



Poll Worker Network Meeting Minutes

November 14, 2017 – 2 p.m. – 3:30 p.m.

City Hall, Room 305

Meeting Attendees:

Mayank Patel	Addison Nuding	Susan Fong	Cory Comer
Yelena Cappello	Chiara Ogan	Christopher Tai	John Silmser
Aurora Livingston	Barry Pearl	Peter Munks	

1. Introduction: Mayank led the meeting with introductions and explained some news regarding the June 5, 2018 Election. There may be less public high school students participating in the next elections due to the conflicting finals schedule. There will be an increased outreach and recruitment effort towards Japanese, Korean, and Vietnamese poll workers. There is the potential for a new voting system since the current voting system contact expires at the end of 2018 with Dominion.
2. Share Updated Poll Worker Profile Mockup.
  - Updated every day at 6 p.m.
  - Will have a panel layout
  - Announcements and Reminders
  - Name, Position, Number of Elections Served
  - Contact Information: This will come directly from EIMS. If someone wants to update their information, they will need to complete an online form. This is a new and efficient way for us keep our poll worker contact information up to date.
  - Training Class Schedule
  - Bilingual Training
  - Stipend Information – General information including dates and steps if check is lost
  - PW Resources – Link to webpage
  - Assignment Info: This is the best way to see the most up to date precinct assignments. If a poll worker's assignment is changed, they will receive a phone call but they can also access their updated assignment here.
  - Staffing Sheet: This is the best way to see the most up to date staffing sheets. Staffing sheets placed in inspector bags are printed two weeks before Election Day and are often out of date from re-assignments and cancellations.
  - Provide Feedback – link to post-election survey

Consider outreach before the Election to encourage poll workers to confirm information shown in the profile is current

- Currently we include a message in the availability letter and email blast to re-direct them to the profile

3. Recruitment Materials

a. New Poster –

Brainstorm the contents of the poster

What is the call to action? When someone sees this poster, what is it that you want them to do?

Some suggestions from the group: Less is more, use the image to convey what a poll worker actually does, the new name tag photo draws the eye, the photo on the post card used last election looks like a doctor's office, perhaps use a photo of people voting

The poster should answer: Yes, I want to be an Election Worker, what is my next step? We can address this by making the call to action as big as the headline

Suggestions for a headline:

- Be an Election Worker, Serve and earn up to \$195
- Be an Election Worker, Serve your local community
- Serve your City, One Election at a time
- Be an Election Worker
- Serve on Election Day and Earn up to \$195

Image should not say, "Poll Workers Needed" and "Be a Poll Worker, perhaps use "Election Worker" instead of "Poll Worker," people could get confused if they don't know what a poll is

What draws people in? Emphasize the dollar amount, Earn \$195 catches the eye, earn \$195 for one day

Agreed Structure

H1: Be an Elections Worker

H2: Serve on Election Day and Earn up to 195

Languages: English only and bilingual speakers needed (names of the languages translated into the languages)

Red banner that explains where to go and when to apply: Apply at City Hall, Days and Times

Include direct Web address and phone number: [sfelections.org/pollworker](http://sfelections.org/pollworker) (415) 554-4395

Encourage people to visit our website for more information

b. Poll Worker Application

Use the same photos and graphics used on posters for consistency

Old photo on application does not make us think election, needs something more that conveys voting

c. Referral Cards

5-6 cards mailed to each poll worker with their availability letter in January

Business Card size fits in your pocket or wallet if you do not carry a bag

Smaller cards means less content

Start the conversation with the people you are handing them out to

Include the URL/Phone number

"Serve on Election Day and Earn up to \$195"

Include information how to apply, by visiting City Hall

Give instructions within the availability letter and newsletter

In the Newsletter, include "if you want to help your community come pick up more referral cards or we can mail them to you. Along with registration cards, flyers, or postcards"

#### 4. Conditional Voter Registration

Some poll workers expressed concerns with voters having to travel to City Hall

Clarification between Provisional Voting and Conditional Voting was needed

Mayank explained how people would look up their registration information using the website or by calling the Department of Elections.

Consider having a laptop or terminal available for public use. This would inevitably lead to possible tech and security issues, E-poll books are being considered for the future as they are being tested in other counties

Discussion on this topic will move to next meeting agenda.

#### Action Items:

All – Send in topics you would like to discuss in future meetings.

Mayank – Schedule and send out dates of Poll Worker Network meeting for 2018 to all members.

All – Look out for a link to RSVP to next year's meetings.

All – Share image and recruitments ideas for encouraging more people to serve as Poll Workers.