



Putting the Voter First

VCA LITE IN SHASTA COUNTY
CATHY DARLING ALLEN, CLERK/ROV

Background

Who I am

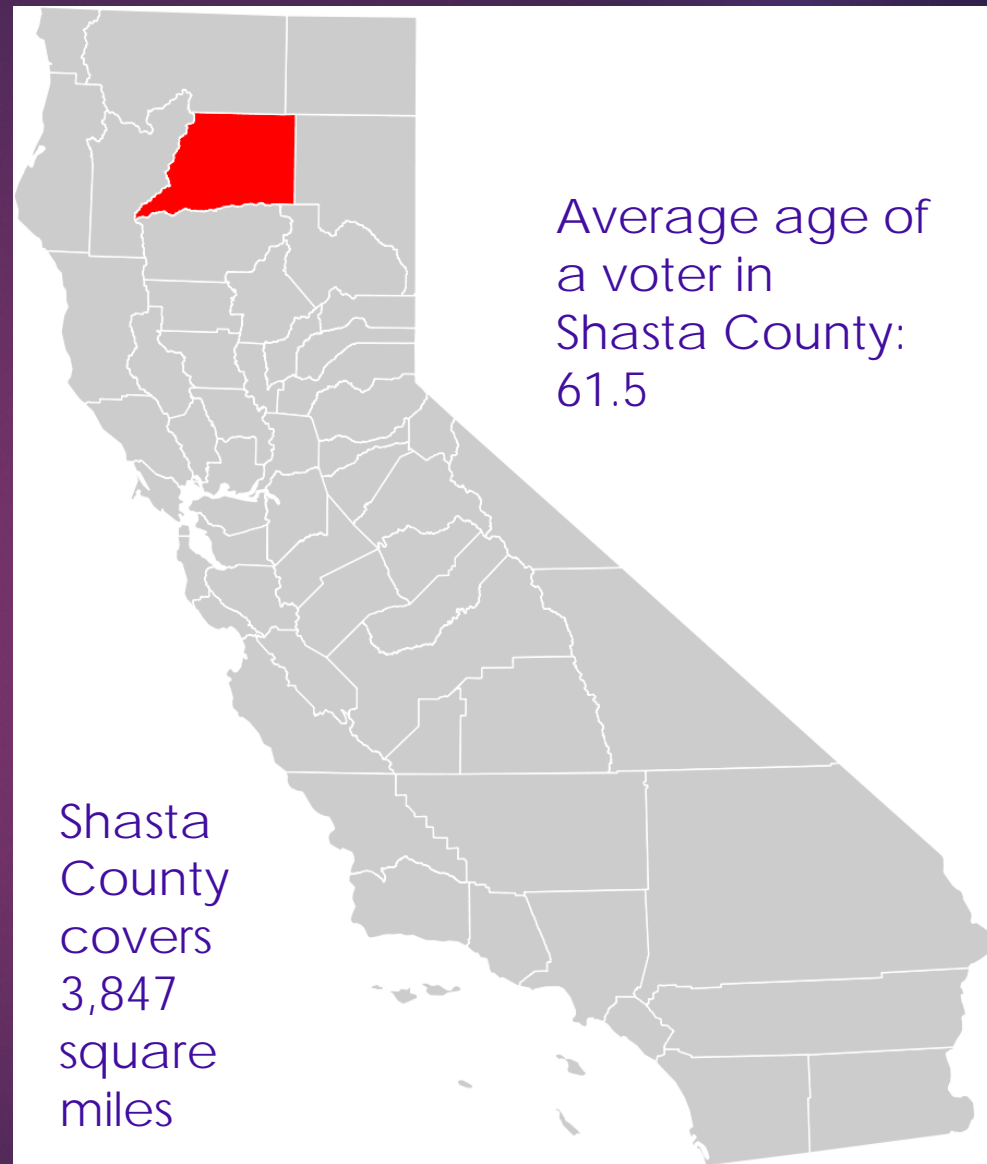
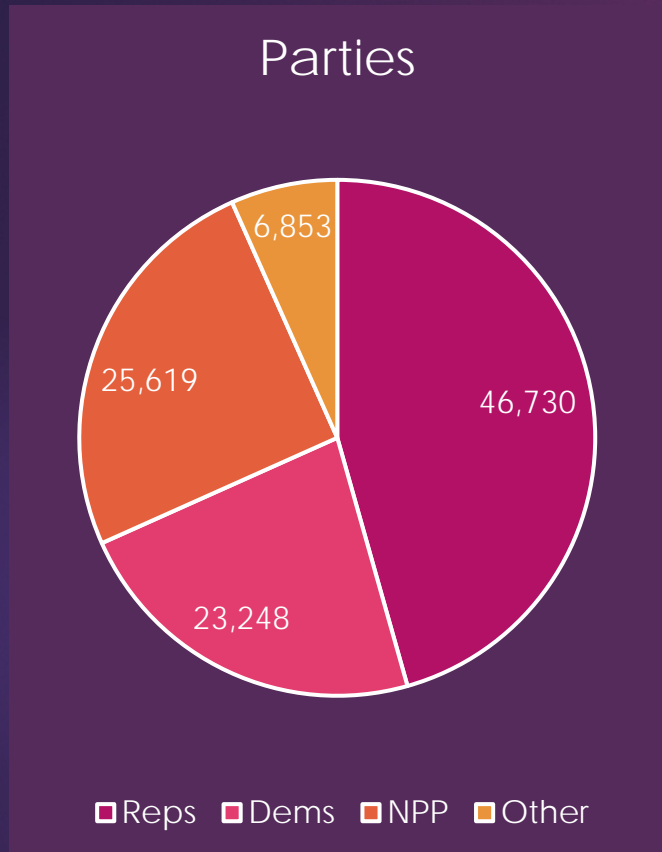
- ▶ County Clerk/RoV since 2004
- ▶ Most of my work experience prior to government was customer service focused
- ▶ Customer service is very important to me, & my staff do an excellent job of bringing that to the customer experience every day

Customer experience

My office gets

- ▶ thank you cards
- ▶ flowers
- ▶ chocolates, cookies, donuts
- ▶ other expressions of appreciation from our customers
- ▶ I have to give all credit to my staff for that.
I share this to demonstrate that we focus on customer service in general and for voters especially as a part of our office culture. This is a perfect fit for VCA activities, from my point of view.

Shasta County



VCA in Shasta County

- ▶ Shasta County economics
- ▶ 102,000 registered voters
- ▶ 72,325 of those are permanent vote by mail
- ▶ 4,000 or so are in all mail precincts
- ▶ We are already serving the majority of our voters as mail ballot voters, so adopting those pieces of the VCA we can, only makes sense for us.

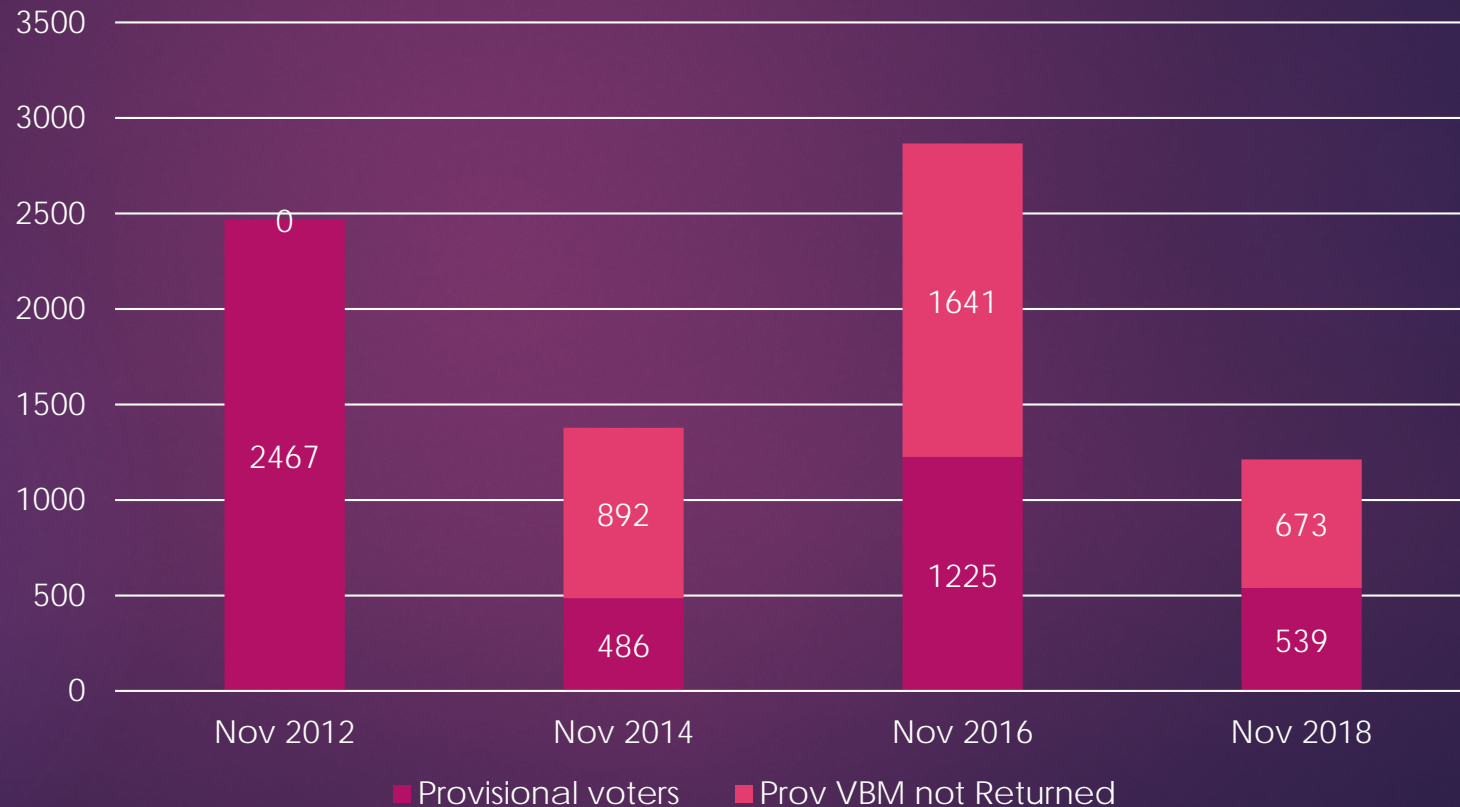
Provisional Hotline

- ▶ EC 3015 was amended in SB 286, and chaptered October, 2017.
- ▶ Shasta County implemented a new voting system in 2018, so we decided not to make major procedural changes in the primary.
- ▶ At the General election in November 2018 we implemented the Provisional Hotline for the first time.
- ▶ Poll worker training and election day procedures updated
- ▶ Included instructions for vote by mail voters who appear in person at their correct polling place but...
- ▶ Didn't bring their ballot with them
- ▶ Poll workers called in to verify that ballot had not been voted
- ▶ We voided the issued ballot immediately in our EMS

Ancillary benefit: administrative economy

Provisionals in General Elections – Shasta

- ▶ Provisional ballots are expensive; they have to be handled one at a time and individually evaluated



1,700 phone calls answered

- ▶ Each of the phone calls answered on the hotline represents:
- ▶ A voter who didn't have to complete a provisional envelope
- ▶ A voter who didn't have to complete a new voter registration card
- ▶ A voter who got to vote a regular ballot at the precinct – *the reason they appeared that day*
- ▶ A member of the public approached their government and got the service they were looking for, right away, that minute

This photo was taken at
7:41pm Election Night



Ballot drop boxes

- ▶ In 2012 we sent this to voters

Drop Off Your Ballot

**Convenient Secure No Stamps
Open 24 hours!**

Two new locations!

Elections Office
1643 Market Street
Market Street Promenade—right in front

AND

Redding City Hall
in the round driveway in front of
777 Cypress Avenue
next to the utility Payment Drop Box



Drop Boxes Available until 8pm Election Day

Drop Boxes 2018

- ▶ November 2018 we mailed this insert to 76,334 voters

We've added more locations to drop off your vote-by-mail ballot!

Holiday Market
3315 Placer Street
Redding, CA 96001
Open 6am-11pm

Holiday Market
2455 Hartnell Avenue
Redding, CA 96002
Open 6am-10pm

Sav-Mor
6536 Westside Road
Redding, CA 96001
Open 7am-10pm

Holiday Market
9350 Deschutes Road
Palo Cedro, CA 96073
Open 6am-11pm

Holiday Market
20635 Gaspoint Road
Cottonwood, CA 96022
Open 6am-11pm

Drop boxes will be available during normal store hours from October 8th through November 5th.

Drop boxes will close at 8pm on November 6th.

SHAS-E/0059 1106 511 1



Ballot drop boxes in 2019

- ▶ Nine locations
- ▶ All open longer than poll hours up to and including Election Day
- ▶ Our goal was to meet voters where they are
- ▶ Additional bonus: help mitigate costs of return postage for voters, and now (with legislative changes) for us

Staffed Drop Box Locations

Holiday Market
3315 Placer Street,
Redding
Open 6am-11pm

Holiday Market
2455 Hartnell Avenue,
Redding
Open 6am-10pm

Holiday Market
9350 Deschutes Road,
Palo Cedro
Open 6am-11pm

Holiday Market
20635 Gaspoint Road,
Cottonwood
Open 6am-11pm

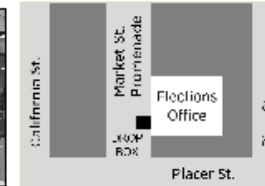
Sav.Mor
6536 Westside Road,
Redding
Open 7am-10pm

24 Hour Drop Box Locations

The following drop boxes are open 24 hours a day until 8pm Election Day.

Shasta County Elections Office

1643 Market Street,
Redding
Look under the green awning at the south end of the Market Street Promenade.



Redding City Hall

777 Cypress Avenue,
Redding
Look in front of the building, next to the Utility Payment Drop Box.



Anderson City Hall

1887 Howard Street,
Anderson
Look in front of the building, near the corner of Howard and Silver streets.

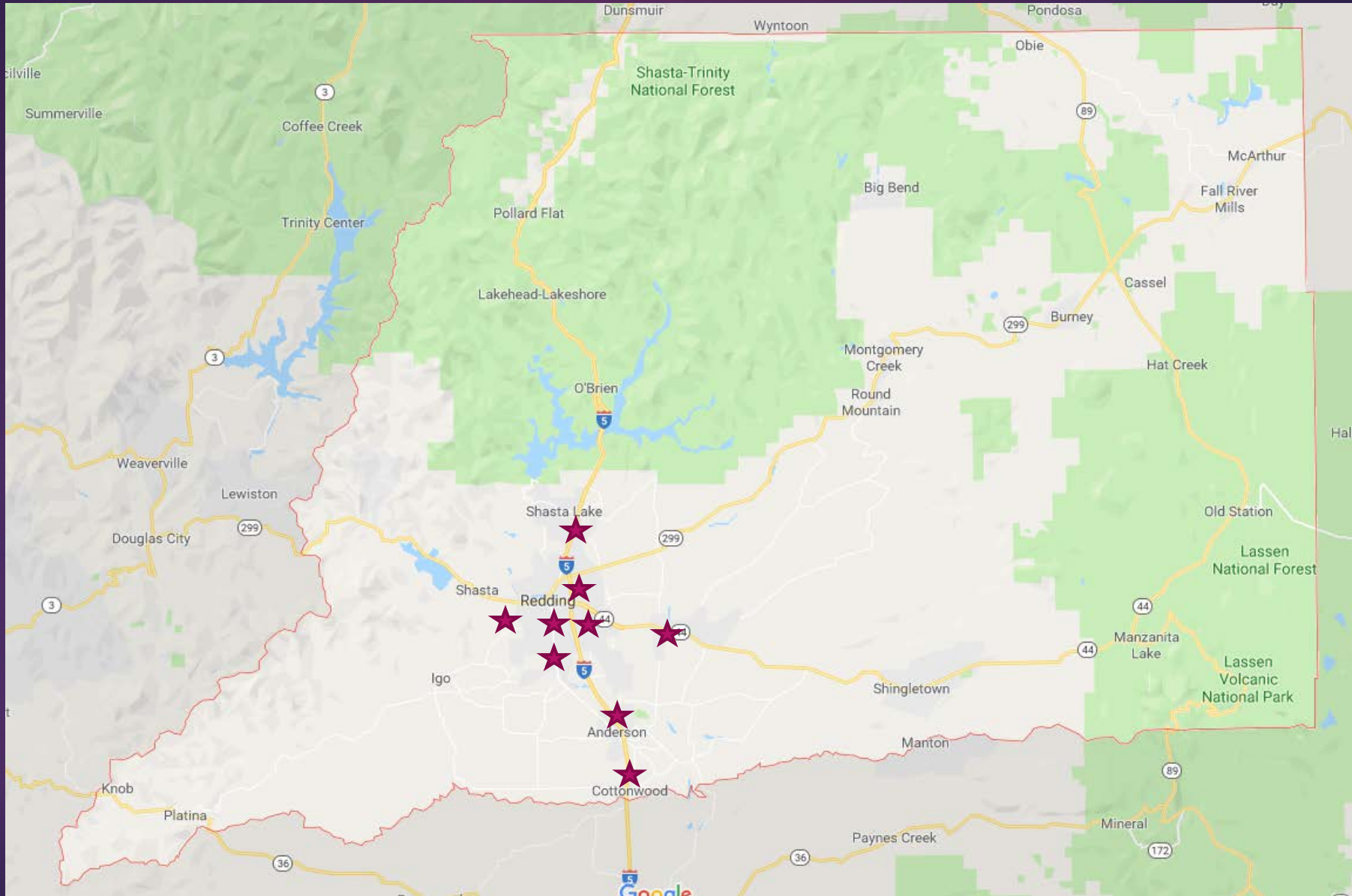


Shasta Lake Visitor Center

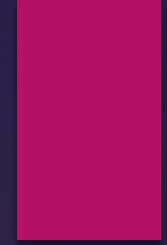
1525 Median Avenue,
Shasta Lake
Look in front of the building, next to the main entrance.



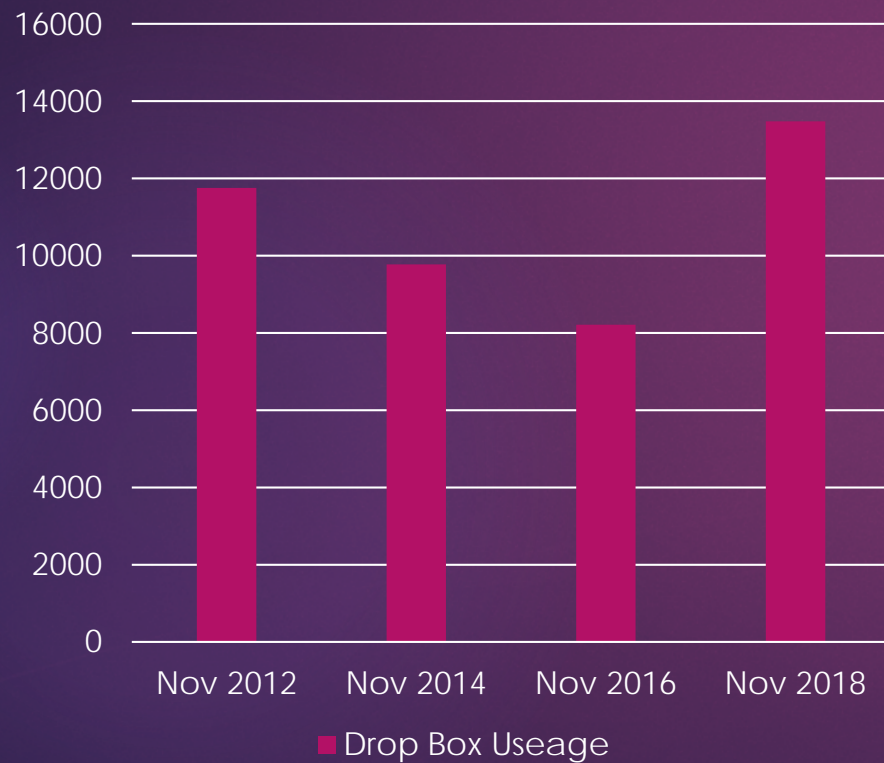
Drop Box Locations 2019



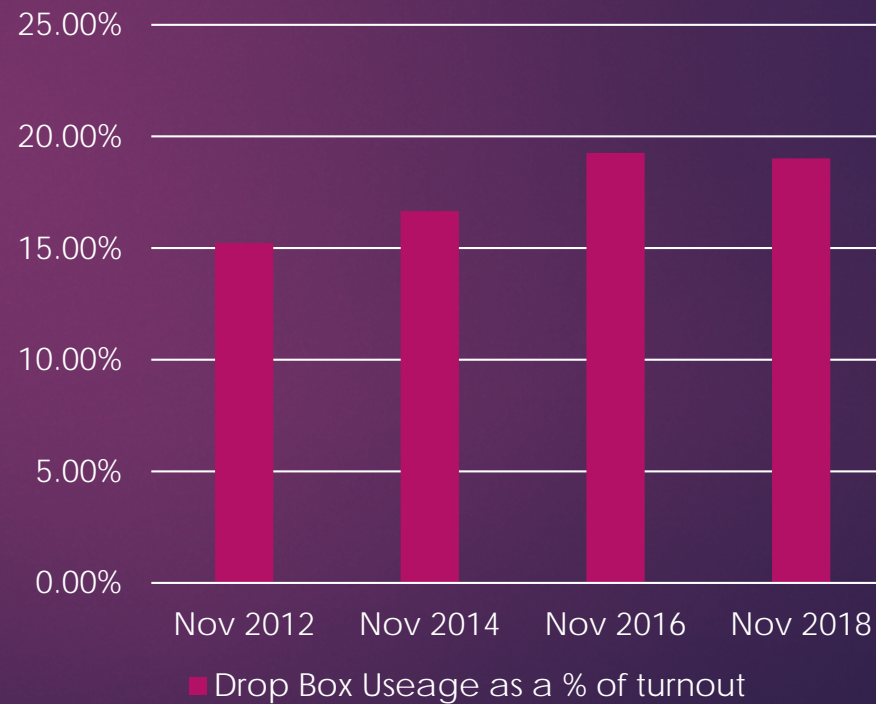
Ballots returned in drop boxes



Drop Box Useage



Drop Box Useage as a % of turnout



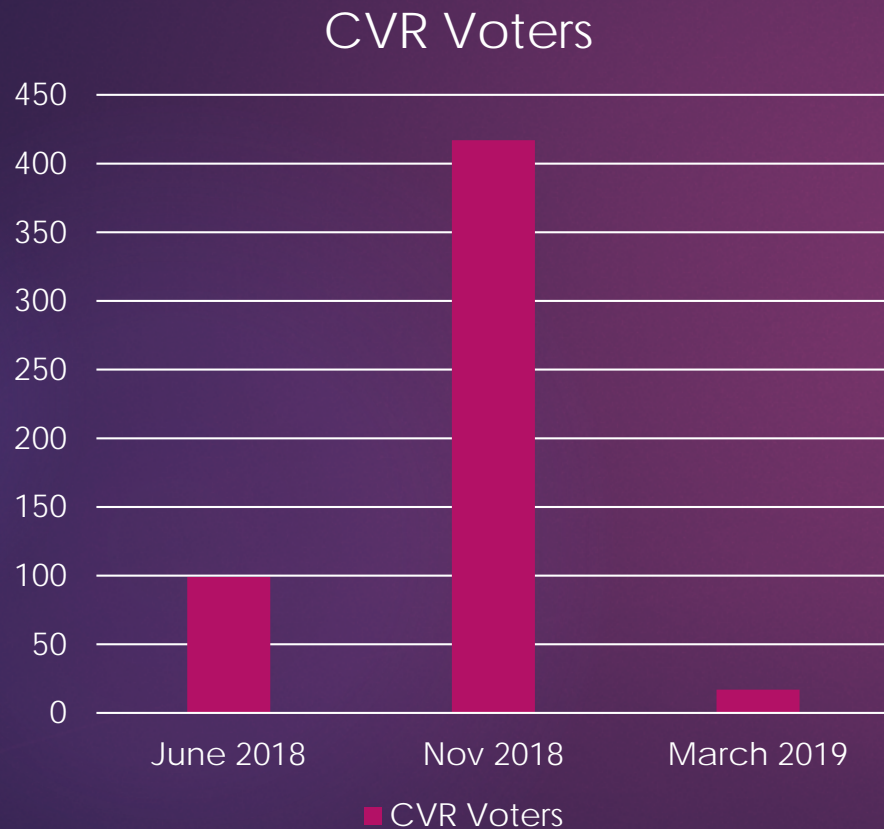
Early voting in office

- ▶ 2018 was the first time we tracked early voting and have actively promoted it
- ▶ We are currently crafting language to encourage vote by mail voters who wish to, to bring their ballots to the office and run through the accessible ballot scanner.

Conditional Voter Registration & Voting

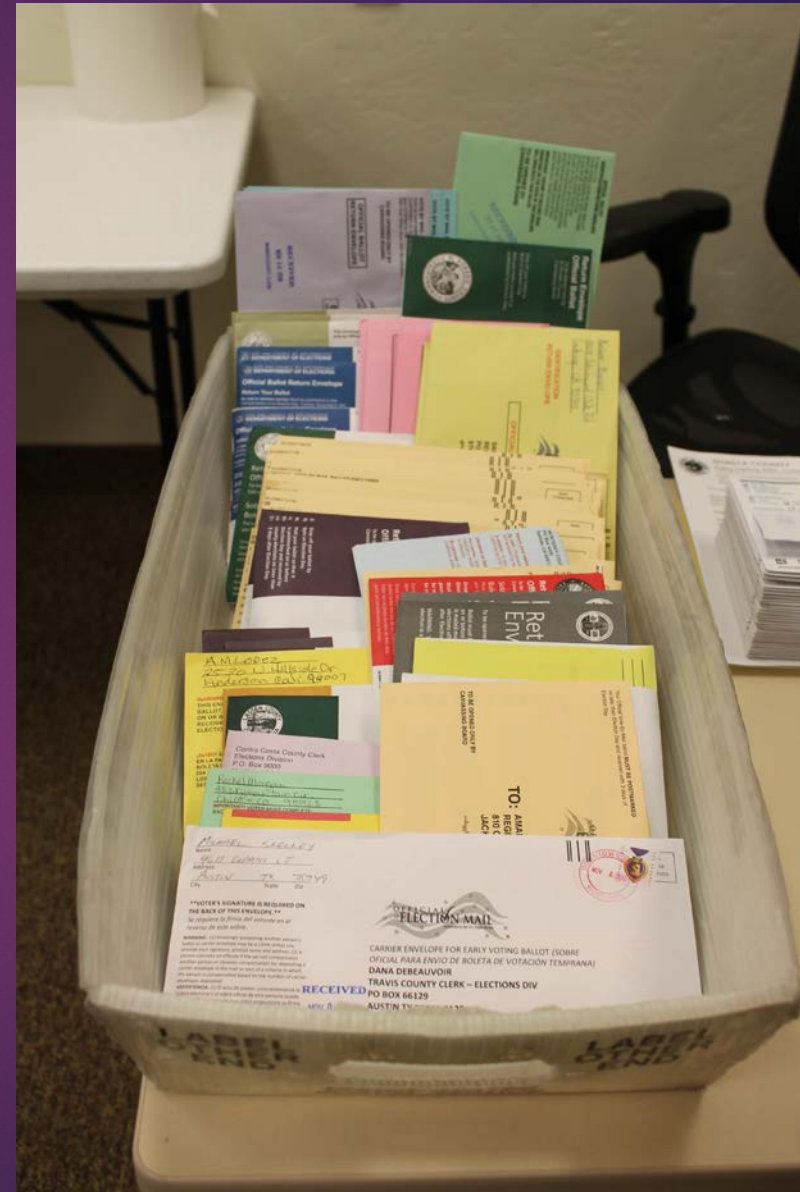
- ▶ Allows us to serve voters better by allowing us to count votes for those who failed to register before the E-15 deadline
- ▶ Removes the previous barrier of obtaining a court order to have your ballot counted
- ▶ Allows voters who have had a less-than-optimal DMV voter registration experience to have their ballots count
- ▶ The CVR VIP Room
- ▶ (thanks to Monterey County for the inspiration and cool name)

CVR voters



- ▶ In November 2018, 417 Shasta County voters had their ballots count.
- ▶ In the past, those voters would have been provisional voters and their status might not have been validated, and their vote might not have been counted.

Statewide VCA
benefit to voters –
being able to drop
off ballots at any
polling place



My amazing team in ugly sweaters





Cathy Darling Allen

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