



OFFICE OF MARK CHURCH
**ASSESSOR-COUNTY CLERK-RECORDER &
CHIEF ELECTIONS OFFICER**
COUNTY OF SAN MATEO



Assessor



Clerk-Recorder



Elections

FY 2021-22 Performance

December 6, 2022





ACRE Mission Statement

“People First”

To ensure equitable service and treatment of San Mateo County property owners by accurate and fair valuation of land, improvements, and businesses.

To register San Mateo County citizens to vote and efficiently conduct transparent elections.

To create an accurate public record of recorded transactions relating to people and property within San Mateo County.

To preserve and protect our historical cultural records.

Equity

ACRE Core Values



Diversity, Equity, and Inclusion



Multi-Culturally Diverse Workforce



Community-Based Inclusionary Programs



Local and National Award-Winning Equity Programs



Workforce Diversity, Equity, and Inclusion



Culturally and Ethnically Diverse Workforce



Provide Opportunities for Career Advancement



Promote a Work Environment Free of Discrimination and Harassment



Community-Based Diversity, Equity and Inclusion

VAAC

Voting Accessibility Advisory Committee

LAAC

Language Accessibility Advisory Committee

VEOAC

Voter Education and Outreach Advisory Committee

CBO

Trusted Community-Based Partnerships



Awards



U.S. Election Assistance Commission Clearinghouse Award

- Embracing Equity and Inclusion in Elections
- Best Practices in Recruiting, Retaining, and Training Poll Workers

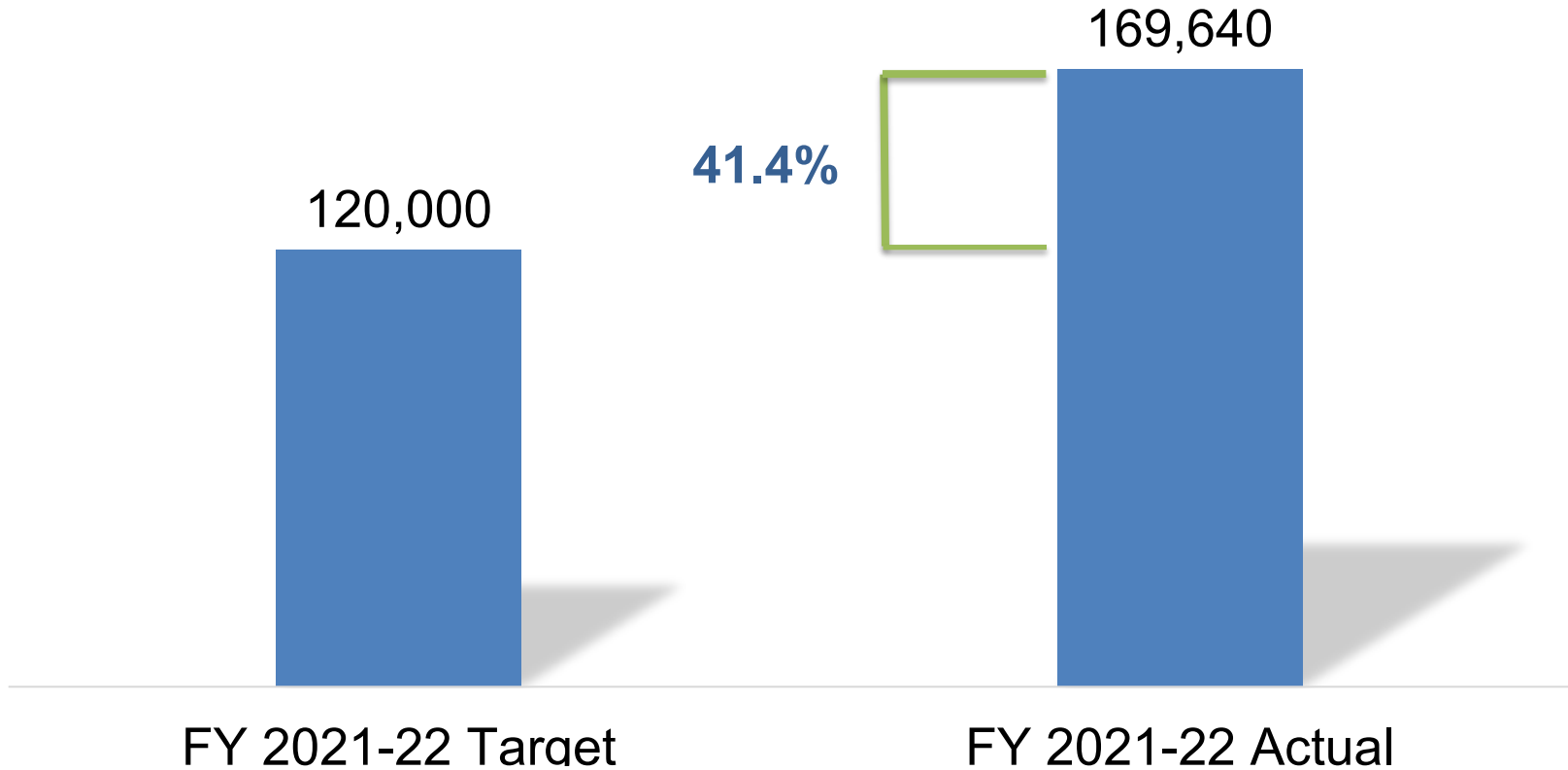


San Mateo County STARS Awards – Diversity & Inclusion Award: Equity and Inclusion Initiatives in SMC Elections



Performance Measure Spotlight

FY 2021-22 Voter Registration and Outreach Postcards Sent



Postcards Sent Over Target: 41.4%

Performance Measure Spotlight



Multi-lingual Postcards Encourage Voter Registration



English, Spanish, Chinese, Filipino and Tongan



Targeting Low Income Families under \$100,000



Mailed to Unregistered Voter Households



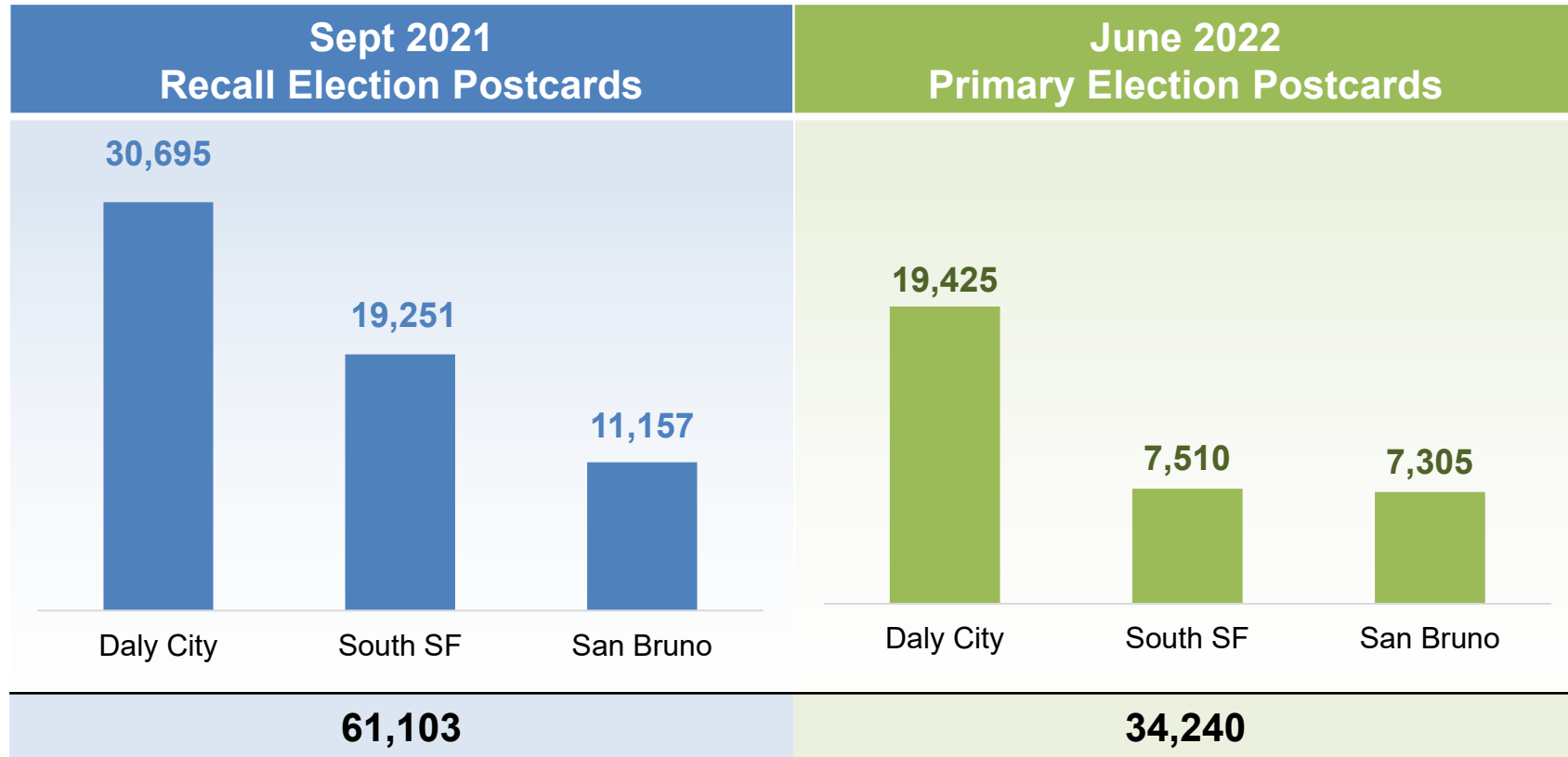
Distributed by Community-Based Organizations



Performance Measure Spotlight

Disaggregated Data

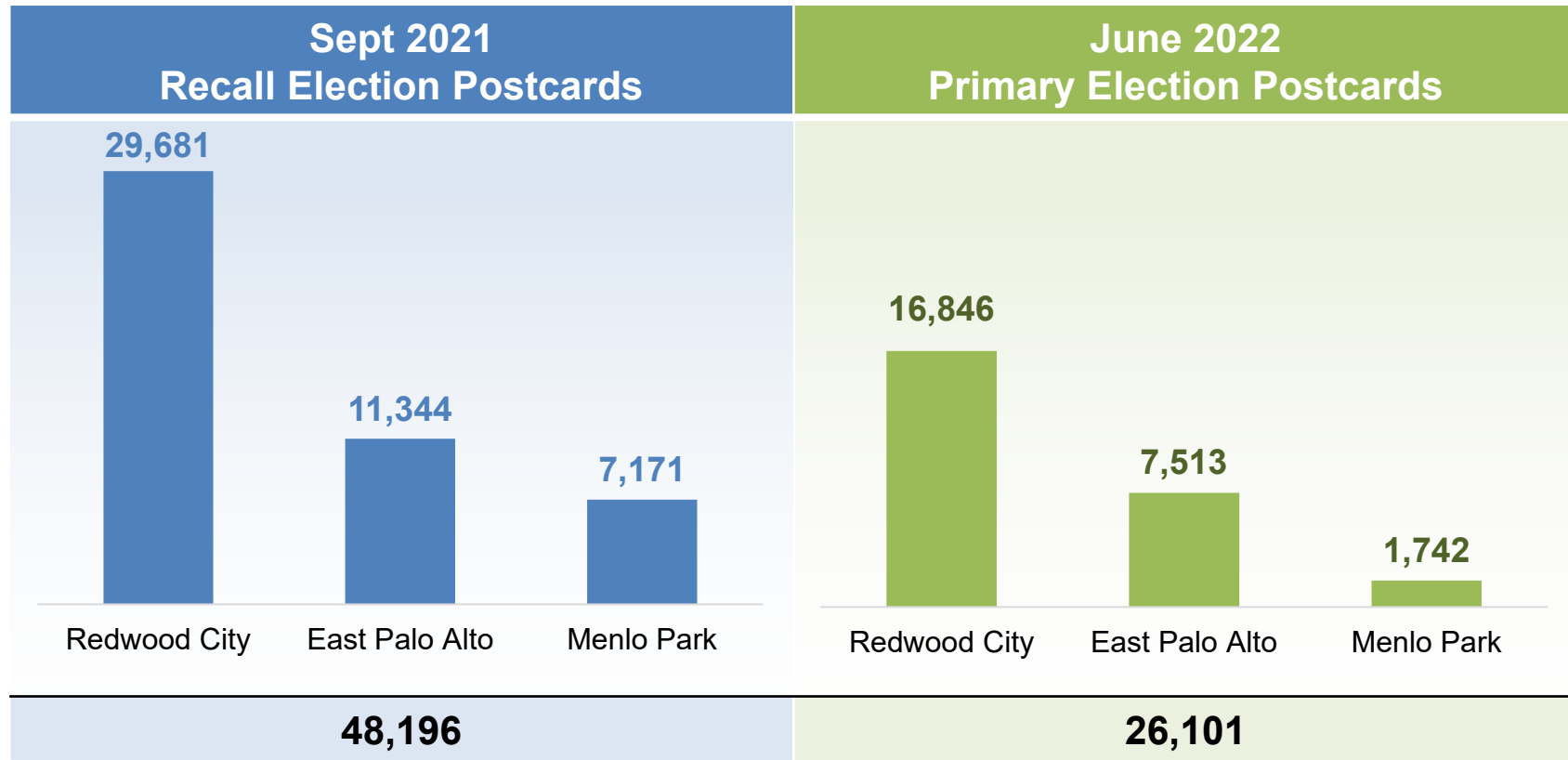
Multi-lingual Election Postcards Mailed North County



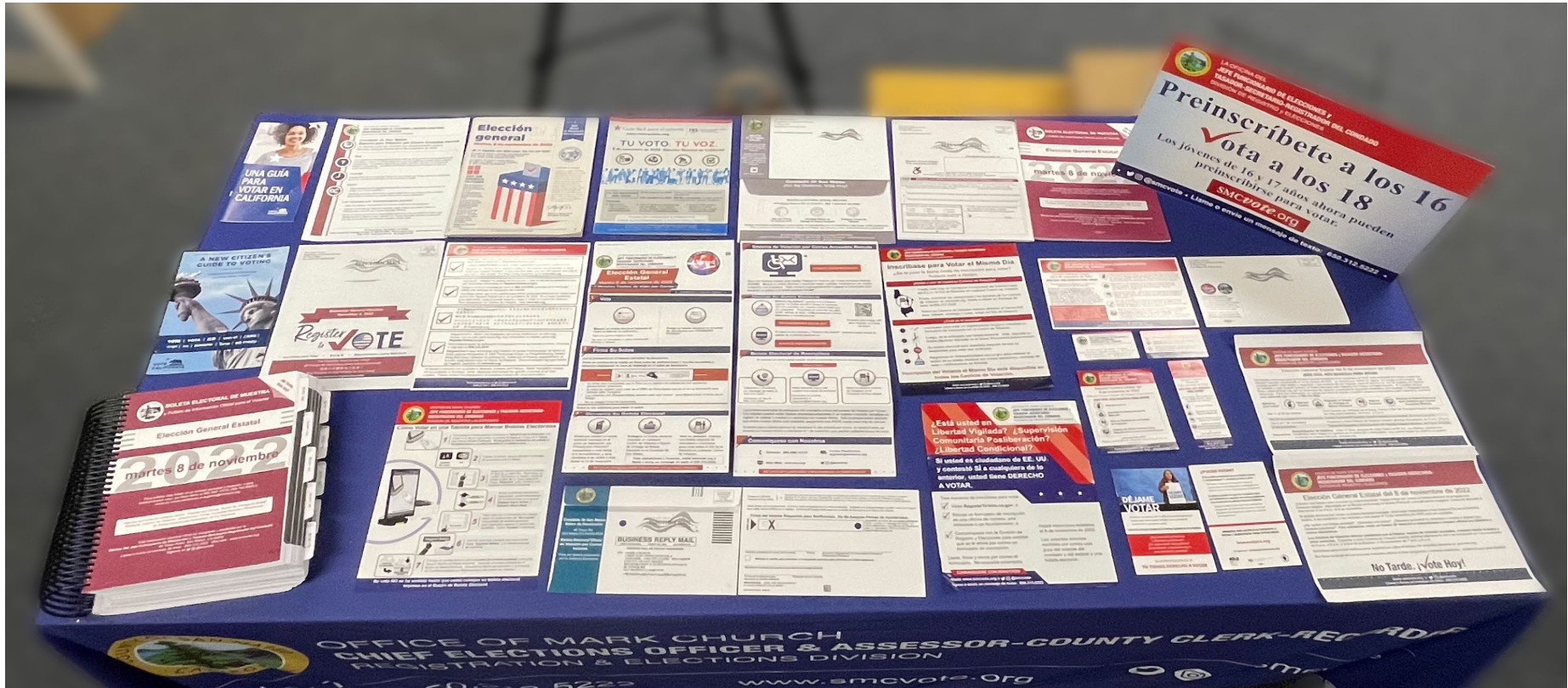
Performance Measure Spotlight

Disaggregated Data

Multi-lingual Election Postcards Mailed South County



Performance Measure Spotlight



Multi-lingual Election Materials

Restrictive Covenant Program Implementation Plan



Identify and Redact Unlawfully Restrictive Language from Deeds



Optical Character Recognition (OCR) Technology to Remove Language



County Attorney Authorization to Remove Restrictive Language



Recordation and Indexing of the Approved Restrictive Covenant Modification

Innovation Awards



U.S. Election Assistance Commission's Clearinghouse Award

Outstanding Innovations in Elections – Embracing Equity and Inclusion in Elections

- Community-Based Organization Outreach to Increase Voter Participation and Turnout
- 10.2% Increase in the Turnout Rate for Latinos and Asian Americans
- November 2020 General Election Recorded the Highest Turnout in 50 years



Innovation Awards



Achievement Awards from the National Association of Counties (NACo)

Wait Time Widget Tool

- Track Wait Times at Vote Center Locations
- Identify Nearest Vote Centers thus Reducing Carbon Footprint

GPS Ballot Box Tracking

- GPS Tracking for Real-time Information about Ballot Box Status and Location



Innovation Awards



Achievement Awards from the National Association of Counties (NACo)

GIS Assessor Parcel Web Portal

- Modernized ACRE's Parcel-based GIS System
- Developed GIS Web Portal for ACRE Staff
- Created Centralized Data Hubs
- Eliminated all Hand Drafting, Improved Workflows, and Digitized GIS Data





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Thank you

www.smcacre.org

