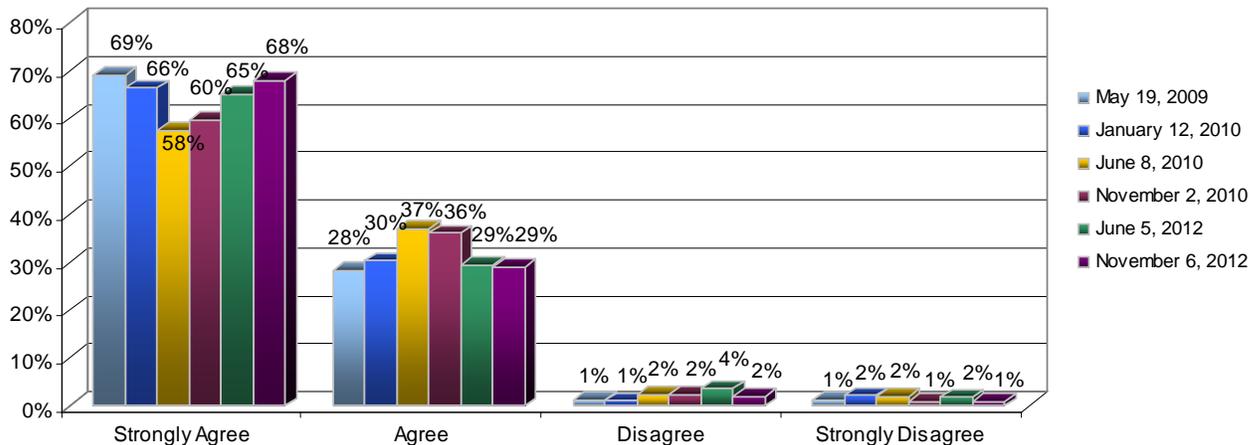
Polling place hosts were asked whether the poll workers followed the rules set by the facility. 98% responded the poll workers did follow the rules and 2% said they did not. These positive results are similar to those of previous elections.

Past Elections:

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

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

> » In the June 8, 2010 election, 95% of polling place hosts said the poll workers at their facility followed their rules.

> » In the November 2, 2010 election, 97% of polling place hosts said the poll workers at their facility followed their rules.

> » In the June 5, 2012 election, 98% of polling place hosts said the poll workers at their facility followed the rules.

Next, polling place hosts were asked if the facility was left clean and in good condition. As with previous elections, responses to this question were very positive. 98% agreed or strongly agreed that the facility was left in good condition and only 2% disagreed or strongly disagreed. This is consistent with scores provided in the June 5, 2012 Primary Election Surveys.

Respecting the property and wishes of a polling place is critical as it may affect whether a polling place will volunteer their location in future elections. Scores provided by polling place hosts are reflective of the efforts the Department sets forth to be good stewards of the facilities utilized as polling places.

Future Elections:
The Department will highlight guidelines for communication between poll workers and polling place hosts in the Polling Place Operations Manual, and improve directions on early set-up to minimize confusion and frustration from both parties.

Overall Election Experience

Finally, the survey asked polling place hosts to rate the Department in the following three areas: the overall quality of service provided by the Registrar of Voters, the overall experience serving in the election, and the interest in serving as a polling place in future elections. Responses to these questions were generally positive; however, the results indicated room for improvement in specific areas explained further below.

When asked to rate the overall quality of the Registrar of Voters service, 98% of polling place hosts responded that it is excellent, very good, or good. Only 2% responded as the service being fair or poor. This is an increase since the June 2012 election where 97% responded as the service being excellent, very good, or good and 3% as being fair or poor.

Past Elections:

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

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

   » In the June 8, 2010 election, 99% of polling place hosts rated the service they received as either excellent or good.

   » In the November 2, 2010 election, 99% of polling place hosts rated the service they received as either excellent or good.

   » In the June 5, 2012 election, 97% of polling place hosts rated the service they received as either excellent or good.

Graph #22 on the following page shows the quality of service provided by the Registrar of Voters.

Graph #22: Polling Place Host Rating of Quality of Service Provided by the Registrar of Voters, Past Six Elections
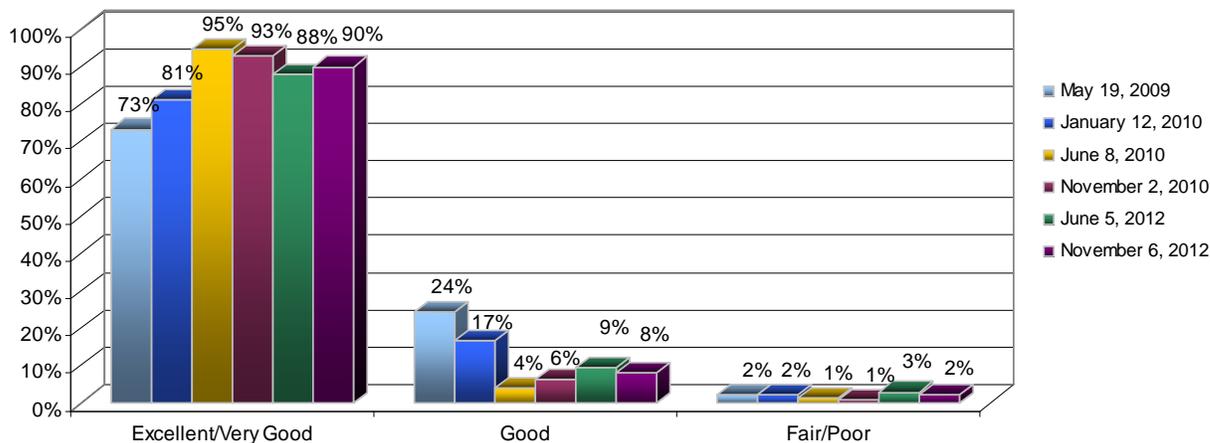
When asked about the overall experience of serving as a polling place, the responses were very similar. 96.1% rated their overall experience as positive or very positive, while 3.9% said it was a negative or very negative. This question was influenced heavily by the type of polling place. Schools, or those locations mandated by law to serve as a polling place, had lower scores than other locations. 13% of polling places responded they were mandated by law to participate and many reported the experience was poor. The Department understands that those who did not voluntarily decide to offer their location as a polling place would tend to have a less positive experience, and will improve the service and communication with those polling places.
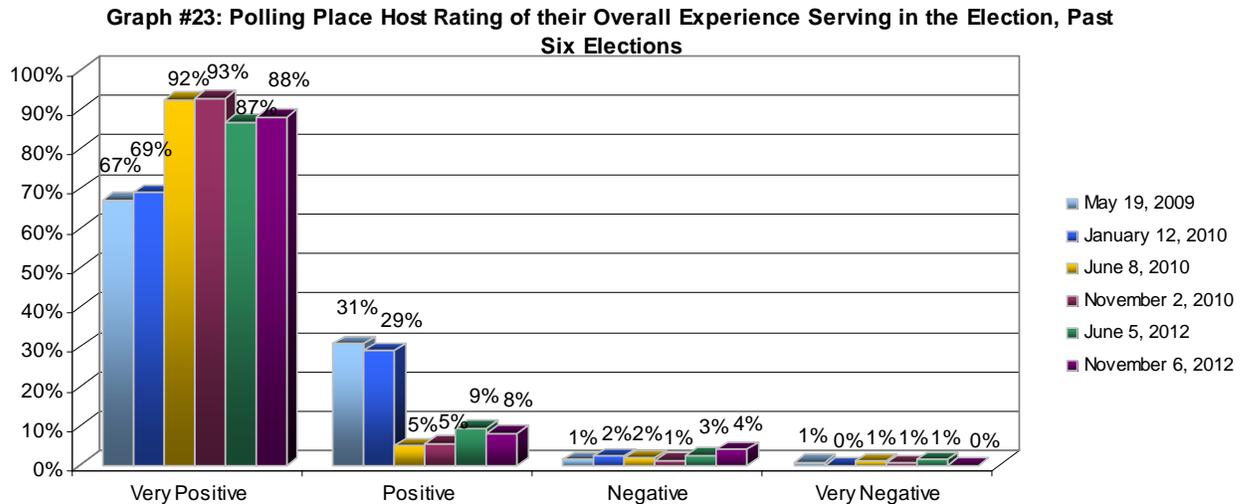
Past Elections:

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

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

» In the June 8, 2010 election, 97% of polling place hosts described their overall experience serving in the election as either positive or very positive.

» In the November 2, 2010 election, 98% of polling place hosts described their overall experience serving in the election as either positive or very positive.

» In the June 5, 2012 election, 96% of polling place hosts described their overall experience serving in the election as either positive or very positive.

Graph #23 below shows the overall experience serving as a polling place.

Graph #23: Polling Place Host Rating of their Overall Experience Serving in the Election, Past Six Elections

Lastly, polling place hosts were asked to rate the likelihood that they would offer their facility as a polling place in future elections. 92% responded that they were very interested, 7% said they were somewhat interested, and 2% said they would not be interested. Polling place hosts remain willing and interested in continuing to serve in future elections, which is representative of the consistent efforts the Department has enforced to improve the quality of service and the maintaining of positive relationships.
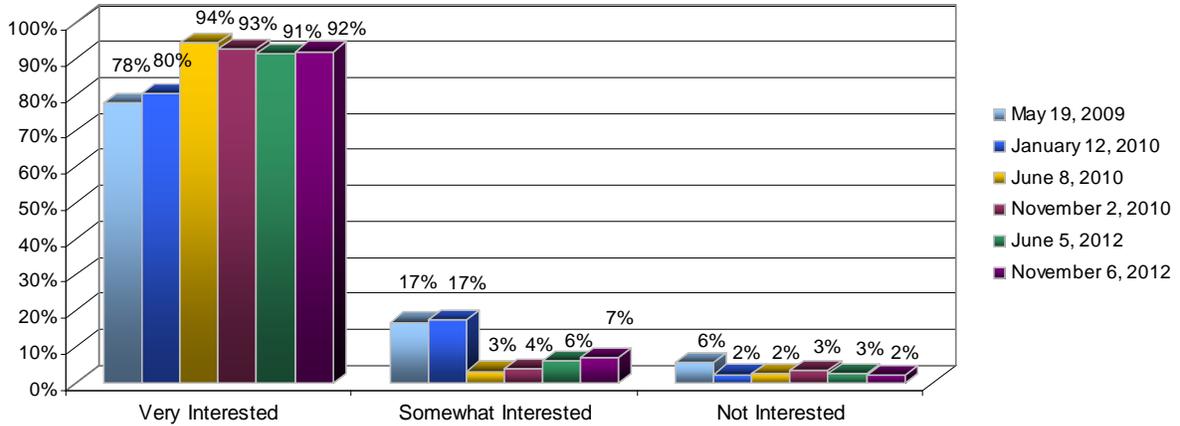
> "You are welcome to have us host the next election here – we love doing this service!!"
> - Polling Place Survey Comment

Graph #24 on the next page shows the likelihood of serving in a future election.

Graph #24: Polling Place Host Interest in Serving in Future Elections, Past Six Elections

Legend:
- May 19, 2009
- January 12, 2010
- June 8, 2010
- November 2, 2010
- June 5, 2012
- November 6, 2012

Future Plans:

The Department will emphasize guidelines for communication between poll workers and polling place hosts and evaluate additional ways to improve the quality of service provided to the polling place hosts.
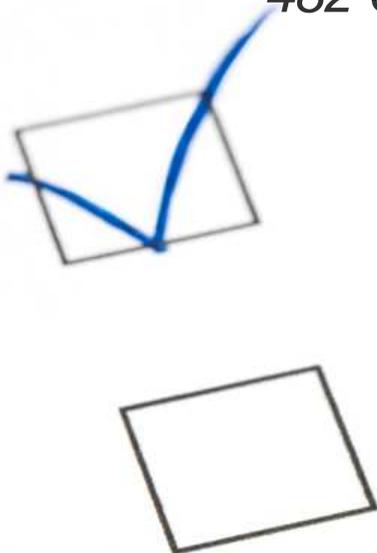
Election Supply Distribution Survey

1,154 Supply Boxes

10 Questions

482 Survey Responses

Overview

Supply Distribution is the process where Inspectors come to one of our distribution sites to pick up their polling place supply box for Election Day. Although voting equipment and supplies such as tables and chairs are delivered to polling places by delivery companies, Inspectors are given the task of retrieving their polling place supplies prior to Election Day.

Inspectors were able to make appointments to pick up their supply box early at the Department's operations warehouse on Linwood Avenue in Santa Ana by calling a customer service agent or through their Poll Worker PASS account. This provided Inspectors with flexibility as they prepared for Election Day and made the distribution of supplies more efficient. 404 Inspectors chose to utilize this option and picked up supplies before the designated countywide distribution day the Saturday before the election. On the Saturday before Election Day there were 12 supply distribution sites located from San Clemente to La Habra throughout the County.

The Distribution Survey was given to each Inspector as they picked up their Supply Box. Of the 1,154 Inspectors, 482 provided a response to the survey.

Organization and Efficiency

When Inspectors were asked if they agreed that the supply distribution process was organized and efficient, 99% agreed or strongly agreed, and only 1% disagreed or strongly disagreed. As there is an upward trend in respondents who strongly agreed, there is a downward trend of respondents who agree. The results have been consistently positive and reflect the Department's continual efforts to make the supply distribution process as organized and efficient as possible. The opportunity to schedule an early pick-up appointment and the opportunity to pick up precinct-specific supplies close to their home have made the supply distribution process more positive for Inspectors.

Graph #25 on the following page shows the results for organization and efficiency.

Graph #25: Poll Worker Felt Process was Organized and Efficient, Past Four Elections

Legend:
- June 8, 2010
- November 2, 2010
- June 5, 2012
- November 6, 2012
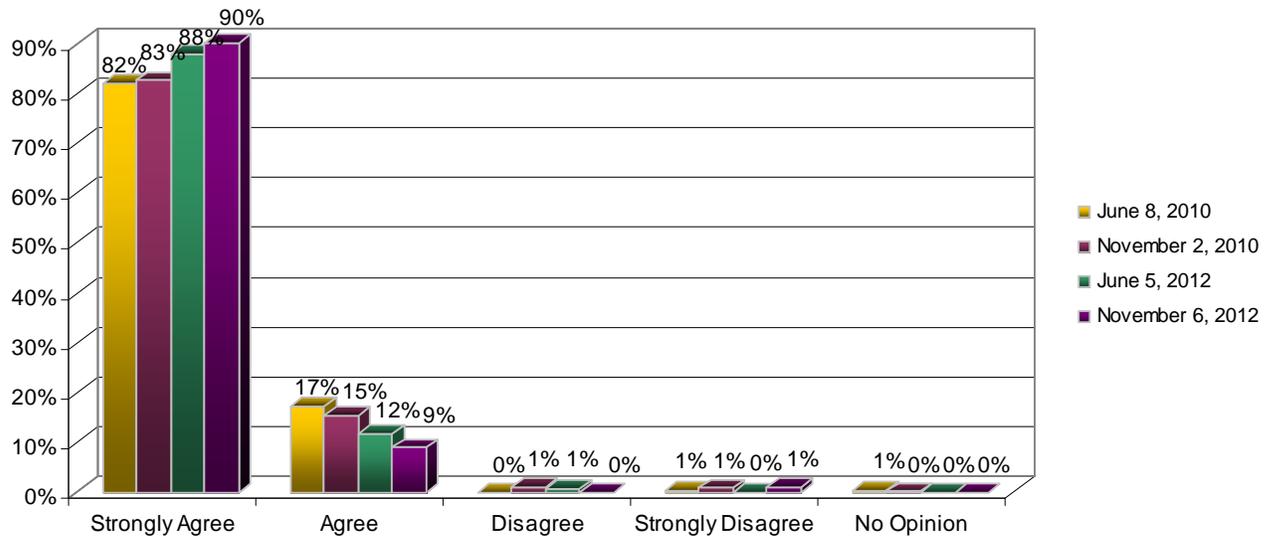
Inspectors were asked if they felt the wait time to pick up supplies was reasonable. 99% agreed or strongly agreed, while only 1% disagreed or strongly disagreed. The Department continues to focus on making the pick up of their supplies as convenient and efficient as possible and Inspectors were very satisfied with the pace of the process.

> **"Pulled right up- they loaded supplies, sign, and received paperwork-gone in less than 5 minutes! Outstanding!"**
> - Supply Distribution Survey Comment

Inspectors were asked if their paperwork was in order and if the process was adequately explained. 99% agreed or strongly agreed with this statement and 1% disagreed or strongly disagreed. This is an increase of 1% from the responses provided in the June 5, 2012 Primary Election where 98% of Inspectors agreed or strongly agreed.

"**Process was very smooth and efficient while the staff friendly. Well done!.**"
- Supply Distribution Survey Comment

Graph # 26 below shows results of paper work being in order and process being explained.

Graph #26: Poll Worker's Paperwork was in Order and the Process was Explained, Past Four Elections
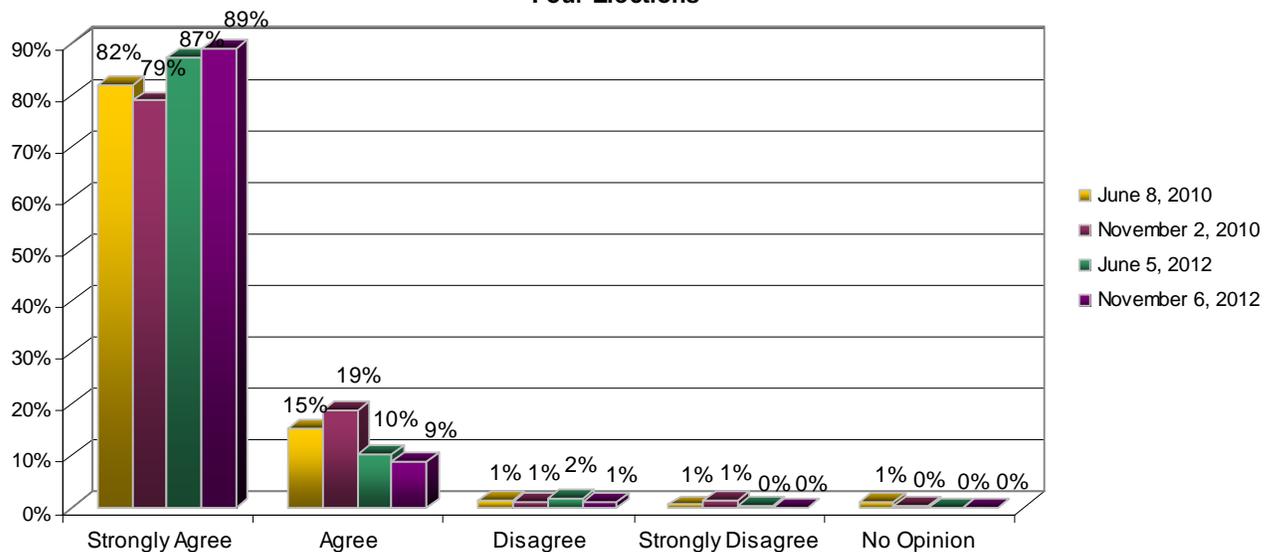
The Department engaged a number of methods to inform Inspectors about their available options regarding Supply Distribution. These include a Poll Worker PASS mailing, postings or reminders on the Poll Worker PASS website, and communication with our office. 43% of respondents said they were informed about supply distribution through the Poll Worker PASS website, which is a slight increase from the June 5, 2012 election in which 42% responded with the website. This was followed by 38% of Inspectors who selected the Poll Worker PASS mailing, and 19% who said they were informed about supply distribution through communication with our office.

Graph #27 below shows how Inspectors obtained information about Supply Distribution.

Graph #27: How Poll Worker Obtained Information About Supply Distribution, Past Four Elections
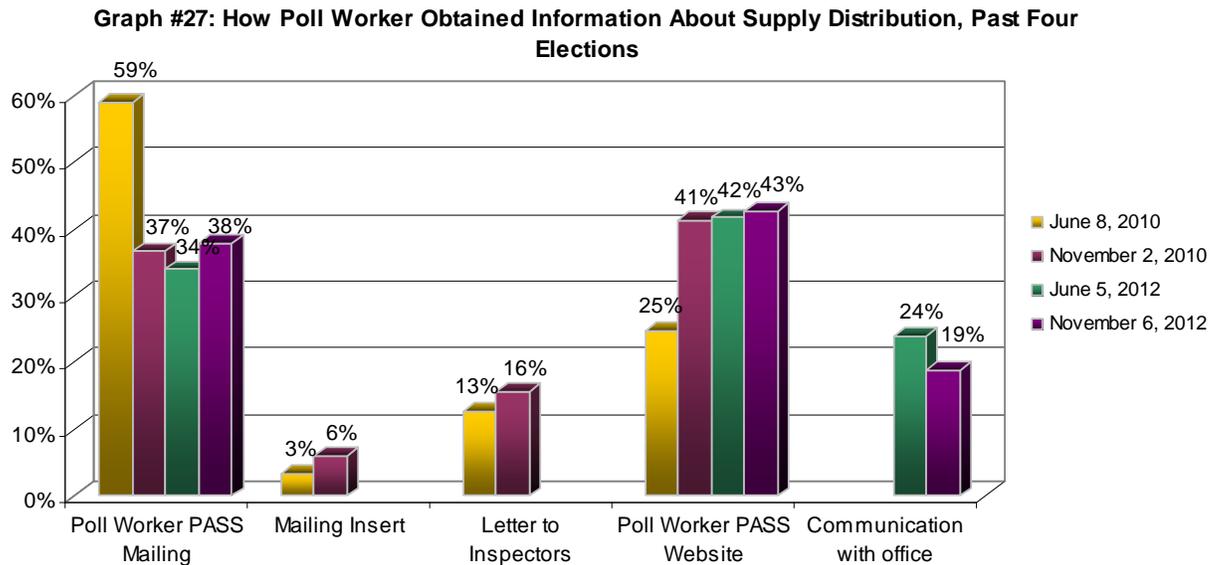

Lastly, Inspectors were asked to rate their overall experience with Supply Distribution as excellent, very good, good, fair, or poor. As with previous elections, Inspectors indicated that they were highly satisfied with the distribution process. 98% responded that they found the experience to be excellent or very good, 2% responded it was good, and 0% responded as the experience being fair or poor. Maintaining a positive supply distribution experience for Inspectors is critical since it may affect whether or not they choose to serve again as a volunteer in the future.

> **"Excellent organization, efficiency, communication, and people skills."**
> **-** Supply Distribution Survey Comment

Graph #28 below shows the overall experience.

Graph #28: Overall Experience with Supply Distribution, on a Scale of 1 to 5, Past Four Elections
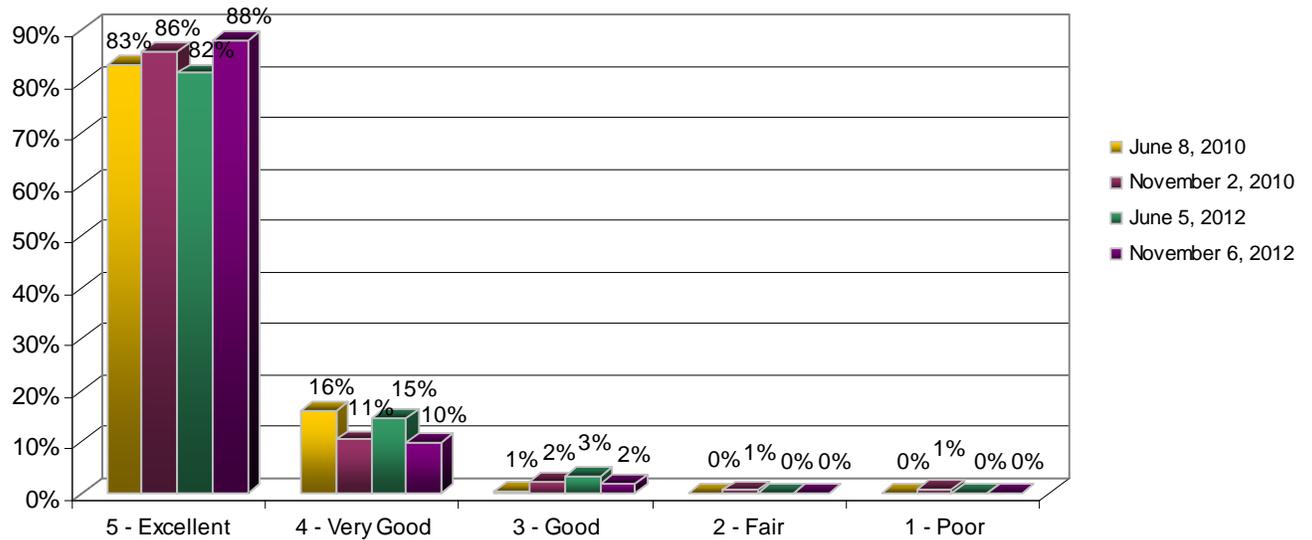
Future Plans:

The Department will continue to look for ways to enhance the Supply Distribution experience for Inspectors by making the process more convenient and continue to expand the options provided for supply distribution in the future.
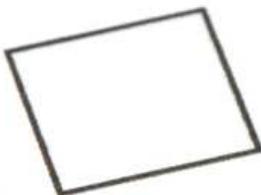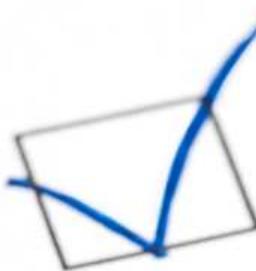
Phone Bank Survey

21,829 Calls

3 Questions

8,471 Survey Responses

Overview

In order to sufficiently handle the increase in call volume before a countywide election, the Orange County Registrar of Voters employs Customer Service Agents to staff a Public Phone Bank and a Poll Worker Customer Service Phone Bank. The Public Phone Bank is responsible for handling all calls that come into the office from the general public regarding topics such as registration status, voting-by-mail, polling place locations, and other election information. They are able to provide services in English, Spanish, Chinese, Korean, and Vietnamese in compliance with Section 203 of the Voting Rights Act. For the November 6, 2012 General Election, the Public Phone Bank received 41,415 calls.

The Poll Worker Customer Service Phone Bank received 11,599 calls from volunteers who required assistance regarding being a poll worker on Election Day. Calls to Customer Service Agents in the Poll Worker Phone Bank were generally motivated by questions about signing up to be a volunteer, training class locations, contacting fellow board members, or polling place questions.

The Public Phone Bank was operational for seven weeks leading up to Election Day, and the Poll Worker Customer Service Phone Bank was operational for six weeks prior to Election Day. Callers who spoke to a representative in the Public Phone Bank were provided the option of taking the survey and the survey was offered in English, Spanish, Vietnamese, Chinese or Korean. Poll workers who called the Poll Worker Customer Service Phone Bank were automatically transferred to a brief survey at the end of their call. Both Phone Bank Surveys asked the following three questions:

1. Was your question answered?
2. How would you rate the customer service agent you spoke with?
3. How would you rate your overall experience with the Registrar of Voters?

A total of 8,471 surveys were received from both phone banks. Results from these surveys were collected and reviewed by the management team on a daily basis and again each week, with additional consideration when needed for increased training or adjustments in the operations. Customer Service Agents were rated on a scale of 1-5, with 5 representing

excellent, 4 representing very good, 3 representing good, 2 representing fair, and 1 representing poor. The Department has set the standard for customer service to be 4.5 (90%) or higher. For the November 6, 2012 General Election, the Public Phone Bank and the Poll Worker Customer Phone Bank received scores that were higher than in any previous election.

Public Phone Bank

Of the 41,415 calls to the Public Phone Bank, 4,469 of those callers participated in the survey. When asked if the caller felt that the Public Phone Bank Customer Service Agent answered their question, 99% responded "yes". This is consistent with the previous election and continues the trend of positive scores.

Past Elections:

» In the May 19, 2009 election, 97% of callers said that the Public Phone Bank Customer Service Agent answered their question.

» In the June 8, 2010 election, 96% of callers said that the Public Phone Bank Customer Service Agent answered their question.

» In the November 2, 2010 election, 98% of callers said that the Public Phone Bank Customer Service Agent answered their question.

» In the June 5, 2012 election, 99% of callers said that the Public Phone Bank Customer Service Agent answered their question.

Graph #29 on the following page shows scores for Public Phone Bank Customer Service Agents.

**Graph #29: Caller Felt the Public Phone Bank Customer Service Agent
Answered Their Question, Past Four Elections**
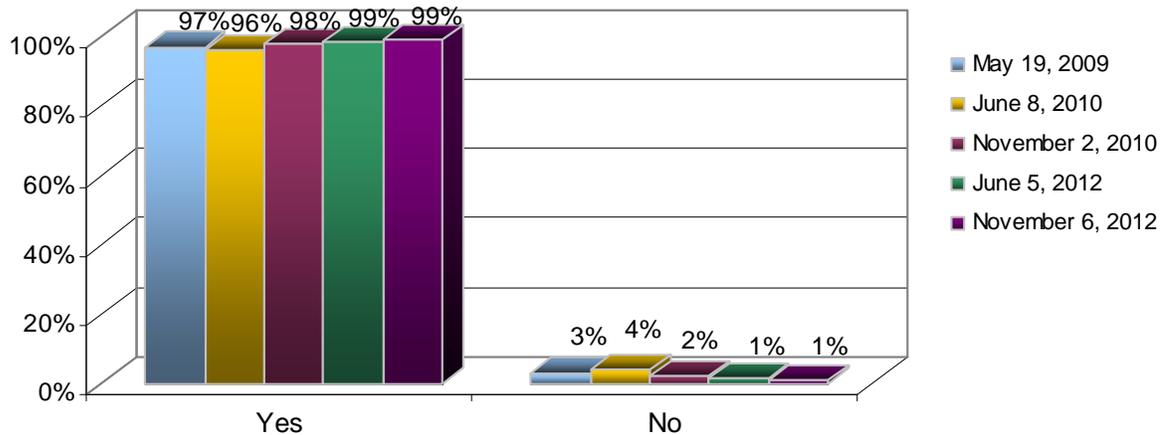
Callers were then asked to rate the Public Phone Bank Customer Service Agent they spoke with by indicating if the Customer Service Agent was excellent, very good, good, fair or poor. These scores were monitored daily and weekly by management. 98% callers responded that the Customer Service Agent they spoke with was excellent or very good. This is an increase of 4% compared to the previous election and the highest rating received during the past four elections.

Past Elections:

» In the June 8, 2010 election, 92% of callers rated the Public Phone Bank Customer Service Agents as excellent or very good.

» In the November 2, 2010 election, 95% of callers rated the Public Phone Bank Customer Service Agents as excellent or very good.

» In the June 5, 2012 election, 94% of callers rated the Public Phone Bank Customer Service Agents as excellent or very good.

Graph #30 on the following page shows ratings for Public Phone Bank Customer Service Agents.

Graph #30: Rating of Public Phone Bank Customer Service Agents, Past Four Elections
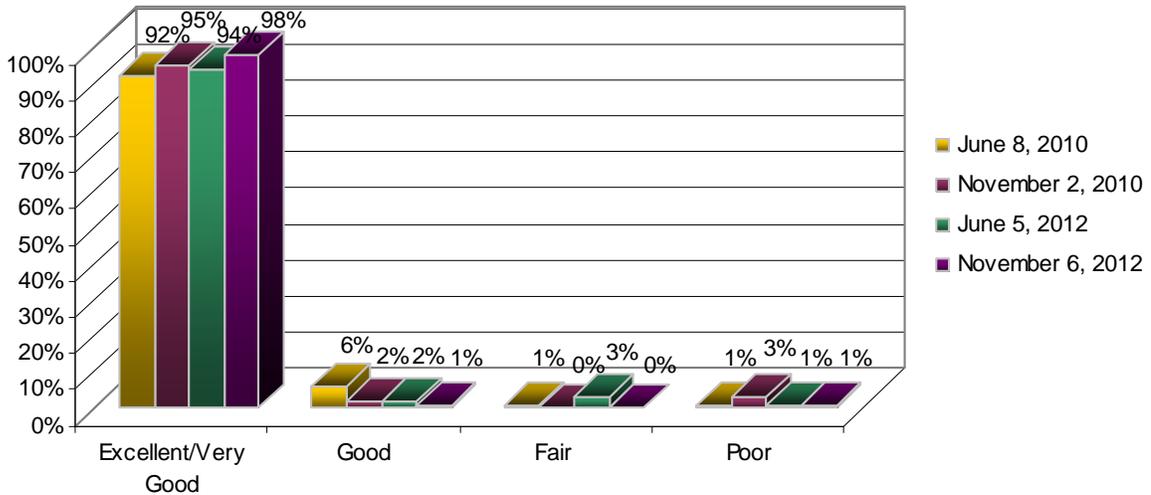
Next, callers were surveyed about the overall quality of service provided by the Registrar of Voters. The callers responded with the highest scores over the past four years for the Department. For the November 6, 2012 General Election, 96% of callers felt the overall quality of the Department was excellent or very good. 3% responded that the overall quality was good, 1% responded that it was fair, and 1% responded that it was poor. In the June 5, 2012 Primary Election, 92% of callers felt the Department was excellent or very good. Again, this is the highest rating the Department has received in the past four elections.

Past Elections:

» In the June 8, 2010 election, 92% of Public Phone Bank callers rated the Registrar of Voters as excellent or very good.

» In the November 2, 2010 election, 95% of Public Phone Bank callers rated the Registrar of Voters as excellent or very good.

» In the June 5, 2012 election, 92% of Public Phone Bank callers rated the Registrar of Voters as excellent or very good.

Graph #31 below shows ratings for the overall quality.

**Graph #31: Public Phone Bank Caller Rating of the Registrar of Voters,
Past Four Elections**
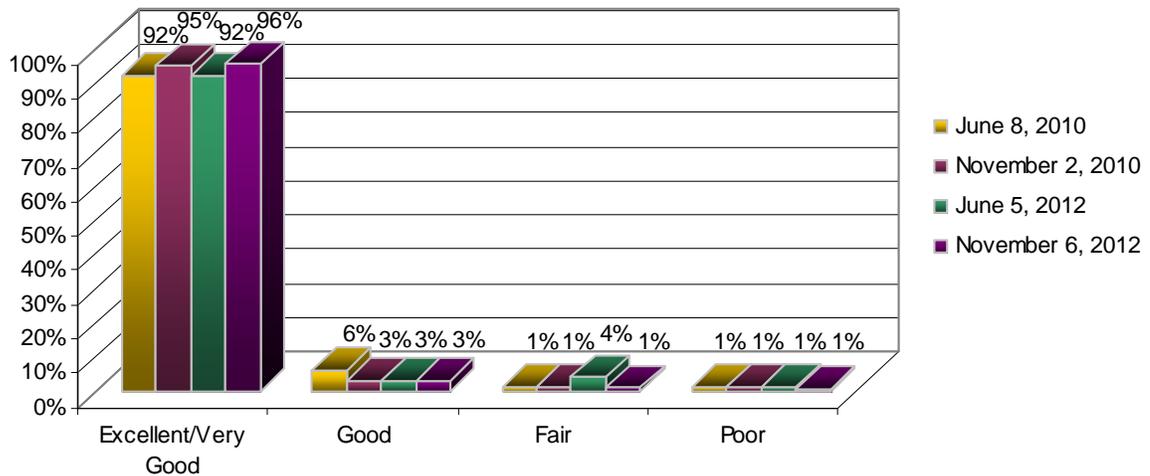
Poll Worker Customer Service Phone Bank

Of the 11,599 calls to the Poll Worker Customer Service Phone Bank, 4,002 of those callers participated in the survey. When asked if the caller felt that the Poll Worker Phone Bank Customer Service Agent answered their question, 99% responded "yes". For the same question in the November 2, 2010 Poll Worker Customer Service Phone Bank survey, 85% of respondents felt their question had been answered. Since then, we have seen a significant increase in responses which can be attributed to more thorough training of Customer Service Agents and also advancements in processes.

Past Elections:
» In the November 17, 2009 election 96% of poll workers said that their question was answered by a Poll Worker Customer Service Agent.
» In the January 12, 2010 election 85% of poll workers said that their question was answered by a Poll Worker Customer Service Agent.
» In the June 8, 2010 election 95% of poll workers said that their question was answered by a Poll Worker Customer Service Agent.

» In the November 2, 2010 election, 85% of poll workers said that their question was answered by a Poll Worker Customer Service Agent.

» In the June 5, 2012 election, 99% of poll workers said that their question was answered by a Poll Worker Customer Service Agent.

Graph #32 below shows scores for Poll Worker Phone Bank Customer Service Agents.

Graph #32: Caller Felt the Poll Worker Phone Bank Customer Service Agent Answered Their Question, Past Five Elections
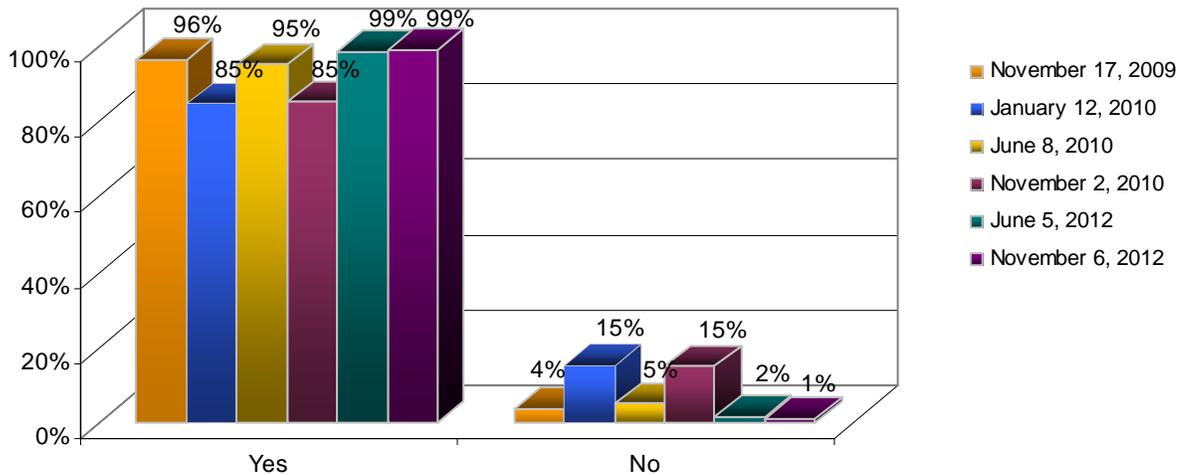
Next, poll workers were then asked to rate the Poll Worker Phone Bank Customer Service Agent they spoke with by indicating if the Customer Service Agent was excellent, very good, good, fair or poor. These scores reflect an increase of 4% that the Customer Service Agent was excellent or very good. 98% felt their agent was excellent or very good, 1% felt they were good, 0% felt they were fair, and 1% felt they were poor. This is the highest rating Customer Service Agents have received to date.

Past Elections:

» In the June 8, 2010 election, poll workers calling the Poll Worker Customer Service Phone Bank said their agent was excellent or very good at a rate of 92%.

» In the November 2, 2010 election, poll workers calling the Poll Worker Customer Service Phone Bank said their agent was excellent or very good at a rate of 88%

» In the June 5, 2012 election, poll workers calling the Poll Worker Customer Service Phone Bank said their agent was excellent or very good at a rate of 94%

Graph #33 below shows ratings for Poll Worker Phone Bank Customer Service Agents.

Graph #33: Caller Rating of Poll Worker Customer Service Agent, Past Four Elections
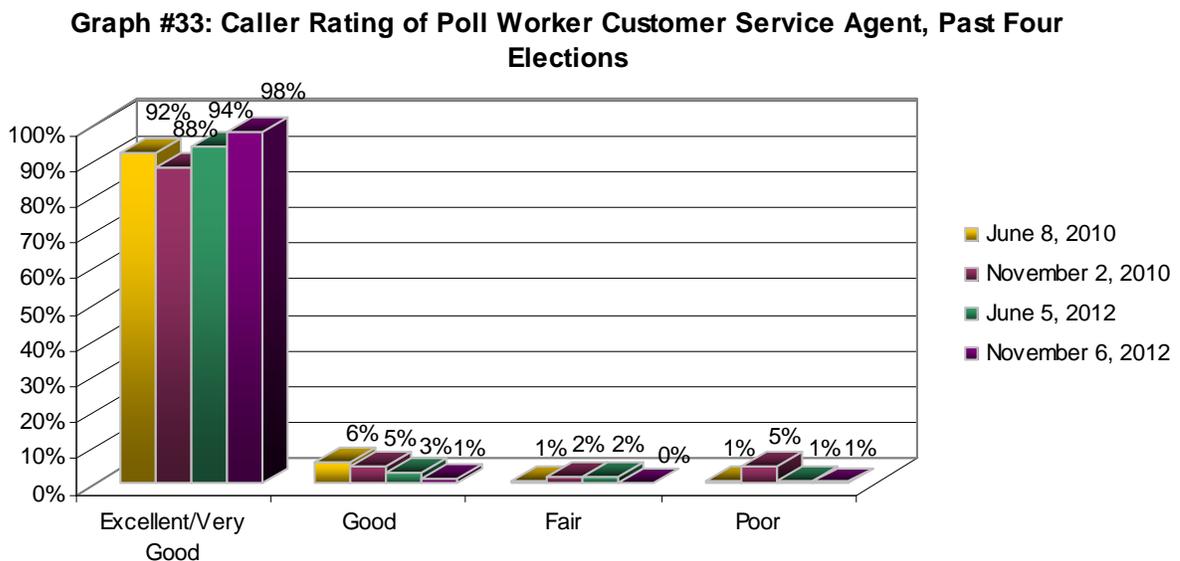
Lastly, poll workers were surveyed about the overall quality of service provided by the Registrar of Voters. 97% of poll workers responded that their experience with the Department was excellent or very good, 2% responded it was good, 1% responded that it was fair, and 0% responded it was poor. In the June 5, 2012 election, 93% of poll workers responded that their experience was excellent or very good.

Past Elections:

» In the June 8, 2010 election, 95% of callers said their experience with the Registrar of Voters was excellent or very good.

» In the November 2, 2010 election, 89% of callers said their experience with the Registrar of Voters was excellent or very good.

» In the June 5, 2012 election, 93% of callers said their experience with the Registrar of Voters was excellent or very good.

Future Plans:

The Department will continue to provide thorough training to all Customer Service Agents and look for ways in which we can continue to improve processes in future elections.
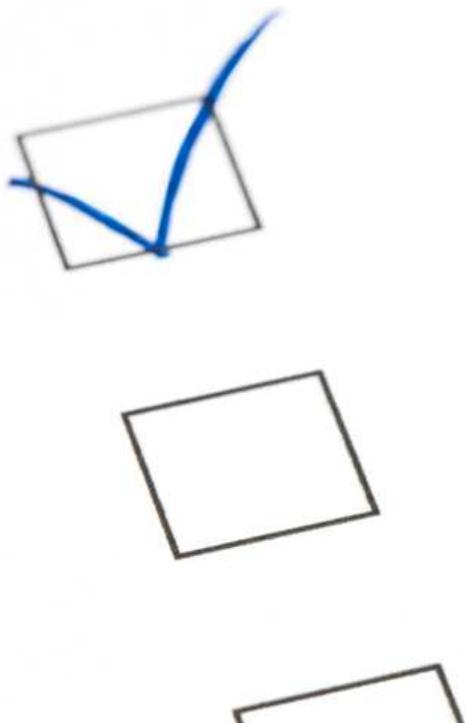
Recruitment Survey

6,619 Poll Workers

4 Questions

906 Survey Responses

Overview

In order to recruit volunteers for Election Day the Department utilizes Community Program Specialists, Field Representatives, and Election Aides. For the November 6, 2012 General Election, the Department recruited 6,619 poll workers. This includes the various positions, student volunteers, and the additional requirements for bilingual poll workers. To monitor the performance and level of customer service provided by these staff members, the Recruitment Survey was developed and implemented beginning with the June 8, 2010 Primary Election. We believe it is critical to evaluate the levels of satisfaction when being recruited to serve in an election as it affects the volunteer's overall experience and decision to work future elections.

When a volunteer is recruited and assigned to a polling place, an automatic out-going call is placed later that day to the poll worker, which invites them to participate in a brief survey. The survey asked poll workers to rate the following four statements:

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

Similar to the Phone Bank Surveys, responses were monitored daily and regularly shared with the individuals and the supervisors involved in the recruiting process to ensure accountability and that quality service was provided. The Department standard for recruiters was 4.5 (or 90%) satisfaction from poll workers.

906 survey responses were received from poll workers and while the overall scores were positive, certain areas indicate that there is room for improvement as the Department strives to uphold its high standards for providing excellent customer service to its volunteers. This election marked a record number of student volunteers. While high school students are a valuable asset as volunteers on Election Day, they were mainly contacted via email and text message. Upon receiving the recruitment survey, many students did not respond positively because the nature of the questions pertained to direct interaction with a representative.

My Representative Was Courteous and Professional

As with every interaction between the Registrar of Voters and the public, the highest levels of courtesy and professionalism are expected. It is important that volunteers feel that the representative they communicate with do so in a respectful manner that is conducive to a positive relationship for the Department, volunteers, voters, and the public.

When asked to rate the statement, "my representative was courteous and professional," 91% of poll workers responded that the recruiter was excellent or very good with an overall rating of 4.64. This was followed by 7% responding the recruiter was good, 0% reporting the recruiter was fair, and 1% indicating they felt the recruiter was poor. Overall, this is similar with previous elections. Since this is the first question of the survey, we found that student volunteers would rate poorly for this question and then leave the rest of the survey incomplete since they did not speak to a recruiter.

Graph #34 below shows the ratings of the recruiter.

**Graph #34: Poll Worker Rated Recruiter as Courteous and Professional, Past Four Elections**
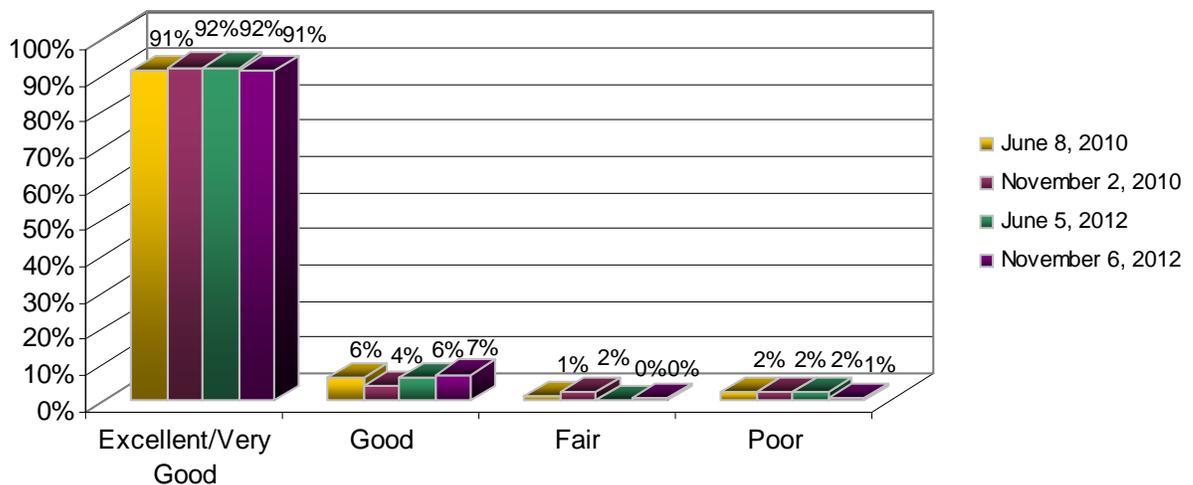
My Representative Answered All of My Questions

Poll workers were asked to rate the statement "my representative answered all of my questions" on a scale of 1 to 5, with 5 being strongly agree and 1 being strongly disagree. 92% of poll workers responded they agreed or strongly agreed with an overall rating of 4.68. This is a 4% increase in comparison to the June 5, 2012 election in respondents who agree or strongly agree.

Graph #35 below shows if all questions were answered by the recruiter.

Graph #35: Poll Workers Agreed Representative Answered All of Their Questions, Past Four Elections
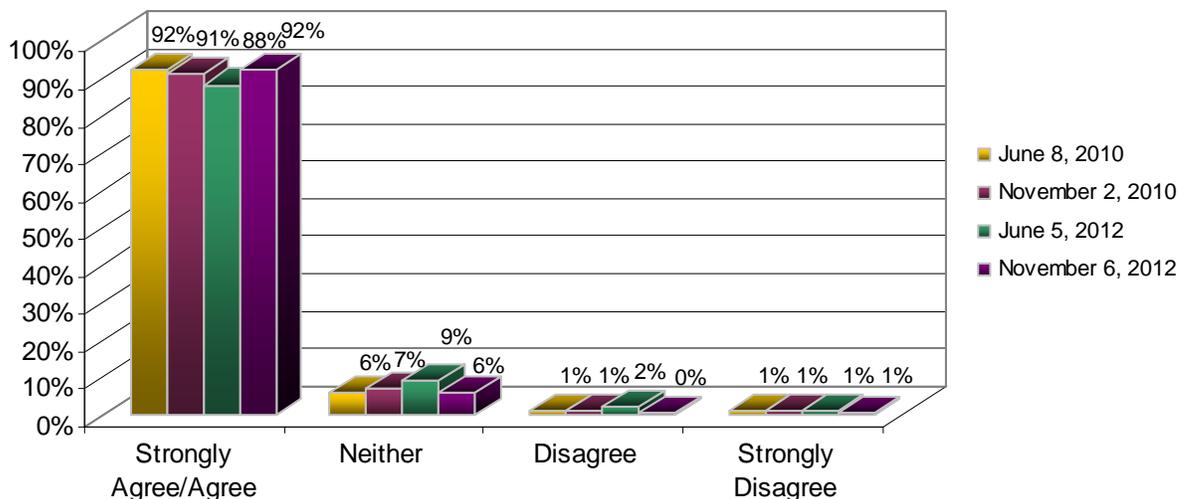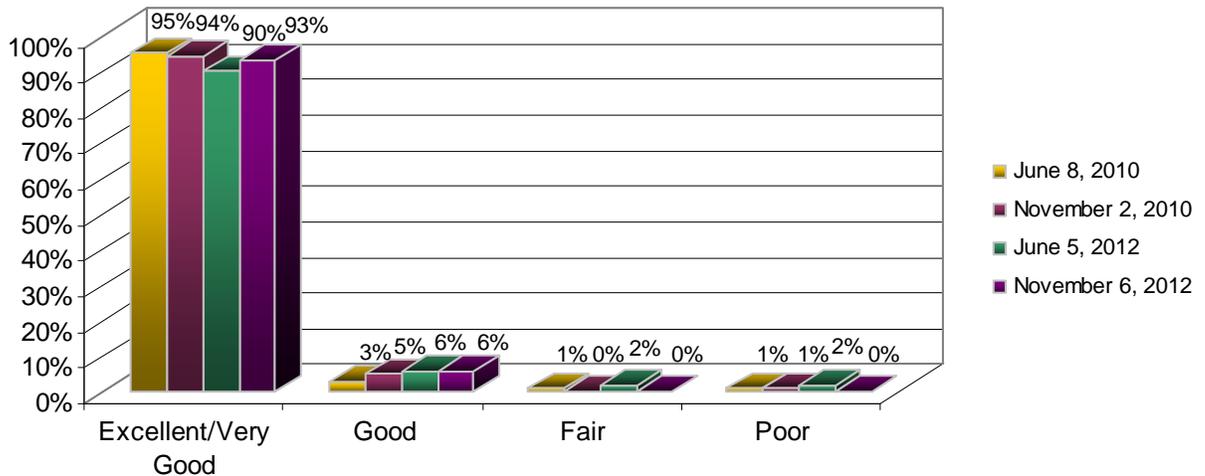

My Overall Interaction with the Representative was Positive

Next, poll workers were asked to rate their overall interaction with their recruiter. 93% of poll workers responded that the interaction was excellent or very good with an average score of 4.70. This is a 3% increase since the June 5, 2012 election, where 90% of poll workers responded the interaction was excellent or very good.

Graph #36 on the next page shows the overall interaction with the recruiter.

Graph #36: Poll Workers Rating of Their Overall Interaction with Recruiter, Past Four Elections

Legend:
- June 8, 2010
- November 2, 2010
- June 5, 2012
- November 6, 2012

Excellent/Very Good: 95% 94% 90% 93%
Good: 3% 5% 6% 6%
Fair: 1% 0% 2% 0%
Poor: 1% 1% 2% 0%

My Overall Experience with the Registrar of Voters has Been Positive

Lastly, poll workers were asked to rate their overall experience with the Registrar of Voters. 92% of poll workers responded that their experience with the Department was excellent or very good. 6% responded that their experience was good, 1% responded fair, and 1% responded as poor. This is a 2% increase since the June 5, 2012 election, where 90% of poll workers responded the interaction was excellent or very good.

> **"I was very impressed. This is my first time volunteering and I was very impressed with all the representatives I have spoken with and I am looking forward to volunteering."**
> **-** Recruitment Survey Comment

Graph #37 on the following page shows the overall rating of the Registrar of Voters.

Graph #37: Poll Workers Rating of Their Overall Interaction with the Registrar of Voters, Past Four Elections
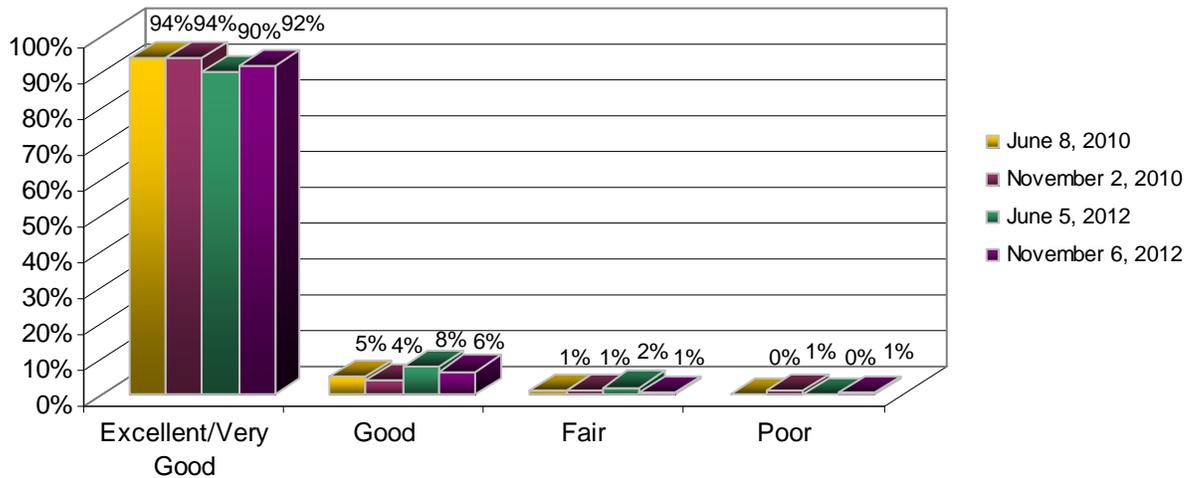
Future Plans:

The Department will investigate the possibility of offering an online survey that student volunteers can participate in if they are recruited via email or text message. In addition, training will continue to be enhanced for recruiters in order to ensure we are exceeding the expectations of volunteers.
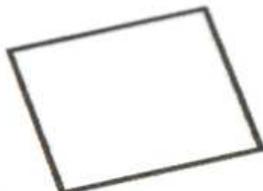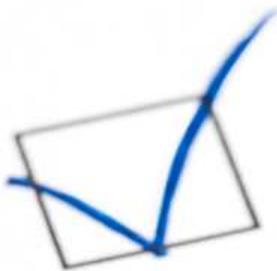
Coordinator Survey

231 Coordinators

11 Questions

130 Survey Responses

Overview

Election Day Coordinators and Lead Coordinators play a vital role in Election Day communications, troubleshooting, and supply replenishment for the polling places. On Election Day, Coordinators are assigned 5-6 polling places while Lead Coordinators are assigned about four Coordinators. They are required to provide backup support and to monitor statutory compliance and procedures. All individuals serving as Coordinators are required to have served previously as a Polling Place Inspector and Lead Coordinators are required to have served previously as a Coordinator for a number of elections.

At the conclusion of Election Night, all Coordinators were provided surveys and asked to rate the Registrar of Voters' office as well as their experiences as a Coordinator. As leaders out in the field on Election Day, these individuals serve important roles and provide crucial feedback on a variety of components throughout the election. Through radios, they are in constant communication with the Department starting at 5:30 a.m. and continue through the close of polls. They are tasked with keeping the Department informed of major issues or problems and providing assistance to the poll workers in their assigned precincts.

Overall, Coordinators gave the Department high scores, an increase in all areas compared to the June 5, 2012 Primary election. Since the previous election was just a few months prior, Coordinators felt more prepared this election and Coordinators that were new in the June 2012 election excelled with the experience gained.

Coordinator Experience

First, Coordinators were asked to identify the primary motivation for serving as a Coordinator from the following options: academic/teacher influence, community service, patriotism, money, personal interest/curiosity, friend/family member, or other. Consistent with the June 2012 election, the most common motivation was community service at 30%, followed by patriotism at 28%, and personal interest or curiosity at 18%.

Graph #38 on the next page shows the motivation for being a Coordinator.

Graph #38: Primary Motivation for Becoming a Coordinator
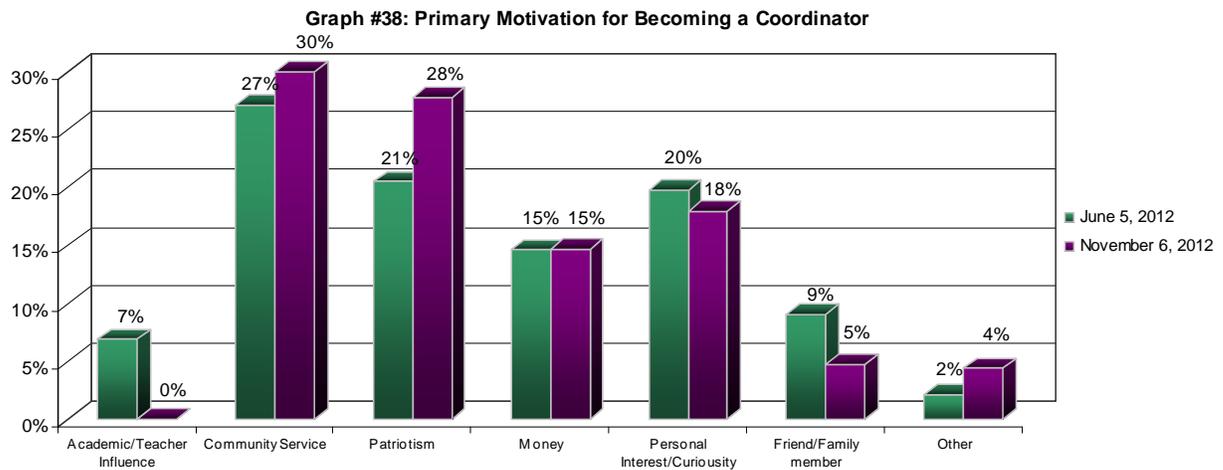
Coordinators were asked to rate the training and preparation given by the Department and were provided with the rating options of excellent, very good, good, fair, and poor. 84% of Coordinators responded that the training and preparation was excellent or very good, 14% responded it was good, 2% responded it was fair, and 0% responded it was poor. This is an increase of 4% since the previous election in which 80% of coordinators responded the training and preparation was excellent or very good. The ratings provided in response to this question indicates that the Registrar of Voters has responded to their training needs in an appropriate and efficient manner.
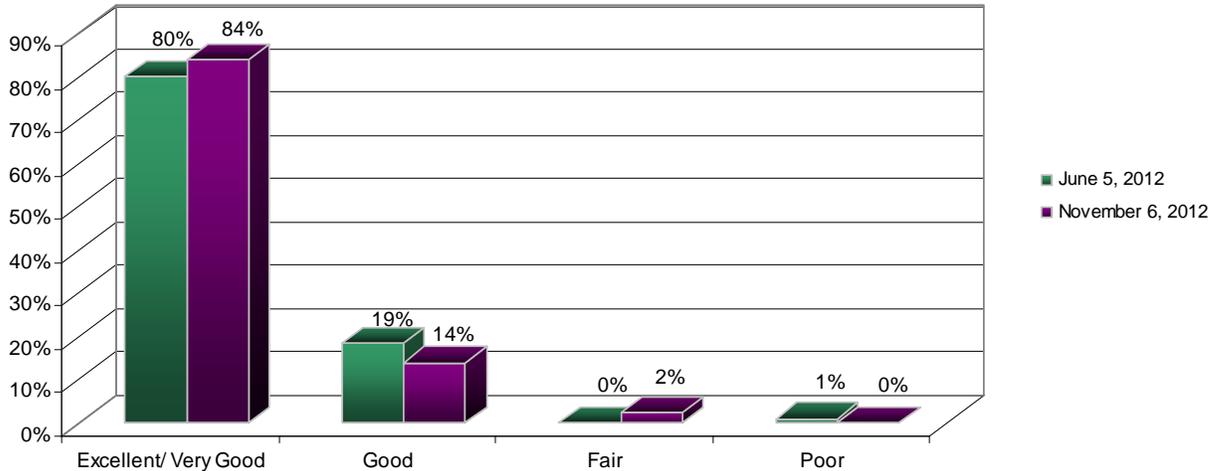
> **"This was a great experience from the training and communication to the positive election day experience. Everyone was open to making improvements to make the process valuable."**
> **-** Coordinator Survey Comment

Graph #39 on the following page shows results of training and preparedness.

Graph #39: Training and Preparation Ratings from Coordinators

Coordinators were asked to rate the overall quality of service provided by the Registrar of Voters. Again, the majority of results were positive, with no Coordinators rating the overall quality of service as fair or poor. 94% of coordinators responded that the service was excellent or very good and 6% said it was good. There was a 2% increase in those that responded the quality of service was excellent or very good compared to June 2012 election.

Graph #40 below shows the Coordinator ratings of the quality of service provided.

Graph #40: Quality of Service Provided to Coordinators by the Registrar of Voters
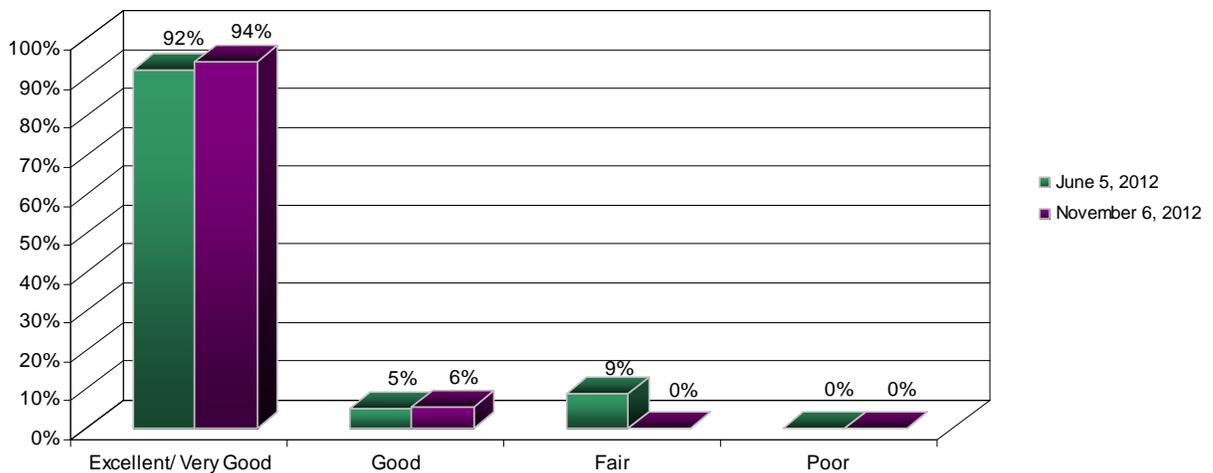
Next, Coordinators were asked to rate their overall experience serving in the November 6, 2012 election. 96% of Coordinators responded that the experience was excellent or very good, 3% responded it was good, 0% responded it was fair, and only 1% responded it was poor. There was an increase of 6% in Coordinators who responded their overall experience serving in the election was excellent or very good. Even with the increased responsibility as well as an extended day for Coordinators, it is very encouraging to see an increase in positive feedback.

Graph #41 below shows the Coordinators' overall experience.

Graph #41: Coordinators' Overall Experience Serving in Election
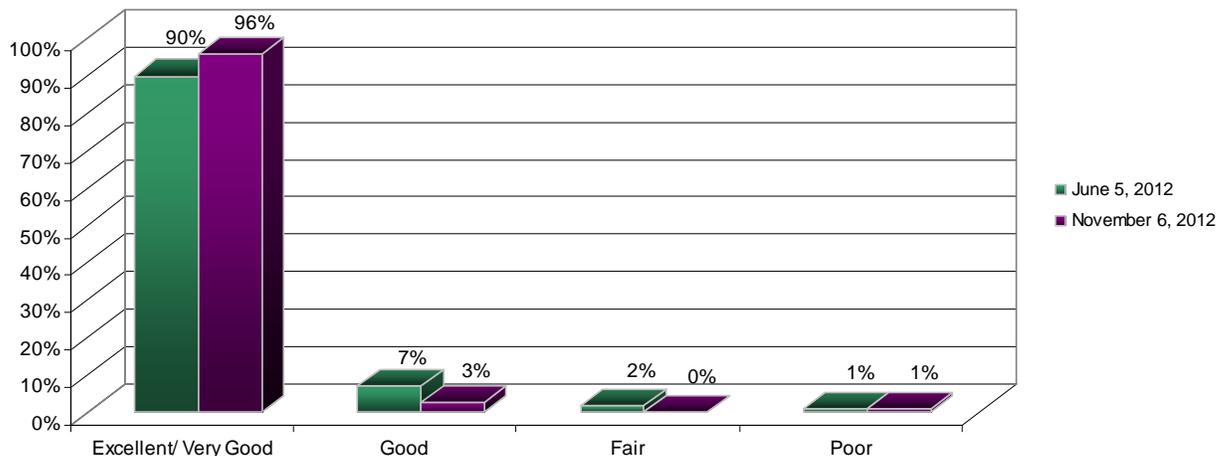

Lastly, Coordinators were asked of the likelihood of returning to serve in future elections. 89% of Coordinators responded that it was very likely, 6% responded it was likely, 3% responded they were unsure, 0% responded it was unlikely, and 2% responded it was very unlikely. There was a 7% increase in Coordinators who responded it was very likely they would return but a decrease of 10% in Coordinators who responded it was likely they would serve in the future.

Retaining Coordinators and poll workers for future elections is a significant goal for the Department as it helps to ensure a smooth Election Day for voters and volunteers. Their expertise and prior experiences help new volunteers and aid the Department on Election Day.

Graph #42 below shows ratings of Coordinators' likelihood of serving in the future.

Graph #42: Likelihood of Coordinator Serving in Future Elections
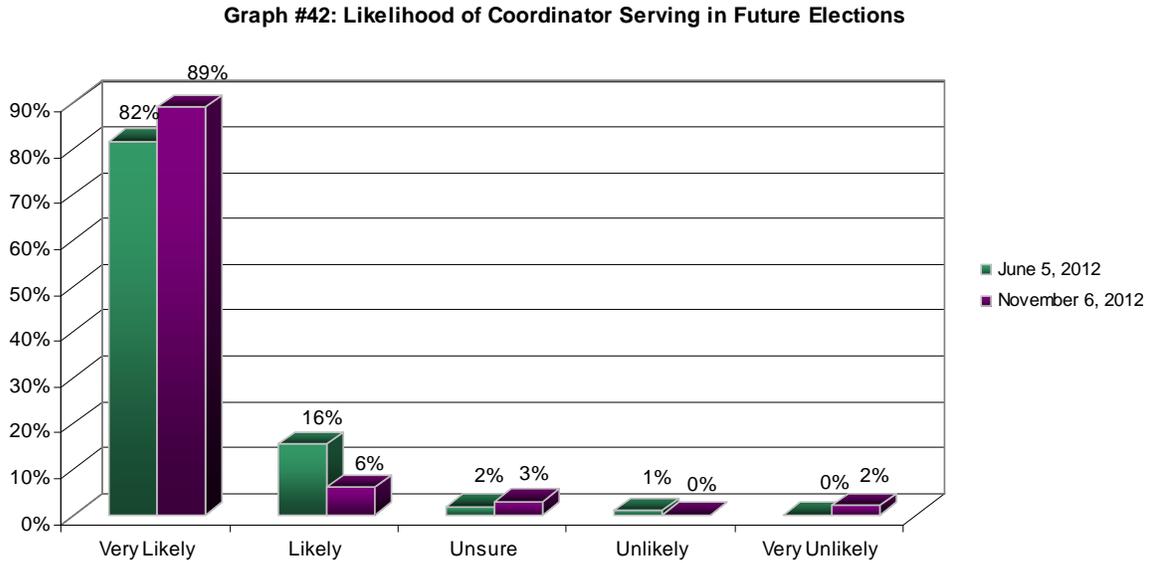
Future Plans:

The Department will continue to encourage Coordinators to return and foster positive relationships in preparation for future elections. Additionally, the role of Coordinator will be offered only to those Inspectors with the most training and elections experience.
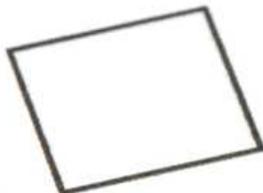
Candidate Filing Survey

317 Candidates

6 Questions

124 Survey Responses

Overview

The Candidate Filing Survey was introduced in the June 5, 2012 Primary Election. This survey was developed to specifically evaluate the service provided to candidates as they interacted with the Department staff as they file their candidacy for office prior to an election. Candidates had the option of beginning the filing process online and completing it at the Registrar of Voters or coming in person to complete the entire process. As the candidate's filing process was completed, each were given a survey to complete regarding their experience, whether it was online or in person. Of the 124 survey responses received, 40 candidates began the filing process online and 84 candidates completed the entire process in person.

In Orange County, every election is consolidated and conducted by the Orange County Registrar of Voters, which leads to a variety of candidates who interact with Department staff. These include candidates for school boards and statewide offices such as California State Assembly and Senate as well as city clerks on behalf of candidates running for city council. The goal of the Department is to have an excellent level of customer service to these individuals interested in running for office to ensure that they are confident in the filing process and in the elections process as a whole. To monitor the service provided, candidates were surveyed on the process, the staff, wait time, and the overall quality of the Registrar of Voters' service.

While the overall results are positive, there is some room for improvement in the area of wait times. In the November 6, 2012 General Election, the Department processed 317 candidates as opposed to 263 candidates in the June 5, 2012 Primary Election. All 317 candidates in the General Election had the opportunity to file a Candidate's Statement compared to only 65 of the 263 candidates in the Primary Election. The lengthy process for filing a Candidate's Statement combined with the large number of candidates who filed a Candidate's Statement (167 in the General Election as opposed to 65 in the Primary Election) led to increased wait times for the candidates. In the General Election, there was also a record number of candidates (91) issued papers and filing a Candidate's Statement (18) on the first day that greatly impacted the wait times. In the Primary Election, there were only 28 candidates issued papers on the first day and none filed a Candidate's Statement.

"I wrote my candidate statement and brought it with me – unfortunately I exceeded the word count of 100 because I incorrectly believed it to be 250. Staff patiently allowed me to edit the statement to comply with the restriction. I did have to wait [a] considerable amount of time but once I understood the complexity of the process…I appreciated all the work that staff does and I also appreciated how very conscientious they were to make certain all details were properly executed. Thank you to all!"

- Candidate Filing Survey Com ment

Candidate Experience

First, candidates were asked if they felt the filing process was organized and efficient. Of the 40 candidates who began the process online, the majority agreed. 80% strongly agreed, 15% agreed, and 5% disagreed. In comparison to the June 2012 election, we had a decrease in respondents who strongly agreed but an increase in those who agreed the process was organized and efficient.

Graph #43 below shows ratings of the process online.

**Graph #43: Candidate Felt Process was Organized and Efficient (Online)**
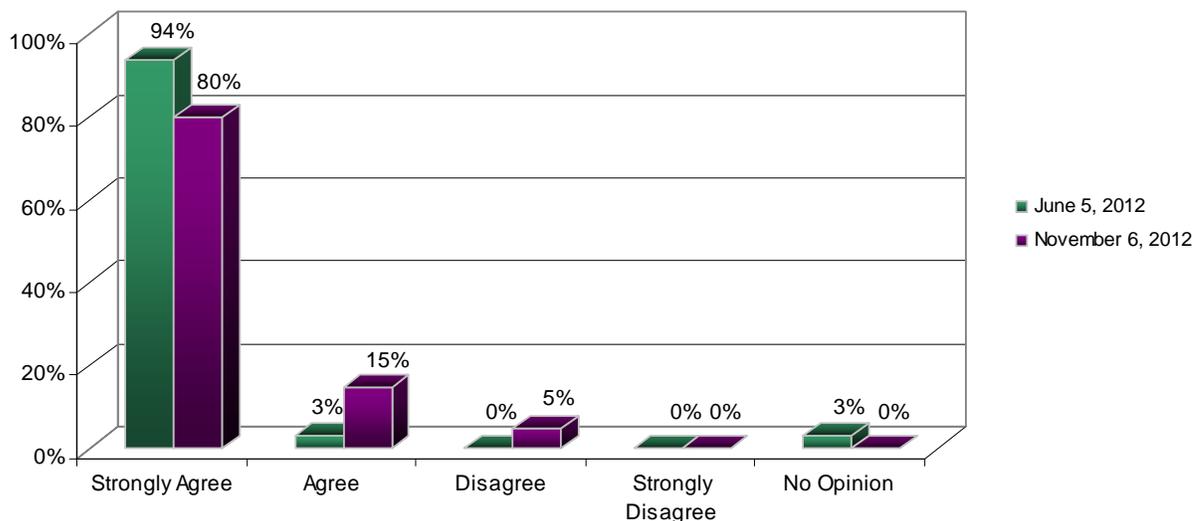
When asked the same question to those that completed the entire process in person, the 84 candidates all responded positively. 83% of candidates strongly agreed and 17% agreed that the filing process was organized and efficient. Although there was a decrease in those that strongly agreed, there was an increase in those that agreed leaving all candidates satisfied with the process.

Graph #44 on the following page shows ratings of the process in person.

Graph #44: Candidate Felt Process was Organized and Efficient (In Person)
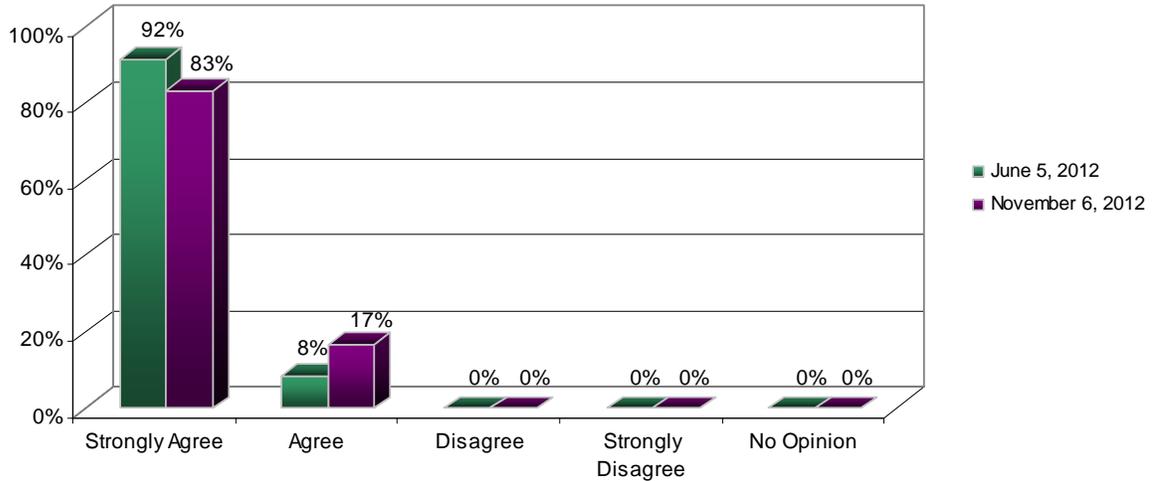

Next, candidates were asked if they found the staff to be knowledgeable and courteous in explaining the Candidate Filing process. Of the candidates that began the filing process online, 95% strongly agreed and 5% agreed that the staff was knowledgeable and courteous. There were no candidates that disagreed or strongly disagreed. These scores reflect the Candidate and Voter Services team dedication to being knowledgeable about the process and additionally, the Department's efforts to optimize efficiency through services such as online candidate filing.

> **"I didn't have any reason to email the staff because they did such a good job providing me information. I found applying online very useful and a time save."**
> - Candidate Filing Survey Comment

Graph #45 on the following page shows ratings of the staff online.

Graph #45: Candidate Felt that Staff Was Knowledgeable and Courteous in Explaining Candidate Filing Process (Online)
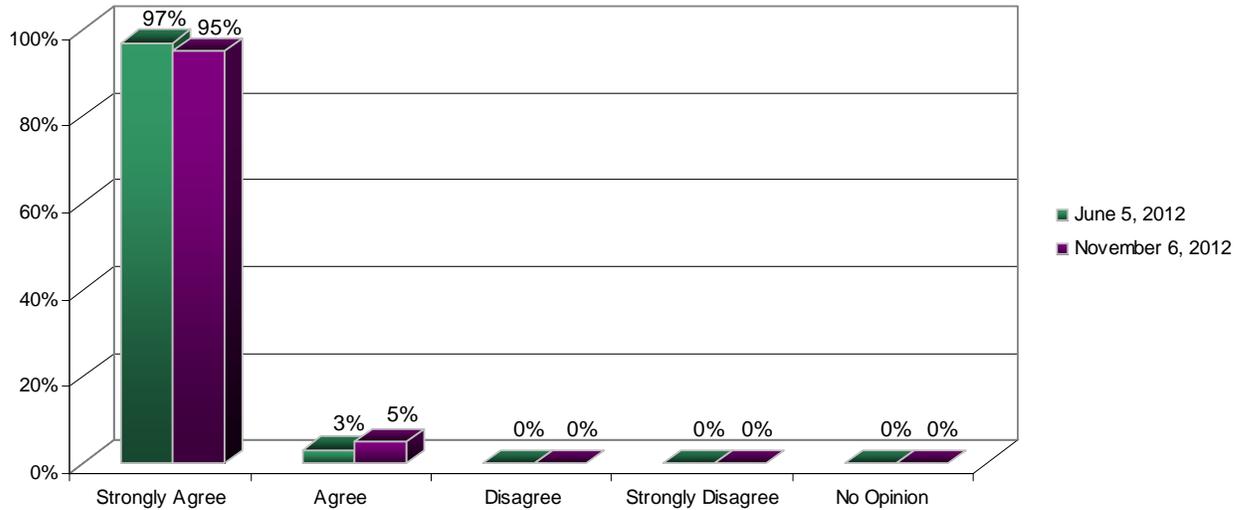

When asked the same question to those that completed the entire process in person, again all 84 candidates responded positively. 93% of candidates strongly agreed and 7% agreed that the staff was knowledgeable and courteous in explaining the Candidate Filing process. There were no candidates that disagreed or strongly disagreed.

> **"I have ran for elected office several times and each time I have been treated courteously, my questions have been answered promptly and the experience overall has been extremely pleasant."**
> - Candidate Filing Survey Comment

Graph #46 on the following page shows ratings of the staff in person.

Graph #46: Candidate Felt Staff was Knowledgeable and Courteous in Explaining Candidate Filing Process (In Person)
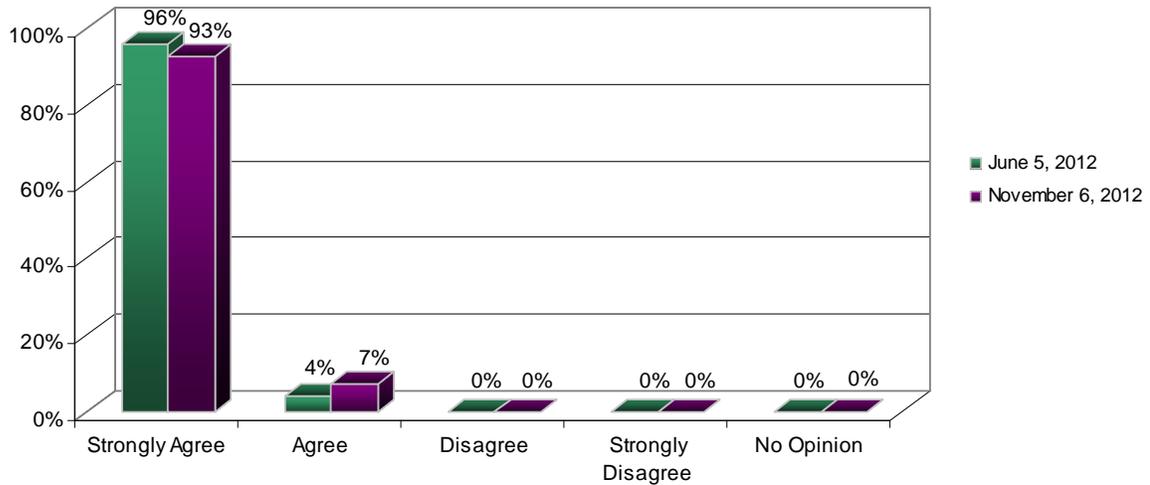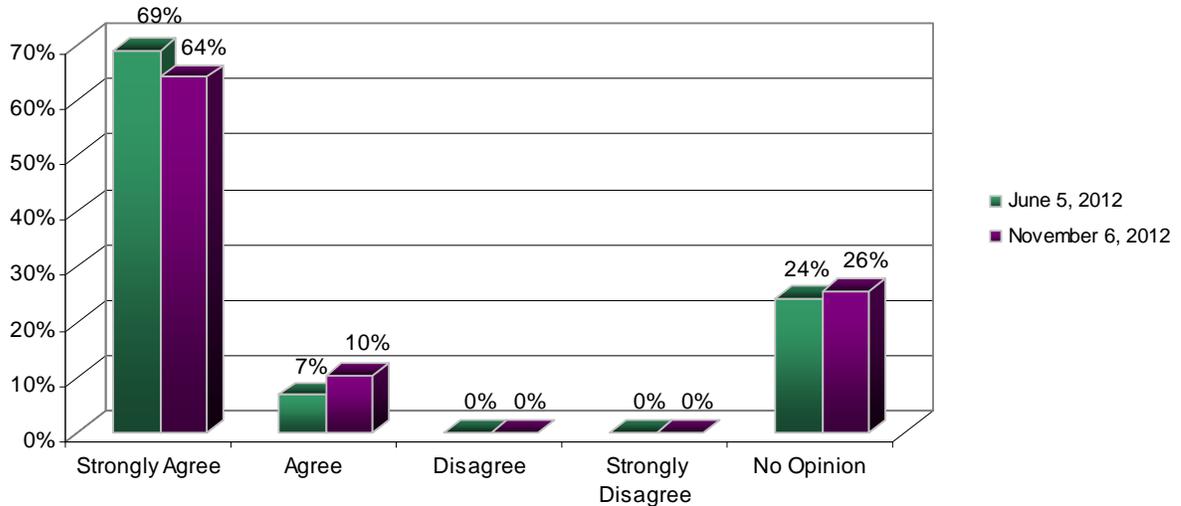

Candidates who began the filing process online were then asked if they felt the staff responded to their emails in a reasonable amount of time. All candidates agreed that they received timely responses to emails with 64% of respondents strongly agreeing and 10% agreeing. 26% of candidates had no opinion to this question meaning they did not need to utilize emails to communicate with the Department.

> **"As a "newbie" running for office, the staff was extremely helpful. Emailing questions was a breeze with fast responses. Thank you so much for a positive experience."**
> - Candidate Filing Survey Comment

Graph #47 on the following page shows rating of email response time online.

Graph #47: Candidate Felt Staff Responded to Emails in a Reasonable Time (Online)

Legend:
- June 5, 2012
- November 6, 2012

|	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
June 5, 2012	69%	7%	0%	0%	24%
November 6, 2012	64%	10%	0%	0%	26%

Next, all candidates were asked if the wait time at the office was efficiently managed. 71% of candidates responded that they strongly agreed, 27% responded that they agreed, and only 1% disagreed that the wait time was efficiently managed. No candidates strongly disagreed. Due to the number of candidates filing this election and that all candidates had the option to file a Candidate's Statement, wait times were longer but candidates understood that the nature of the process is time consuming and almost all were satisfied with the service they received.

Graph #48 on the following page shows ratings of wait times.

Graph #48: Candidate Felt that Wait Time Was Efficiently Managed
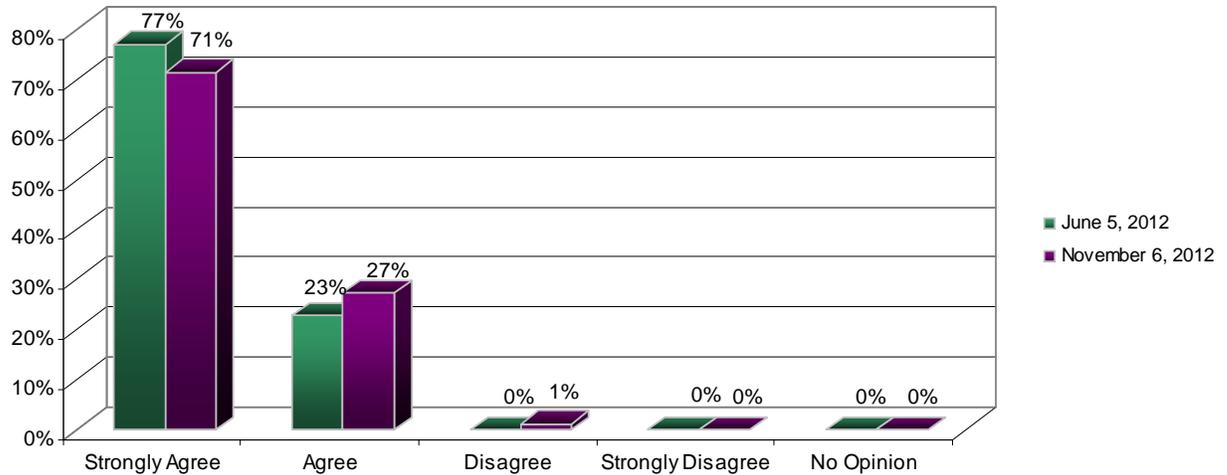
Lastly, candidates were asked to rate the overall quality of the Registrar of Voters service and were given the options of excellent, very good, good, fair or poor. 90% of candidates responded that the service was excellent, 9% responded that it was very good, and only 1% responded that it was fair. There was a slight decrease in those rating the service as excellent; again, this response was impacted by the wait time due to the number of candidates having the option to file a Candidate's Statement.
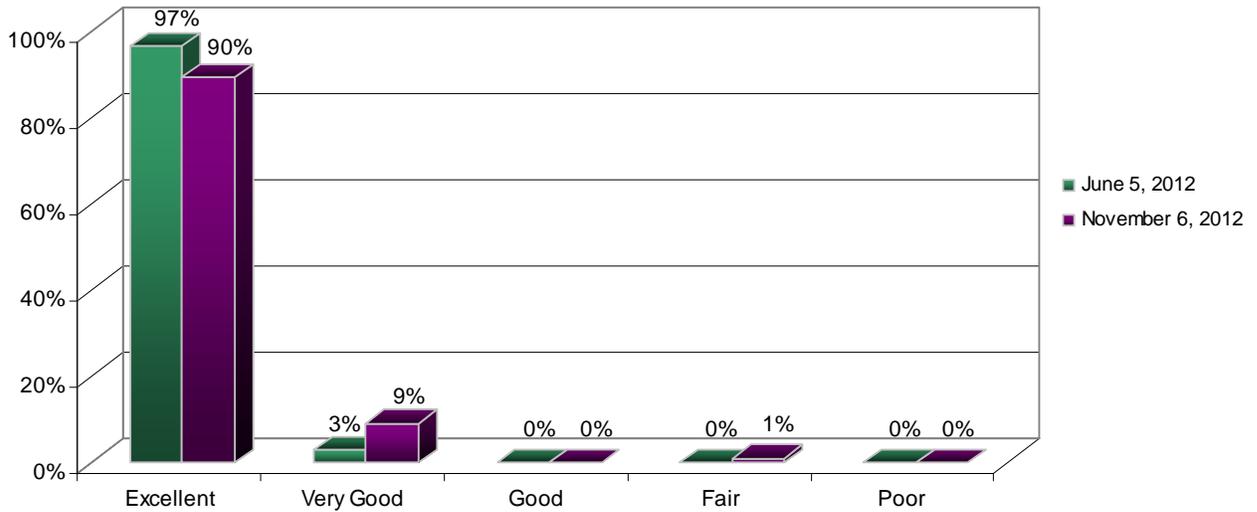
> **"I truly believe that the Registrar of Voters is the most helpful, friendly, and efficient department in Orange County government."**
>
> - Candidate Filing Survey Comment

Graph #49 on the following page shows ratings of the overall quality.

Graph #49: Candidate's Opinion of the Overall Quality of the Registrar of Voters service

Legend: ■ June 5, 2012 ■ November 6, 2012

	Excellent	Very Good	Good	Fair	Poor
June 5, 2012	97%	3%	0%	0%	0%
November 6, 2012	90%	9%	0%	1%	0%

Future Plans:

The Department will look for ways to minimize the time necessary to process Candidate's Statements and to reduce the wait times. In the future, we will recommend beginning the filing process online to all candidates in order to minimize congestion in the office during the filing period, particularly on the first day of filing.
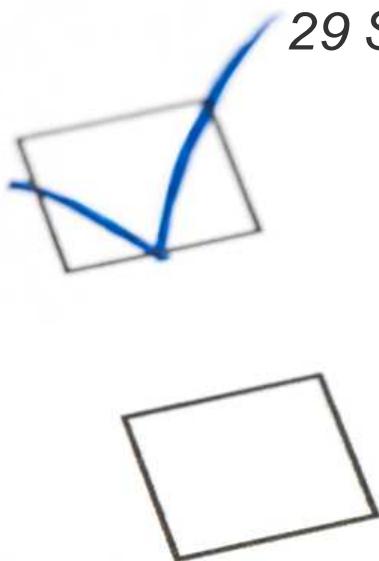
A-Team Member Survey

50 Members

11 Questions

29 Survey Responses

Overview

With thousands of poll workers volunteering to work on Election Day, there are bound to be attendance problems that may arise. The Registrar of Voters enlists a number of poll workers to be part of the A-Team as backup volunteers. Members of the A-Team are all trained as Inspectors and report to the Registrar of Voters on Election Morning prepared to deploy to any polling place in Orange County. Since the law requires an Inspector at each polling place and bilingual poll workers at specific polling places, A-Team members become a vital asset when an Inspector or bilingual poll worker has been assigned and is not present at the polling place on Election Morning.

At the conclusion of Election Night, all A-Team members were provided with surveys and asked to rate the Registrar of Voters' office as well as their experiences. Feedback from A-Team members is critical since their first hand experiences provide valuable information on how the Department can improve the deployment process to be more efficient. Efficiency is crucial because deploying replacement poll workers to polling places in need is a high priority on Election Morning.

The A-Team Survey was introduced in the June 2012 election but was not included in the previous June 5, 2012 Primary Election Survey Report. Although beneficial, with the small number of responses received, we did not feel that it was significant enough to include the results in the Survey Report at that time. The Department received 29 responses to the A-Team Survey and overall, results have been positive and similar to results from the previous election.

A-Team Experience

Of the 29 A-Team members that responded to the survey, for most (39%), it was their first time serving as an A-Team member. 18% responded that they had volunteered for three years or less, 29% had volunteered four to ten years, 7% had volunteered for 11 to 15 years, and 7% had volunteered for over 16 years.

Graph #50 on the following page shows the length of service as an A-Team member.

**Graph #50: Number of Years Served as an A-Team Member in Orange County**
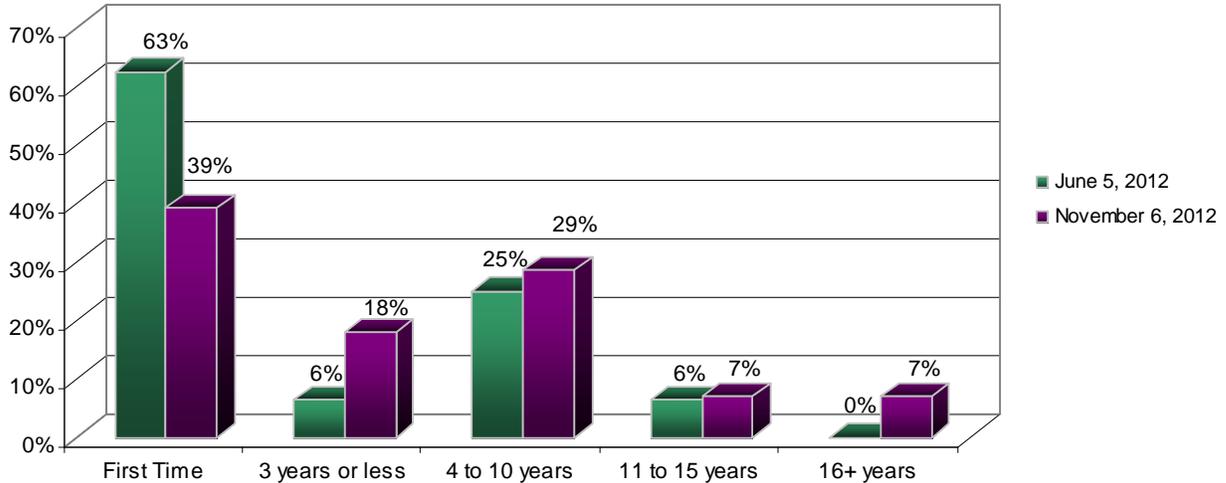
A-Team members were asked to rate the efficiency and organization of their deployment and were provided with the rating options of excellent, very good, good, fair, and poor. 76% of A-Team members responded that the efficiency and organization was excellent or very good, 20% responded it was good, 0% responded it was fair, and 4% responded it was poor. This is a significant increase of 20% since the previous election where 56% of A-Team members responded the efficiency and organization was excellent or very good.

With the November 6, 2012 General Election, we had a high interest from volunteers to be poll workers which produced a smaller need for A-Team members. Having only 50 A-Team members this election made it easier for the Department to utilize efficiency and organization in the deployment process.

Graph #51 on the following page shows the ratings of efficiency and organization.

Graph #51: Efficiency and Organization of A-Team Deployment on Election Day
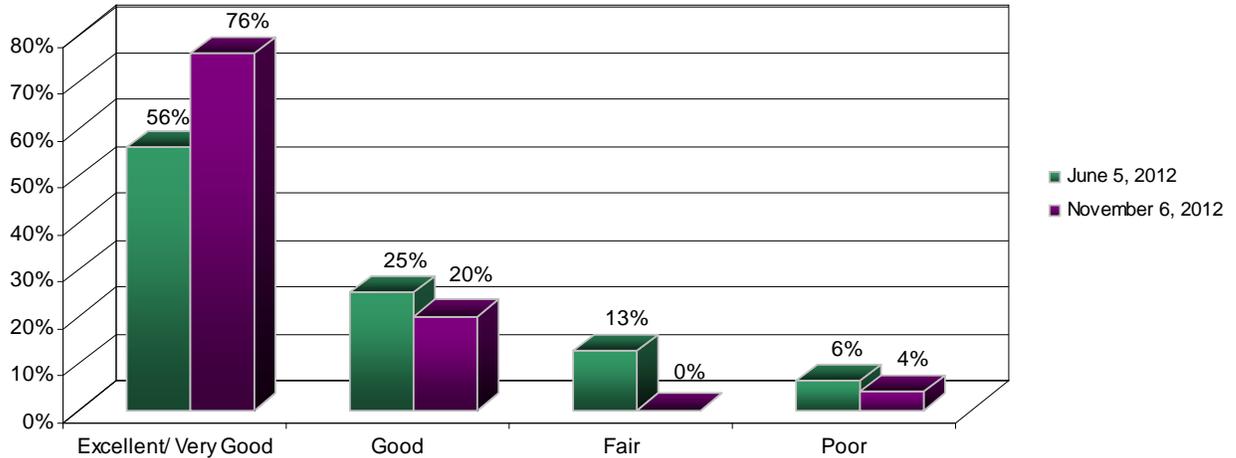

A-Team members were asked to identify any issues they experienced on Election Day from the following categories: parking, ADA accessibility, lighting, tables/chairs, site access, room size, and not deployed. 38% of A-Team members responded that the most commonly cited issue was room size. Next was parking with 27% and lighting with 23%. This is consistent with the results from the Poll Worker Survey, where poll workers cited room size and parking as the most common issues as well. As mentioned earlier, the high voter turnout for the November 6, 2012 election caused there to be room size and parking issues at some polling places.

Graph #52 on the following page shows issues at the polling place.

Graph #52: Issues Experienced at Polling Places by A-Team Members, If Any
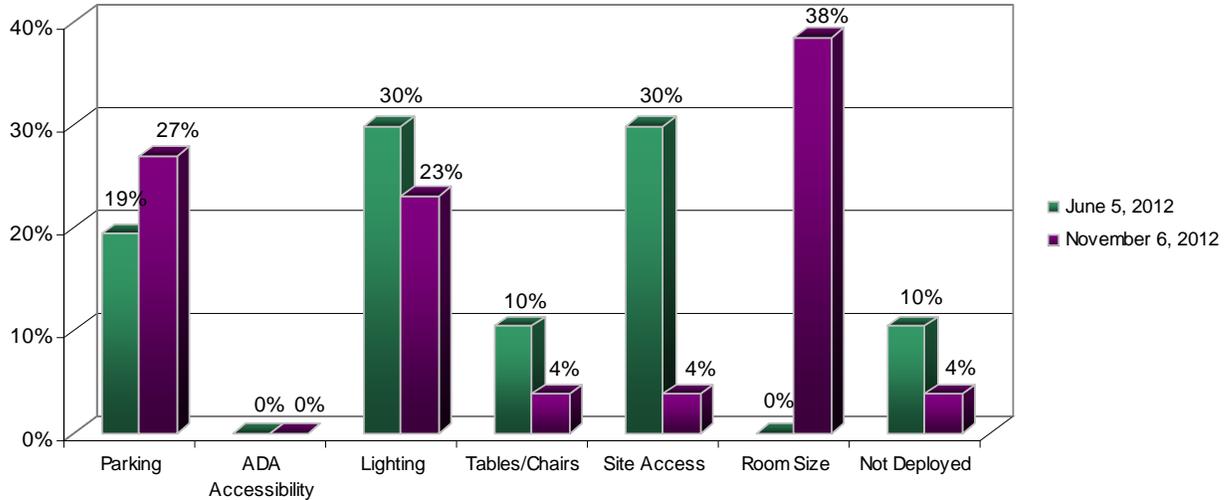

Next, A-Team members were asked to rate the overall quality of the Registrar of Voters' service and were provided the options of excellent, very good, good, fair, and poor. 86% of A-Team members responded that the overall quality was excellent or very good, 10% responded it was good, and 3% responded it was fair. There was an 11% increase in those that responded the overall quality was excellent or very good but also a 15% decrease in those that responded good and a 3% increase in those that responded it was fair.

Graph #53 on the following page shows ratings of the overall quality.

Graph #53: Overall Quality of Registrar of Voters Service from A-Team Members
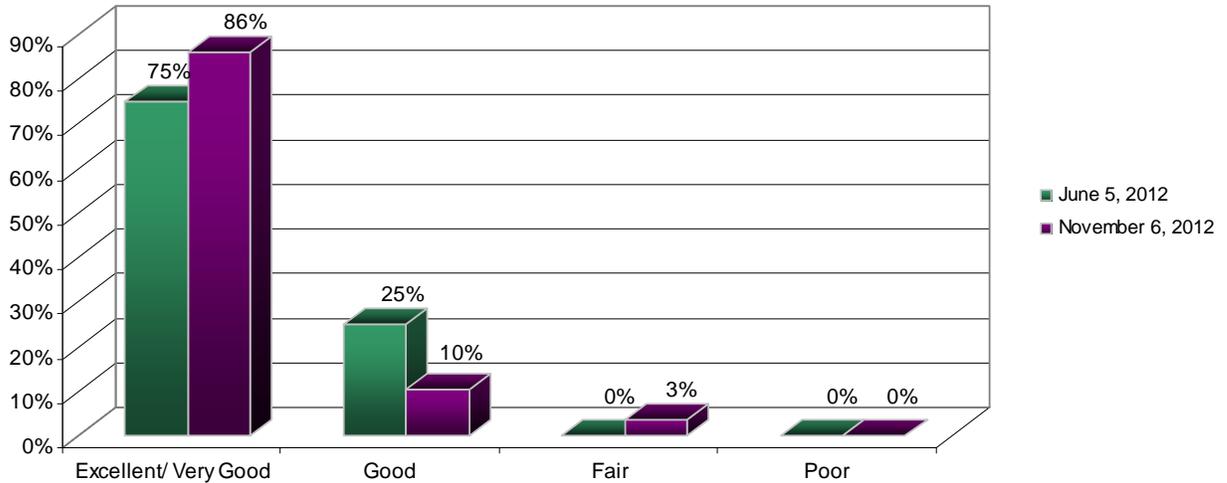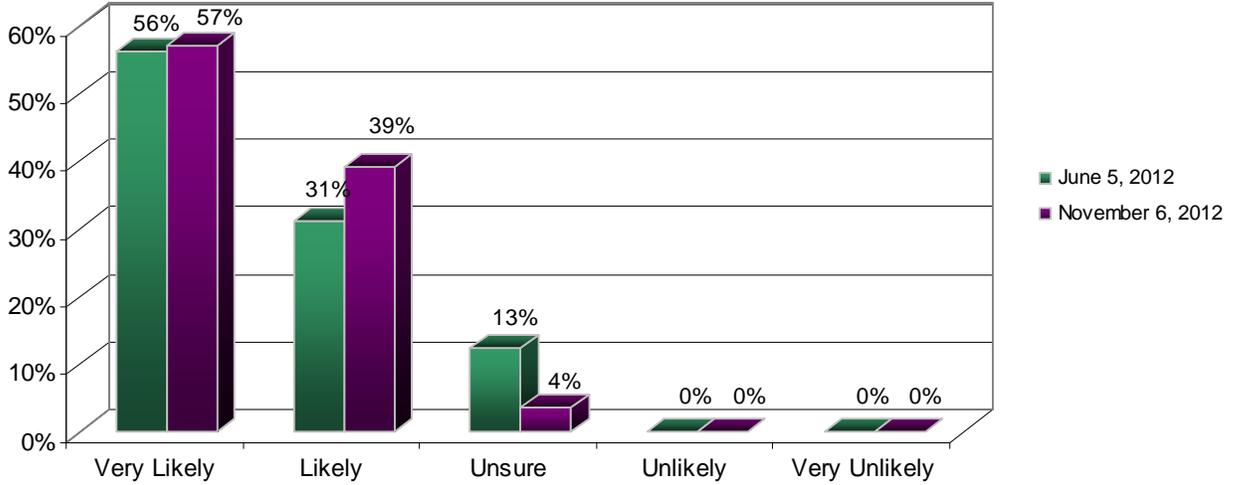

Lastly, A-Team members were asked the likelihood they would serve again as an A-Team member in future elections and were provided the options of very likely, likely, unsure, unlikely, and very unlikely. 57% of A-Team members responded that it was very likely they would serve in future elections, 39% responded it was likely, and 4% responded that they were unsure. No respondents said that it was unlikely or very unlikely they would return in the future. This positive increase in responses is very encouraging because it is important that we retain our experienced A-Team members who are familiar with the deployment process which leads to greater efficiency.

Graph #54 on the following page shows the likelihood of serving in future elections.

Graph #54: Likelihood of serving as an A-Team Member in Future Elections

Legend:
- June 5, 2012
- November 6, 2012

Data points:
- Very Likely: 56%, 57%
- Likely: 31%, 39%
- Unsure: 13%, 4%
- Unlikely: 0%, 0%
- Very Unlikely: 0%, 0%

Future Plans:

The Department will continue to encourage A-Team members to return and also investigate ways in which the deployment process can be more efficient and organized in future elections.

Conclusion

The November 6, 2012 General Election survey results were overwhelmingly positive from poll workers, polling place hosts, candidates, and voters. In a number of areas the Department received the highest satisfaction rates to date.

Notable changes from previous elections include:

  » An increase in poll workers volunteering for the first time and student volunteers

  » The addition of A-Team Member Survey results

Areas that showed a positive increase in ratings were:

  » High scores from poll workers on the trainers and the training received

  » Supply Distribution results continue to increase from previous elections

  » Customer service provided by the Public and Poll Worker Customer Service Phone Bank

  » Coordinator's overall experience serving in the election

Responses that require additional attention from the Department are:

  » Additional hands-on training for first time poll workers

  » Improved communication when recruiting student volunteers

  » Additional attention to efficiency of the candidate filing process

The Orange County Registrar of Voters will continue to work to improve its service on all levels and will address issues that have surfaced through the November 6, 2012 General Election survey results.