



**37<sup>th</sup> Annual  
National Conference  
Denver, CO**

## **2022 Professional Practices Program**

### **Coalition of Bay Area Election Officials**

#### **Greater Bay Area, California**

**Submitted by:**

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## Coalition of Bay Area Election Officials

### Abstract

Democracy took a hit in 2020 when mis-, dis-, and mal-information (MDM) were used to challenge the legitimacy of the Presidential General Election. Despite the 2020 election being called “the most secure election in American history” by federal election infrastructure officials, claims of widespread voter fraud were rejected by the FBI, the Department of Justice, and various courts across the nation, national polls indicate that a segment of American society continues to believe that the 2020 Presidential Election was “stolen.” Ongoing MDM campaigns have misguided the public with unfounded, baseless claims regarding that election and voting systems. This has eroded trust, faith, and confidence in elections and their results. Democracy is fragile and public trust in elections is essential to, and the hallmark of, a well-functioning system of government and society.

In November 2021, the Coalition of Bay Area Election Officials (“the Coalition”) was formed by 11 counties in the Greater Bay Area to join forces and work collaboratively with a regional approach to combat MDM with an expanded voter outreach and education program. Those counties include Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Mateo, Santa Clara, Santa Cruz, Solano, and Sonoma.

### Background: The Opportunity

Election officials across the nation recognize the need for robust voter education and outreach programs to build public trust in elections and to combat MDM. With the exception of statewide campaigns by the California Secretary of State’s office, the vast majority of education and outreach efforts are wholly executed and contained within a singular county jurisdiction.

In the Bay Area, there is a shared media market, where most local TV news stations cover the entire region, from Sonoma to Santa Clara (north to south), from San Francisco to Alameda (west to east). Also, many smaller community newspapers have combined with national newsgroups, which share many of same news stories. This is true for radio stations as well, many which have combined over the years. Last, digital marketing media in the region is largely facilitated by just a few cable companies.

In the Sunday edition of a widely distributed newspaper, one might see multiple quarter page ads from different counties, all promoting voting and elections. This “parallel outreach” as well as our shared media markets caused us to wonder how counties might join forces and pool resources for a larger presence and at greater savings. Working collaboratively, counties might be able to get a bigger bang for their bucks, when collectively promoting the same information, especially for building public trust in elections and combatting MDM.

Although there might be some differences in how elections are conducted between neighboring counties (i.e. polling places vs vote centers), there is much that we do the same (sending vote by mail ballots, audits, etc.) Shared messaging on key election processes, performed by all counties, can demonstrate the veracity and validity of the election process (i.e. vote by mail, in-person voting, ballot tabulation, audits and canvass activities).

### Description of the Program

Collectively, the 11 counties serve over 4.3 million voters in the Greater Bay Area, almost 20% of the state’s registered voters. The Coalition mission statement is “Ensuring public trust in elections by collaborating, communicating, and providing access to accurate, current, and transparent election information across the Bay Area.” The Coalition is committed to provide extensive voter outreach and education to raise the level of public

awareness and understanding of the election process. This would increase transparency to demystify what is performed when conducting elections, the security protocols and safeguards that are in place to secure the vote, and the audits that ensure accuracy of the results, thereby increasing public trust in elections and their results.

Coalition members have been meeting virtually on a weekly basis since January to discuss strategies and approaches on how best to deliver joint messaging. Break-out meetings helped identify topics the public would benefit having more information about, leading up to the June 7<sup>th</sup> Gubernatorial Primary Election. These included redistricting, voting by mail, voting systems and security, in person voting, and canvass activities. Fact sheets were created for each of these topics to educate the reader on safeguards and to demonstrate the veracity of the process.

A Coalition webpage was hosted by the Santa Clara County Registrar ([bayareavotes.org](http://bayareavotes.org)) and a Facebook page (Bay Area Votes), with verified status, was created to post and share posts between the 11 Coalition counties. Press releases were scheduled to introduce pertinent fact sheets to the media as Election Day neared, to amplify the counties' messaging about voting by mail or in person voting and to provide deeper insight for the public.

The Coalition stressed the need to identify local election officials as the trusted sources of legitimate nonpartisan election information. The first press release introducing the Coalition emphasized this point. One of the light-hearted posts refers to the Coalition as "your BAE" (Bay Area Elections), in that "before anyone else" come to your local election officials as your trusted sources of election information.

The Coalition also took advantage of CISA's Last Mile Initiative to create an Election Security Safeguards information sheet. Much appreciation goes to CISA consultants Ryan Macias, Noah Praetz, Jennifer Morrell, and Matt Crane for facilitating the presentations and online workshops with the counties, to develop the information.

It should also be mentioned that financial resources were not pooled, as budgets and spending plans were already in motion for the majority of counties, so this successful program was kicked off purely on staff time and with no additional cost. We hope to be able to coordinate a funding mechanism for future advertising, as budgets allow.

## Results/Success of the Program

The Coalition has been invaluable; to the county membership and to the public.

- Members have been learning from each another about the nuances of the various public media methods and sharing our successful programs with each other.
- The program helps smaller counties who may not have staffing resources for developing, implementing, and maintaining a public information initiative. Larger counties have stepped up to support others.
- Increased public transparency and demonstration that "In the Bay Area, we are all in this together"
- Though counties may conduct elections slightly differently with our different demographics, we all follow the same codes and regulations to assure that every election is safe and secure.
- The public learns about our processes to assure transparency of the process through demonstrations, insider videos of what we do, tours, and observer programs.
- The group developed tools to share across the Bay Area (Fact Sheets, Elections Security poster, etc.)
- Camaraderie: during this process we developed a high degree of support & collegiality between fellow county election counterparts. We are in closer contact now than ever before.

## Next Steps/Looking Forward

The program is just getting started in 2022, with the short term goal of being well-received by our Bay Area residents and recognized as the primary source of accurate, nonpartisan election information. The longer range goal is to have a well-coordinated plan in place to execute for the 2024 Presidential Election Cycle, when we expect mis-, dis-, and mal- information to continue. Our plan is to be able to "pre-bunk" inaccuracies with up-to-date, fact-based information. We also hope to continue to demystify the elections process for our residents.

**BAY AREA  
ELECTION OFFICIALS**

ALAMEDA  
Tim Dupuis  
Registrar of Voters



CONTRA COSTA  
Deborah Cooper  
Clerk-Recorder-Registrar



MARIN  
Lynda Roberts  
Registrar of Voters



MONTEREY  
Gina Martinez  
Registrar of Voters



NAPA  
John Tuteur  
Assessor-Recorder-Clerk



SAN BENITO  
Joe Paul Gonzalez  
Clerk-Auditor-Recorder



SAN MATEO  
Mark Church  
Assessor-Clerk-Recorder-  
Chief Elections Officer



SANTA CLARA  
Shannon Bushey  
Registrar of Voters



SANTA CRUZ  
Tricia Webber  
County Clerk



SOLANO  
Tim Flanagan  
CIO/Registrar of Voters



SONOMA  
Deva Proto  
Clerk-Recorder-Assessor



# COALITION OF BAY AREA ELECTION OFFICIALS

Website: [bayareavotes.org](http://bayareavotes.org)  
Facebook: Bay Area Votes

## PRESS RELEASE

### FOR IMMEDIATE RELEASE

DATE: 4/15/2022  
FROM: Bay Area Election Officials

### BAY AREA ELECTION OFFICIALS JOIN FORCES TO ASSURE PUBLIC TRUST IN ELECTIONS

Local election officials are your trusted source of non-partisan election information.

The Registrars of Voters around the bay have created a greater Bay Area coalition to deliver accurate, current, and transparent election information to our nearly five million voters. Our goal is to highlight the security surrounding elections, including the audits we conduct to assure accurate and secure elections.

We are seeking partnerships with journalists, reporters, and community groups to help us deliver accurate, non-partisan, and timely information regarding elections.

Democracy is fragile and public trust in elections is essential to, and the hallmark of, a well-functioning system of government.

Ongoing disinformation campaigns misguide the public with unfounded claims regarding the certified systems we use to conduct accurate and transparent elections. These malicious efforts erode voters' trust, faith, and confidence in elections and may dissuade voters from participating in future elections.

Your local county election official is your trusted source of legitimate election information. If you hear questionable claims regarding an election, reach out to your local elections office, so we can clarify it for you. You can also refer to our websites and follow our official accounts on social media. For more information, visit our website; BayAreaVotes ([bayareavotes.org](http://bayareavotes.org)) or our Facebook page; Bay Area Votes.

The list of Bay Area coalition contacts is attached.

##

# Bay Area Votes Website

Home > Coalition of Bay Area Election Officials



## Coalition of Bay Area Election Officials

### Public Trust in Elections Initiative

This Coalition of Bay Area Election Officials web page is hosted by the County of Santa Clara Registrar of Voters.



#### Who We Are

Coalition of Greater Bay Area Counties working together to increase public trust in elections in our shared media market.

#### Our Mission Statement

Ensuring Public Trust in Elections by collaborating, communicating, and providing access to Accurate, Current, and Transparent (ACT) election information across the Bay Area.

#### Trusted Elections Information



#### Greater Bay Area Counties

Alameda (VCA County)
Contra Costa
Marin (VCA County)
Monterey
Napa (VCA County)
San Benito (VCA County)
San Mateo (VCA County)
Santa Clara (VCA County)
Santa Cruz (VCA County)
Solano
Sonoma (VCA County)

- Links to each County website
- Press Releases
- Editorials
- Fact Sheets
- Voter Education Videos
- Key dates

\* [Voter's Choice Act \(VCA\)](#) counties have adopted the Voter's Choice Act, which modernizes elections in

# Bay Area Votes Facebook Page

**Bay Area Votes**  
542 followers • 20 following

Message Following Search

Posts About Mentions Followers Photos Videos More

**Intro**  
Coalition of Greater Bay Area Counties working together to increase public trust in elections in our

Page · Government organization  
(925) 335-7821  
Outreach@vote.cccounty.us  
bayareavotes.org

**Posts**

**Bay Area Votes**  
4h · 🌐

**Donut forget to VOTE!**  
Election Department Courtroom 101  
440 5th St.  
Hollister CA  
San Juan Bautista Community Center  
10 San Jose St.  
San Juan Bautista CA

**San Benito County Elections**  
5h · 🌐

On a day like this, we would like to remind San Benito County Voters: Donut forget to Vote! Election Day is June 7, 2022. 2 Vote Centers are open today from 8AM to 5PM.

Like Comment Share

Local Press regarding the Bay Area Coalition



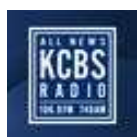
**KTVU FOX 2 NEWS**

## **Bay Area elections officials team up to educate voters, curb misinformation**

By Greg Lee

Published May 16, 2022

<https://www.ktvu.com/news/bay-area-elections-officials-team-up-to-educate-voters-curb-misinformation>



**KCBS RADIO**

## **Bay Area elections officials team up in midterm misinformation fight**

By Keith Menconi, KCBS Radio

April 25, 2022 5:22 pm

<https://www.audacy.com/kcbsradio/news/local/bay-area-officials-unite-fight-elections-misinformation>



**KRON 4**

## **What Bay Area elections officials want you to know about ballot safety before the primary elections**

by: KRON4 Staff

Posted: Jun 5, 2022 / 11:48 AM PDT

Updated: Jun 5, 2022 / 12:12 PM PDT

<https://www.kron4.com/news/bay-area/what-bay-area-election-officials-want-you-to-know-about-ballot-safety-before-the-primary-elections/>