



CALIFORNIA SECRETARY OF STATE

Mid-Year Voter Engagement & Impact Report

"Strengthening California's Voting Environment"



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California Secretary of State

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Our Framework

Shirley N. Weber, Ph.D. was appointed to Secretary of State in December of 2020, and then elected in November 2022. She is California's first African American Secretary of State in its 170-year history. As Secretary Weber has always championed fairness, integrity, equity and equality for all, she assumed office with the mission to continue these values in her leadership as Secretary of State.

In 2021, Secretary Weber convened with the SOS Executive team to develop a five-year strategic plan. By the end of 2021, the SOS created the **2022-2027 Strategic Plan**, which reflects the vision, mission, values, goals, and initiatives Secretary Weber will champion over the next four years for the entire California Secretary of State's organization. While the full SOS Strategic plan encompasses the entire charge of the Secretary of State's office, the goals specific to our strategic initiative to "Strengthen California's voting environment" include:

1. Improve delivery of customer-centered services.
2. Promote participation in the electoral process.
3. Expand electoral access to all eligible voters.

Our desired objectives

- Support and strengthen community partnerships.
- Improve voter engagement in all communities.
- Increase access to the electoral process by expanding voting options for voters.
- Increase voter awareness through multi-media messaging and outreach events.
- Combat misinformation and disinformation to ensure public trust.

"Our team has worked collectively to create engagement strategies to bring about our vision to serve the people of California."

-SHIRLEY N. WEBER, PH.D.



Executive Summary

The voter outreach and education efforts at the California Secretary of State office voter are centered on the agency's commitment to diversity, equity, and inclusion (DEI), and align with three major goals outlined in the SOS 2022 -2027 Strategic Plan:

1. Improve delivery of customer-centered services,
2. Promote participation in the electoral process, and
3. Expand electoral access to all eligible voters.

Our efforts to strengthen California's voting environment integrates our agency's core values; trust, integrity, and empowering California's voters, counties, community partners and advocates, and all Californians throughout our State.

Secretary Shirley N. Weber, Ph.D. participated in 37 events during the 2022 election cycle. SOS staff also partnered with local counties and community-based organizations in even more outreach events. Over one million emails were delivered to inform voters of their registration status. In our efforts to support communities across the state, Secretary Weber established the VCA Ambassador program, a non-partisan effort to partner peer-to-peer voter educators with counties and the needs of the diverse communities they serve. The Secretary of State's office worked with counties across the state to expand voter access through the Voter's Choice Act for over 22 million eligible voters. Further, the SOS office maintains a voter hotline and the Rumor Control website to combat dis- and misinformation. These efforts are in service of one of our main objectives, to ensure voters have accurate and trustworthy voting and election information.

This report reflects the collective efforts of the Secretary of State's Executive Outreach, Elections, Communications, and Voter's Choice Act teams. We have an ongoing commitment to use lessons learned from past experiences along with the input from our communities and county partners to inform future efforts. We also plan to use this information to make in-roads that help meet the needs of California's voters and strengthen California's voting environment.

Below is a summary of some of the highlights of the SOS's 2022 voter education and outreach efforts:

2022 Voter Education and Outreach Impact At-A-Glance

The California Secretary of State's (SOS) office engaged in the following outreach and education efforts for the 2022 election cycle (including the Primary and General Elections):

- Participation in over 91 voter education and outreach events statewide.
- Established a non-partisan outreach and education pilot to partner with community groups and for the VCA Ambassador program.
- Online voter resources, such as the Rumor Control page, the Where's My Ballot tool, and the Poll Worker Portal, were revised and updated for voters.
- Translated social media voter education toolkits in 10 different languages.
- Over 25 voter education publications were created or updated, available in 10 languages.
- Over 9 million Californians received voter education emails from the Office of the Secretary of State.
- The SOS communications efforts gathered over 83 million impressions on social media between Twitter and Facebook.
- Registered over 18,000 college students to vote during the 2022 Ballot Bowl, and over 2,000 new citizens at the United States Citizenship & Immigration Services (USCIS) New Citizens ceremonies.
- The Secretary took over the transition and implementation process of the Voter's Choice Act. Under Secretary Weber's leadership the program has doubled in size and now includes 27 counties, representing nearly 76% of all of California's eligible voters.

Over 9 Million

Californians received emails from SOS.

76%

of registered voters live in one of the 27 Voter's Choice Act counties.

Over 25 voter education publications

were created or updated.

Over 83 Million Impressions

on social media between Twitter and Facebook.

37 events

were attended by the Secretary during the election cycle.

27 outreach events

were attended by SOS staff.

Over 2,000 new citizens

registered to vote at the US citizenship ceremonies.

Over 18,000 college students

registered to vote during the 2022 Ballot Bowl.

10 available translations

for social media voter education toolkits.

27 counties

have implemented the Voter's Choice Act

Our Why

DEI Statement

"California's strength is its diversity." - Secretary of State, Shirley N. Weber, Ph.D.

As the largest and most diverse state in the nation, with over 39.2 million people and nearly 27 million eligible voters, California has a unique opportunity to serve and engage with diverse individuals, businesses, and communities across our state. California is also enriched by a variety of perspectives, new technologies, a strong economy, and an eco-system centered on preserving and protecting our environment.

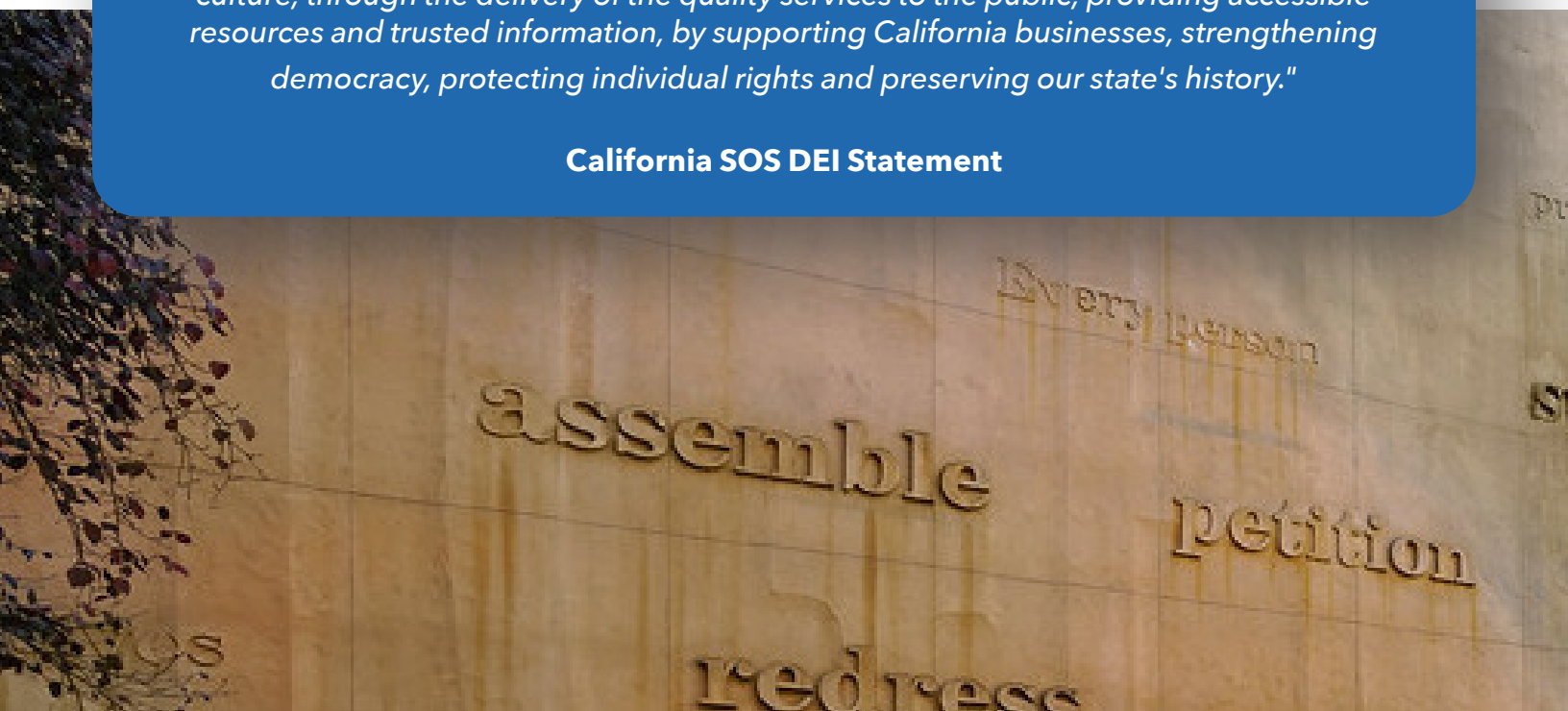
One of our goals is to achieve 100% registration of all of California's eligible voters. While voters are registering in increasing numbers, a voter turnout gap persists among voters who have been historically disenfranchised. The California Secretary of State's office is committed to centering diversity, equity, and inclusion (DEI) in all areas of our organization, and in the services the SOS provides to the public.

Over the next five years, one of our major areas of focus is on "Strengthening California's Voting Environment" through a lens on Diversity, Equity, and Inclusion (DEI). Our voter education and outreach efforts emerge from this commitment as we work to ensure all eligible voters in California have access and information to participate in the electoral process. Our DEI commitment guides the creation of materials and selection of events in which the Secretary of State's office participates.

While we are making headway towards our goals, progress is never achieved alone. To meet the challenge of achieving 100% voter registration and ensuring investment in voters all over the state, including historically disenfranchised communities, rural communities, tribal lands, and hard-to-reach populations, we need the partnership of our non-partisan community-based organizations and stronger commitments for funding outreach and education from our legislature and state and local officials.

"It is central to the SOS's mission to foster diversity, equity, and inclusion across our work culture, through the delivery of the quality services to the public, providing accessible resources and trusted information, by supporting California businesses, strengthening democracy, protecting individual rights and preserving our state's history."

California SOS DEI Statement



Our Approach

The SOS's approach to voter education and outreach is a multi-faceted strategy that is inclusive of all Californians. Some Californians have historically experienced obstacles that have made participation in our electoral process more difficult. This has negatively impacted the number of registered voters and representation of voting populations in some communities, including voters with disabilities, language minority groups, people impacted by incarceration, young voters (aged 18-25), African American, Asian American & Pacific Islander (AAPI), Native American, Latino, and hard-to-count populations (as defined by the US Census), and others. The SOS is committed to making sure voter education and outreach materials are available and accessible to our diverse electorate and ensuring materials and information are translated.

We are also committed to working with our county, local and statewide partners to ensure voter outreach and education is available in a variety of formats including, in-person, digital, print, online, by phone, and other accessible formats.

DEI highlights include:

- Voting Rights Townhall Meetings to educate voters on the history of voting rights.
- Participation in voter education outreach events in hard-to-reach communities.
- Translation services in 10 languages provided by SOS Voter Assistance Hotline.
- Statewide Language Access and Accessibility Committee (LAAC).
- Statewide Voter Access and Accessibility Committee (VAAC).
- Voting Rights Restored flyer to educate justice-compromised individuals.



Our Methods

All voter education and outreach strategies are centered on three major SOS strategic plan goals: improving delivery of customer-centered services, promoting participation in the electoral process, and expanding electoral access to all eligible voters.

Goal 1: Improve Delivery of Customer-Centered Services

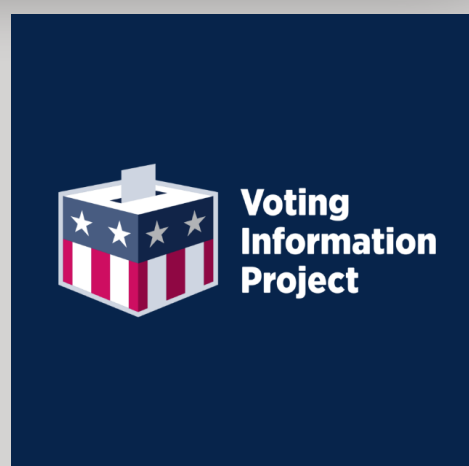
The SOS agency improved customer-centered services during the 2022 election cycle via the following methods:

- Increasing services, such as the voter hotline and staffing.
- Increasing voter confidence via Vote Safe messaging, proactive email communication, and the creation of various resources.

Increasing Services

During the 2022 election cycle, the SOS office established the voter hotline, creating access to voter information and providing answers to voters in 10 different languages. The Elections Division continues to operate the voter hotline year-round. The hotline provides a resource to the public to obtain election information, request voter registration cards, report cases of potential election fraud, request a voter information guide, find their polling location, inquire about services, and more. During the 2022 election cycle, the SOS office was able to increase the number of Elections staff assigned to the voter hotline, which helped lower wait times.

Wait times were also lowered for other Elections processes, such as candidate filing, Election Night reporting, and Statement of Vote. Additionally, the SOS sent out staff to conduct election observations in over 30 counties around the State during the 2022 Primary and General elections.



From left to right: Vote Safe/Where's My Ballot? advertisement, Vote Safe graphic from toolkit, and Voting Information Project logo

Increasing Voter Confidence

The voter confidence messaging for the 2022 election cycle was “Vote Safe.” This meant working to ensure every Californian had the information they need to vote and to trust in the process. In addition to social media content provided to counties and community members (see “Social Media Engagement” section below, under Goal 2: Promote Participation in the Electoral Process), the SOS agency posted on socials and encouraged the hashtag #VoteSafeCA in addition to #VoteCalifornia. This message of secure and trustworthy election processes carried through every voter education effort in which the SOS office participated.

Voter confidence was also strengthened by proactive email communication. The SOS agency communicated with all registered voters who provided their email address twice each before the 2022 Primary and 2022 General Election. These communications were sent 29 days before the election to inform voters of the delivery of the vote-by-mail ballot, and on Election Day to remind voters to turn out to vote. Over 1 million Californians received these emails during the 2022 Primary and General Elections. During the period of May 1 to June 18, 2022, 456,308 emails were sent to voters; and during the period of October 1 to November 12, 2022, 588,822 emails were sent to voters.

Another proactive email resource is the “Voter Status Alert Emails,” sent by VoteCal since 2018 to confirm a voter’s activity and to help protect their voter registration. These emails notify a voter that their voter registration record has been updated and provide ways to contact their election official if they were not aware or did not authorize the change. These emails were continued in the 2022 election cycle as a mechanism for voters to have more insight into the changes with their voter registration record and to question changes they did not make themselves. This service reached over 1 million registered voters.

Another way the SOS agency sought to increase voter confidence is through updating and maintaining three web resources to help voters. First, the **Rumor Control webpage** was developed as a tool to educate Californians about widespread election-related rumors. Second, the SOS office expanded the accessibility of the **Where’s My Ballot tool** so voters can track their ballot’s status once submitted. Third, the SOS established the **Poll Worker Portal** to aid in the recruitment and training of community members wishing to become poll workers. Additionally, the agency also updated and maintained several web portals educating the public on SOS programs, such as the **official canvass process** and the **Voter’s Choice Act website**.

Finally, the SOS continues to partner with Democracy Works, Google, and election officials to provide official election information through the **Voting Information Project (VIP)**, which allows elections officials to provide polling locations and ballot information, and to utilize voting location look-up tools. This partnership expands the reach of official election information to voters through Google and to any organization using the Google Civic Information API, which includes social media platforms, political parties, community organizations, and more.

Our Methods

Goal 2: Promote Participation in the Electoral Process

To encourage increased participation in the electoral process, the California Secretary of State's office engaged in the following methods:

- Assisted in the implementation of the Voter's Choice Act (VCA), which serves historically low voter demographics.
- Focused outreach efforts to youth, including targeting high school and college-aged populations.
- Created the VCA Ambassador program and "More Days, More Ways" campaign for VCA counties.
- Created two different social media toolkits in 10 different languages.



Voter's Choice Act Outreach & Education/More Days More Ways to Vote

Senate Bill (SB) 450, also known as the Voter's Choice Act (VCA), was signed into law in 2016. It modernized elections in California by allowing counties to conduct elections under a VCA elections model that provides greater flexibility and convenience for voters by mailing every voter a ballot, expanding in-person early voting, allowing voters to cast a ballot at any vote center within the county and providing secure ballot drop-off locations throughout the county.

Outreach Requirements

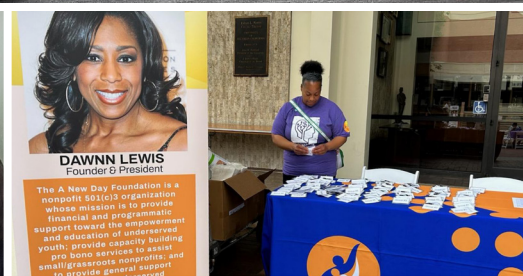
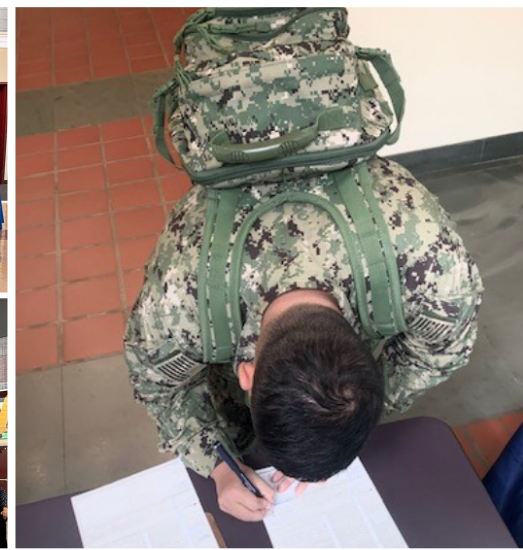
A requirement under the VCA model is for each VCA county to conduct a process of public input and public hearings to create an Election Administration Plan (EAP) that is based on

stakeholder feedback and that is approved by the Secretary of State. Every VCA county is required to deliver extensive voter education and outreach efforts in their communities to help educate the public about the new voting model, but also to inspire the historically-low-voter-turnout groups to participate. This process involves counties working with and creating a Language Accessibility Advisory Committee (LAAC) and Voting Accessibility Advisory Committee (VAAC), which provide additional feedback on the EAP, but also help the county provide outreach to language minority groups and voters with disabilities. The outreach materials required by the Voter's Choice Act include but are not limited to translated election materials, a bilingual voter assistance hotline, public service announcements, spotlights in the media, proactive participation in the community, and more.

VCA Statewide Impact

In the 2022 General Election, 27 counties used the VCA election model: Alameda, Amador, Butte, Calaveras, El Dorado, Fresno, Kings, Los Angeles, Madera, Marin, Mariposa, Merced, Napa, Nevada, Orange, Riverside, Sacramento, San Benito, San Diego, San Mateo, Santa Clara, Santa Cruz, Sonoma, Stanislaus, Tuolumne, Ventura, and Yolo. VCA counties now make up the majority of counties in the state and comprise nearly 80% of all eligible and registered voters in the state with 17,214,550 registered voters.

The VCA model provides a great opportunity for the SOS to meet the three goals articulated above: customer-centered services, promotion of electoral participation, and expansion of electoral access are improved via voter education and outreach requirements that create spaces for public input, materials available in multiple languages, and more vote centers and ballot drop-off locations distributed throughout the county.



Our Methods

Goal 2: Promote Participation in the Electoral Process (Cont.)

Young Voters

One of the groups identified for targeted voter outreach is the group of voters aged 18-25, an age demographic that historically has the lowest turnout rate of all voters.

K-12

The SOS Elections team holds student mock elections every two years to teach K-12 students about the electoral process. The 2022 Student Mock Election had over 100 schools participate and over 30,000 student voters.

Additionally, the Secretary of State partners with the California Department of Education to further inspire youth during High School Voter Education Weeks (HSVEW). HSVEW occurs the last two weeks of April and September to educate youth about voting and the importance of civic engagement. In 2022, Secretary Weber, Ph.D. visited seven schools during HSVEW weeks.

Students Vote Project

To educate voters aged 18-25, the California Students Vote Project (SVP) was created in 2019 to increase civic engagement within California's colleges and universities. SVP hosted several virtual and in-person events throughout the year, including two virtual, statewide youth voter summits to help educate college students in advance of each the 2022 Primary and 2022 General Elections. In addition, SVP hosts the biennial California University and College Ballot Bowl, a voter registration competition involving all 234 California higher education institutions. In 2022, the competition managed to register over 18,000 college students during the 12-week time frame. Stanford University won for registering 1,046 college students for the 2022 competition.

Higher Education Partnerships

In 2022, AB 2815 passed, which requires vote centers or drop boxes on each California State University campus and requires counties to consider voting locations on community college campuses. While the University of California (UC) system is not mandated to host vote centers or drop boxes under AB 2815, in June 2022 the California Secretary of State entered into a joint resolution with the University of California to increase voting access. The resolution was created "to facilitate access to ballot drop boxes or voting locations on campuses, ensure voters are aware of all other voting options, and to foster civic engagement among students, faculty, staff, and the greater community. As a result, all 10 UC campuses now host a vote center and/or ballot drop box. The SOS continues to meet with the UC Office of the President to ensure voting access for college voters and the campuses' surrounding communities.





STATE OF CALIFORNIA

Secretary of State

RESOLUTION TO MEMORIALIZE COMMITMENT BETWEEN THE SECRETARY OF STATE SHIRLEY N. WEBER, PH.D. AND THE UNIVERSITY OF CALIFORNIA TO WORK TOGETHER TO FACILITATE ACCESS TO VOTING LOCATIONS AND CIVIC ENGAGEMENT

WHEREAS, the California Secretary of State is the administrator of the Voter's Choice Act; and

WHEREAS, the Voter's Choice Act provides opportunities for early voting by casting ballots in-person up to 10 days prior to an election, or by mail, up to 30 days prior to an election, or by ballot drop box; and

WHEREAS, both the California Secretary of State and the University of California are committed to increasing voter participation and overall civic engagement among students, faculty, staff, and the greater community; and

WHEREAS, over 12 million registered voters reside in counties using the Voter's Choice Act model, thereby having access to early voting; and

WHEREAS, the University of California has 10 campuses located throughout California; and

WHEREAS, eight campuses of the University of California are located in counties that conduct elections under the Voter's Choice Act, Elections Code section 4005, which provides voters with early voting and access to casting a ballot at any vote center or drop box location throughout the county; and

WHEREAS, two campuses, University of California Santa Barbara and University of California San Francisco, are located in Santa Barbara County and San Francisco County, which are traditional voting model counties; and

WHEREAS, the University of California ensures that students, faculty and staff and those visiting each campus are aware of the voting methods, options for casting a ballot and participating in the electoral process; and

WHEREAS, college students are encouraged to participate in our democracy through civic and voter education programs, volunteering as poll workers, and by encouraging their peers, family members, and community to register to vote and participate in elections; and

WHEREAS, University of California campuses have historically provided drop boxes or voting centers and will continue to work with elections officials to facilitate access to these locations in all counties; and

WHEREAS, each University of California campus will appoint an administrator to be the single points of contact at each campus to work with their respective county election official to ensure students and the general public are aware of drop box locations and/or vote center locations on each campus, and any other voting options; and

WHEREAS, the Secretary of State will facilitate conversations with counties that have adopted the Voter's Choice Act and the counties conducting elections under the traditional voting model to create connections between the counties and the University of California campuses; and

WHEREAS, the University of California uses systemwide and campus-wide events and communications to inform students, faculty, staff, and the greater community about registration and participation in elections; and

WHEREAS, having a higher number of University of California students involved in the election process can lead to an increase in lifelong voters and voting habits; and

WHEREAS, the Secretary of State, who serves as California's Chief Elections official, is committed to strengthening our democracy by encouraging voter registration and increasing voter participation in every election by all eligible Californians, including students, faculty, staff, and the greater community; and

NOW THEREFORE, BE IT RESOLVED BY SECRETARY OF STATE SHIRLEY N. WEBER, PH.D. AND THE UNIVERSITY OF CALIFORNIA, that the Secretary of State and the University of California are committed to working together, and in partnership with all 10 university campuses in the State of California that constitute the system of the University of California as well as the corresponding local county election officials to facilitate access to ballot drop boxes or voting locations on campuses, and ensure voters are aware of all other voting options, by fostering civic engagement among students, faculty, staff, and the greater community.

Our Methods

Goal 2: Promote Participation in the Electoral Process (Cont.)

Voter's Choice Act Ambassador Pilot Program

In 2022 Secretary Weber, Ph.D. launched the VCA Ambassador Program to promote awareness about the new election model through trusted community messengers. The SOS agency recruited ambassadors throughout the 27 VCA counties, representing over 40 organizations across the state.

VCA Ambassadors are trusted non-partisan messengers who work with the Secretary of State's office and VCA counties to share voter education messages in the community about the VCA election model. Ambassadors include county election officials, college students, community-based organizations and more. Once each Ambassador pledged to help reach out to their community, they received VCA outreach materials, including:

- VCA social media toolkit, including graphics and captions translated in 10 languages for use by the Ambassador to help educate their community.
- A supply of bookmarks with voting website information.
- Several informational VCA posters in English and Spanish.

This program is part of the Secretary of State's mission to reach all California voters, including hard-to-reach populations, and to promote civic engagement. Not only does the Ambassador program increase voter awareness about voting options, but it also builds partnerships with the Ambassadors themselves and connects communities with the information and resources to assist them with voting.

The Secretary of State's Office also launched the "More Days More Ways to Vote" campaign, which informed about the different options that VCA counties' voters have to cast ballots. The "More Days More Ways" campaign was highlighted through county kick-off events that were hosted in seven counties transitioning to the election model during the 2022 election cycle, as well as through social media toolkits provided to VCA counties. The VCA Ambassador's also received a specialized voter education social media toolkit to help educate voters in their respective communities.

For the 2022 election cycle, the SOS agency created and distributed two complete social media toolkits to county officials to highlight clear communications about the election process and security: one specifically for VCA counties, and one generalized for Non-VCA counties. For the Primary, these toolkits were each available in English and Spanish. For the General Election, each toolkit was available in English and the following languages:

- ▶ Chinese
- ▶ Japanese
- ▶ Khmer
- ▶ Korean
- ▶ Hindi
- ▶ Spanish
- ▶ Tagalog
- ▶ Thai
- ▶ Vietnamese

Goal 2: Promote Participation in the Electoral Process (Cont.)

Some examples of social media toolkit images can be found below:

As mentioned in Goal 1, the Vote Safe message was predominant in the non-VCA county toolkit, and was featured in the VCA county toolkit. The Vote Safe message encouraged trust in the electoral process by ensuring the security of mailed in ballots, that the SOS agency includes a Cybersecurity office, and other information.

The SOS communications efforts have gathered over 83 million impressions on social media between Twitter and Facebook. During the 2022 Primary and General Elections, social media posts were made on the SOS accounts over a 28-day period, including both organic and paid. The Primary Election campaign generated 41 million impressions, and the General Election campaign generated 42.3 million additional impressions.



Examples of social media posts for Non-VCA counties and VCA counties (top 2 rows), including posts in each Spanish and Hindi (bottom row)

Our Methods

Goal 3: Expand Access to Electoral Information

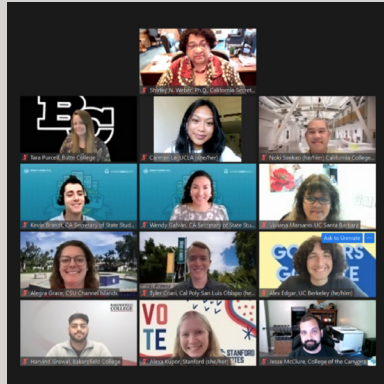
Throughout the 2022 election cycle, the California Secretary of State agency expanded access to electoral information via the following methods:

- Secretary Weber, Ph.D. participated in 37 events statewide.
- SOS staff engaged with voters at 27 additional events.
- Multiple voter education resources were created and updated, with special attention to target populations.

Following the commitment to DEI, the office's voter education and outreach efforts specifically addressed young voters aged 18-25, African American, AAPI, Latino, and Native American audiences. Additionally, the SOS created and/or updated resources for displaced voters, voters experiencing homelessness, voters with medical emergencies, how to cast a remote accessible vote-by-mail ballot, new citizen guide to voting, voting rights for formerly incarcerated citizens, and voters who are currently overseas.

Voter Education & Outreach Events

Throughout 2022, Secretary Weber, Ph.D. participated in 37 voter education and outreach events, speaking on the role of the Secretary of State and explaining the importance of voting. The events occurred throughout California, reaching rural and urban communities and diverse populations.



Secretary Weber, Ph.D. at outreach events from 2022 to present

Goal 3: Expand Access to Electoral Information (Cont.)

Secretary Weber's 2022 Events

March 10: Gave greetings at the Marin County VCA Kick-off.

March 16: Spoke at GENup's Youth Policy Slate Unveiling.

March 28: Spoke at the Sonoma County VCA Kick-off.

April 4: Gave greetings at the Kings County VCA Kick-off.

April 7: Spoke at Grant High School's Mock Election and met with student group "Black Girls Rock."

April 11: Gave a presentation at La Jolla Country Day School for High School Voter Education Week.

April 18: Gave a presentation at Crawford High School for High School Voter Education Week.

April 19: Attended the UC Davis Drop Box Unveiling Ceremony and Voter Registration Drive.

April 23: Attended the Asian American Pacific Islander Public Affairs Grand Opening in Butte County.

April 26: Gave a presentation at Calexico High School for High School Voter Education Week.

April 26: Met with Imperial County ROV, Linsey Dale, at the Women Improvement Club.

April 26: Met with the Imperial County Stakeholder Roundtable.

May 6: Gave greetings at the 2022 Spring Youth Voter Summit.

May 7: Delivered a keynote address to the LA County Office of Education. The event was attended by students, families, teachers, school administrators, school board members, and community members.

May 9: Spoke at Fortune School's Advocacy Day.

May 11: Attended the Santa Cruz County VCA Kick-off.

May 11: Spoke at the ZOCALO/PPIC/Pepperdine Event, focused on improving direct democracy in California.

May 19: Attended the Alameda County VCA Kick-off.

June 10: Attended the San Diego County High School Registration Challenge with Mayor Gloria, where administrators and students were awarded from five schools.

June 21: Attended a follow-up meeting to the Imperial County Stakeholder Roundtable.

June 29: Joined the UC Office of the President to sign a resolution requiring vote center and drop box locations at each UC campus.

Aug. 20: Delivered the keynote address, "Women's Equality Day - Battles for Women's Rights and Women's Equality."

Sept. 9: "Why We Vote - A Conversation with Secretary Weber" happened at Southwest Community College District.

Sept. 13: Delivered a keynote address to Student PIRGs/CALPIRG Student - New Voters Project Campaign Kick-Off.

Sept. 14: Gave greetings at Senator Kamlager's event about voting rights and the Voting Rights Act of 1965.

Sept. 19: Had a meet-and-greet at the YMCA Los Angeles Y We VOTE Campaign.

Sept. 20: Attended and participated in a 60-second interview: National Voter Day at Dodger Stadium.

Sept. 21: Gave a presentation at Chaffey High School for High School Voter Education Week.

Sept. 21: Gave a presentation at Ontario High School for High School Voter Education Week.

Sept. 21: Gave a presentation at Patriot High School for High School Voter Education Week.

Sept. 21: Gave a presentation at John W. North School for High School Voter Education Week.

Sept. 23: Delivered the keynote address at Pancakes and Politics to discuss the 2022 General Election.

Sept. 28: Gave greetings at Sacramento State Voting Rights Town Hall to students.

Oct. 5: Gave greetings at the Virtual Fall Youth Voter Summit.

Oct. 6: Gave greetings at the Virtual Fall Youth Voter Summit.

Oct. 7: Delivered a keynote address at the Inland Empire Student Leadership Conference at Cal Poly Pomona.

Nov. 8: Spoke at the Sacramento Kings' "Rally the Vote" event for young voters, college and high school students.

Our Methods

Goal 3: Expand Access to Electoral Information (Cont.)

Secretary Weber, Ph.D. also hosted Voting Rights Town Halls during 2022. These events included a discussion with advocates and scholars on the impact of the Voting Rights Act of 1965, the movement to revive Jim Crow-era voting restrictions since the 2020 election, and current efforts to protect and expand voting rights. Alongside Assemblymember Akilah Weber, M.D., and professors of political science, a virtual version of the event occurred on Feb. 8, 2022; an in-person event was hosted at San Diego State University on the same day; and an in-person event occurred at Sacramento State University on Sept. 28, 2022.



Dr. Weber presenting at the Sacramento State Voting Rights Town Hall (left), and the advertisement for the San Diego event (right)

Goal 3: Expand Access to Electoral Information (Cont.)

Other SOS Voter Education & Outreach Efforts

SOS staff attended 91 outreach events throughout the year. One such event is the United States Citizenship & Immigration Services (USCIS) New Citizens ceremonies, attended monthly, wherein the SOS team registered over 2,000 new citizens throughout 2022.

SOS staff attended the following events to connect with community members, register people to vote, and inform about elections:

- 2022 African American Leaders for Tomorrow Program
- 3rd Annual Black College Expo
- USCIS New Citizens Ceremony, Sacramento and Los Angeles
- National Voter Registration Day
- The Big Fresno Fair
- Orange County Fair
- Sacramento Kings Rally the Vote: College Edition
- Alliance for Community Empowerment Community Resource Fair & Car Show
- Skid Row Resources and Wellness Fair
- CSU Dominguez Hills Juneteenth Symposium
- Concert Under the Stars at La Mirada Creek Park
- Turning Point Back-to-School Resource Fair
- United American Indian Involvement, Inc. Grand Opening and Community Celebration
- Harbor Freight Wellness and Resource Fair
- Inglewood City Clerk's Annual Voter Registration Day Event
- Back-to-School Community Resource Fair
- San Fernando Valley Community Vaccination, Health and Resource Fair
- San Diego County Office of Education and Resource Fair
- NAACP Rhythm and Blues Festival
- Folsom Cordova Unified School District College Fair
- General Assembly
- Quest for Democracy
- Latino College Expo
- Park Mesa Heights Community Council Unity Festival
- Voting Rights Town Halls
- 2022 Student Senate for California Community Colleges AB 963 Webinar
- 2022 Student PIRGS Engaging Youth in the Midterm Election
- 2022 Student Senate for California Community Colleges General Assembly
- 2022 California University and College Ballot Bowl Competition
- 2022 Students Vote Project California Youth Voter Summit
- 2022 Students Vote Project Civic Engagement Virtual Workshop
- 2022 California State University Systemwide Elections Workshop
- 2022 Santa Ana College Virtual Presentation
- 2022 Student Senate for California Community Colleges (fall)
- 2022 Santa Ana College Constitution Day
- 2022 Students Vote Project Fall California Youth Voter Summit
- 2022 Cal Poly Pomona Young Leaders Empowerment Summit
- 2022 California State University, Sacramento Civic Engagement Resource Fair
- 2022 Community College League of California/Students Vote Project Raising Campus through Civic Engagement
- 2022 GENup Virtual Policy Celebration Banquet
- 2022 Legacy Vote Project at the California Center for Civic Participation
- 2022 Students Learn Student Vote Award



Our Methods

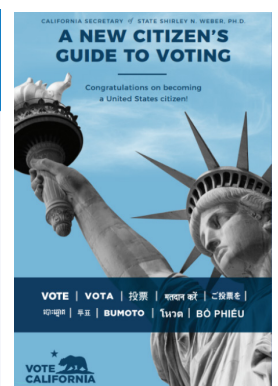
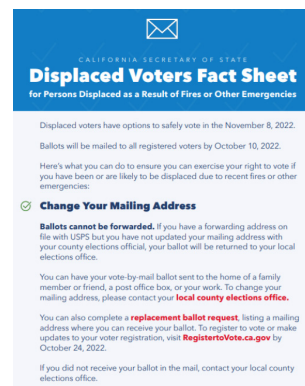
Goal 3: Expand Access to Electoral Information (Cont.)

Publications & Resources

Another way in which the SOS has expanded access to electoral information is through the publication and distribution of over 25 voter education resources, including translations in 10 languages, to county elections officials, events, websites, and social media platforms.

List of voter education resources:

- [New Citizen Guide to Voting](#)
- [Displaced Voter Fact Sheet](#)
- [Voters Experiencing Homelessness Fact Sheet](#)
- [Voters with Medical Emergency Fact Sheet](#)
- [How to Fix a Missing or Mismatched Signature on your Vote-by-Mail Return Envelope](#)
- [Remote Accessible Vote-by-Mail Frequently Asked Questions \(FAQs\)](#)
- [Vote Safe with Your Vote-by-Mail Ballot](#)
- [Voter Information Guide](#)
- [A Guide to Voting in California](#)
- [Pre-Registration Flyer](#)
- [Voter Bill of Rights posters](#)
- [Quick Facts Flyer](#)
- [Military and Overseas Flyer](#)
- [Poll Worker Portal](#)
- [VCA Ambassador Sign-Up](#)



(Right) Examples of publications/resources created by the SOS office, including guides and fact sheets for specific populations

Unfinished Business

While SOS efforts will continue to engage, inform, and be inclusive of all of California's electorate, the road ahead is paved with many challenges, and we have unfinished business. The SOS is working to develop its 2024 Voter Outreach & Education strategy and beyond, where we focus on greater partnerships with our county Registrar of Voters' offices, community-based organizations, the Legislature, businesses, higher education institutions, hard-to-reach communities, and others around the state. Some of the areas we will be seeking partnership to achieve include:

- Reaching 100% voter registration for eligible voters throughout the state.
- Targeted outreach to youth and young people to increase awareness and education.
- Targeted outreach to voters impacted by incarceration who have their right to vote restored.
- Improving outreach to hard-to-reach populations, including voters in rural communities, voters with disabilities, language minority groups, African American, Asian American & Pacific Islander (AAPI), Native American, Latino, and hard-to-count populations (as defined by the US Census), and others.
- Increasing community partnerships throughout the state with the Ambassador Program.
- Providing greater support for county Registrar of Voters' offices with messaging and resources.
- Increasing the number of election volunteers and election day poll workers.

You are invited to join us in these efforts. Please contact us to discover ways to partner with the Secretary of State's office as we address these issues in future elections. Visit our website at www.sos.ca.gov or email us at ConstituentAffairs@sos.ca.gov

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For media-related inquiries, please contact:
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Secretary of State Sponsored Bills

AB 2608 (Berman - Ch. 161, St. of 2022)

Updated the California Elections Code related to vote by mail ballot applications. Ensures that every active registered voter will be mailed a ballot for all elections in which the voter is eligible to vote.

AB 2872 (Weber - Ch. 975, St. of 2022)

Reaffirms the process for the Secretary of State to cooperate with county elections officials regarding confidential voter registrations related to the Secretary of State confidential address registry program, Safe at Home. Makes other statutory improvements for administration of the registry.

Additional Bills Supported by SOS

AB 2967 (Committee on Elections - Ch. 166, St. of 2022)

Makes numerous non-controversial changes to policies related to ballot petitions and voter identification statements.

SB 503 (Becker - Ch. 319, St. of 2022)

Codifies standards for county elections officials when comparing a voter's signature on materials related to vote by mail ballots with the signature in the voter's registration record.

SB 504 (Becker - Ch. 14, St. of 2022)

Among other things, clarifies that military voters, overseas voters, and a voter with a disability may complete a conditional voter registration and cast a ballot. Also requires the Secretary of State to provide elections officials with identifying information for individuals imprisoned for the conviction of a felony and persons on parole.

SB 1131 (Newman - Ch. 554, St. of 2022)

Expands the current scope of Safe at Home confidentiality address program maintained by the Secretary of State. Authorizes election workers and other public entity employees and contractors to enroll in Safe at Home if they have faced threats of violence or violence or harassment from the public because of their work.



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