

**Sacramento County**  
**Voting Accessibility Advisory Committee**  
**Meeting Recap**

January 30, 2018

6:00 p.m. to 7:00 p.m.

Sacramento County Voter Registration and Elections Office  
7000 65<sup>th</sup> St., Suite A, Training Room  
Sacramento

**Handouts Provided:**

Meeting Agenda; 1/9/18 Meeting Summary, Upcoming Public Work Shops

**Call to Order:**

Committee Members in Attendance: Chair Courtney Bailey, Co-Chair Margaret Johnson, Charlie Johnson, Theresa Riviera, Richard Stanley, Carol Moss, Don Tuttle, Nick Bloise, Russell Rawlings, and Irene Capps.

Committee Members Not Present: Marianne Knoy, and Terry Shanz, Charlene Jones

**Review of Previous Meeting's Recap and Action Items Results:**

- No changes requested for the January 9<sup>th</sup> notes except item Kim Alexander brought to Courtney's attention regarding the suggestion to use a local PR firm.
- The April meeting is still planned at the Arden Arcade Library Vote Center on May 29<sup>th</sup>.
- Our website font cannot be increased 2 points larger per County website policy
- Courtney emailed the VAAC about video production volunteers, she shared the mock-up of the Vote Center locations and the November meeting notes.

**Agenda Items, Updates and Discussion Comments:**

**Outreach and Advertising Spending Brainstorm**

- The Voter Registration and Election's Outreach Department displayed various event posters, new infographics, and the new "Sac County Votes" Logo. The new logo was well received. It was suggested to make branding consistent on all materials including swag, would like consistent messaging about how to vote; drop ballot in the mail, Vote by Mail ballot drop box, or Vote Center, early voting starts May 26<sup>th</sup>
- Voter's Choice Posters will be displayed in the lobby of the Admin Building. A new poster will be displayed each month with new features of the VCA.
- The first of the 2 postcards informing Sacramento County voters of the Voter's Choice Act will be mailed on 2/5/18. A sample of the postcard was shown. It was noted that the postcard did not have anything about the Accessible Voting System and that the committee would like to see that mentioned on the next postcard and in other informational materials.
- To assist Outreach with the best way to utilize the budget and reach various communities about the new VCA, the committee members were given a form to fill out on how they would specifically spend the advertising budget.

- Advertising ideas discussed include: Inserts in utility bills and newsletters (SMUD, banks, VFW, and community). Because utility bill inserts require several months notice, it may be an option for the November election. Possible connections mentioned Gregg Fishman, President of SMUD and Debra Ortiz, Los Rios Board Member.
- Outreach is contacting small community newspapers for free articles.
- How can we find out what advertising is working/not working? Can Mindy Romero with California Civic Engagement Project collaborate with the County to collect this information? Courtney will follow-up with Mindy
- Use RT bus routes. Buses are moving billboards. Courtney will be presenting an overview of the VCA at the Regional Transit Mobility Advisory Committee meeting on February 2<sup>nd</sup> and see what roll RT can play. Free rides for “I voted stickers”, advertising? She will provide an update after the meeting.
- News and Review is offering to do personal interest stories.
- Focus on advertising for disabled communities. What types of advertising works best for deaf and blind communities? Check with California Council for the Blind, NorCal Council for the Deaf and Blind and Sacramento Society for the Blind. Outreach currently has a meeting scheduled to meet with the Sacramento Society for the Blind
- How to reach homeless communities: Loaves and Fishes, Sacramento Council to End Homelessness. Utilize DHA to reach out to homeless and mental health communities.

## Updates

- VCA postcard to be mailed to all registered voters on 2/5
- Courtney will present at RT MAC meeting 2/2
- VRE is holding a VCA Open House on March 5<sup>th</sup>. There will be equipment demonstrations for the media in the morning and public in the afternoon. Democracy Live will demonstrate the Accessible Voting System. This will be advertised through a press release and social media
- Public Education Workshops for Languages scheduled in March
- Public Workshops scheduled at libraries 2 weekends in April
- Isleton Community Center is not accessible due to excessive slopes, loose gravel and cracked pavement in the parking lot. It is the only site near public transportation. We are having trouble finding any site in Isleton that is accessible and meets the criteria of a Vote Center
- EAP has been updated and getting clarification from SOS if another 2 week comment period will be required
- A 45 second video of what a VC looks like is scheduled to be filmed on 2/5. Volunteers to participate are welcome

## Action Items:

- Send out Isleton barrier information for VAAC review
- Future topics- Voter ID requirements and Same Day Registration
- Contact Mindy Romero about survey to determine what advertising was most effective
- Follow-up with Russell Rawlings on his Isleton contact
- Follow-up with Sac Metro Chamber about Isleton accessibility issues