



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



# Equity

## 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



# Equity

## Awards



### **U.S. Election Assistance Commission Clearinghouse Award**

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

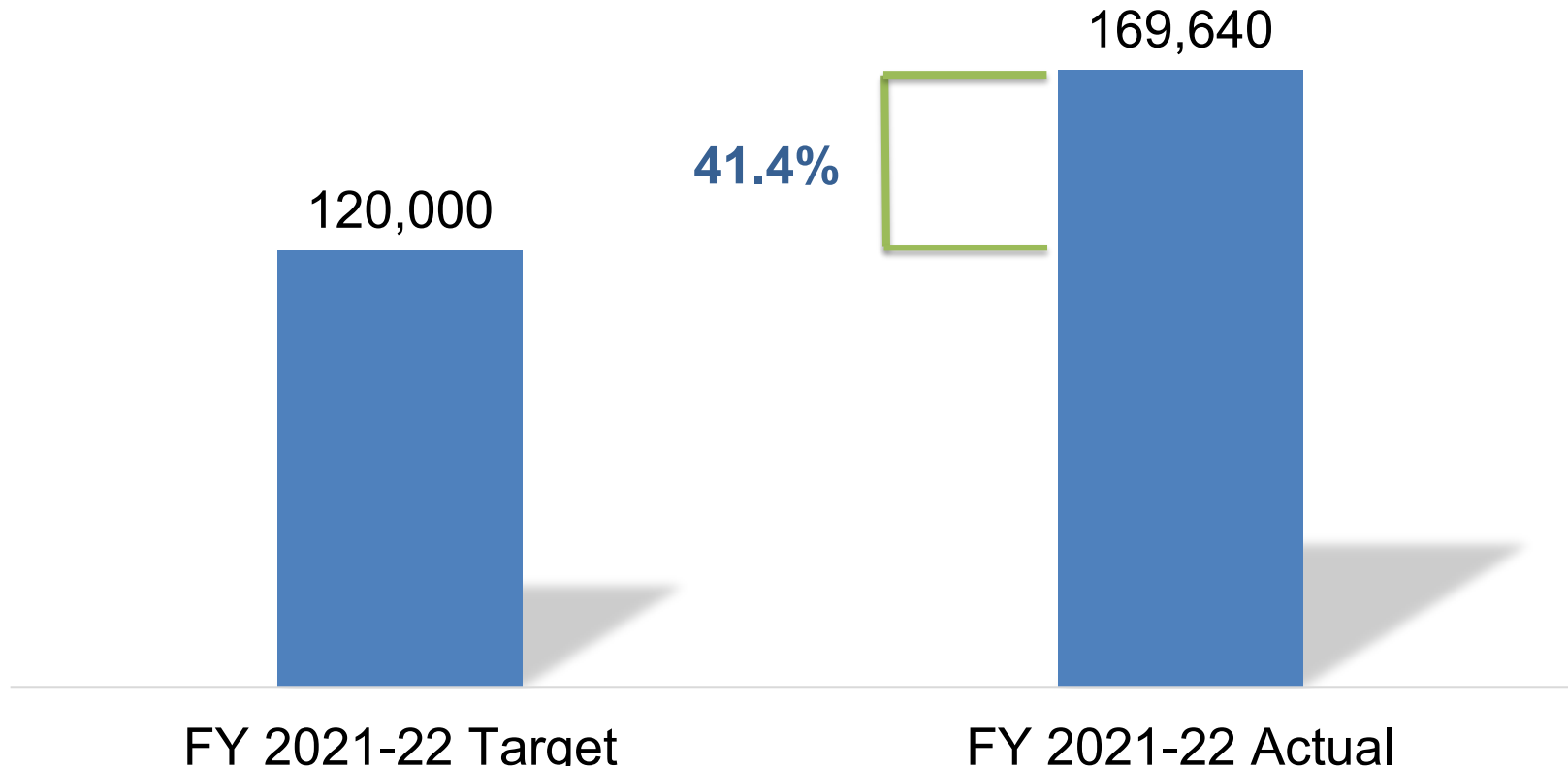


### **San Mateo County STARS Awards – Diversity & Inclusion Award: Equity and Inclusion Initiatives in SMC Elections**



# 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



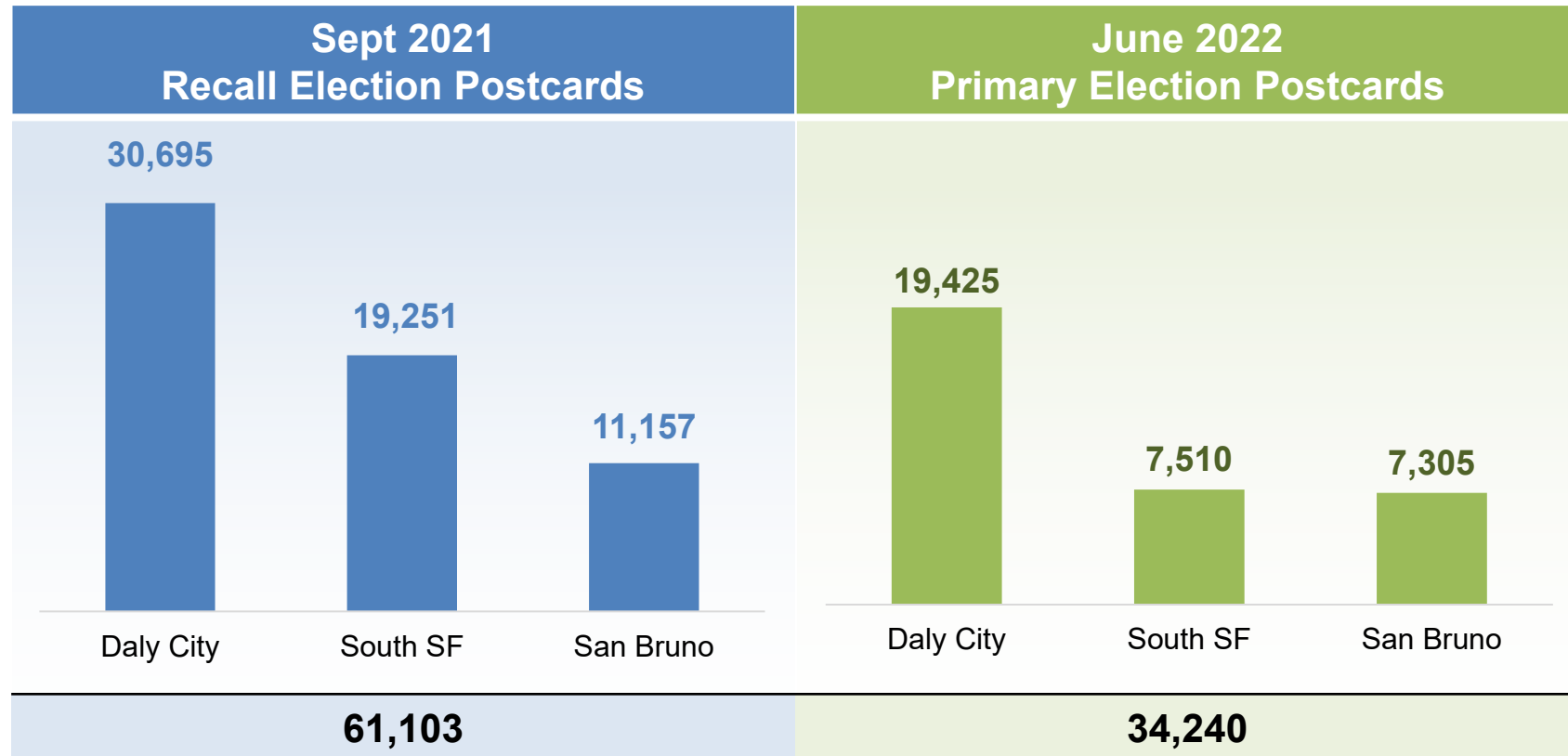
Distributed by Community-  
Based Organizations



# Performance Measure Spotlight

## Disaggregated Data

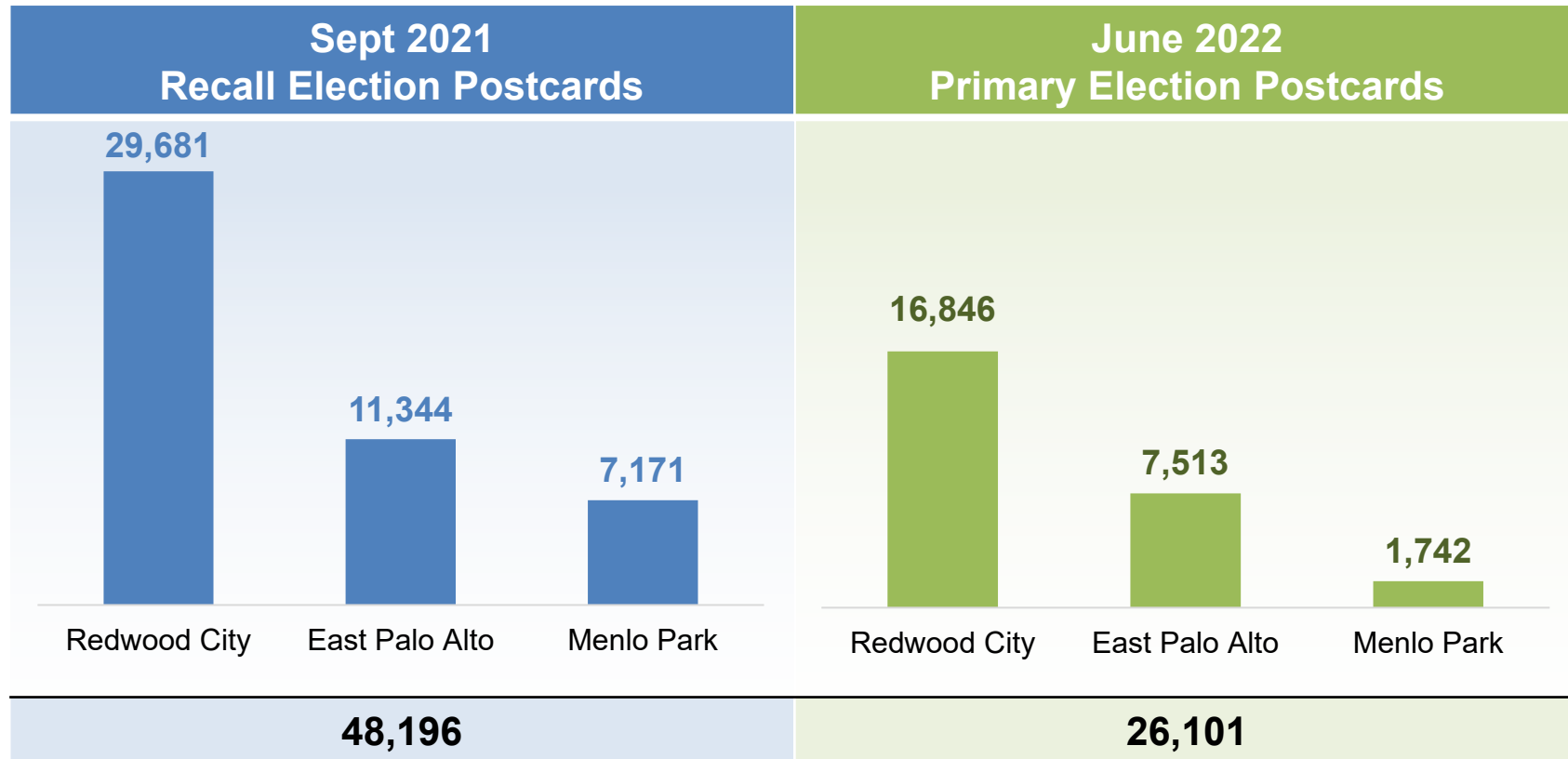
### Multi-lingual Election Postcards Mailed North County



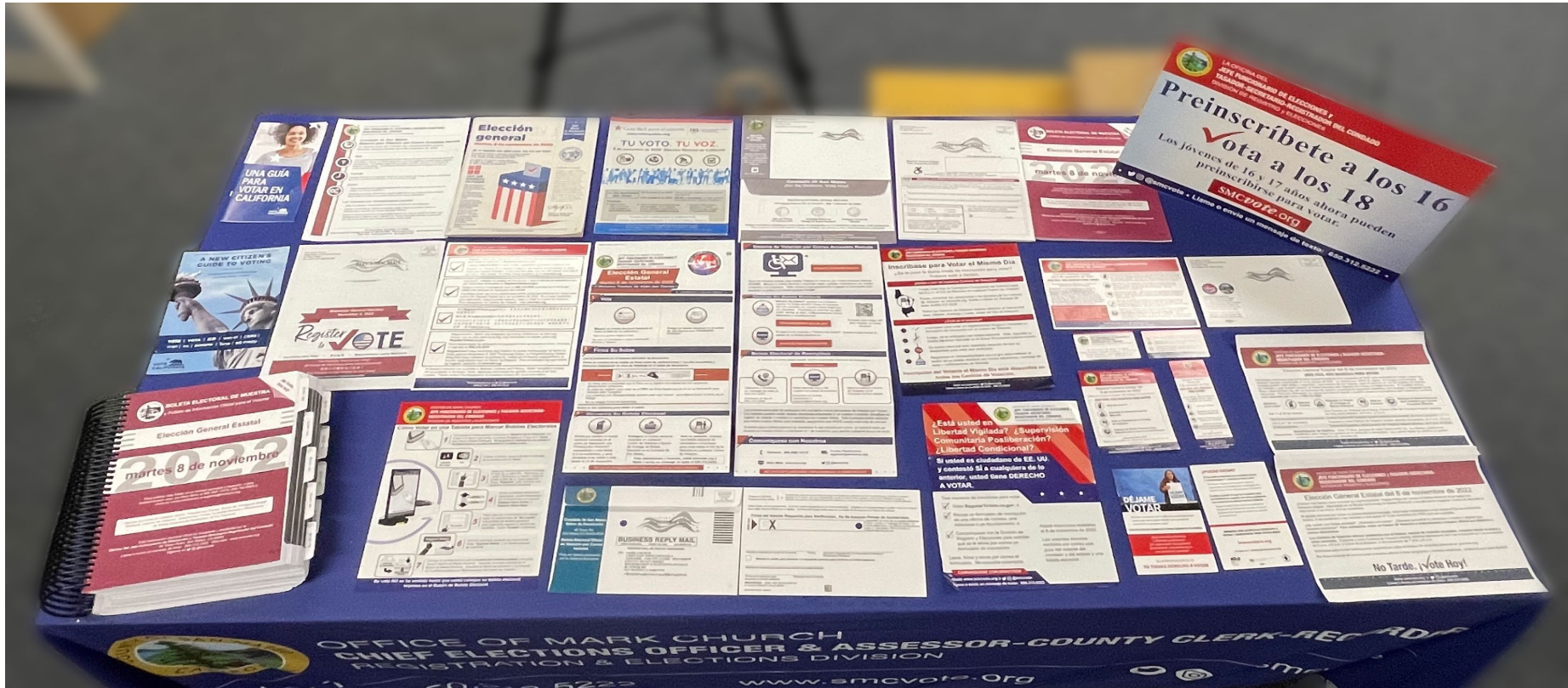
# Performance Measure Spotlight

## 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](http://www.smcacre.org)

