

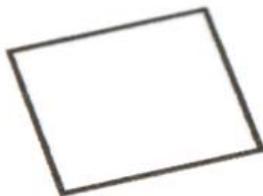
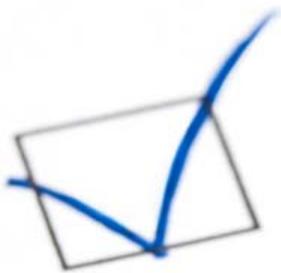


Orange County
Registrar of Voters

Survey Results

June 5, 2012

Statewide Primary Election



Executive Summary

The June 5, 2012 Primary Election contained many new challenges. It was the first major election in almost two years, and due to new legislation that impacted the Department, volunteer and voter practices, a number of major changes were made to all aspects of Election Day.

These changes, specifically, were:

- » Proposition 14 was passed by voters in 2010, which resulted in the first-ever Top Two Primary in California. This primary system altered the way in which candidates were elected in the primary to advance to the General Election. Additionally, this affected the formerly known “Decline to State” voter population as it is now referred to as “No Party Preference.” No Party Preference voters were given voting options in ballot types on Election Day. This required additional training to prepare poll workers and extensive voter education efforts from the Registrar of Voters.
- » Redistricting, a practice done every ten years under the guidelines of newly released Census data changed the district and voting precincts for a significant population within the County. Additionally, it affected the candidates for whom the voter would vote for as Congressional, State and County office boundaries changed as well.

In total, Orange County’s turn-out was 26.5%, and continued the steady trend of increasing vote-by-mail voting, with over half of the voting population voting by mail. In total, 426,869 ballots were cast and processed.

Leading up to the June 5, 2012 Election Day, the Department continued to address responses from the most recent feedback from voters and volunteers, and resulted in improvements such as:

- » A more streamlined process for provisional voters that minimized use of resources and extensive training required.

Executive Summary



- » Making changes to the connection for voting equipment by incorporating the use of newly certified port protectors that minimize damage to voting booths and ensure a more reliable connection.
- » A new Polling Place Operations Manual that provided additional resources to poll workers.
- » Extensive community engagement efforts such as hosting the award winning student election program, MyBallot, throughout the County, increase use of the mobile fleet and social media sites.
- » The roll out of a new website that is translated into all four required languages (Chinese, Korean, Spanish and Vietnamese). The new ocvote.com includes a Data Central section with information and statistics updated in real time, multi-media voter education and enhanced voter look up.
- » The completion of a public service announcement featuring local personalities to encourage residents to vote and volunteer as poll workers.

This report contains the results of eleven surveys including Poll Worker, Training, Election Supply Delivery, Polling Place, Distribution, Public and Poll Worker Phone Bank, Recruitment, Election Academy and three new surveys: Candidate Filing, Coordinator and A-team member surveys.

The **Poll Worker Survey** is distributed to poll workers and asked them to assess the various components of their volunteer experience. The surveys were provided to poll workers in their Election Day supply box. Some were completed at the polling place and returned in the supply box, and others were mailed to the office. 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** was also distributed to poll workers in their Election Day supply box. The seven 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 assuring high-

Executive Summary



quality training which leads to better prepared poll workers on Election Day and an overall higher quality experience.

The **Delivery Survey** asked the churches, clubhouses, residences, schools and senior centers which host polling places on Election Day to assess the delivery service tasked with delivering polling place supplies to their location. The survey asked them to note 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 poll workers who picked up precinct-specific supplies in advance of Election Day. There were two opportunities for polling place supervisors to collect their Supply Box: by appointment at the Registrar of Voter's warehouse and at the Saturday distribution site. Poll workers were given the survey when they picked up their materials. The survey asks about the quality and efficiency of the process and staff when they collected their supplies. A satisfactory distribution experience is a factor in a poll workers decision to continue volunteering for future elections.

The **Phone Bank Survey** is taken by members of the public who call the Public Phone Bank and poll workers who call the Customer Service Phone Bank. Members of the public are transferred to the survey at the conclusion of their call. Poll workers are asked whether they wish to receive a phone survey later that evening before they are connected with an agent. The survey asks 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 on a daily basis the quality of customer service provided over the phone. Adjustments are made on a daily basis based on this real-time data

Executive Summary



The **Election Academy Survey** asked participants to evaluate and provide feedback on their experience with the Orange County Election Academy. The surveys were provided at the last class of the Election Academy. The participants either returned the survey before they left or mailed them back at a later date. All of the surveys showed positive results. The Election Academy received the strongest responses for its organization and planning, quality of presenters and communication with the Registrar of Voters office. All of the surveys rated the Election Academy as excellent, very good, or good. The survey results will be used to make improvements for the next Election Academy.

The **Candidate Filing Survey** was provided to candidates who completed filing in our office, or online. These individuals were given the survey and had the option of returning it by hand or via mail. Although a new survey, candidates had strongly positive opinions about the Registrar of Voters and responded that our standards for high levels of customer service were being met by staff. All Candidate Filing Surveys rated the Registrar of Voters an excellent or very good and comments provided bolster these scores by being complimentary.

The **Coordinator Survey** asked the 221 Coordinators to rate their experiences leading up to and on Election Day. Coordinators manage numerous polling places and are required to visit each location three times throughout the 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 the Department prepares to recruit and train Coordinators for future elections.

Results from the survey indicate that the Registrar of Voters continues to provide excellent service to poll workers and the various parties included in Election Day. Additionally, the surveys highlight areas that require additional attention or evaluation for improvement. The Department will continue its dedication to positive growth as we strive for excellence in election services.

A handwritten signature in black ink, appearing to read "Neal Kelley".

Neal Kelley
Registrar of Voters

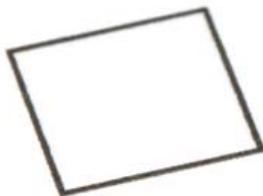
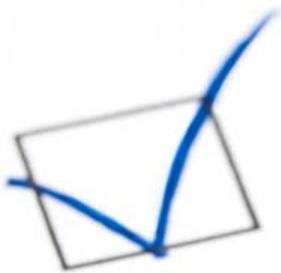


Poll Worker Survey

4,631 Poll Workers

12 Questions

3,958 Survey Responses





Overview

At the end of Election Day, poll workers are given a 12 question survey reviewing their experience working with the Registrar of Voters. Poll workers are given 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 reason for deciding to become a poll worker, their training, materials provided by the Registrar of Voters, polling location and Election Day. Information gathered from these surveys provides the office with a review of our services, what is done well and what areas require additional attention.

For this election, 4,631 poll workers were recruited, and 56% 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. Courteous and professional trainers
3. The overall experience of Poll Workers this election

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

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 access to the polling location.



2. Improving training on new port connectors. The new process to connect the eBooths, while improving efficiency, has understandably caused confusion for some of the more experienced poll workers.
3. Improving communication with poll workers regarding volunteering and on Election Day. It is critical that all poll workers are comfortable with information provided to them.

Poll Worker Experience

Of the 4,631 poll workers, almost half (45%), were participating for the first time. 27% responded that they had volunteered for four to ten years, and 19% had worked in elections in Orange County for one to three years. Six percent had volunteered for 11 to 15 years, and only 4% had volunteered for over 16 years.

In comparison to the most recent previous Primary Election in 2010, the biggest increases were in first time poll workers and poll workers who had volunteered for four to ten years. Both saw a four percent increase, from 41% to 45% and 23% to 27%, respectively.

Of first time poll workers who responded, 40% 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 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.

The majority of Inspectors had worked before, and of those who took the survey, 33% had served in the four to ten year range, 14% said they worked for 11 to 15 years and another 14% responded they had volunteered for 16 years or more. The remaining 33% were first time Inspectors who had previously not worked an election. This is attributed to the difficulty in recruiting poll workers for primary elections, where typically interest from the public in volunteering and voting is lower than in high-profile general elections.



Past Elections:

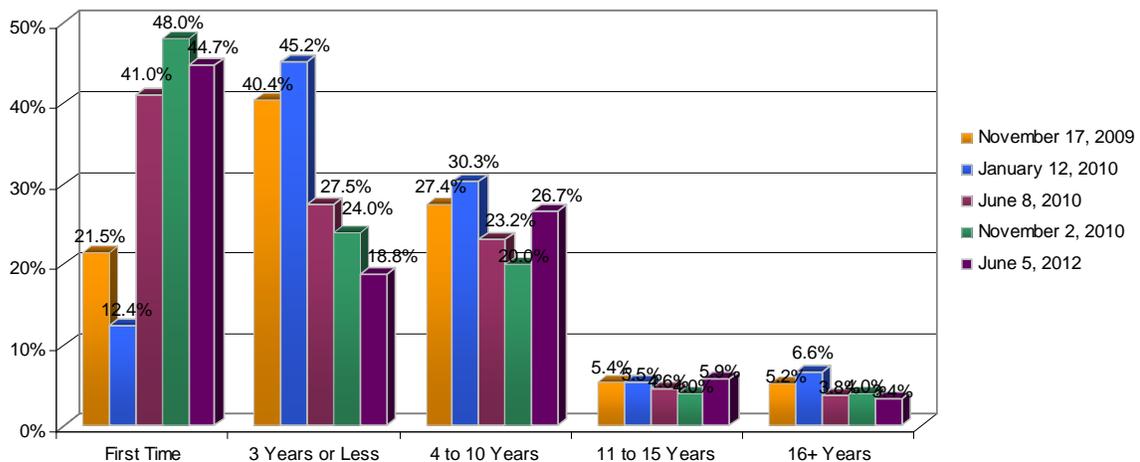
- » In the January 12, 2010 72nd Assembly District General Election, only 12% of poll workers were first time election volunteers.
- » In the June 8, 2010 Primary Election, 41% of poll workers were volunteering for the first time.
- » In the November 2, 2010 General Election, 48% of poll workers were volunteering for the first time.

Future Plans:

In future election cycles, the Department will continue to focus on recruiting student poll workers through campus outreach 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 five elections.

Graph #1: Number of Years Served as a Poll Worker in Orange County, Past 5 Elections





Motivation

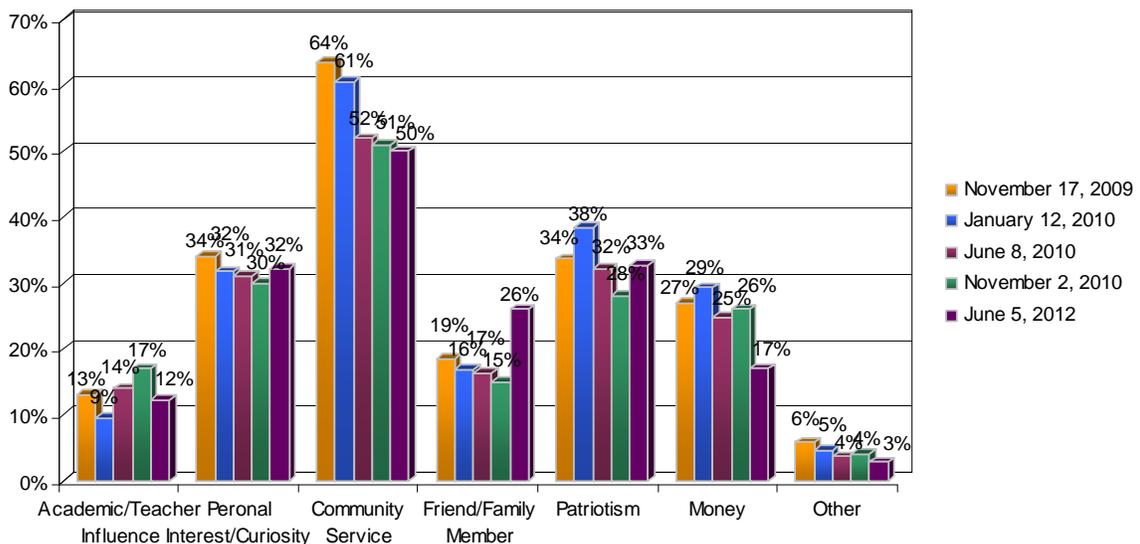
In the Poll Worker Survey, volunteers were asked to choose their primary motivation for serving in the election. They were provided the following options: academic/teacher influence, personal interest/curiosity, community service, friend/family member, patriotism, money or other.

Continuing with the trend from previous elections, community service was the reason half (50%) of poll workers chose to serve. This was followed by patriotism, personal interest/curiosity and friend/family member referrals. Only 17% of the poll workers who responded said the primary motivation was money, 12.2% cited academic/teacher influence and 2.8% said other.

The number of poll workers who chose friend/family member increased by 11%, from 15% in November 2010 to 26% in the June 2012 Primary. This may be attributed to the number of student poll workers who referred their peers to volunteer with them. These students are recruited in classroom presentations and through the Department's MyBallot program. MyBallot, hosted on high school campuses, stimulates an election 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 Five Elections





Training

For the June 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 or in a traditional classroom format. New Clerks were able to take the online class in conjunction with attending a Poll Worker Practice or the traditional Clerks class. Student poll workers were provided the same options as Clerks, or were invited to campus classes. The campus classes were hosted at high schools and were open only to students that attend that school. In total, there were eight campus classes in this election to facilitate the training of 893 student poll workers.

In the Poll Worker Survey, poll workers were asked about the recently revised Polling Place Operations Manual and the Poll Worker training video. Poll workers were able to rate both components as excellent, very good, good, fair, poor or not applicable.

Polling Place Operations Manual

Following the November 2010 General Election, our Department made significant edits to the Polling Place Operations Manual, formerly referred to as Poll Worker Training Manual. The majority of these changes stemmed from 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 manual is provided to poll workers at all classroom trainings, in the Inspector Supply Box and is available online to those volunteers who elect to take online training.

When asked to rate the Polling Place Operations Manual, poll workers overwhelmingly responded that it was "excellent/very good," with 83% of responses falling into this category. The manual was rated good by 12%, and either fair or poor by 1.7%. In comparison to the

June 5, 2012 Poll Worker Survey



November 2010 election, more poll workers responded that the manual was excellent or very good. In fact, the manual was one of the areas that the Department saw the most positive scores from poll workers. This is reflective of the improvements made to it following comments or suggestions from poll workers in previous surveys.

“I loved how there were cheat sheets provided. Everything, from the training to the materials provided made serving a remarkable experience. Thank you!”

- Poll Worker Survey Comment

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 alternative form of training for poll workers that is engaging and easy to understand while still providing educational content that prepares volunteers.

For the June 5, 2012 Primary Election, 1,513 volunteers watched the training video. The training video was rated excellent or very good by 70.5% of poll workers, good by 15.4% and fair or poor by 4.5%. 9.6% of respondents indicated that this question was not applicable, meaning they did not utilize the video in their training.

Since the significant changes in the training video in 2009, and the revised training video in 2010, the number of poll workers watching the video has increased steadily.

Past Elections:

- » In the January 12, 2010 election 56% of poll workers watched the training video.
- » In the June 8, 2010 election 86% of poll workers watched the training video.
- » In the November 2, 2010 election 88% of poll workers watched the training video.



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. These events provide an opportunity to poll workers to prepare for Election Day by receiving hands-on training with the equipment used in polling locations.

For the June 5, 2010 Primary Election, 14 Poll Worker practices were held in 14 different locations throughout the County. In total, 421 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 to rate their preferred method of staying informed of the Department's news and events and about their ability to communicate with the Department.

There are a number of ways for poll workers to be informed about election news, and the Poll Worker Survey provided the following choices: newsletter, friends, website, phone calls, Facebook, Twitter, email and other. The June 5, 2012 survey was the first poll worker survey to include email and the Poll Worker PASS as options for staying informed, and consequently, the number of poll workers who chose the website decreased sharply from previous elections. This decrease is most likely due to the additional internet-based options, as poll workers who preferred electronic communications such as email most likely chose the website in previous elections. Almost half (44%) of respondents chose email, followed by 34% who said phone calls were the best way to stay informed, 33% who chose the website, and 32% selected the Poll Worker PASS option. In total, poll workers overwhelmingly preferred electronic forms of communication.

The Department has developed 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. This includes their position, responsibilities, training progress, and supply details. Additionally, the Department's new website was introduced prior to the June 5 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 elections information.

We feel that the large number of volunteers who selected online resources is reflective of the convenience and accessibility of the website/Poll Worker PASS and anticipate the number of poll workers who utilize these forms of communication to grow in the future.

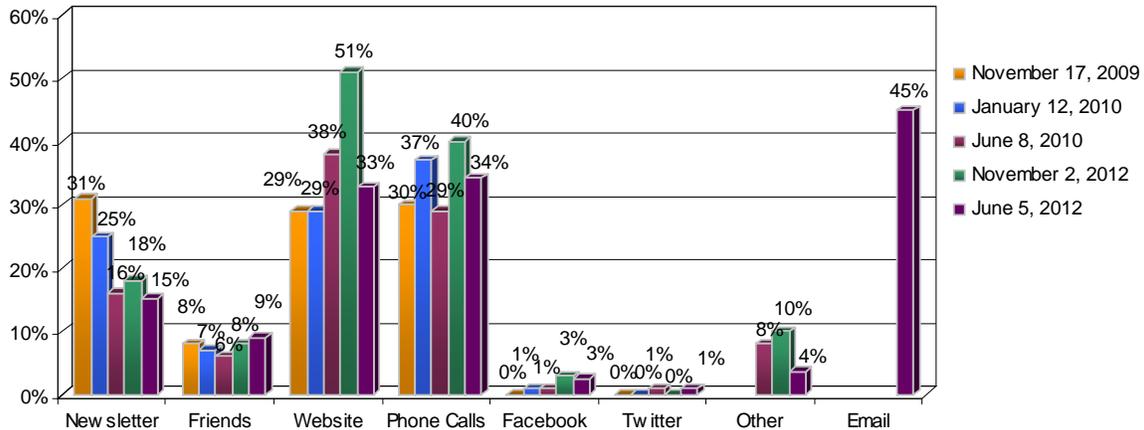
Past Elections:

- » 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 the website was the most preferred way of staying informed at 38%.
- » For the November 2, 2010 election the majority of respondents (51%) said the website was the best way to stay informed.

Graph #3 on the following page shows the different methods utilized by poll workers to stay informed.



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



When asked about communication leading up to and on the June 5, 2012 election, 75% of respondents said that communication with the Department was excellent or very good, and 18.6% said that it was good. Just 6.6% responded that communication was fair or poor. In comparison to the responses for both the Primary and General Elections in 2010, 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.

Polling Place Challenges

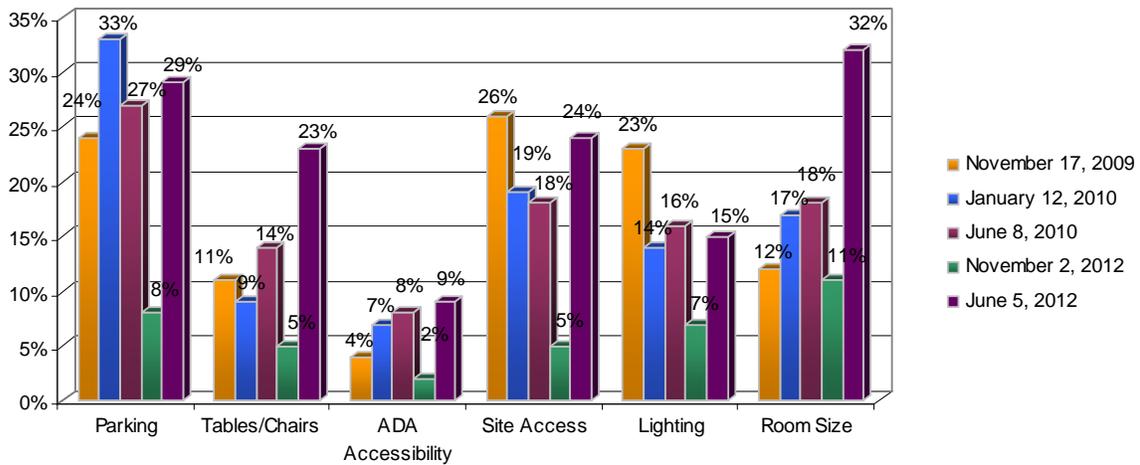
Poll workers were asked to identify areas in which they had difficulties on Election Day. They were asked if they had any issues in the following categories: parking, tables/chairs, ADA Accessibility, site access, lighting, and room size.

The large majority of poll workers (75%) said that they encountered no issues, and of those who did encounter a problem, the most commonly cited one was room size at 32%. Following this was parking at 29%, site access at 24% and tables/chairs at 23%.



Graph #4 below 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 Five Elections



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.

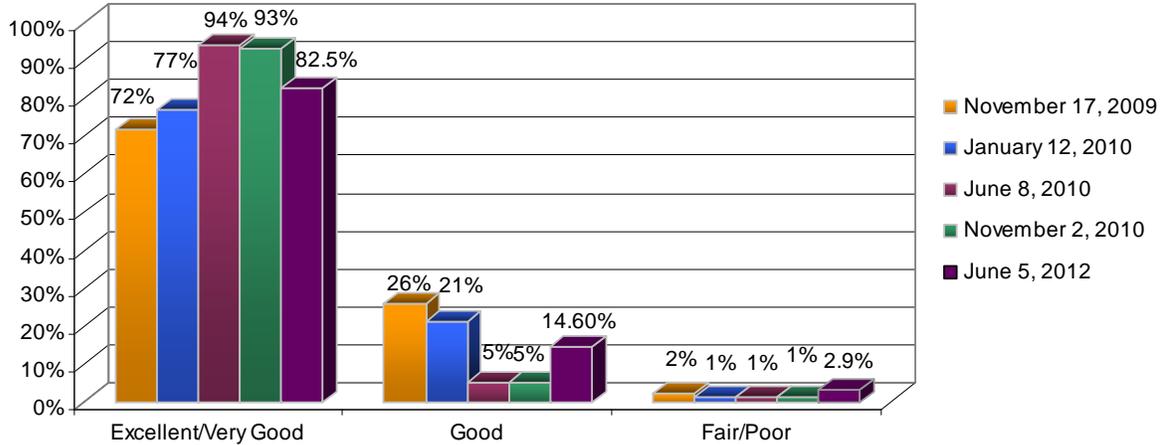
When asked about the overall quality of service provided by the Department, 82.5% of poll workers said that the service was excellent or very good, 15% responded that it was good and 2.9% said that it was fair or poor.

The overall quality of service provided is one of the areas that the Department will improve upon. These responses showed a decrease in the number of poll workers who cited the service as being excellent or very good, and an increase of those who felt service was good. Survey comments provided by poll workers indicate that some poll workers were frustrated by the small number of volunteers on their boards due to the lack of volunteers 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 over the past five major elections.

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



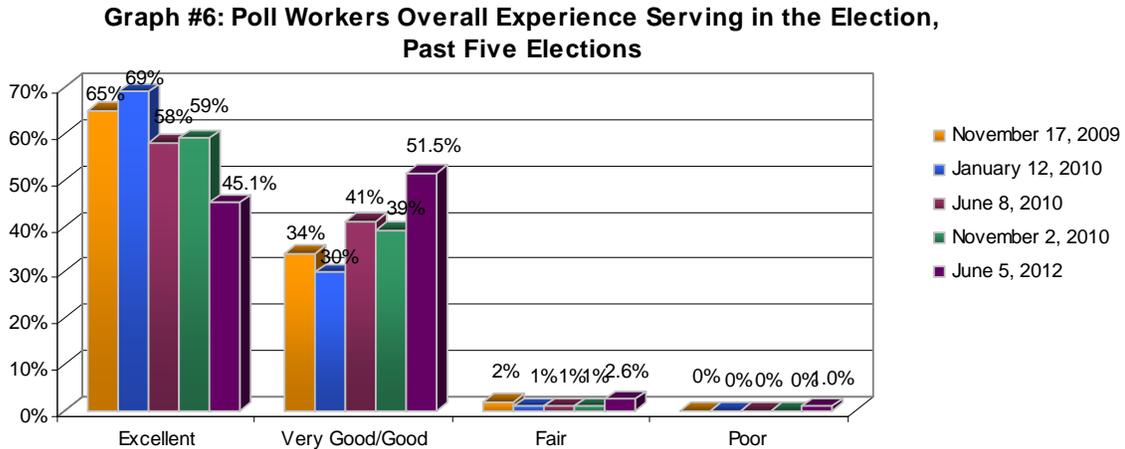
When asked to rate the overall experience of serving in the June 5, 2012 Primary Election, 45% rated it as excellent, 51.5% rated it as good or very good, 2.6% rated it fair and only one percent responded that the experience was poor. These results are consistent with responses from the previous question about overall service from the Department. While scores remain strong for the Registrar of Voters, there was a decrease in the number of volunteers who rated both service and the overall experience as excellent, and an increase in those who believed it to be good.

Future Elections:

To address the decline in scores, the Department will convene groups of former volunteers to listen to and address specific issues more effectively. These focus groups will meet prior to the November 2012 General Election with the sole intention of identifying ways in which the Registrar of Voters can enhance the experience of its volunteers.



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



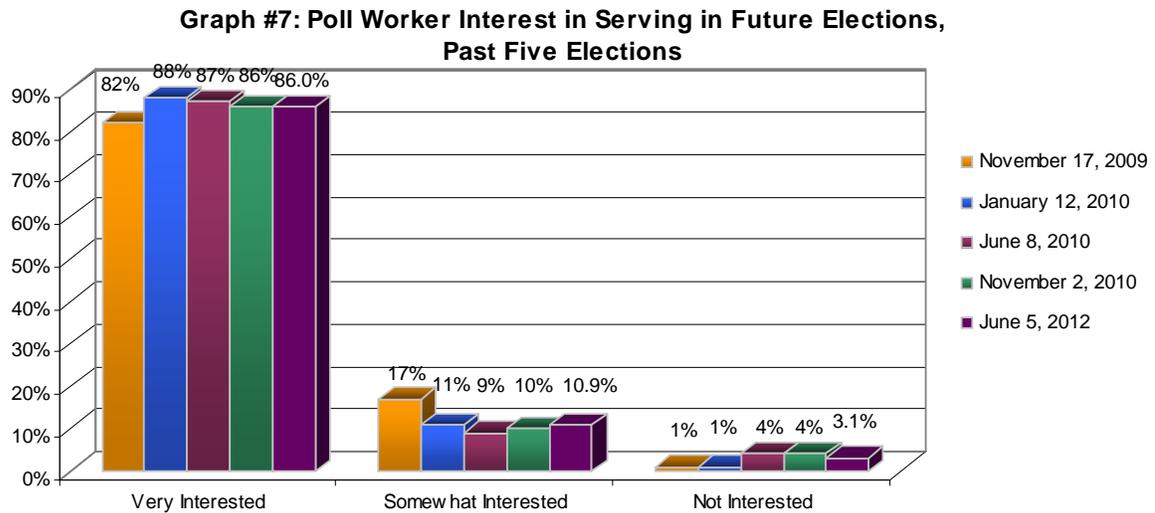
Poll workers were then asked to rate the likelihood that they would serve in a future election by choosing very interested, somewhat interested or not interested. 86% said that they were very interested, 10.9% indicated that they were somewhat interested and 3.1% said they were not interested in serving in future elections. The graph on the next page shows responses to this question.

Past Elections:

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



Graph # 7 directly 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.



Overall, respondents' answers were comparable to those from previous elections to the same question. There was a minor increase in the somewhat interested category, and a decrease in the not interested. Most poll workers indicated that they would be interested in serving in future elections, however Inspectors and Clerks had the most respondents who were very interested in serving again. 90.5% of Inspectors indicated that they were very likely, as did 89.8% of Clerks, while 73% of student Clerks responded this way. The Department finds these responses encouraging, as the scores from overall quality of service and overall experiences may have slightly dropped, the interest in continuing to serve 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.

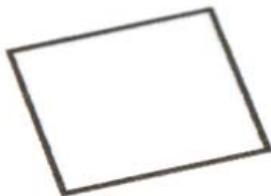
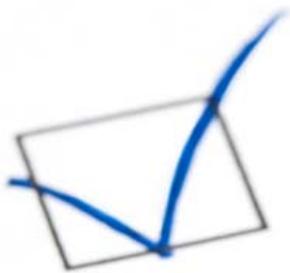


Training Survey

4,631 Students

16 Questions

1,667 Survey Responses





Overview

To ensure a quality experience for both volunteers and voters, all poll workers are required to complete a training component specific to their responsibilities on Election Day. For the June 5, 2012 Primary Election, volunteers were given options for their training as the Department offered online training, in-class and practice events that were complemented by the Polling Place Operations Manual and Training Video.

The training survey was given to poll workers in the Supply Box provided to Inspectors. Inspectors are invited to pass them out at which point poll workers are able to return them on Election Night or mail back to our office. For this survey, questions were asked regarding online training in order to gauge the poll workers' response of this component of training.

Overall, the Department received high scores from poll workers regarding training. Since the most recent large election in November of 2010, significant changes have been made to training materials and the Department 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 improved.

In total, 1,667 volunteers responded to the training survey which was 36% of the poll worker population. Of those who responded to the survey, 57.4% were clerks, 18.8% were student Clerks, 22.9% were Inspectors and 0.9% were Coordinators or A-Team members.

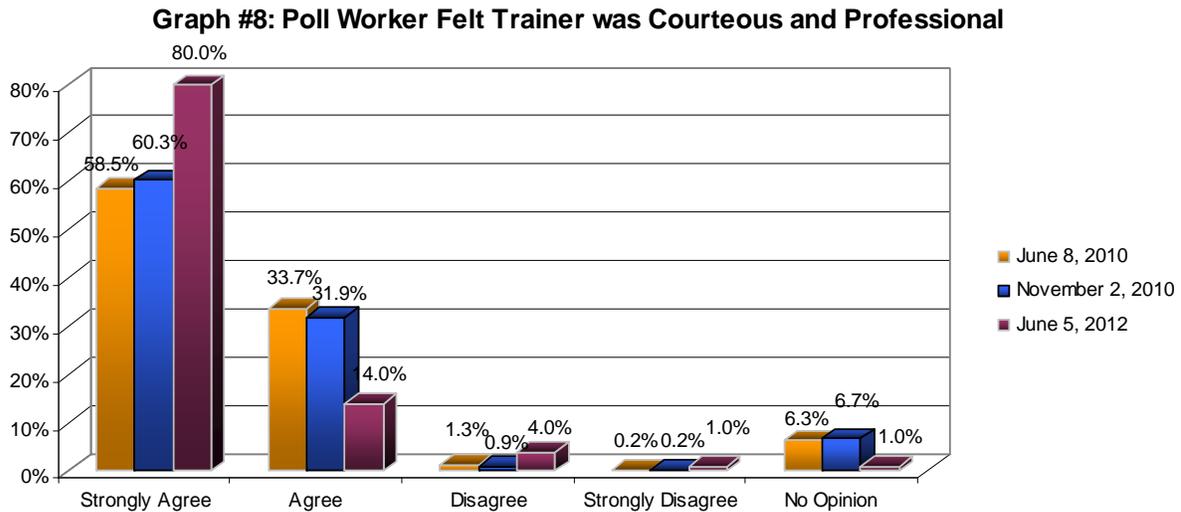
Trainers

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, 80% strongly agreed, followed by 14% who agreed, four percent who disagreed, one percent who strongly disagreed and one percent who stated they had no opinion. This marks a sharp increase of almost 20% of those who felt their trainer was courteous and professional in comparison to the November 2010 General Election. In November 2010, only



60.3% of respondents said their trainer was courteous and professional, and for the June 2010 Primary, only 58.5% agreed.

Graph #8 below shows the ratings of the trainers.

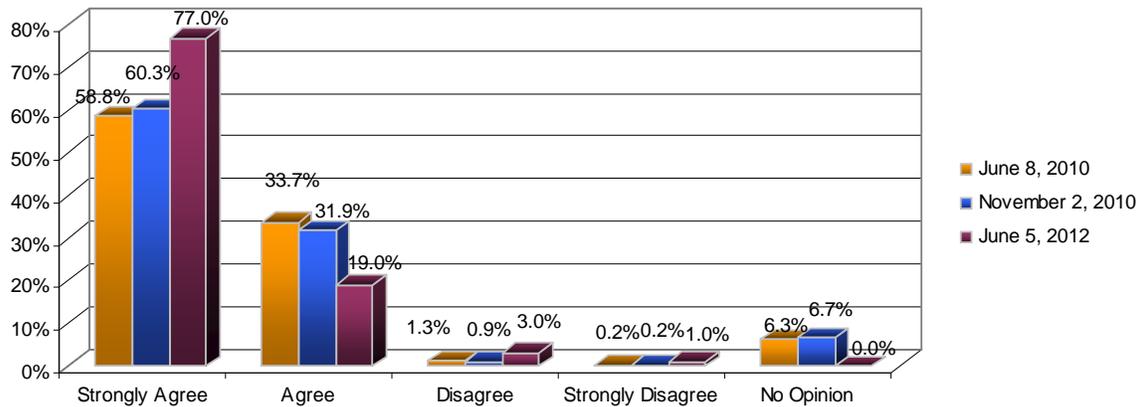


When poll workers were asked whether or not their trainer was knowledgeable and answered their questions, poll workers overwhelmingly agreed. 77% of poll workers said they strongly agreed, 19% agreed, three percent disagreed and only one percent strongly disagreed. This is another sharp increase in poll workers who had a positive response in comparison to previous elections.

Graph #9 on the following page shows the responses from poll workers to this question spanning the past three elections.



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



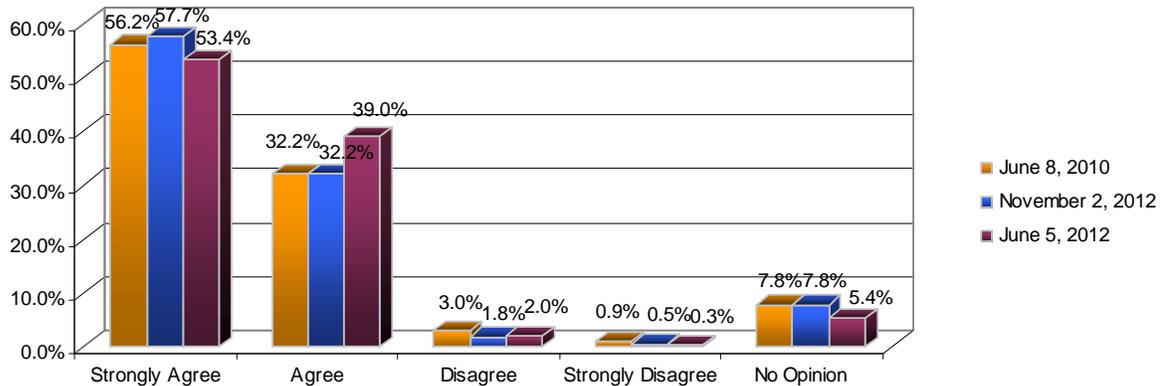
Poll workers were asked if they felt their trainer provided valuable hands-on training. Comments on surveys from previous elections indicated that this was an area that required additional attention, and the Department worked to provide additional opportunities for hands-on training. This hands-on training 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. The modified connection between voting booths provided a more secure connection and required a change in the hands-on training component.

For the June 5, 2012 election, the Department provided this participatory training in the standard classes as well as at Poll Worker Practice events. 53.4% of poll workers strongly agreed that their trainer gave valuable hands on training, 39% agreed, two percent disagreed and just 3% strongly disagreed. 5.4% of respondents said they had no opinion. Individuals who had no opinion most likely accessed an online training class and attended a Poll Worker Practice event instead of a standard training, in which case they did not have a trainer to base a response on.

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



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



Training Materials

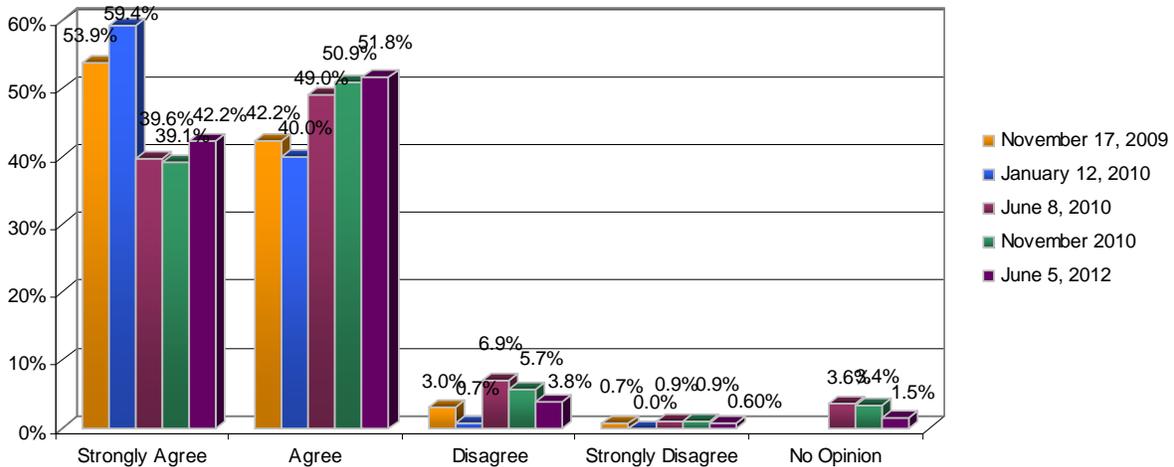
Poll workers were asked to rate different components of their training including provisional voter training, the training manual and the facility. When asked whether they felt that training on provisional voters was adequate, 94% of poll workers either agreed or strongly agreed. Only 3.8% of voters disagreed and less than one percent strongly disagreed. This is an increase in volunteers who agreed or strongly agreed, and a decrease in those that disagreed or strongly disagreed. This positive trend is attributed to the changes that were made in how the Department processes provisional voters. Provisional voters had been an ongoing concern for poll workers, which compelled the Department to streamline the process, making it easier for volunteers to learn and trainers to teach.

“I worked once before on a small election in 2001 and not since, so it was like the first time for me. Very many wonderful improvements since then!! I was very impressed with the training”
 - Training Survey Comment



Graph #11 below shows how the poll workers felt about the training on the provisional voter process over the last five elections.

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



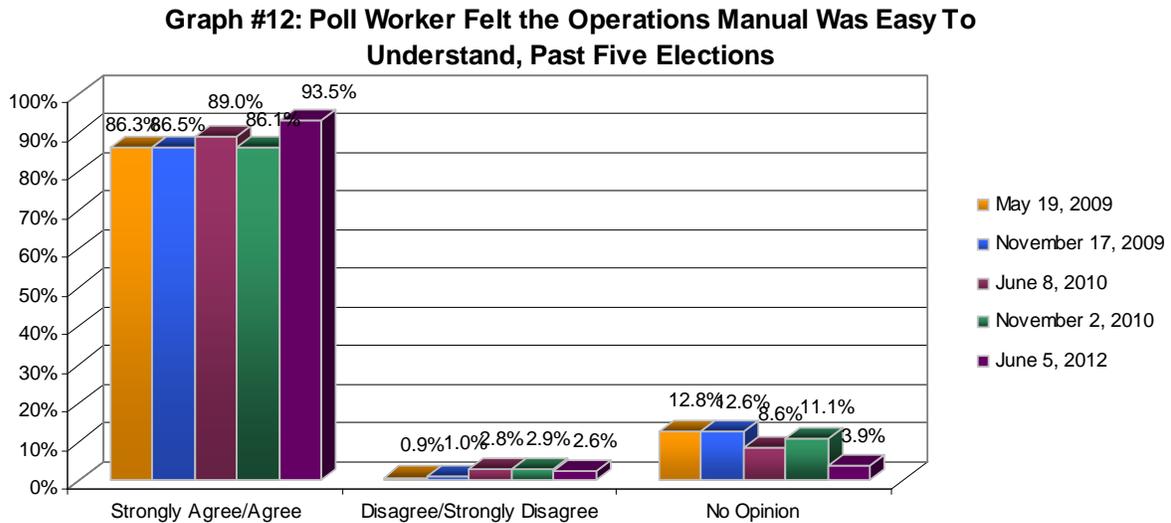
Poll workers were asked to rate how easy to use the Poll Workers Operations Manual was. Formerly referred to as the Poll Worker Training Manual, the Department produced the new manual with the purpose of poll workers keeping it available at their polling place as a reference on Election Day. Poll workers consistently responded that they felt the operations manual was easy to understand. 86% of poll workers strongly agreed or agreed that the operations manual was easy to understand and only 2.9% of them disagreed or strongly disagreed. 11% did not have an opinion of the manual because they did not receive one at in-class training or avail themselves of the online version. As stated in the Poll Worker Survey section of this report, significant changes to the manual such as an easy tear-out guide for reference on Election Day, voter processing checklist and improved reference section.

“Our training manual came in very helpful in several cases of not knowing quite what was the right thing to do.”

- Training Survey Comment



Graph #12 below shows the distribution of responses from poll workers regarding the operations manual.

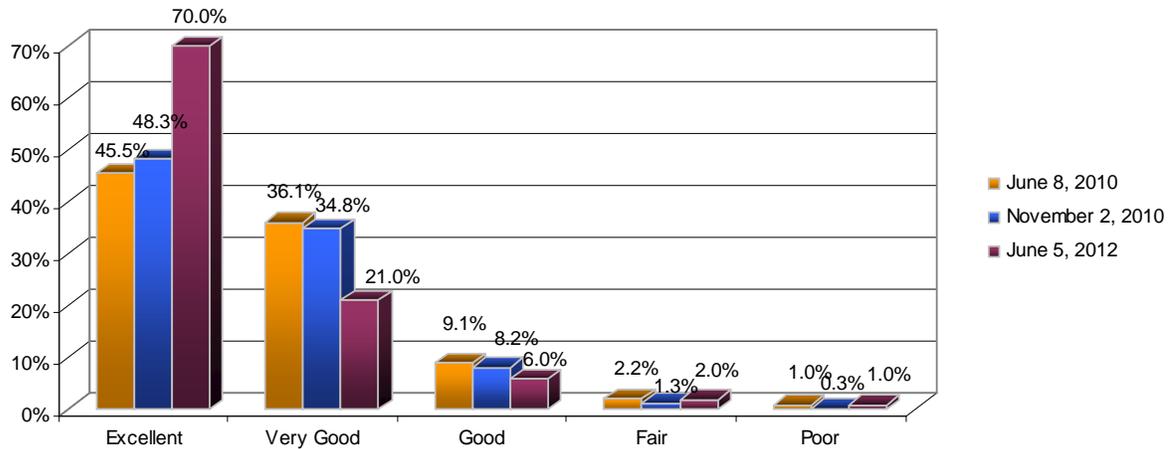


Poll workers were asked their opinion of the training facility. The response to this question was positive, with 70% of poll workers saying their opinion of the overall quality of the training facility was excellent, 21% said it was very good, six percent said it was good, and only three percent felt the quality was fair or poor. The June 5, 2012 Training Survey showed a sharp increase in the number of respondents who felt that the training facility was excellent. In the November 2, 2012 survey only 48.3% felt that the facility was excellent, and this number increased by over 20% for this election.

Graph #13 on the next page shows the poll worker opinion 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 Three Elections



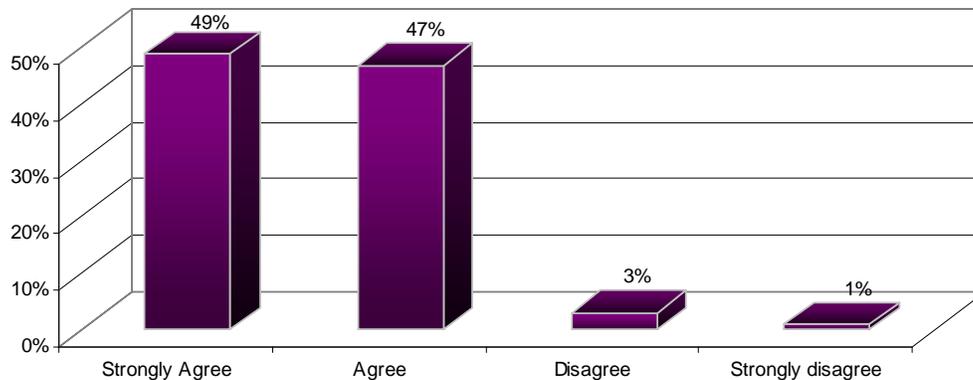
To better evaluate the online training component, the Department elected to include questions that surveyed the quality, convenience and how easy online training was to use. The June 5, 2012 Primary Election was the first election in which poll workers were asked about online training.

Of the poll workers who took the training survey, 33% of respondents completed online training. Of those, the opinions of online training were positive when asked if online training was convenient. 96.4% agreed or strongly agreed that it was convenient, while only 3.6% disagreed or strongly disagreed.

Next, poll workers were asked if online training was easy to navigate. Again, responses were overwhelmingly positive with 96% agreeing or strongly agreeing that they felt it was convenient, and only four percent disagreeing or strongly disagreeing.

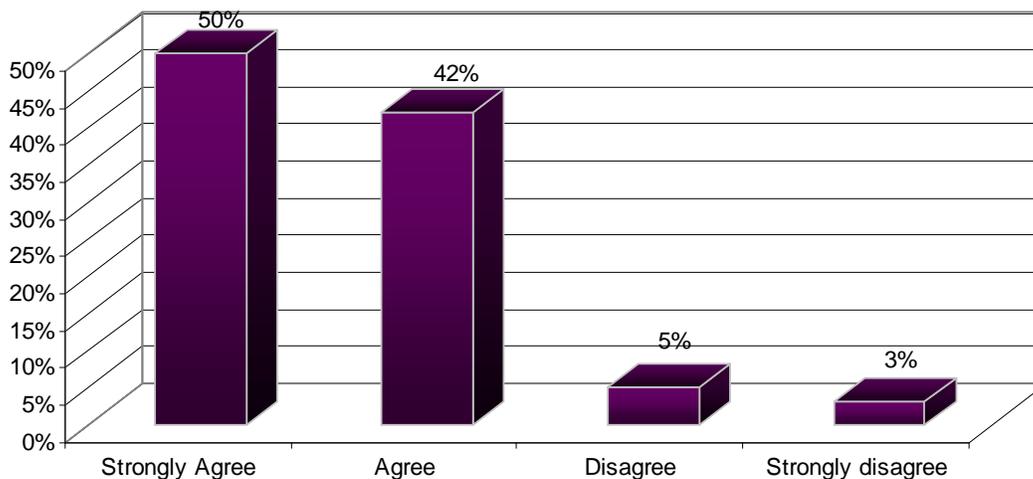
Graph #14 on the next page demonstrates these results.

Graph #14: Online Training Was Easy to Navigate



Poll workers were asked if they would continue to take online training. 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 are indicative of the success of online training as the Department continues to offer it as a training option for volunteers.

Graph #15: I Will Continue to Take Online Training



These strong scores are indicative of the shift toward technology and the Department's efforts to provide more convenient options for volunteers. **In the future, the Department will investigate ways to continue to improve accessibility and convenience of online training.**

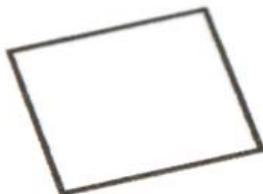
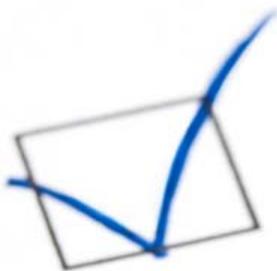


Delivery Survey

1,109 Polling Places

3 Questions

354 Survey Responses





Overview

The supply and equipment deliveries to polling places for the June 5, 2012 Primary Election were conducted by five different vendors contracted by the Orange County Registrar of Voters. Only two of these vendors had worked previously for the Department, and three were new. In preparation for the deliveries, these vendors were briefed on the customer service expectations of the Department, and told that appointments for pick up and delivery times were required to be made with each polling place. Drivers were informed that each of them would be individually surveyed following interaction with polling place contacts. These vendors delivered to 1,109 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 companies. The three questions asked were:

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

In total, 488 surveys were taken by polling place hosts regarding deliveries. Of those, 99.2% responded that the driver was courteous, which is a slight increase from previous elections.

“The trucking company people were most courteous and helpful.”

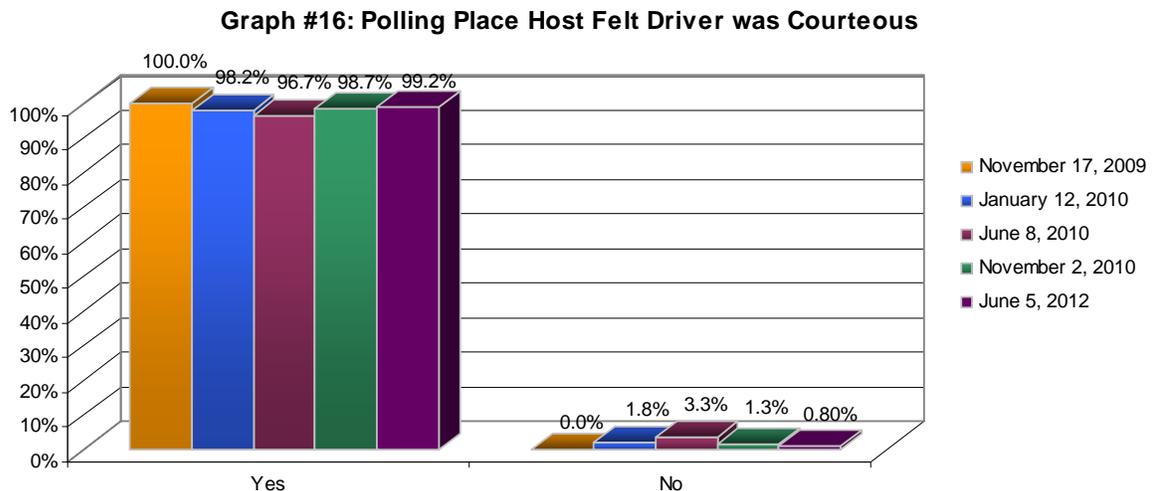
- Poll Site Survey Comment



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 98.7% of polling place hosts felt the driver was courteous.

Graph #16 reiterates the consistently high scores the Department has received regarding the delivery driver over the past five elections



Beginning with this election, the Department surveyed polling place hosts about whether or not they were provided delivery options for their equipment. Vendors were required to provide flexibility and options for delivery to benefit polling places. 71.4% of polling place hosts said they were provided options, while 28.6% said they were not. Almost one quarter of hosts who responded to the survey indicated that the Department's standards for customer service were

not met, which is likely due to one company's consistent inability to meet the expectations placed before them in their contract. Because this was the first election in which surveys included this response, there is no prior data to compare.

**"After a few calls equipment arrived
more than two hours late."**

- Poll Site Survey Comment

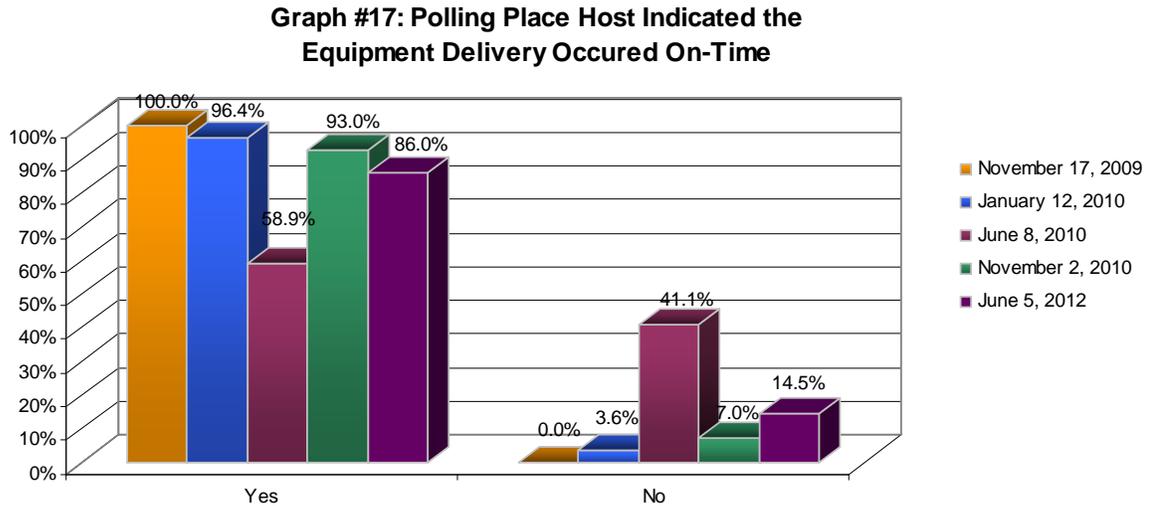
Polling place hosts were asked if their delivery occurred on-time. 86% responded that it was on-time, however this is a decrease in deliveries that were made as scheduled. Despite ongoing attempts to clarify the expectations of prompt delivery to polling places by the Department, the aforementioned vendor was consistently late and/or failed to communicate changes in schedule to the polling place.

Past Elections:

- » In the November 17, 2009 election 100% of respondents indicated that their delivery occurred on-time.
- » In the January 12, 2010 election 96.4% of respondents indicated that their delivery occurred on-time.
- » In the June 8, 2010 election only 58.9% of respondents indicated that their delivery occurred on-time.
- » In the November 2, 2010 election, 93% of respondents indicated that their delivery occurred on-time.



Graph #17 below shows the results of this survey question over the past five elections.



Future Plans:

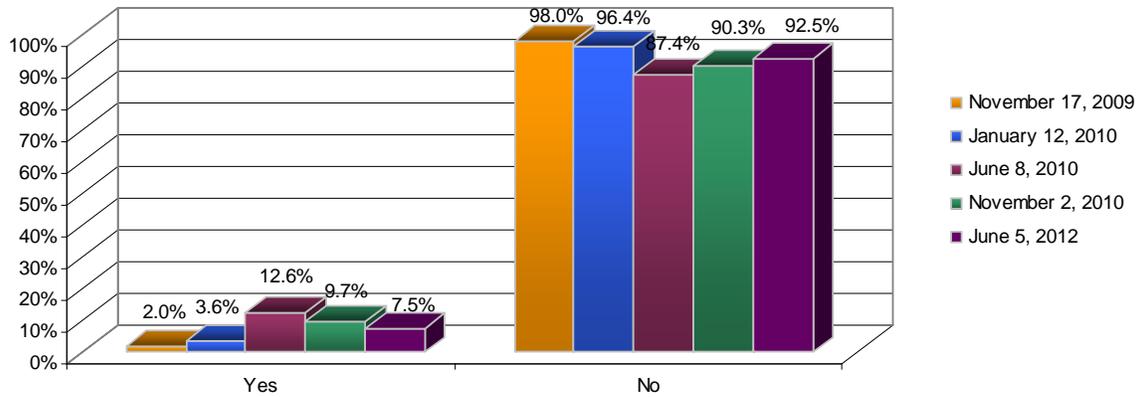
The Department will continue to stress customer service and provide our survey results to the delivery companies. **Additionally, the Department will not continue to contract with the vendor who was mentioned in the previous sections for their failure to meet expectations.**

Finally, polling place hosts were asked if they experienced any issues with their delivery. Only 7.5% responded that they did, which is a reduction from the November 2, 2012 General Election in which 9.7% of respondents had an issue. These issues were primarily due to the lack of on-time delivery and the failure of the driver to contact polling place hosts to make them aware of a delay in delivery times.

Graph # 18 on the next page shows results to this question over the past five elections.



Graph #18: Polling Place Hosts Who Had An Issue With Equipment Delivery



Future Plans:

The Registrar of Voters will continue to require vendors to schedule pick-up and delivery appointments, and evaluate ways to improve service provided to polling places.

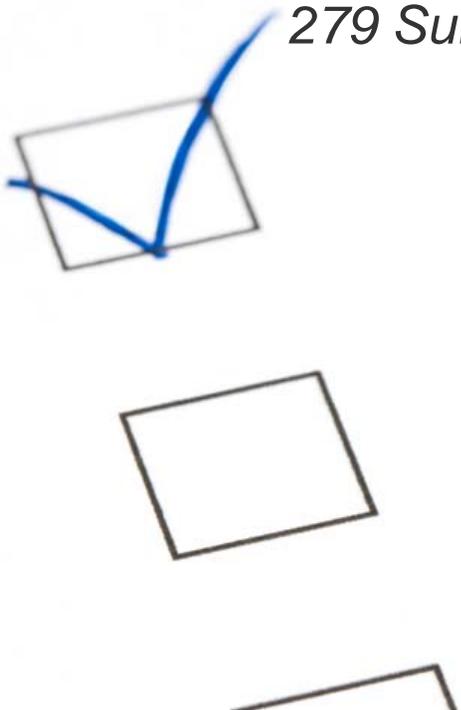


Polling Place Survey

1,109 Polling Places

11 Questions

279 Survey Responses





Overview

The Polling Place Survey asks the polling place hosts to rate various aspects of their experience as a host in an election. For the June 5, 2012 Primary Election, there were 1,109 polling places. Following the election a survey was mailed to them, and 279 of those surveys were returned to our office. Results from this survey are used to evaluate the service provided to polling places up to and on Election Day.

Motivation

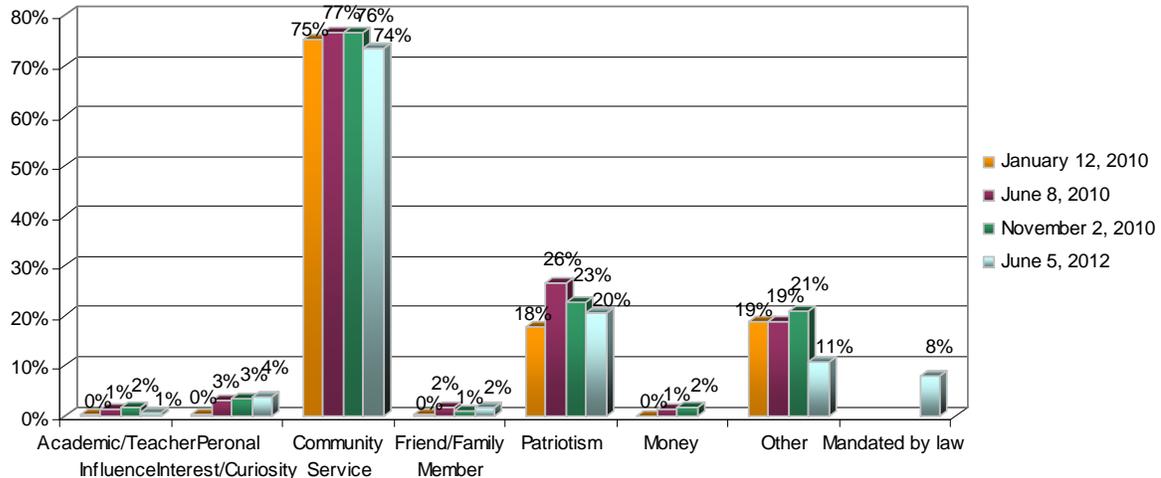
Polling place hosts are asked to identify the primary motivation to become a polling place from the following options: academic/teacher influence, community service, patriotism, mandated by law, personal interest/curiosity, or friend/family member. For the June 5, 2012 election, “mandated by law” was 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 76% of respondents choosing this option. The least common reason was academic or teacher influence with only 0.72%.

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



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



Equipment Delivery and Storage

Polling place hosts were asked about the delivery, storage and pick-up of the election supplies and voting equipment, starting with whether they were able to schedule a time to pick-up of the equipment. 91.1% of polling place hosts were able to do so, which is an increase from the November 2, 2010 General Election during which 85.5% 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.

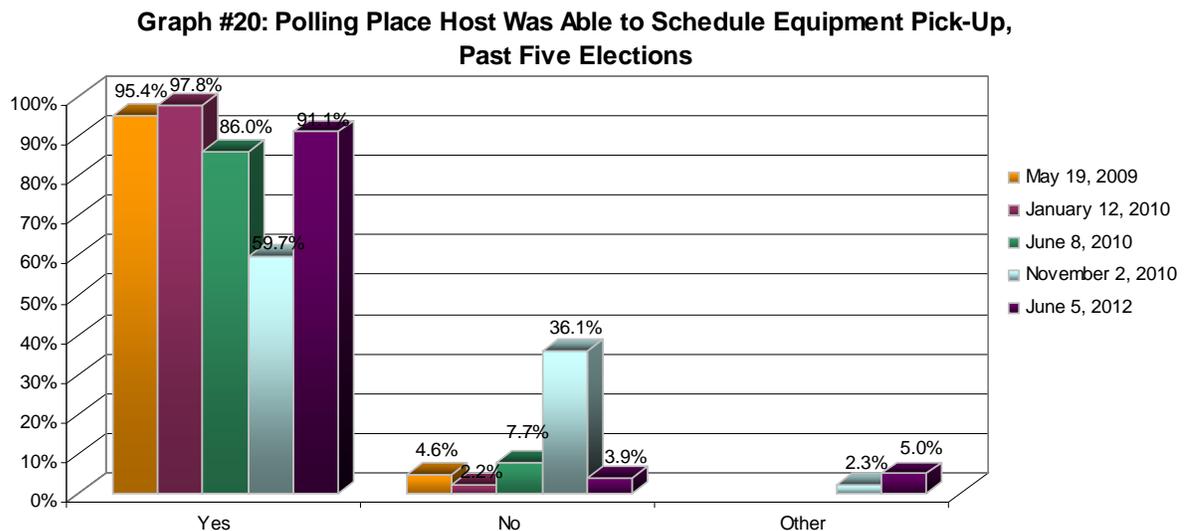
Past Elections:

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

“There was a mix up. We are unable to store equipment, but it was not picked up for 2 days.”
- Poll Site Survey Comment

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



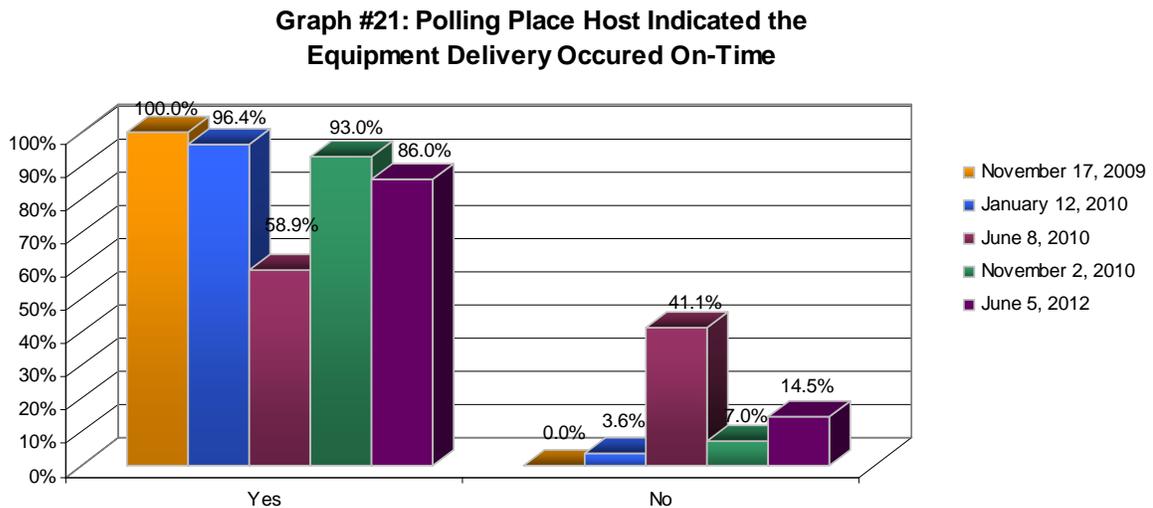
Next, polling places were asked if they were able to store equipment without difficulty. Similar to previous elections, 96% of polling place hosts responded that they were able to do so. This is generally consistent with results from previous elections.



Past Elections:

- » In the May 19, 2009 election 97% of polling place hosts said the equipment was delivered at the agreed upon date and time.
- » In the January 12, 2010 election 96% of polling place hosts said the equipment was delivered at the agreed upon date and time.
- » In the June 8, 2010 election 93% of polling place hosts said the equipment was delivered at the agreed upon date and time.
- » In the November 2, 2010 election 94% of polling place hosts said the equipment was delivered at the agreed upon date and time.

Graph #21 below shows the trend of equipment deliveries at the agreed upon date and time.

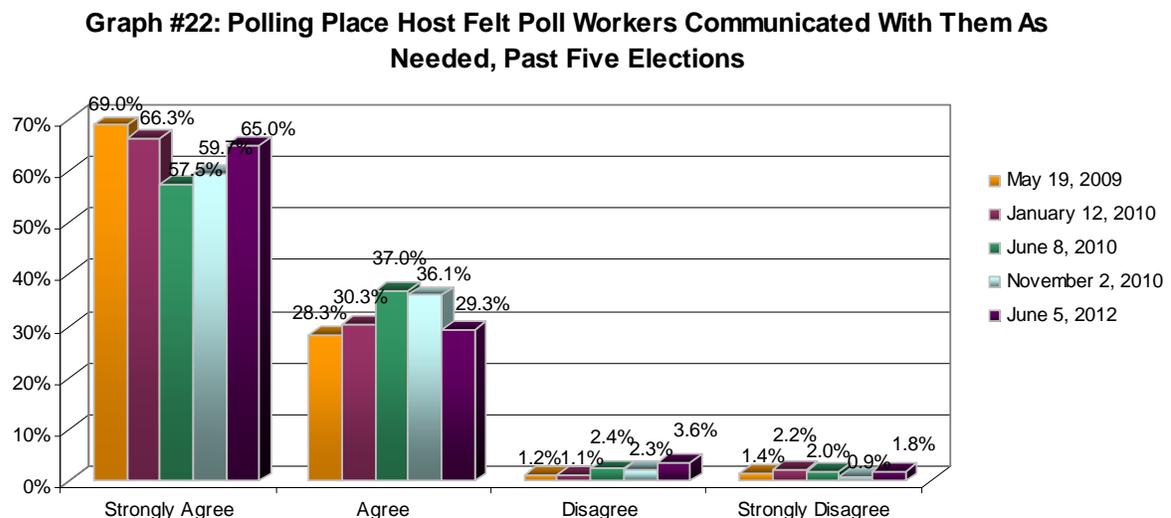




Poll Worker Behavior and Communication

The next question polling place hosts were asked was about the behavior and interaction they had with poll workers. Although both polling places and poll workers are recruited by the Department, it is critical that the two interact well on Election Day in order for both parties and voters to have a positive experience. When asked if the poll workers assigned to their polling place communicated with them as needed, 94.3% of polling place hosts agreed or strongly agreed. Only 5.4% of polling place hosts disagreed or strongly disagreed. Comments from the polling place survey indicate that this could be due to a lack of communication between poll workers and poll locations regarding set-up and arrival times, or poll workers arriving late which caused confusion at the polling place.

Graph #22 below shows the results over the past five elections.



Polling place hosts were asked whether the poll workers followed the rules set out by the facility. 97.5% said poll workers did and 1.7% said they did not. These results are similar to those of previous elections

June 5, 2012 Polling Place Survey



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.

Next, polling places were asked if the facility was left clean and in good condition. As with previous elections, responses to this question were very positive. 98.6% agreed or strongly agreed that the facility was left in good condition and only 1.1% disagreed or strongly disagreed. This is a minor improvement from scores provided in the November 2, 2010 General Election Surveys.

Respecting the wishes and property of a polling place is critical as it may effect whether a polling place will volunteer their location for use in future elections. Scores provided by polling places are reflective of the work the Department does to be good stewards of the facilities utilized as polling places.

Future Elections:

The Department will add guidelines for communication between poll workers and polling places in Operations Manual, and improve wording on early set-up to minimize confusion and frustration from both parties.



Overall Election Experience

Finally, the survey asked polling place leads to rate the Department in the following three areas: overall quality of service provided by the Registrar of Voters, the overall experience serving in

an election, and the polling place interest in serving 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, 97.1% responded that it is excellent, very good or good. Only 2.9% said it was fair or poor. This is consistent with previous elections, although slightly lower.

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.

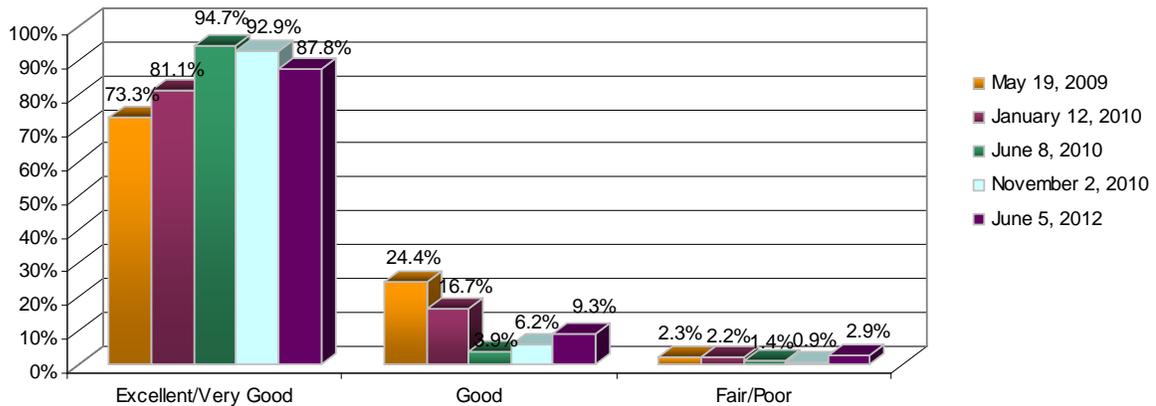
Future Plans:

To address the decline in scores, the Department will convene groups of former volunteers to listen to and address specific issues more effectively. These focus groups will meet prior to the November 2012 General Election with the sole intention of identifying ways in which the Registrar of Voters can enhance the experience of its volunteers.



Graph # 23 shows these results over the past five elections.

Graph #23: Polling Place Host Rating of Quality of Service Provided by the Registrar of Voters, Past Five Elections



When asked about the overall experience of serving as a polling place, the responses were similar. 96.1% rated their overall experience as positive or very positive, while 3.9% said it was a negative or very negative one. This question was influenced heavily by the type of polling place. Schools, or those locations mandated by law to serve as a polling place, scores were lower than other kinds of locations. For instance, 13% of polling places that were mandated by law to participate reported the experience was poor, whereas no other locations did so. The Department understands that those who did not voluntarily decide to offer their site as a polling location would tend to have a less positive experience, and will improve the service and communication with those polling places.

In sum, results from questions about the overall experience on Election Day and quality of service provided by the Registrar of Voters, while still high, have declined steadily in recent elections. The Department will coordinate a focus group of individuals representing polling places to further analyze trends in overall quality of service provided by the Department to address specific concerns that have resulted in declining scores.

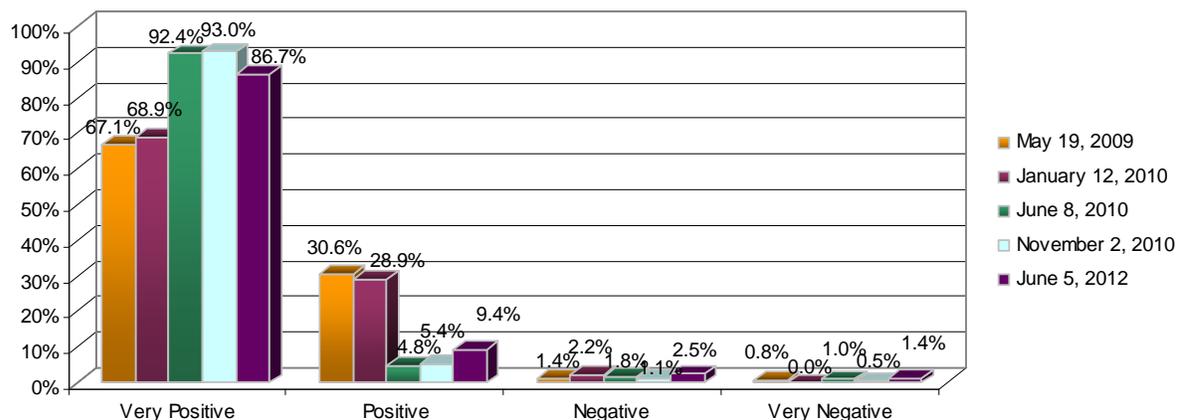


Past Elections:

- » 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.

Graph #24 below shows the consistent results of this question over the last five elections.

Graph #24: Polling Place Host Rating of their Overall Experience Serving in the Election, Past Five Elections



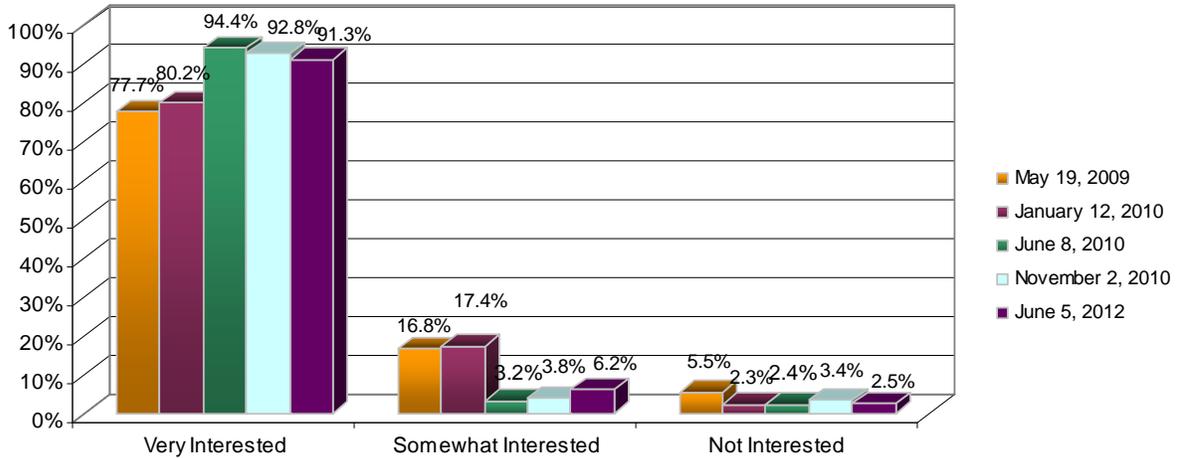
Polling place hosts were asked to rate the likelihood that they will offer their facility as a polling place in future elections. 91.3% responded that they were very interested, 6.2% said they were somewhat interested and 2.5% said they would not be interested. While results from the overall experience of polling places have produced declining scores for the Department, polling places



remain willing and interested in continuing to serve in future elections, which is representative of a consistently positive experience for polling places.

Graph #25 below displays responses to this question over the past five elections.

Graph #25: Polling Place Host Interest in Serving in Future Elections



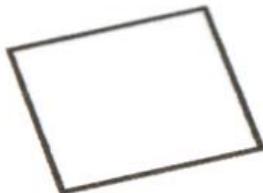
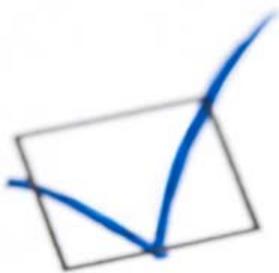


Election Supply Distribution Survey

1,109 Supply Boxes

7 Questions

461 Survey Responses





Overview

Although voting equipment such as eBooths are delivered to polling places by delivery companies as explained in previous sections, Inspectors are charged with retrieving their polling place supplies prior to Election Day. This process is referred to as Supply Distribution.

Beginning on the Wednesday before the election, Inspectors were able to make reservations via their Poll Worker PASS account, or by calling a customer service agent to pick up their supplies early at the Department's operations warehouse on Linwood Avenue in Santa Ana. This provided Inspectors with flexibility as they prepared for Election Day and made the distribution of supplies more efficient. 460 Inspectors chose to utilize this option and picked up supplies before the designated countywide distribution day the Saturday preceding the election.

On the Saturday before Election Day there were 14 distribution sites located from San Clemente to La Habra throughout the County. 649 Inspectors chose to pick up supplies this way.

The Distribution Survey was given to each Inspector as they were picking up their Supply Box. Of the 1,109 Inspectors, 461 provided a response to the survey.

Organization and Efficiency

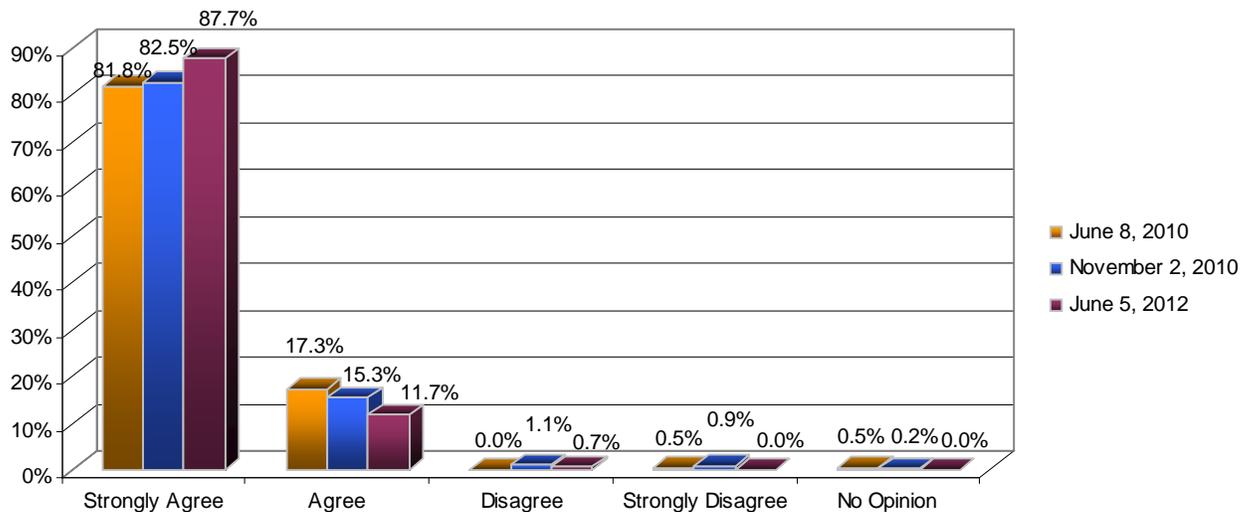
Inspectors were asked if they agreed that the distribution process was organized and efficient. 99.35% agreed or strongly agreed, and only .7% disagreed. There were no responses that strongly disagreed. This is an increase in Inspectors who strongly agreed, and a decrease of both those who disagreed or strongly disagreed. We believe this is due to the opportunity to schedule an appointment and the opportunity to pick up precinct-specific supplies close to their home.

Based on poll worker feedback from previous elections, adjustments have been made to the Supply Distribution operations that have resulted in the improved ratings from poll workers.

Results of this question appear in Graph #26 on the following page.



Graph #26: Poll Worker Felt Process was Organized and Efficient



Poll workers were then asked if they felt the wait time to pick up supplies was reasonable. Almost every poll worker (99.8%) agreed or strongly agreed, while only .22% disagreed. Poll workers were very satisfied with the pace of the process.

“Excellent service. I was five minutes early for my appointment but was served promptly and was ‘out the door’ by my appointment time. Thank you.”

- Election Supply Distribution Survey Comment

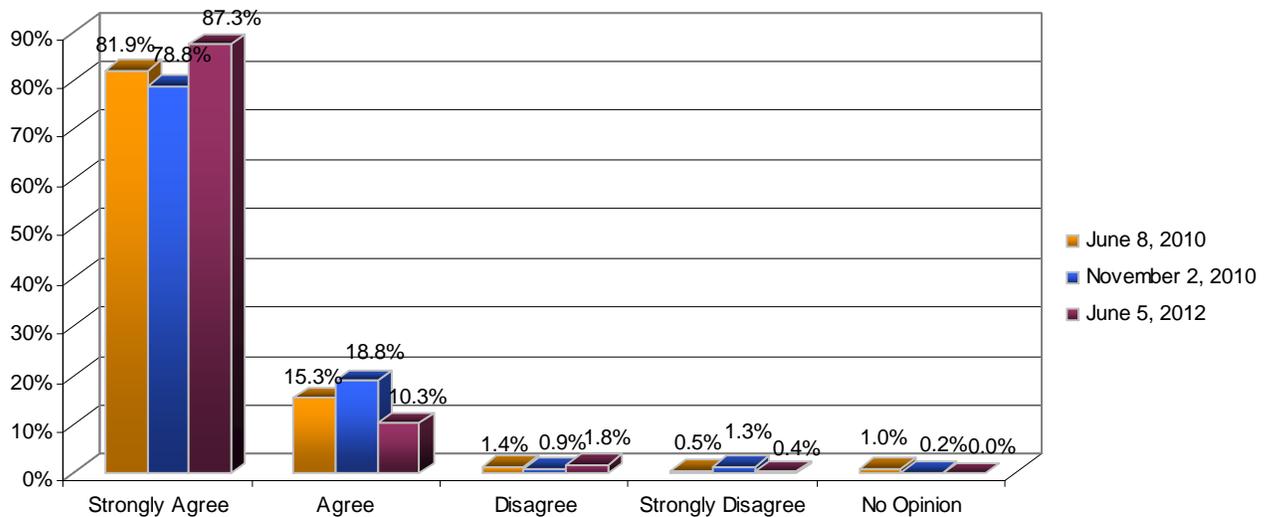
Poll workers were asked if their paperwork was in order and the process was adequately explained. 97.6% agreed or strongly agreed with this statement. This is comparable to the responses from the Supply Distribution Survey provided to Inspectors for the November 2, 2010 General Election.



“I found the entire process extremely quick and efficient. Thank you for making the process so easy.”
 - Election Supply Distribution Survey Comment

Graph # 27 shows the steadily positive response from Inspectors about Supply Distribution

Graph #27: Poll Worker's Paperwork was in Order and the Process was Explained

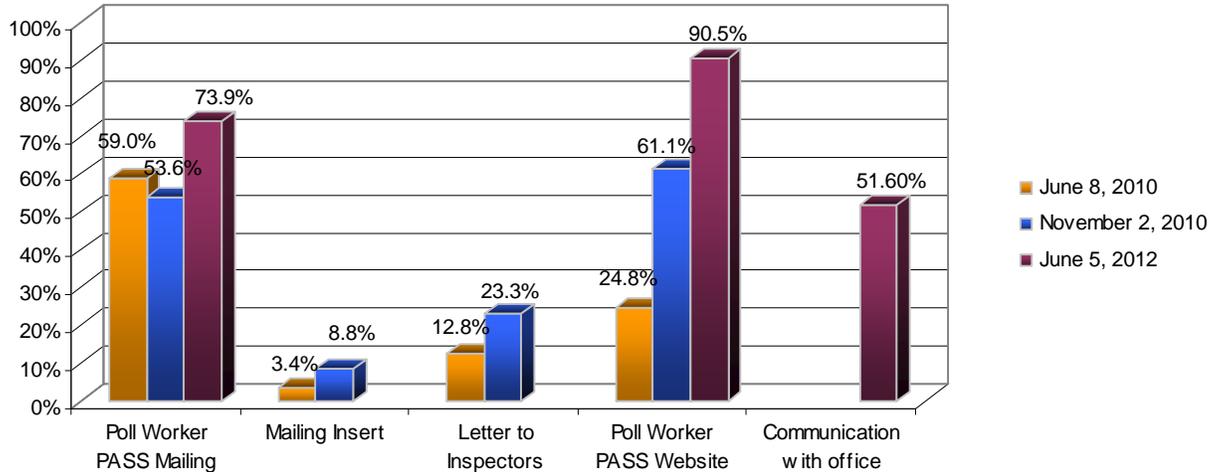


The Department employed a number of systems to inform poll workers about their opportunities about Supply Distribution. These include a Poll Worker PASS mailing, postings or reminders on the Poll Worker PASS website, or communication with our office. 90.5% of respondents said they were informed about distribution through the Poll Worker PASS website, which is a sharp increase from the November 2, 2010 survey in which 61.1% cited the website. This was followed by 73.9% who selected the Poll Worker PASS mailing, and 51.62% who said they were informed about distribution through communication with our office.

The graph on the next page shows the shift in how poll workers obtain information about Supply Distribution.



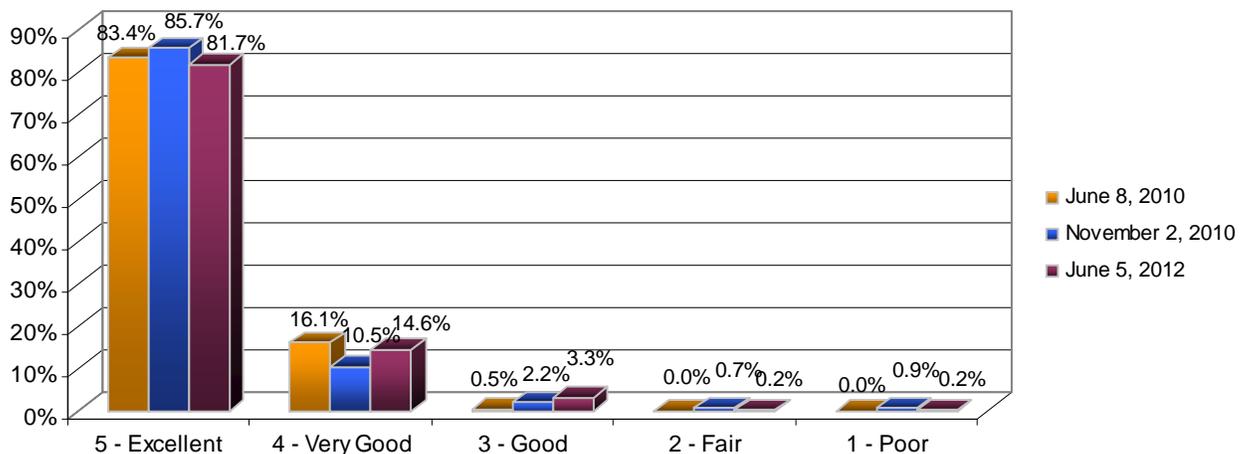
Graph #28: How Poll Worker Obtained Information About Supply Distribution



Lastly, Inspectors were asked to rate the 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. 96.3% responded that they found the experience to be excellent or very good, and 3.28% said it was good. Only .44% felt the experience was fair or poor.

The ratings from this question can be in graph #29.

Graph #29: Overall Experience with Supply Distribution, on a Scale of 1 to 5, 5 Being Excellent and 1 Being Poor



d



“Super-efficient. Pleasant people. Perfect service in every way.”
- Election Supply Distribution Survey Comment

Future Plans:

The Department will continue to look for ways to enhance the Supply Distribution experience for Inspectors by making the process more convenient. **We will continue to expand the options provided for pick-up as well as provide directions to the distribution site in the future.**

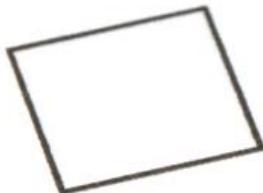
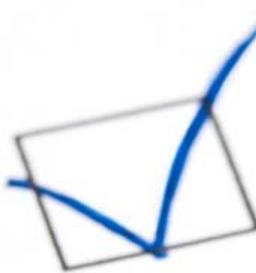


Phone Bank Survey

21,829 Calls

3 Questions

3,441 Survey Responses





Overview

To adequately handle the increase in call volume before a countywide election, the 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 calls that come into the office from the 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, Chinese, Korean, Spanish and Vietnamese in compliance with Section 203 of the Voting Rights Act. For the June 5, 2012 Primary Election, the Public Phone Bank received 14,064 calls.

Conversely, the Poll Worker Customer Service Phone Bank received 7,765 calls exclusively from poll workers who required more specific assistance. Calls to Customer Service Agents in the Poll Worker Phone Bank were generally motivated by questions about training class locations, contacting fellow board members, or polling place questions.

The Public Phone Bank was operational for the five weeks leading up to Election Day, and the Poll Worker Customer Service Phone Bank was operational for six weeks prior before Election Day. Callers who spoke to a representative in the Public Phone Bank were automatically transferred to a brief survey at the completion of their call, and the survey was offered in English, Spanish, Vietnamese, Chinese or Korean. Poll workers who called the Poll Worker Customer Service Phone Bank were provided the option of taking the survey. Those who opted to do so received an additional phone call inviting them to participate in the survey. 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 3,441 surveys were completed from both phone banks. Results from these surveys were collected and reviewed by the management team on a daily basis, with additional consideration provided 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 scores given in surveys were reviewed each day and again by management each week. For the June 5 2012 Primary Election, the Public Phone Bank received scores that were generally consistent from previous elections and the Poll Worker Customer Phone Bank received slightly lower scores in the majority of areas on which they were surveyed.

Public Phone Bank

Of the 14,064 calls to the Public Phone Bank, 968 of those callers participated in the survey. When asked if the caller felt that the Public Phone Bank Customer Service Agent answered their question, 98.7% responded "yes". This is a minor increase from previous elections, however continues the trend of positive scores.

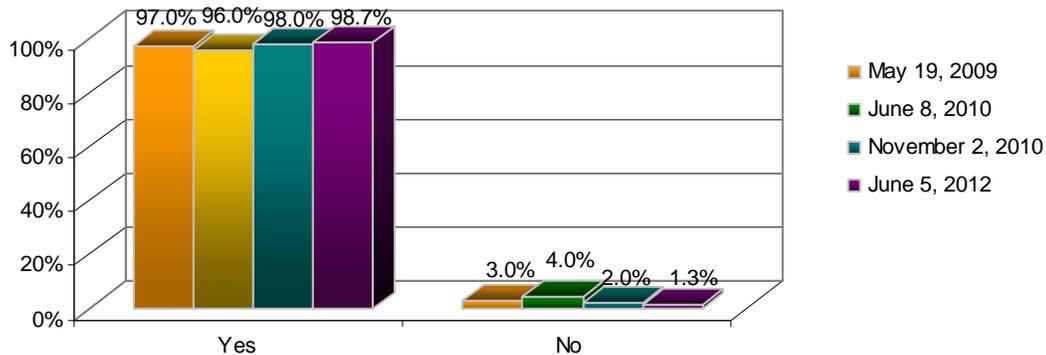
Scores for Public Phone Bank Customer Service Agents can be seen on the following page in Graph #30.

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.



Graph #30: Caller Felt the Public Phone Bank Customer Service Agent Answered Their Question, Past Four Elections



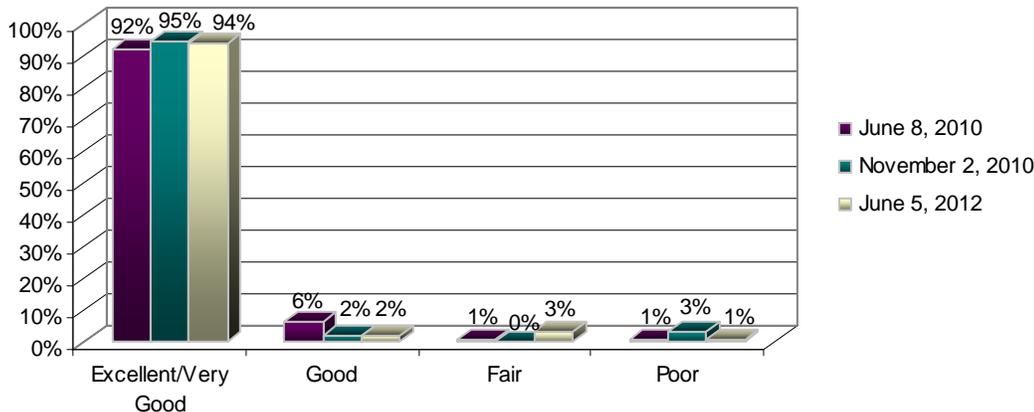
Callers were then asked to rate the Public Phone Bank Customer Service Agent they spoke with by indicating if the Customer Service Agent was excellent, very good, good, fair or poor. These scores were monitored daily and weekly by management. 94% of respondents indicated that the Customer Service Agent they spoke with was excellent or very good. This is consistent to previous 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.



Graph #31: Rating of Public Phone Bank Customer Service Agents, Past Three Elections



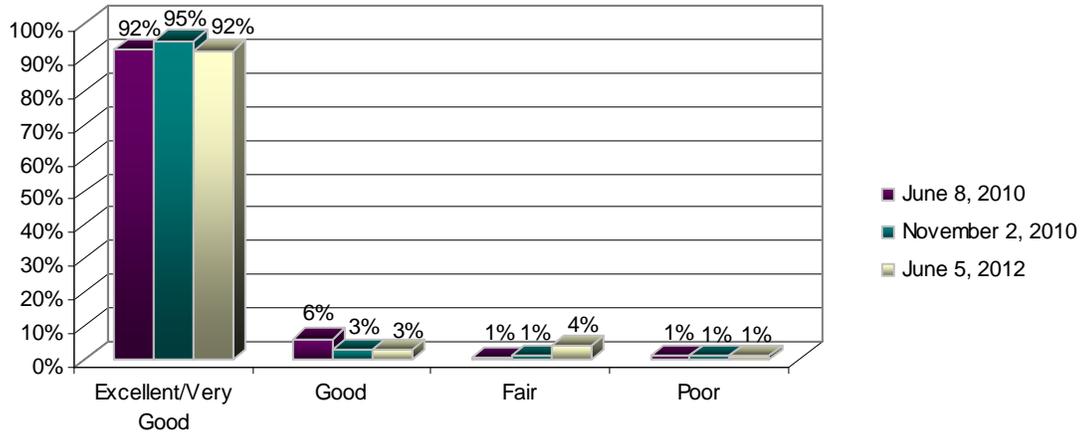
Next, callers were surveyed about the overall quality of service provided by the Registrar of Voters. In response to this question, callers gave slightly lower scores to the Department than in the most recent election. For the June 5, 2012 Primary Election, 92% of callers felt that the Department was excellent or very good. In the November 2, 2010 General Election, 95% of callers felt the Department was excellent or very good, meaning there was a 3% decrease.

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.



Graph #32: Public Phone Bank Caller Rating of the Registrar of Voters, Past Three Elections



Future Elections:

To address the decline in scores, the Department will convene groups of former volunteers to listen to and address specific issues more effectively. These focus groups will meet prior to the November 2012 General Election with the sole intention of identifying ways in which the Registrar of Voters can enhance the experience of its volunteers.

Poll Worker Customer Service Phone Bank

2,473 surveys were completed by callers to the Poll Worker Customer Service Phone Bank. Of those, 75.5% felt the Customer Service Agent answered their question, which is a decrease from past elections. For the same question in the November 2, 2010 Poll Worker Customer Service Phone Bank survey, 85.1% of respondents felt their question had been answered. Comments from survey participants cite confusion or frustration with receiving the Poll Worker PASS. Some callers had not yet received their Poll Worker PASS or had difficulty logging on to their account.

This issue was discussed in management meetings on a weekly basis as it became clear that some poll workers were unsatisfied with the handling of their Poll Worker PASS. A number of



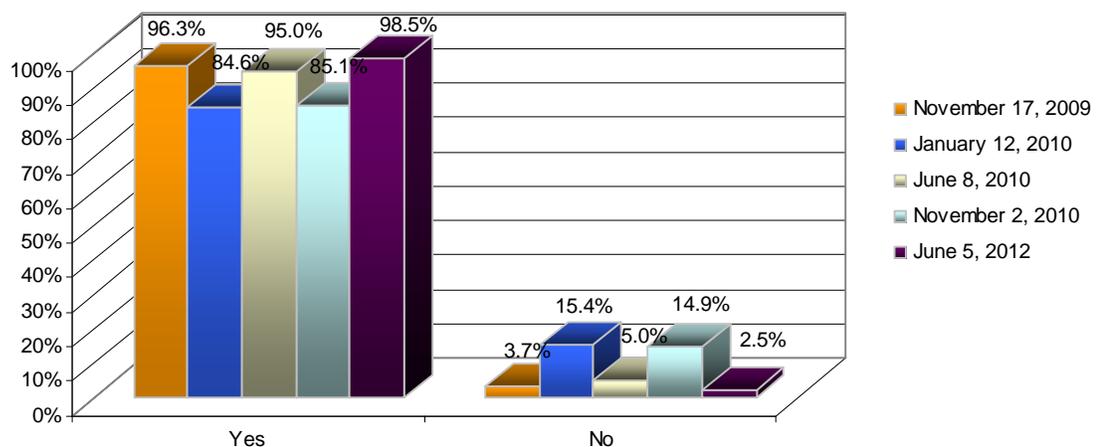
action items have stemmed from this issue. Those items are outlined in the Future Plans section on the next page.

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

Below, responses to this question can be found in Graph #33

Graph #33: Caller Felt the Poll Worker Phone Bank Customer Service Agent Answered Their Question, Past Five Elections





Future Plans:

The Department will re-set all passwords for the portal prior to each election to minimize confusion when logging back in after long periods of inactivity. Additionally, the Department will send emails immediately following recruitment to workers with all necessary log-in information for the Poll Worker PASS, to streamline the process of accessing all their specific information.

Next, poll workers rated their experience with the Poll Worker Phone Bank Customer Service Agent by indicating if the agent was excellent, very good, good, fair or poor. These scores reflect a significant increase, as 6% more respondents felt that the Customer Service Agent was excellent or very good. In total, 94% said their agent was excellent or very good, 3% said good, 2% said the agent was fair and 1% said the agent was poor. This was 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%

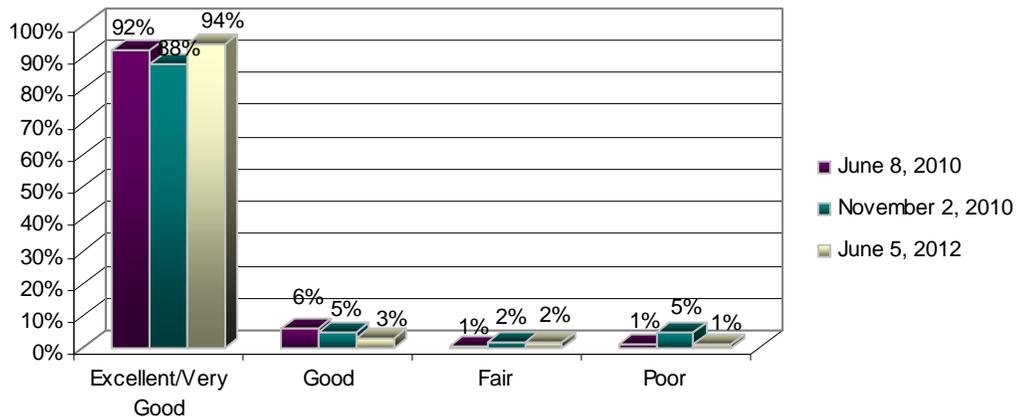
Graph #34 on the following page shows the responses to this question.

Future Plans:

The Department will invest more resources in training and monitoring the Customer Service Agents. Agents that do not meet minimum customer service levels will be mentored closely to improve their performance.



Graph #34: Caller Rating of Poll Worker Customer Service Agent, Past Three Elections



For the last question, poll workers were asked to evaluate the statement, “my overall experience with the Registrar of Voters has been positive.” 93% of poll workers said that their experience with the Department was excellent or very good, 4% said it was good, 2% responded that it was fair and 1% said it was poor. This marks a large increase in callers who felt that the experience was excellent or very good. In the most recent election in November of 2010, 89% of respondents said the 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.

Future Plans:

The Department will continue to share results of phone bank surveys with the respective teams to ensure a mutual understanding of the Registrar of Voters and its staff members’ shared goals.

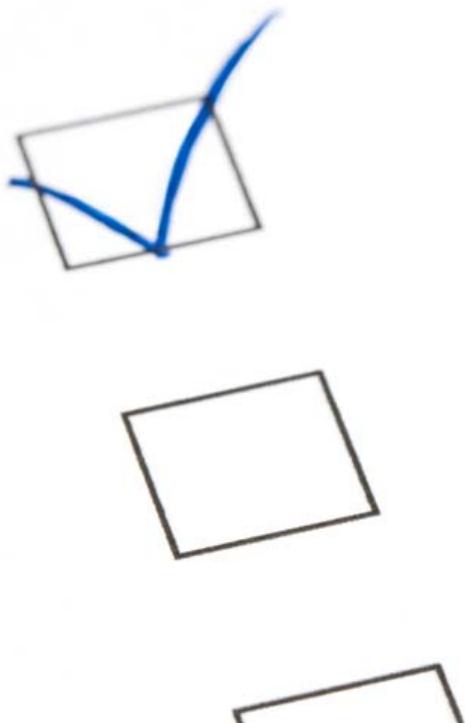


Recruitment Survey

4,631 Poll Workers

5 Questions

538 Survey Responses



Overview

Recruiting volunteers to be poll workers is a challenge nationwide. In Orange County we utilize a combination of Community Program Specialists, Field Representatives and Election Aides who are charged with recruiting volunteers. For the June 5, 2012 Primary Election, they recruited 4,631 poll workers, which includes the various positions, student volunteers and the additional requirements for bilingual poll workers. To gauge the performance and level of customer service provided by these members of staff, the Recruitment Survey was developed and first used in the June 8, 2010 Primary Election. The Department believes it to be critical to evaluate the levels of satisfaction when being recruited to serve in an election as it affects the volunteer's decision to work future elections.

Following a volunteer being recruited and assigned to a polling place, an automatic out-going call is placed to the poll worker that invites them to participate in a survey. This survey asked poll workers to rate the following five statements:

1. My representative was courteous and professional.
2. I did not encounter any issues with logging on to my Poll Worker PASS.
3. My representative explained the features of the Poll Worker PASS program.
4. My representative answered all of my questions.
5. My overall interaction with the representative was positive.
6. My overall experience with the Registrar of Voters has been positive.

Similar to surveys from both Phone Banks, results were regularly shared with the individuals involved in the recruiting process and their supervisors to ensure accountability and that quality service was provided. The Department wide goal for scores for recruiters was 4.5 (or 90%) satisfaction from poll workers.

724 surveys were completed by poll workers, and 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.

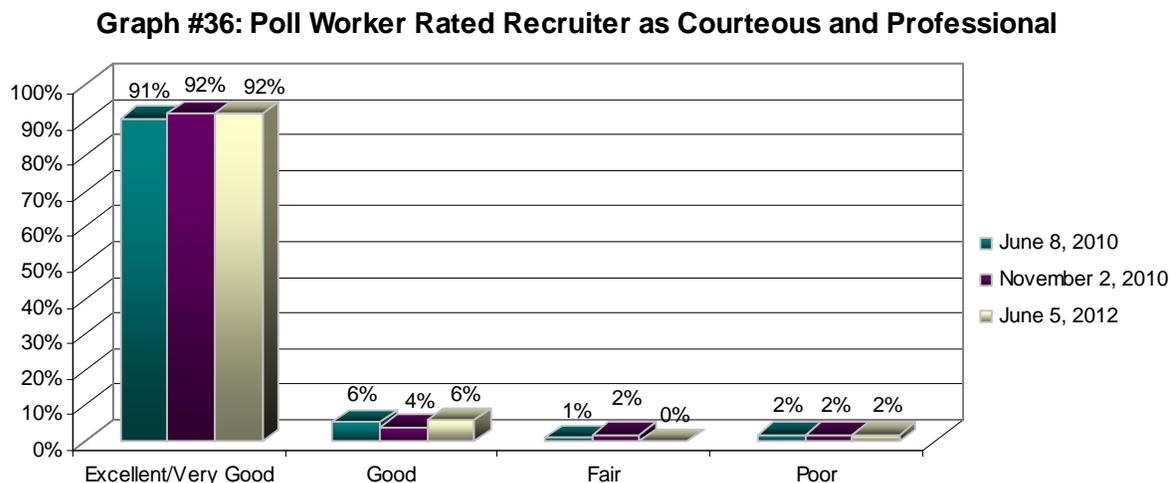


My Representative Was Courteous and Professional

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 staff 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,” 92% of respondents said the recruiter was excellent or very good in this category. This was followed by six percent saying the recruiter was good, 0% reporting the recruiter was fair and 2% indicating they felt the recruiter was poor in this area. Overall, this is consistent with the two previous elections in which this question was asked.

Results from this question are found in graph #36 below.



My Representative Answered all the Features of the Poll Worker PASS Program

Poll workers were then asked to rate the statement, “my representative explained the features of the Poll Worker PASS program,” and were able to respond that the representative was excellent, very good, good, fair or poor. Poll Worker PASS began being used widely in the November 2, 2010 General Election and has continued to gain popularity amongst poll workers. The PASS includes an individualized bar-coded card that is used to track poll worker

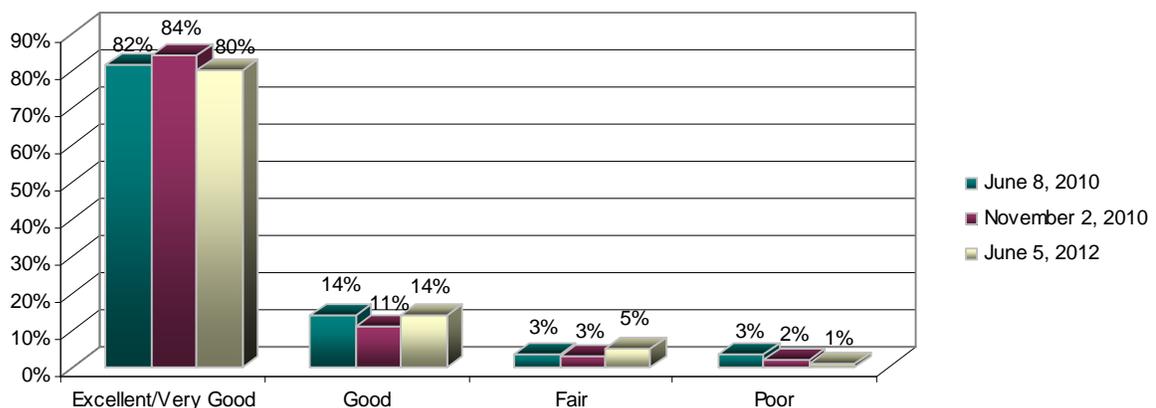


attendance in training and supply pick up as well as an online portal that allows poll workers to access their personal election information. The recruitment team was responsible for explaining the Poll Worker PASS program to volunteers.

In response to this statement, 80% of poll workers who took this survey said the recruiter was excellent or very good, 14% said the recruiter was good, 5% said they were fair, and one percent said the recruiter did a poor job of explaining the features of the Poll worker PASS. This is a slight decrease in respondents saying the recruiter was excellent or very good from previous elections and highlights the need for more extensive explanations about Poll Worker PASS. Additionally, comments indicated that some poll workers who were recruited via email, or student Clerks whose parents were the recruiters' primary contact felt that this question did not apply to them directly, therefore they scored the recruiter low.

Graph # 37 shows the scores for this question spanning the past three elections.

Graph #37: Poll Worker Rated Representative on Explanation of the Features of the Poll Worker PASS



Future Plans:

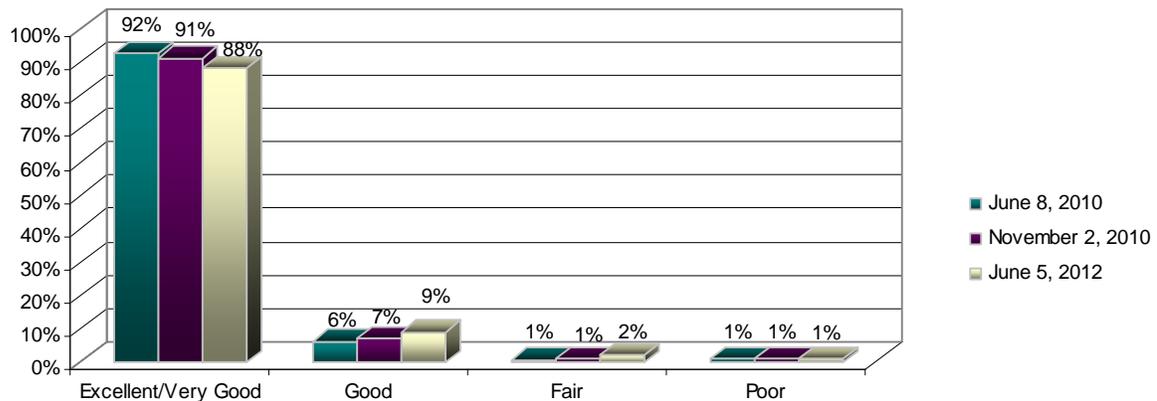
The Department will enhance the recruitment team's explanation of Poll Worker PASS and evaluate improved ways to survey poll workers who are recruited through alternative channels such as emails to accurately reflect scores given to the Department.



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 one being strongly disagree. On average, this statement received 4.6, which is consistent with the previous elections. Graph #38 shows these results.

Graph #38: Poll Workers Agreed Representative Answered All of Thier Questions



My Overall Interaction with the Representative was Positive

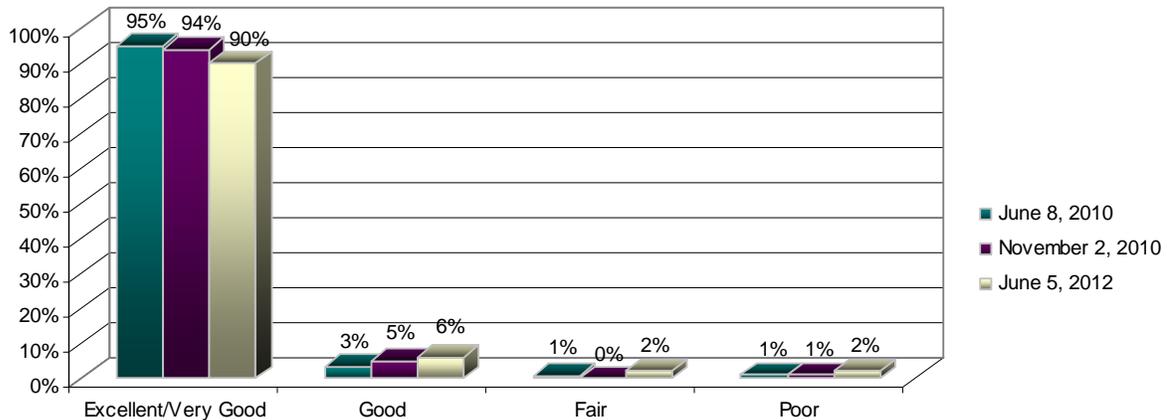
Poll workers were asked to rate their overall interaction with their recruiter. In response, 90% of poll workers said the interaction was excellent or very good. This is lower than previous elections, and indicates that this may be an area deserving of additional attention. 9% responded that the interaction was good, 2% responded that it was poor.

The lower score may also be attributed to the aforementioned tendency of poll workers recruited via email and student Clerks who had little to no interaction with recruiters to give low scores. Comments to the Department’s staff indicated that student Clerks who were largely contacted through text message felt that this question did not specifically apply to them.

Graph #39 on the following page shows the span of results from the last three elections.



Graph #39: Poll Workers Rating of their Overall Interaction with Recruiter



Future Plans:

The Department will investigate the possibility of transitioning to a text message-based communication format for student Clerks to improve and streamline communication efforts.

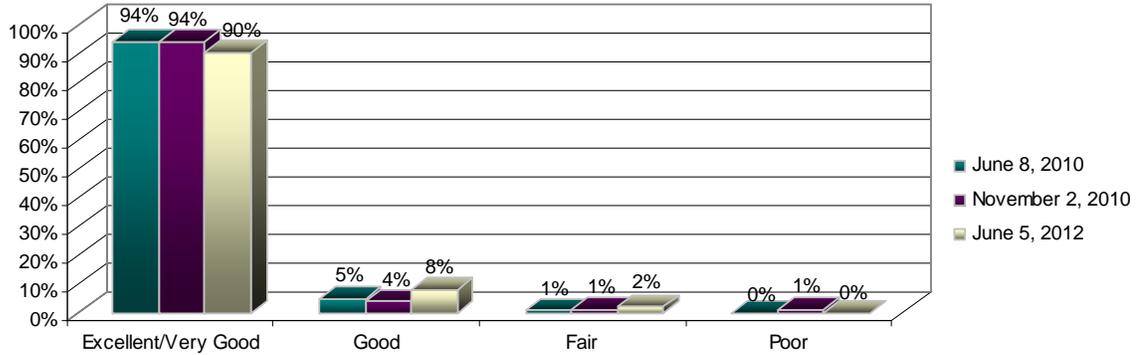
My Overall Experience with the Registrar of Voters has Been Positive

For the last question, poll workers were asked to rate their overall experience with the Registrar of Voters. Of those that responded, 90% of poll workers qualified their experience with the Department as excellent or very good which is concerning because it highlights a declining score for the Department. Eight percent then said the experience was good, and two percent said it was fair. No respondents said the experience was poor.

The scores for this question are on the next page on graph #40.



Graph #40: Poll Workers Rating of their Overall Interaction with the Registrar of Voters



Future Plans:

To address the decline in scores, the Department will convene groups of former volunteers to listen to and address specific issues more effectively. These focus groups will meet prior to the November 2012 General Election with the sole intention of identifying ways in which the Registrar of Voters can enhance the experience of its volunteers.

June 5, 2012 Recruitment Survey



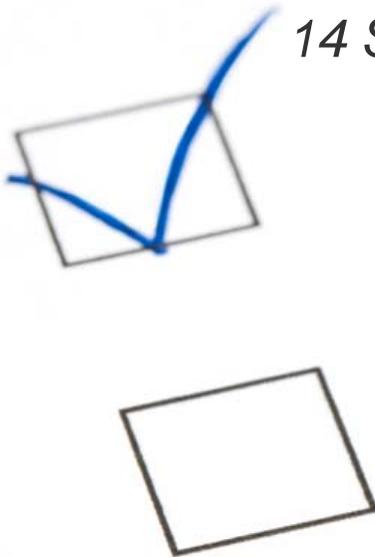


Coordinator Survey

40 Attendees

7 Questions

14 Survey Responses





Overview

Election Day Coordinators play a critical role in Election Day communications, troubleshooting and supply replenishment for the polling places. On Election Day, Coordinators are assigned a number of polling places and 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.

At the conclusion of Election Night, 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 of Election Day, these individuals serve important roles and provide crucial feedback on a variety of components during the election. Through radios, they are in constant communication with the Department beginning 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 guidance to the poll workers in their assigned precincts.

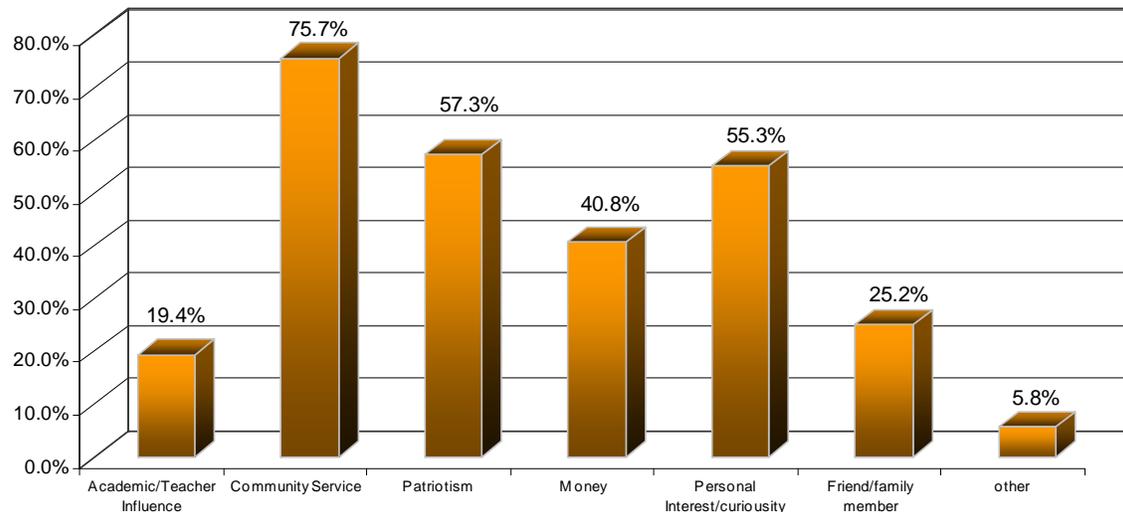
Overall, Coordinators gave the Department high scores, especially when rating the training provided and their overall experience serving in the election.

This is the first time the Coordinator survey has been used. Therefore, there is no data from previous elections, however the Department is confident that this data will be helpful in evaluating how best to support these individuals as they provide assistance in the field on Election Day.

Coordinator Experience

First, Coordinators were asked to provide the main reason they wished to be a Coordinator. The reason chose the most frequently was community service at 75.7%, followed by patriotism at 57.3% and then personal interest or curiosity at 55.3%. Results from this question are shown on the following page in graph #41.

Graph #41: Motivation for Becoming a Coordinator

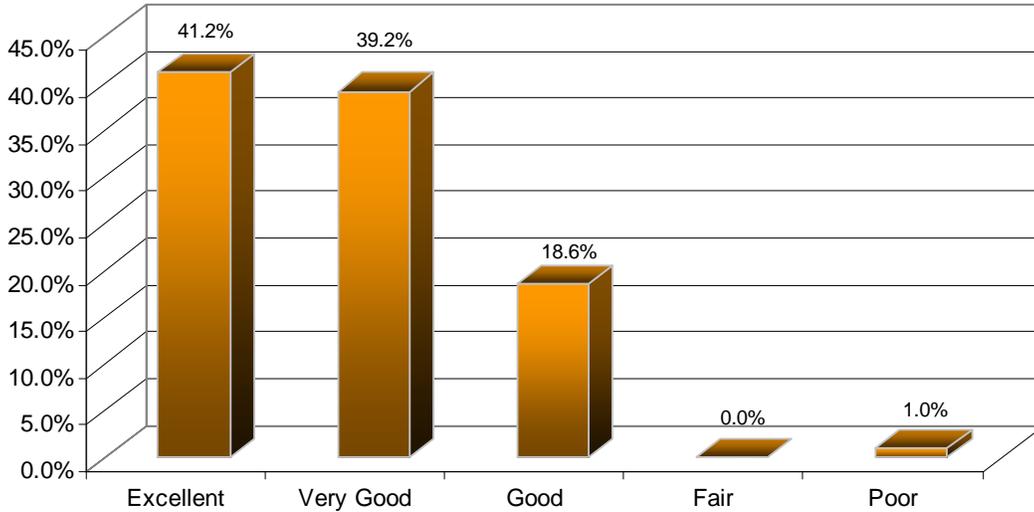


The next question prompted Coordinators to rate the training and preparation given to them from the Department. They were provided with the rating options of excellent, very good, good, fair and poor. 80.4% of respondents rated the training and preparation as excellent or very good, 18.6% said it was good, 0% said it was fair, and only 1% said it was poor. This is an encouraging response since Coordinators are experienced poll workers with a strong understanding of the requirements and obligations of their leadership roles. The ratings provided in response to these questions indicate that the Registrar of Voters has responded to their training needs in an appropriate and efficient manner.

Ratings shown in graph #42, on the following page, confirm this.

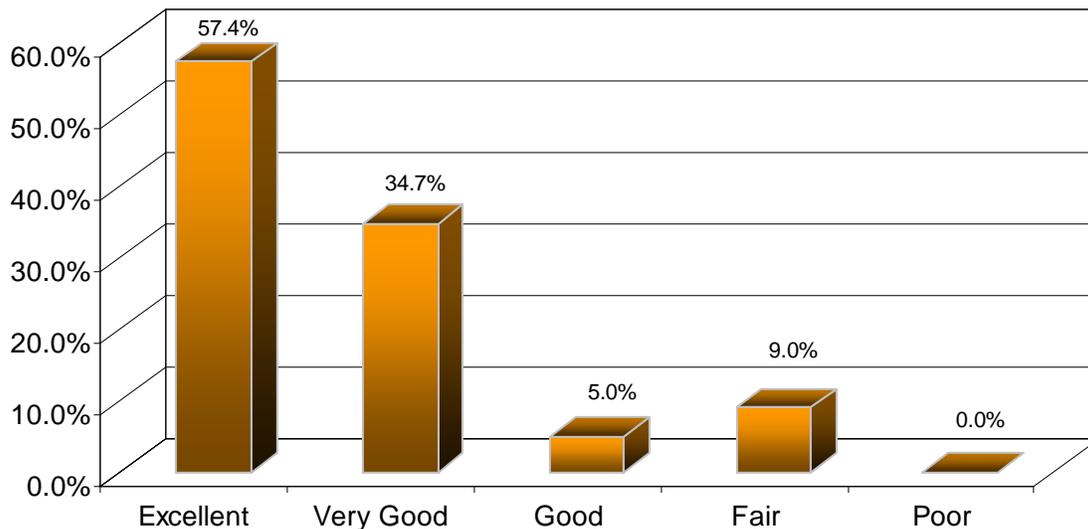


Graph #42: Training and Preparation Ratings from Coordinators



Coordinators were asked to respond to 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 poor. Instead, 57.4% said the service was excellent, 34.7% said it was very good, 5% said it was good, and 9% said it was fair. Graph #43 displays these responses below.

Graph #43: Overall Quality of Service Provided to Coordinators by the Registrar of Voters



Future Plans:

The Department will continue to strive for the best possible support to Coordinators.

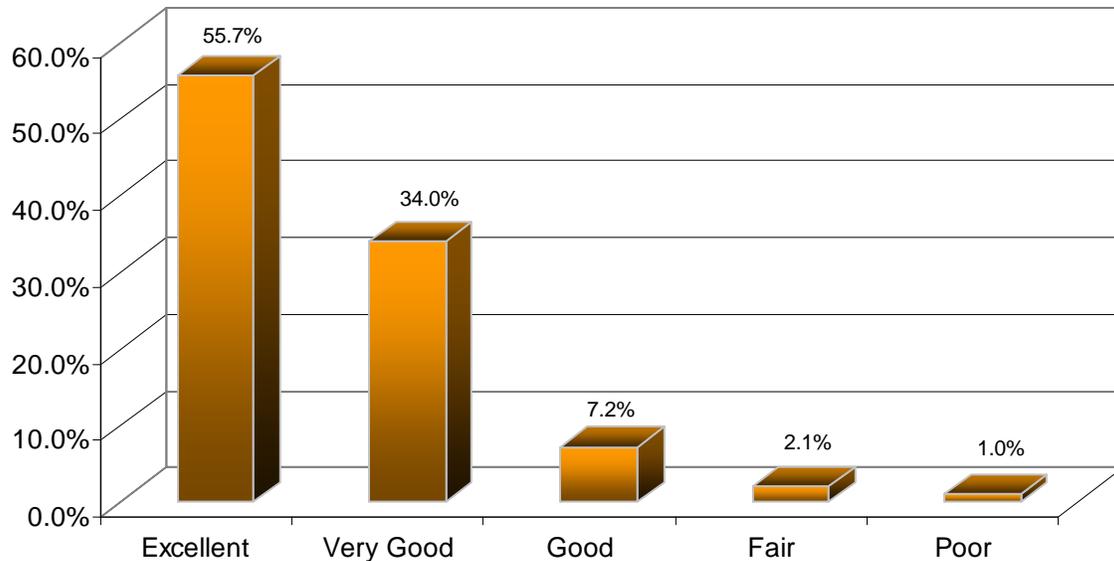
Additionally, the role of Coordinator will be offered only to those Inspectors with the most training and elections experience.

Coordinators were asked to rate their overall experience serving in the June 5, 2012 election. Of those who responded, 55.7% said the experience was excellent and 34% said it was very good. 7.2% rated it as good, 2.1% said it was fair and only 1% rated it as poor. The Election Day experience for Coordinators varies from that of the majority of poll workers due to the increased responsibility as well as an extended day. Results from this question reflect positively on the Department as the experience was still a good one for the large majority of Coordinators who responded to the Survey.

These results are featured in Graph #44 on the following page.



Graph #44: Coordinators' Overall Experience Serving in Election



The final question surveyed the likelihood of the Coordinator returning to serve in future elections. Coordinators consistently said they would return, with 81.6% indicating that it was very likely. 15.5% said it was likely, 1.9% were unsure and 1% percent said it was unlikely. There were no respondents that said it was very unlikely they would return.

Retaining volunteers to continue to serve is a major 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 as well.

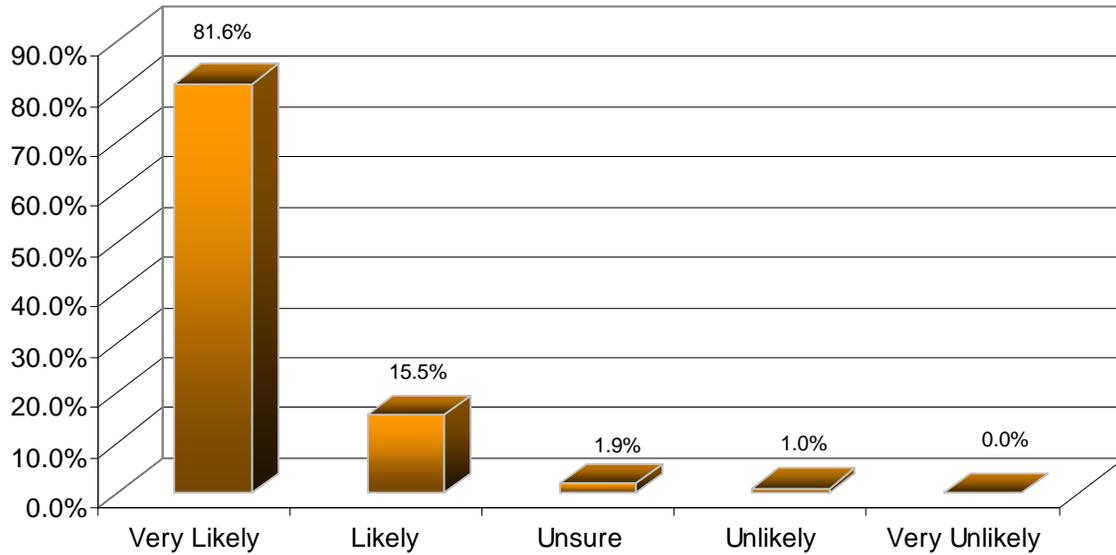
Future Plans:

The Department will continue to encourage Coordinators to return and communicate regularly with them in preparation for future elections.

Responses to the likelihood of Coordinators returning to serve in future elections is included in Graph #45, on the next page.



Graph #45: Likelihood of Coordinator Serving Again



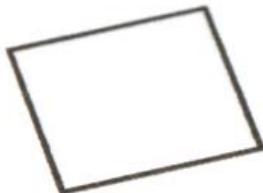
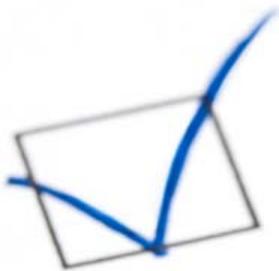


Candidate Filing Survey

40 Attendees

7 Questions

14 Survey Responses





Overview

The Candidate Filing Survey was introduced for the June 5, 2012 election. This survey was developed to specifically evaluate the service provided to candidates as they interact with Department staff as they file their candidacy for office prior to an election.

Because every election in Orange County is consolidated and conducted by the Orange County Registrar of Voters, there are a variety of candidates who interact with Department staff. These include candidates for city council, school board and statewide offices such as California State Assembly and Senate. It is the goal of the office that an excellent level of customer service be provided 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 gauge the level of service provided, candidates were surveyed on whether they found the process to be organized and efficient, if the staff was knowledgeable, if staff were courteous and professional, if waiting time was efficiently managed, and the overall quality of the Registrar of Voters service.

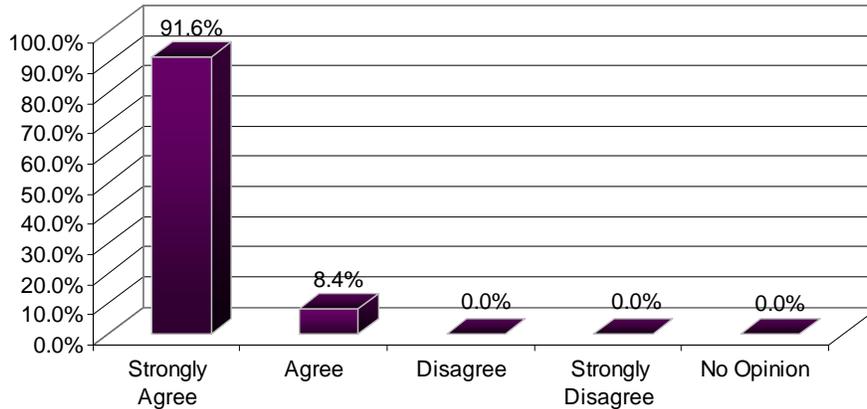
For this survey, the results and comments indicate that candidates were highly satisfied with the level of service provided. However, it should be noted that as this is the first year that this survey was utilized, there will be no data from previous years with which to measure these results against.

Candidate Experience

First, candidates were asked if they felt the process was organized and efficient. Of the 83 candidates who participated in the survey, every candidate agreed. 91.6% strongly agreed, and 8.4% agreed. These scores reflect the Candidate and Voter Services team dedication to being knowledgeable about the processes and additionally, the Department's efforts to optimize efficiency through services such as online candidate filing. Graph #46 on the following page shows the extremely positive response from candidates.

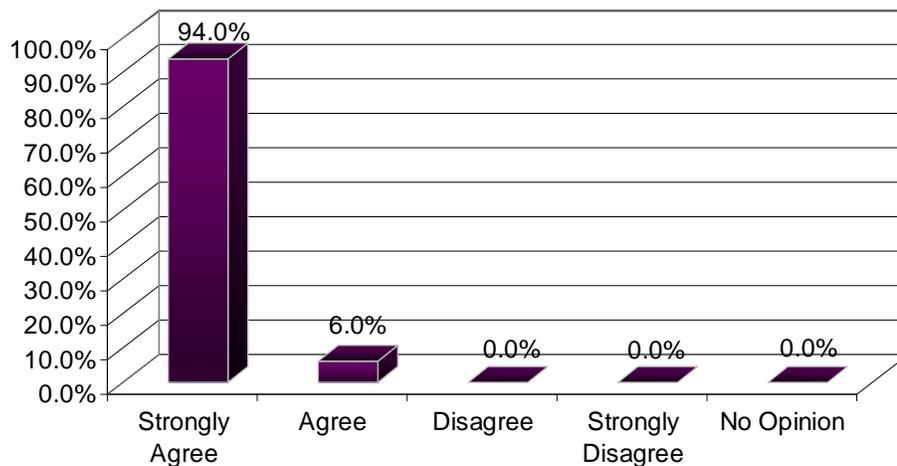


Graph #46: Candidate Felt that the Process was Organized and Efficient



Next, candidates were asked if they found staff to be knowledgeable in explaining the Candidate Filing process. Again, results highlight an overwhelmingly satisfied population of candidates as 100% agreed with this statement. 94% strongly agreed and the remaining 6% marked that they agreed with the statement. Graph #47 below shows the distribution of responses from candidates.

Graph #47: Candidate Felt that Staff Was Knowledgeable in Explaining the Candidate Filing Process



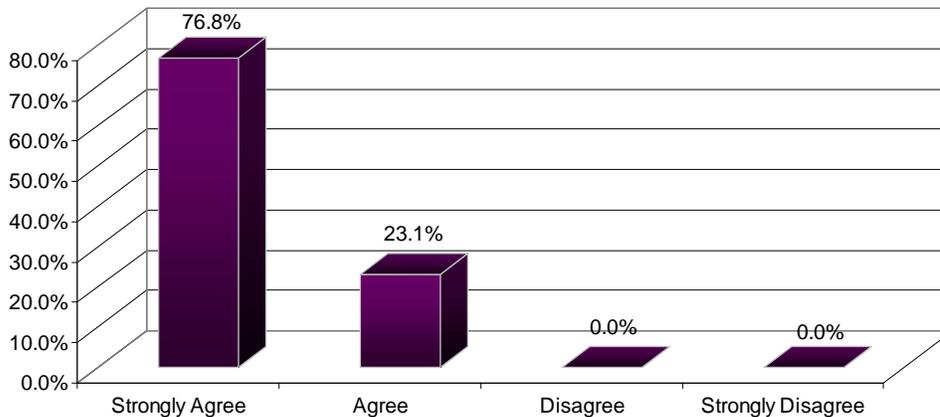


“Staff was extremely helpful. They were very patient and made the filing experience easy. Filing for the first time was stressful yet I was assured staff would work at my pace and help me however they could. Thanks!”
- Candidate Filing Survey Comment

Candidates were asked if the wait time at the office was efficiently managed. Results from this question were consistent with previous questions from this survey as the responses are strongly positive. 76.83% strongly agreed with the statement that “wait time was efficiently managed,” and 23.2% agreed. There were no candidates who disagreed.

Graph #48 below shows the responses to this question.

Graph #48: Candidate Felt that Waiting Time Was Efficiently Managed



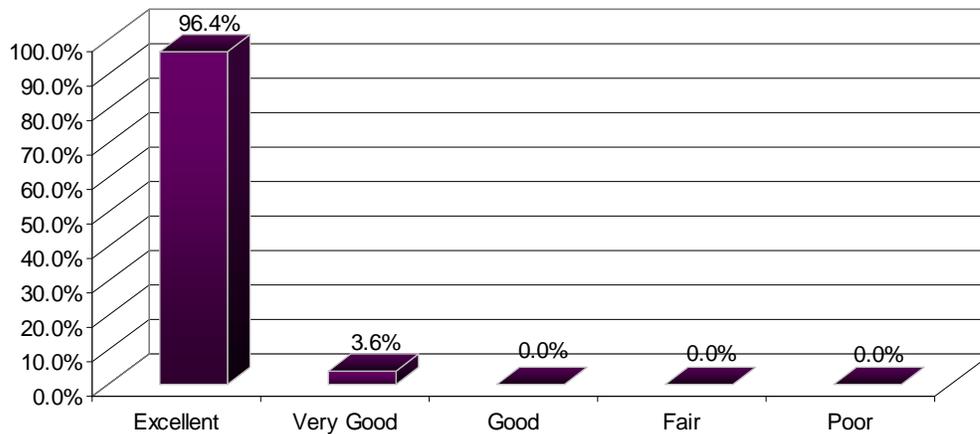
“There was virtually no wait both times I came here and staff was very nice and helpful.”
- Candidate Filing Survey Comment



In the final question of the survey, candidates were asked to rate the overall quality of the Registrar of Voters service and were given the choices excellent, very good, good, fair or poor. 96.4% of respondents said that service was excellent, and the remaining 3.6% said it was very good. There were no responses that chose good, fair or poor.

The responses are indicated in Graph #49 below.

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



Future Plans:

The Department will look for ways to better communicate the timeline of candidacy filing, especially for new candidates to provide additional clarity and understanding of the process.



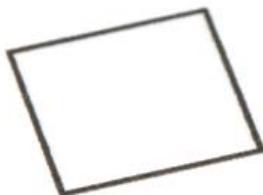
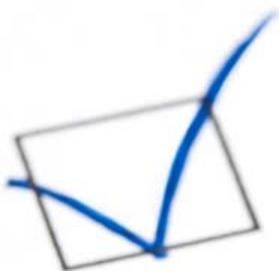
Election Academy

Survey

40 Attendees

7 Questions

14 Survey Responses





Overview

The Orange County Election Academy is an 8-week long academic program designed to teach participants about elections in Orange County, California. Participants receive comprehensive instruction on the various components of an election from Registrar of Voters staff who work in the respective areas. The curriculum includes candidate filing, campaign finance, ballot creation, communications and more. The Election Academy provides unique insight into what it takes to process candidates, build ballots and count votes. Most importantly, it provides interested citizenry the chance to participate and engage in a local agency's day-to-day activities and better understand the responsibilities and mission of the Department.

The first session of the Election Academy ran from September 8, 2010 through October 20, 2010. The second session of Election Academy, which is evaluated in the forthcoming section, ran from March 21, 2012 through May 9, 2012. There were 42 participants, and of those, 31 completed the Election Academy Survey.

Election Academy Ratings

When asked to rate the Election Academy in the following areas: class organization and planning, quality of presentations, quality of presenters, interactivity and value of class activities, and communication with the Registrar of Voters office prior to and during Election Academy, all of the respondents rated the Election Academy as good, very good or excellent. The Election Academy was rated highest for quality of presenters, while the other areas, organization and planning, quality of presentations, and the interactivity and value of class activities were rated slightly lower. According to comments from the survey, the low scores for interactivity and value of class activities may be attributed to the tendency of activities to extend the length of an already lengthy class. Certain attendees would have preferred to opt out of the activities in favor of a shorter class.

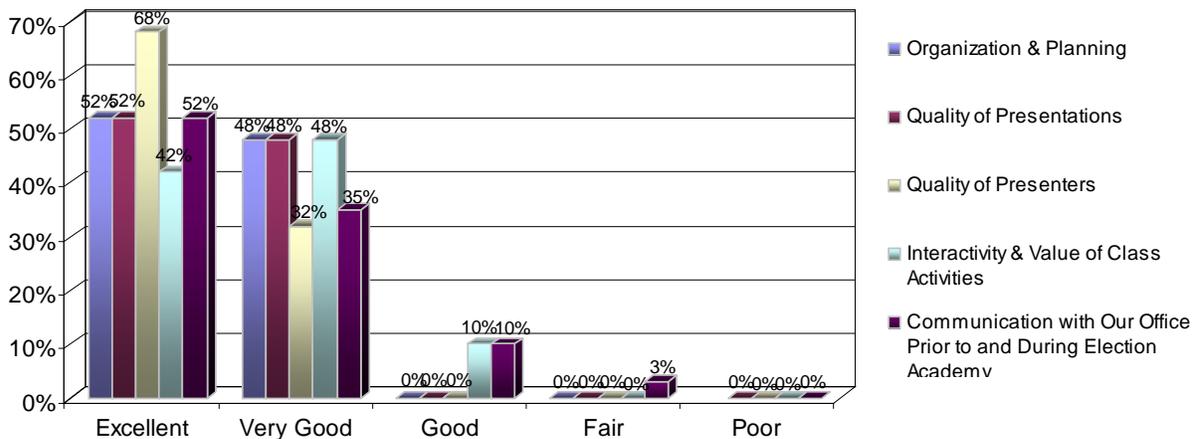
However, ratings for the Election Academy were overall strong and indicate an overall improvement.



“I enjoyed the topics, handouts, tours, interaction; enjoyed the hands on learning, developing an understanding and appreciation for everyone and what they do at the Registrar of Voters.”
 - Election Academy Survey Comment

Graph #49 below shows the various ratings the Election Academy received.

Graph #49: Please Rate the Election Academy in Each of the Following Areas



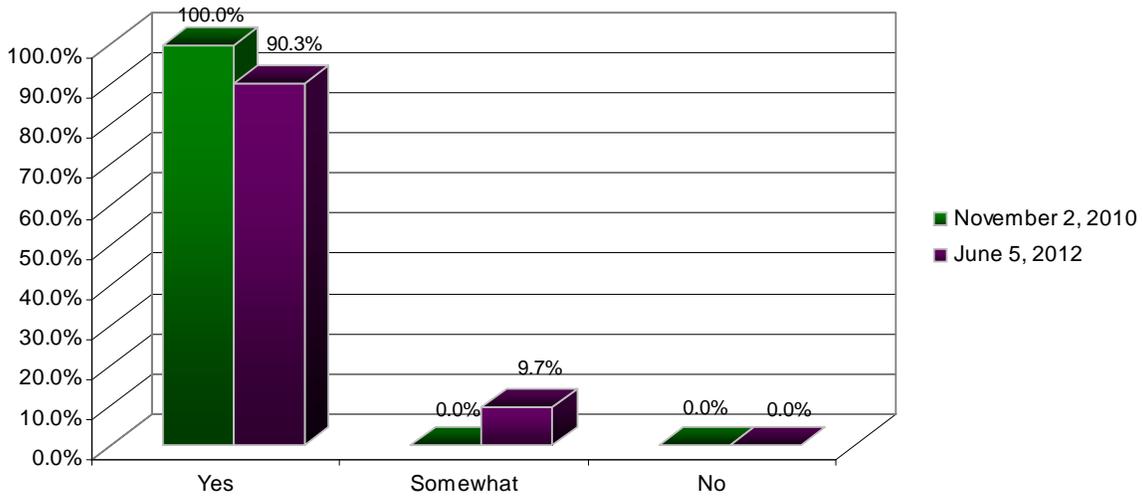
Material Covered

Election Academy participants were then asked to either agree or disagree with the statement, “I found the material in class to be informative,” by marking that they strongly agree, somewhat agree, somewhat disagree or strongly disagree. As can be noted in Chart #50 on the next page, participants overwhelmingly agreed with this statement. 90% of respondents said they strongly agreed, 10% said they somewhat agreed and there were no surveys that indicated a participant somewhat or strongly disagreed.



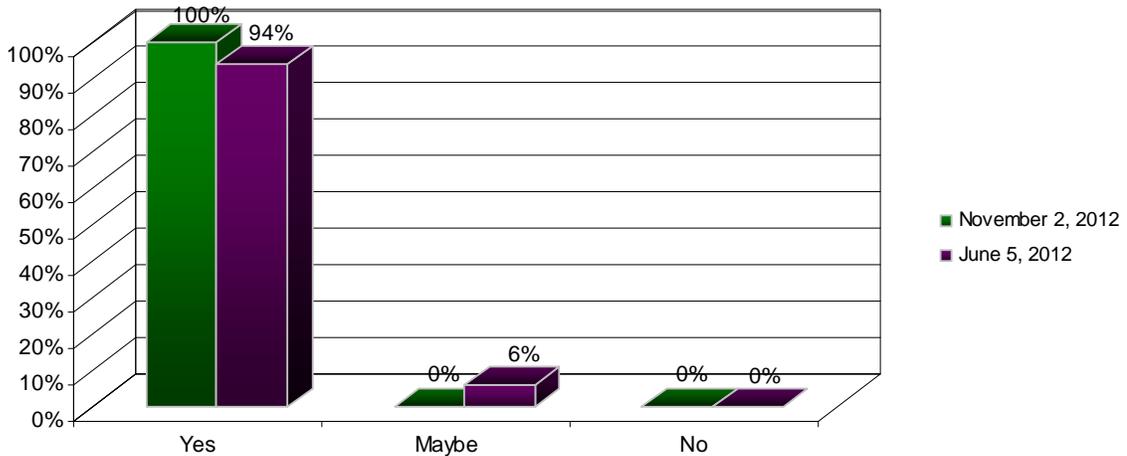
This is a reflection of material that was developed and presented by local experts on each issue and finding new ways to present that material. For instance, a panel of local media experts or participants presented in one module, and received high praise from Election Academy members in survey comments.

Graph #50: I Found the Material In Class to Be Informative



Similarly, respondents were positive in responding to the following question: Would you recommend Election Academy to a friend or colleague?

Graph #51: Would You Recommend Election Academy to a Friend of Colleague?

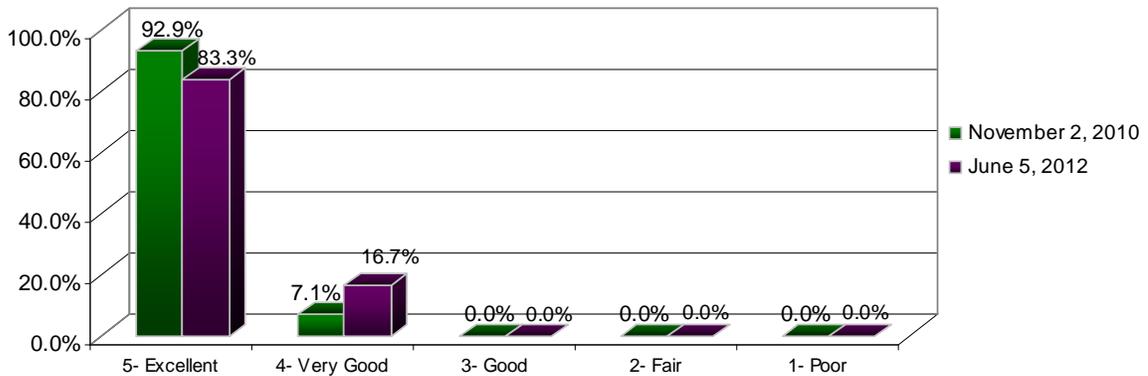




Overall Quality and Experience

The following two questions asked the respondent to rate quality of the Registrar of Voters' service and overall experience attending Election Academy on a scale of 1 to 5, 5 being excellent. All of the respondents rated the Registrar of Voters' service as very good or excellent.

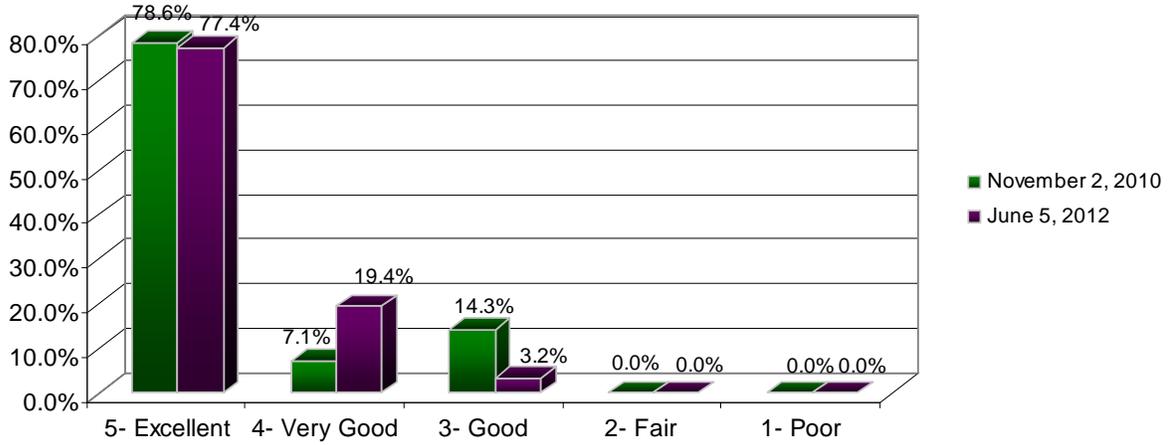
Graph #52: Overall Quality of Registrar of Voters Service, on a Scale of One to Five, Five Being Excellent and One Being Poor



The majority of the respondents rated their experience attending Election Academy as excellent without any respondents rating it as fair or poor.



Graph #53: Overall Experience Attending Election Academy, on a Scale of One to Five, Five Being Excellent and One Being Poor





The June 5, 2012 survey results were overwhelmingly positive from poll workers, polling locations, candidates and voters. Despite significant changes and improvements, the June 5th Primary Election was executed successfully and garnered praise in survey responses.

Notable changes from previous elections included:

- » An increase in poll workers with extensive experience in elections
- » An increase in those who referenced electronic options as their primary source of staying informed
- » The addition of Candidate Filing and Coordinator Survey results

Areas that increased their rating consist of:

- » High scores from poll workers on training, including the facility and tools provided to them by the Registrar of Voters
- » Supply Distribution, while high before, continued to increase scores from previous elections
- » Positive responses for recruiters being rated overall by poll workers

Responses that require an increased response from the Department are:

- » Issues with equipment deliveries
- » Overall interaction from the Registrar of Voters to poll workers
- » Customer service provided by the Poll Worker Customer Service Phone Bank
- » Representative explanations of the features of the Poll Worker PASS
- » Improved communication and interaction with polling places

The Registrar of Voters will continue to work to improve its service levels and address issues brought up by June 5, 2012 Primary Election survey results.