

## **June 5, 2018 Statewide Direct Primary Election Statistics**

The June Statewide Direct Primary Election was the first election held under the VCA in San Mateo County. The June 2018 Election was a relatively large election that saw the convergence of several new state laws, legislative mandates and new technologies designed to increase voter participation and accessibility. Four Vote Centers were opened in North, Central and South county 29 days before the election. 28 Ballot Drop-Off Locations were established during the early voting period for voters to conveniently drop off their ballots. Two Roving Vote Centers were opened on Election Day in rural areas of the county and a Mobile Vote Center, for voters with specific needs, was available on an appointment basis throughout the early voting period and on Election Day.

### **June 5, 2018 Statewide Direct Primary Election Data**

- Eligible Voters – 506,481
- Registered Voters – 388,298
- Total Ballots Cast – 172,168
- Voter Turnout – 44.34%
- Vote by Mail (VBM) Ballots Cast – 159,531 (92.66% of Ballots Cast)
- Vote Center Ballots Cast – 12,637 (7.34% of Ballots Cast)
- VBM Ballots returned to Vote Centers – 24,709
- VBM Ballots returned to Ballot Drop-off Locations – 12,379
- VBM Ballots returned to Vote Centers on Election Day – 20,322
- VBM Ballots returned to Ballot Drop-off Locations on Election Day – 8,211
- VBM Ballots dropped off on Election Day – 28,533 (18% of VBM Ballots Cast)
- VBM Ballots received in the mail on E-Day +3 – 41,601 (26% of VBM Ballots Cast)
- VBM Ballots received on E-Day +3 – 70,134 (44% of VBM Ballots Cast)
- Conditional Voter Registration (CVR) Provisional Ballots – 251
- Regular Provisional Ballots – 912

### **Participating Jurisdictions and Contests**

- Participating Local Jurisdictions – 10
- Open Seats – 19
- Candidates – 26
- Local Measures – 12
- Ballot Styles – 34
- Precincts – 492

### **Regional Measure**

- Regional Measure 3

### **School District Measures**

- Belmont-Redwood Shores School District Measure K
- Brisbane School District Measure L
- Cabrillo Unified School District Measure M
- Jefferson Union High School District Measure J
- Las Lomas Elementary School District Measure R
- Millbrae School District Measure N
- Pacifica School District Measure O
- Ravenswood City School District Measure Q
- Ravenswood City School District Measure S

### **City Measures**

- City of Foster City Measure P
- Town of Portola Valley Measure T

### **Election Equipment and Technology**

- eSlate Voting Machines – 389 (117 Disabled Access Units)
- Laptops – 210 (Voter Look-up)
- Cradlepoint - Virtual Private Network (VPN) Connections
- Runbeck On Demand Ballot System - On Demand Ballot Printers
- Accessible Vote by Mail System - Screen Readable Ballot Marking Technology
- DFM EIMS Lite – New Vote Center Voter Look-up Software
- Accessible Sample Ballot - Screen Readable Technology
- California Online Voter Registration (COVR)
- Conditional Voter Registration (CVR)
- New Election Website and Live Chat

### **Technology**

- Accessible Vote by Mail System (California Council of the Blind/ADA Compliance)
- Accessible Sample Ballot System
- Runbeck Ballot On-Demand System
- DFM Vote Center Application
- Cradlepoint secure modem/routers
- GIS – New Precinct Layer
- VoteCal
- California Online Voter Registration (COVR)
- Conditional Voter Registration (CVR)
- Cybersecurity Defense Systems

## **Vote Centers and Ballot Drop-off Locations**

The June 5, 2018 Statewide Primary Election saw the implementation of a new election model that incorporated an All-Mailed Ballot Election structure with Vote Centers and Ballot Drop-off Locations strategically placed throughout the county. Below is a summary of our Vote Center and Ballot Drop-off Locations.

- 30-Day Vote Centers: 4
- 11-Day Vote Centers: 9
- 4-Day Vote Centers: 39
- Hours of Operation: 9 AM to 5 PM (Election Day - 7 AM to 8 PM)
- Roving Vote Centers: 2
- Mobile Vote Center: 1
- 29-Day Ballot Drop-off Locations: 28

## **Staffing**

- Vote Center Representatives: 138
- Total Extra Help Staff: 260

## **Outreach statistics**

In addition to the development of an Election Administration Plan (EAP), the Voter's Choice Act requires a comprehensive Voter Education and Outreach Plan to inform voters on all aspects of the VCA. This plan was prepared in consultation with our community-based organizations and partners. The June 2018 election plan implemented an extensive media campaign that included:

- Three separate direct postcard mailings:
  - Postcard 1 – 384,038 mailed
  - Postcard 2 – 128,526 mailed
  - Postcard 3 – 346,266 mailed
- Brochures
- Flyers and posters printed in three languages for 17 outreach and education events
- Magazine advertisement
  - Spectrum (1)
- Radio advertisements:
  - KQED-FM (59)
  - KCBS-AM (32)
  - Chinese Sound of Hope (30)
  - Sing Tao Radio (36)
  - News for Chinese (40)
  - Univision – KSOL/KBRG (70)

- Television advertisements:
  - Telemundo (42)
  - NBC Bay Area (28)
  - KICU (73)
  - Univision (20)
  - Crossings TV (73)
  - The Filipino Channel (33)
- Newspaper advertisements:
  - East Palo Alto Today (1)Half Moon Bay Review (1)
  - Pacifica Tribune (2)
  - Daily Post (1)
  - Daily News (3)
  - San Mateo Daily Journal (4)
  - Sing Tao Daily (4)
  - World Journal (4)
  - El Mensajero (3)
  - El Observador (4)
  - News for Chinese (2)
  - The Mercury News (4)
  - Philippine News (3)
  - Philippines Today (3)

Digital advertisements directly targeting San Mateo County voters on the following websites:

- Bay Area News Group website ad campaign included
  - Facebook (344,697 impressions)
  - The Mercury News (303,305 impressions)
  - YouTube (257,342 impressions)
- Century Theatres online (193,409)
- NBC Bay Area (628,555)
- KCBS's Entercom Mobile Ad Campaign – 100,000 targeted emails; 500,000 targeted mobile phone advertisements in Korean, Chinese, Spanish, English and Tagalog; 36,652 YouTube views
- Univision (897,606 impressions)

#### Movie Theater Previews

- Century Theatres 72 movie screens – 3,456 ads ran, seen by 87,945 theater-goers