



**30th Annual
National Conference
San Francisco, CA**

2014 Professional Practices Program

Community Partnership Voter Education

Cuyahoga County Board of Elections

Submitted by:

**Pat McDonald, Director
Cuyahoga County Board of Elections
2925 Euclid Ave.
Cleveland, Oh 44115
216-443-6445
Pmcdonald@cuyahogacounty.us
443vote.com**

The Cuyahoga County Board of Elections Community Partnership Voter Education Program:

The Cuyahoga County Board of Elections in Cleveland, Ohio is the largest voting jurisdiction in the state and located in one of the most carefully watched counties during presidential elections. We serve nearly 900,000 voters, in 1,047 precincts, with 402 polling places located in 59 municipalities. Under constant media and public scrutiny, voter education is a very high priority. To assist in our efforts, the Cuyahoga County Board of Elections initiated a voter education program that created a network of community partners. By tapping into the communications resources of our partners we have created an efficient and low cost method of reaching hundreds of thousands of members of the voting public with information that includes important registration deadlines, voting options, and how to be prepared to vote on Election Day. The program also allows us to target specific audiences based on our need to reach a specific demographic and/or geographic area.

Need: In 2009 the Outreach Department decided to utilize new methods of reaching people. In recent years the communications resources available to the Board of Elections began diminishing. Personnel cuts at local television and radio newsrooms have led to fewer reporters. The daily newspaper has slashed daily home delivery to three days a week. This has coincided with an increase in the number of people who receive their news and information through social media, websites, e-mail blasts, and electronic newsletters.

We have developed a network of over 300 Community Partners to assist our voter education efforts. This initiative has given us the ability to reach millions of readers and viewers who receive printed and electronic newsletters, e-mails, social media messages and who pick up printed voter education materials when visiting our community partner's physical locations.

Program Description:

The County's 59 municipalities, county agencies, social service providers, members of the faith based community, non-profit organizations, chambers of commerce, community development corporations, private business, state, county and federal elected officials, school districts, library systems, organized labor groups, hospital systems, groups and agencies that serve minority populations, are among our partners.

Creating the voter education items: Electronic Voter Education Kits, or E-kits, are a set of bilingual (English and Spanish) documents that provide voter education content to our partners who utilize e-mails blasts, printed and electronic newsletters, websites, social media, and to print and distribute hard copies in areas where there is a high level of pedestrian traffic. The documents are also printed by our partners and posted on bulletin boards. The documents are sent in the Word for Windows format (except the Voter Guide which is a PDF) so they can easily be cut and pasted into any medium that a community partner wishes to utilize to share the information with the public.

The E-kit documents include:

- **Important Dates and Deadlines for Voters:** This document walks the voter through registration deadlines, when absentee and early voting begins, the hours of early voting, how to vote-by-mail and on Election Day.
- **Voter Guide:** Voter information is formatted to be attention getting, attractive, and easy to read. We have designed this specifically to be posted on bulletin boards and used as a hand-out.
- **Suggested Newsletter Copy:** This is written in the style of a news story to allow easy editing if a partner has limited space for content in their publications. It explains what voters will see on the ballot and includes information on absentee voting and poll worker recruitment.
- **Pre-written Social Media Messages:** All stages of the election are summarized to meet the limited amount of copy that is required when posting on Facebook or sending out Tweets with suggested posting dates.
- **Website Tile and Link:** A graphic of our logo and a link to the Board of Elections website where vote-by-mail applications can be requested or printed. Voters may also check and/or update registration information on-line, find their polling location, view sample ballots, hours of early voting and voting deadlines.

- **Cable Channels:** In addition to our E-kits, over 30 school districts and municipalities in Cuyahoga County control the content of a cable channel. These channels display our voter education text messages. Cox Cable also posts our messages and tells us they receive 70,000 views per day by their cable customers.

Partner Performance Tracking: we have found that the most effective way to produce measurable results of our efforts is by calling each partner following the transmission of our E-kits. The E-kits are transmitted about seven weeks prior to each election. Members of the Outreach Department then begin calling each partner to confirm they have received their E-kit, have been able to utilize the information, and how many people it has reached. For example, we ask if the partner has an electronic or printed newsletter, how many people does it reach, if they are able to print and distribute the Voter Guide, in how many locations has it been placed, etc. The partners with the ability to reach the largest audiences are prioritized and called first, in the event we are not able to contact each and every partner within our time frame.

Tracking Becomes Easier with each election: Unless we are working with a new partner, in most cases we do not have to explain the E-kit or how best to utilize it. This greatly reduces the time spent on the phone. We have also found an added benefit of calling our partners at least twice a year. It helps keep our Community Partner contact lists current and accurate.

Following each election a Partner performance report is created. Media coverage generated by our efforts is also included. This is a summary from the November 2013 General Election:

335	Community Partners received E-kits
192	(57 %) Total number of Community Partners that we are aware of that participated.
234,054	Recipients of E-mail blasts and E-newsletters transmitted by 60 Partners
148,171	Recipients of printed newsletters distributed by 24 Community Partners
29,208	Reached through partner Facebook posts 17,549 Reached through partner Twitter accounts
312	Locations posted and/or distributed Voter Education Materials by 70 Partners
79	Partners posted voter education information and/or links to the BOE website on their website
34	Municipal, school district cable channels displayed text Public Service Announcement messages.
57	Print, radio, and television stories that featured voter education information

Results:

Financial savings: Taping into the communications resources of our partners at no cost allows voter education information to be distributed on multiple platforms and to expose more people to information than the Board of Elections would be able to reach on its own. There are few costs involved because most of the activity is electronic.

Ties to the Community: Contacting partners prior to each election fosters a team spirit in helping reach the common goal of participation in the democratic process. Working through our partners helps maintain credibility through associations with partners who people know and trust. This is very helpful in sustaining a positive image by being connected with their local municipality, church, non-profit, and/or other agencies where they seek assistance or information.

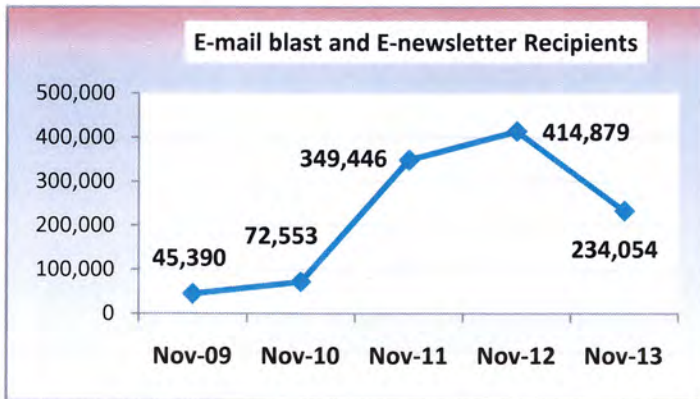
Consistency: Unlike a conventional education campaign that is launched and then goes away after an election, our program allows us to reach voters consistently through the same communication vehicles on a regular basis (generally, at least four elections per year). Partner performance is measured after each election and we quickly learn where we can make improvements.

Reduced Provisional Ballots and Rejection Rates: The ability to reach thousands of people with voter information on many platforms is a very useful tool. One of the agency's priorities is to remind voters to check their ward, precinct, and voting location prior to each election and to update address changes to their registration. This helps them avoid casting a provisional ballot. Since the program began in 2009 we have seen a reduction in the number of provisional ballots rejected and a trend of fewer provisional ballots cast. Our educational program does not claim complete credit for these trends, but it is clear that they correlate with the beginning of the program.

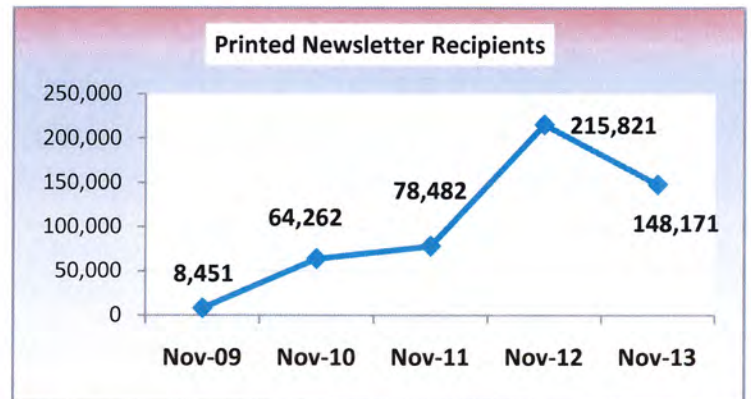
Our Community Partnership Program has been so successful that it is now being used to assist in recruiting poll workers and advertising permanent positions. We have the ability target specific communities and disseminate information quickly because we are aware of the communications tools available to reach people in every segment of the County.

Partner Performance Comparisons for General Elections from 2009 to 2013

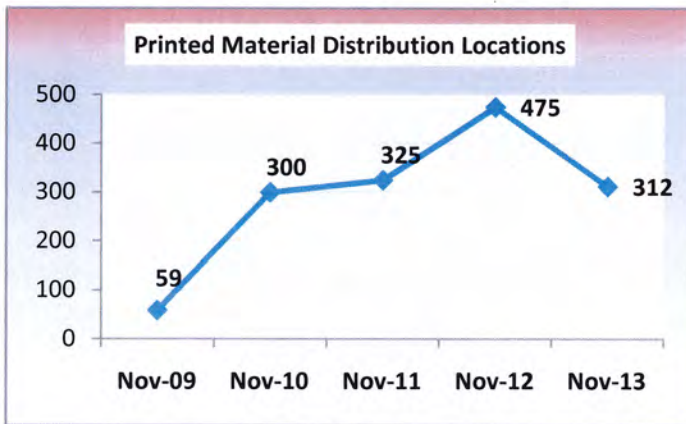
Partner performance in November 2013 may be higher than indicated. Staff was diverted to another project during the time that would have normally been used to make tracking calls. Statistics are only used in reports if the partner has confirmed in writing or verbally that they have utilized voter education information.



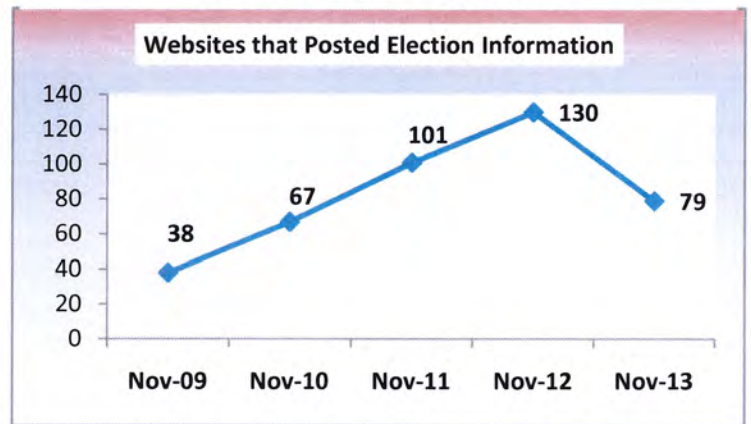
E-mail blasts/E-newsletters



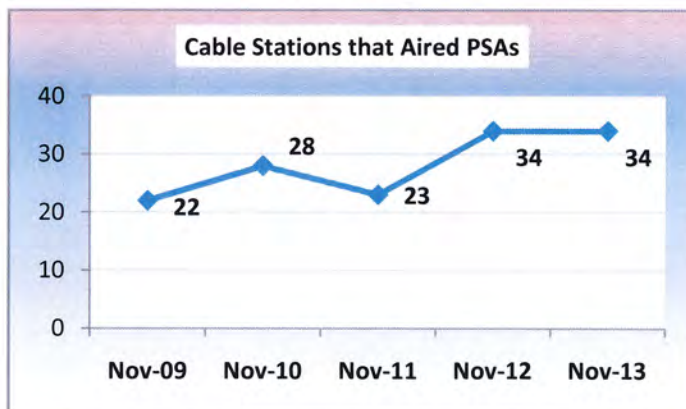
Printed Newsletters distributed by partners to households and individuals



Printed materials posted and distributed by partners



Partner websites with a tile and link and/or voter education information



Cable channels that aired/displayed voter education information

29,208 Nov. 2013 Reached by partner's Facebook
25,258 Nov. 2012

17,549 Nov. 2013 Reached by partner's Twitter
5,696 Nov. 2012

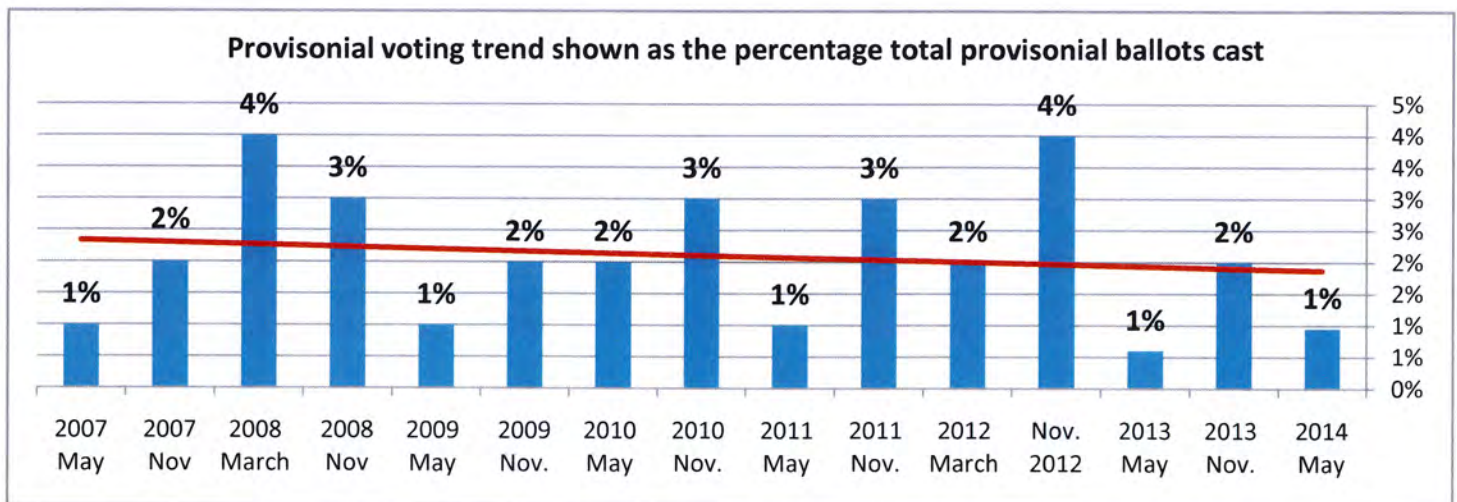
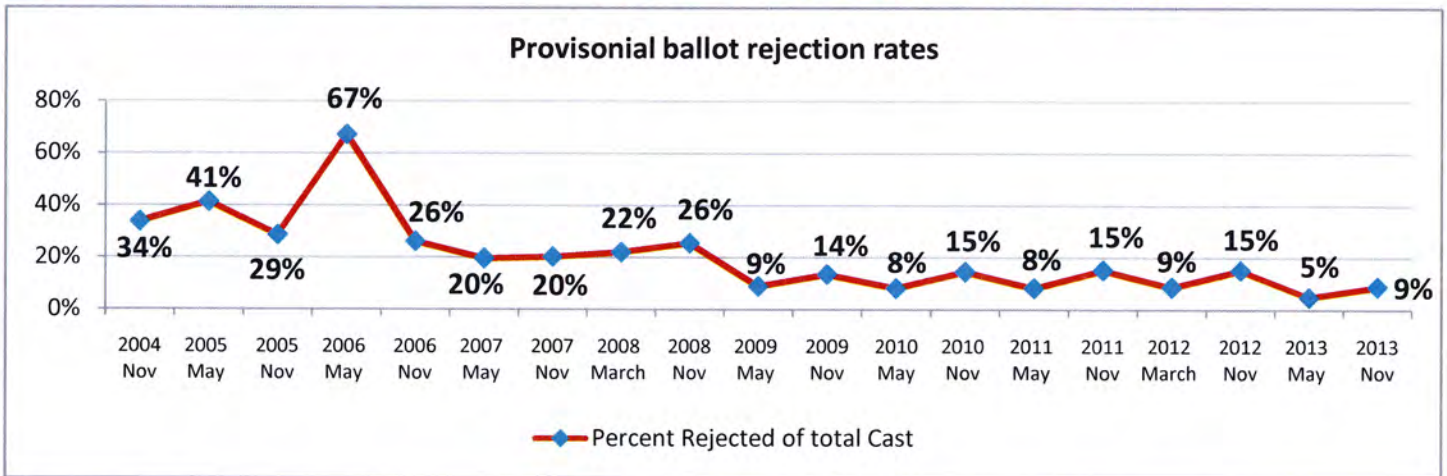
Social Media Tracking began in 2012

Social Media

Example of a portion of a Community Partner Tracking Call Sheet:

Name	Count	E-newsletter/E-mail Blast	Count	Printed News letter
East Cleveland	0		5,000	printed newsletter to 5,000
North Royalton	6,000	E-newsletter to 1,200 on 9/21, 10/5,10/12,10/19, 10/26	0	
Parma Heights	100	blast to 100 city workers	13,980	printed newsletter to 13,980 October
ACLU	3,900	E-mail Blast	0	
NAACP	7,000	E-mail Blast to 3500 twice	0	
Cudell Improvement, Inc.	6,000	E-Newsletter 3 times to 2,000	0	
Old Brooklyn Community Dev. Corp.	3,500	e-newsletter	12,000	"Old Brooklyn News"
Nestle USA	1,900	office employees 900 plant workers 1,000	0	
UAW retired auto workers	0		3,225	Union newsletter
Ohio Life News	0		25,000	in October edition 25,000 copies to 2,000 churches
Cuyahoga County Library System	90,000	e-newsletter to 90,000 October	0	

Since the Community Partnership Program began in 2009 we have seen the number of Provisional ballot rejections reduced to a consistent level. The total number of provisional ballots cast is also trending lower.



Examples of how our E-kits have been utilized by our Partners in the past and in our most recent election: (some of the images have been cut down due to limited application space).



ONE CUYAHOGA
What's the BIG Idea?

REPORT A CONCERN

OPEN GOVERNMENT
Transparency Initiative

WELCOME TO CUYAHOGA COUNTY

The County Administration Building has moved:
[Click here for a list of interim locations.](#)



Cuyahoga County Convention Center Hotel



New Cuyahoga County Administration Headquarters



CUYAHOGA COUNTY BOARD OF ELECTIONS
Click here for a Vote by Mail ballot application.

POPULAR ITEMS

- [Court Docket](#)
- [Deed Search](#)
- [Election Information](#)
- [County Executive E-kits](#)
- [Marriage Licenses](#)
- [GovDeals](#)
- [Online Job Application](#)
- [Boards & Commissions](#)
- [Property Information](#)
- [Real Estate Taxes](#)
- [Sexual Offenders](#)
- [Cuyahoga County Co](#)
- [Public Officials Direct](#)

COUNTY EXECUTIVE

- [Executive Home Page](#)
- [Budget Information](#)
- [Contracts and Notices](#)
- [Loaned Executive Program](#)
- [State of the County](#)
- [Western Reserve Plan](#)

COUNTY COUNCIL

- [Council Home Page](#)
- [Meeting Calendar](#)
- [Meeting Live Stream](#)
- [County Charter Review](#)

CITY OF FAIRVIEW PARK



MAIN STREET CONNECTION



MAY 6, 2014 PRIMARY ELECTION

Don't forget to cast your ballot this month. The May 6th Primary Election will include candidates for U.S. Congress, Governor, and statewide offices, the Ohio House and Senate, County Executive, County Council (in odd numbered districts), judicial seats, Democratic Central Committee, and issues.


Sample ballots are available on the Board of Elections website: www.443VOTE.com.

May, 2014

In This Issue

- Ride a Bike
- Thank You Freshen Up Fairview Volunteers
- Hail to the (Fire) Chief(s)
- Memorial Day Events
- Hydrant Flushing
- Empty Bowls Feeding Souls Update
- Spring Clutter Buster
- Holiday Waste Collection Schedule
- Fairview Centre Spring Fling
- Water Main Replacement Project
- 2014 Citizen of the Year
- May 6 Primary Election Information

5 Things You Need to Know This Week



April 7, 2014

- 1. In the Nation: Tracing the U.S. Heroin Surge to Mexico**

Driven by the falling price of marijuana, Mexican drug farmers are turning away from cannabis and filling their fields with opium poppies. As U.S. authorities are tightening access to prescription opiates, Mexican trafficking organizations have found a new market for heroin in the United States, fueling the increase in heroin use and overdose deaths.

http://www.washingtonpost.com/world/tracing-the-us-heroin-surge-back-south-of-the-border-as-mexican-cannabis-output-falls/2014/04/06/58dfc590-2123-4cc6-b664-1e5948960576_story.html
- 2. In the State: Hospitals Try Patient Loans to Reduce Bad Debt**


Some hospitals, such as the Mount Carmel Health System in Columbus, now arrange loans for patients swamped by significant medical debt. High-deductible health plans and rising health costs have resulted in hospitals shouldering a growing percentage of bad debt. Low-interest loans set up by hospital systems are aimed at helping patients pay of their medical debt over time while relieving hospitals of bad debt.

<http://www.dispatch.com/content/stories/local/2014/04/06/hospitals-try-loans-to-reduce-bad-debt.html>
- 3. In the Region: May 6 Primary Election Information -Voter Registration Deadline Today**

The May 6th Primary Election will include candidates for U.S. Congress, Governor, statewide offices, the Ohio House and Senate, County Executive, County Council (in odd numbered districts), judicial seats, Democratic Central Committee, and issues. The voter registration deadline is April 7th. For an explanation of voting in a mid-term Ohio primary provided by Cleveland.com [click here](#).

In Cuyahoga Co: To avoid lines on Election Day, all registered voters may Vote by Mail. Vote by Mail ballot applications are available at the Board of Elections website: www.443VOTE.com, by calling the Board of Elections at 216-443-VOTE (8683), and at all public libraries. It is important for all voters to be prepared to cast their ballots. Sample ballots are also available on the website.

Cable Channel Text message example



City of Fairview Park

City of Fairview Park shared a link.
May 5

Don't forget to vote in tomorrow's primary election if you haven't do so already!

May 6, 2014 Primary Election - Cuyahoga Elections
boe.cuyahogacounty.us

Click here for all the information you need about Election.

Like · Comment · Share

Lisa Herring McMonagle likes this.

Write a comment...

City of Fairview Park shared a link.
May 2

May 2, 2014

View this email in your browser

Council eNews

A Publication of Cleveland City Council | Kevin J. Kelley, Council President

Public Notice: [Proposed Charter Amendment](#) on the May 6 ballot. On March 3, 2014, Cleveland City Council passed Ordinance No. 280-14 authorizing the submission to the electors of the City of Cleveland of a proposal to amend the Charter of the City of Cleveland by amending existing Section 33 to allow for legislation to be presented in electronic, digital, written or printed form.

Community CRITIQUE

The Official Publication of the Cleveland Teachers Union

VOL. XLV, NUMBER THREE

SEPTEMBER 201



Vote on Tuesday, May 6.
For more information on registering, early voting and the upcoming election visit the [Cuyahoga County Board of Elections](#)

November 6, 2012 General Election Dates and Deadlines for Voters

Change in Vote by Mail for the Nov. 6 Presidential General Election:

- The Ohio Secretary of State will automatically mail all voters a Vote by Mail Ballot Application for this election.
- Ballot applications are also available on the Cuyahoga County Board of Elections website: www.boe.cuyahogacounty.us, all public libraries, or by calling the Board of Elections at 216-443-3298.

October 2, 2012 – Vote by Mail Opens:

- The Board of Elections will begin mailing Ballots to voters who have requested a ballot.
- Voters may begin to vote early at the Cuyahoga County Board of Elections, 2925 Euclid Avenue, Cleveland, OH 44115, between the hours of 8:30 a.m. and 4:30 p.m., Monday through Friday.

October 9, 2012 – Close of Registration:

- Voter registration and change of address deadline for the November 6th General Election is at 9:00 p.m. Voters who have not registered, have moved, or have changed their name and have not updated their registration, must do so by this date. Registration cards are available at all public libraries and at the Board of Elections website: www.boe.cuyahogacounty.us.

November 2, 2012 – Last Day to Vote Early at the Board of Elections:

- 6:00 p.m. is the deadline to hand deliver Vote by Mail ballot to the Board of Elections.

Fecha Importante y Fechas Límites para los Electores con Relación a las Elecciones Generales del 6 de Noviembre de 2012

Cambios en Votar por Correo para las Elecciones Generales del 6 de Noviembre de 2012

- El Secretario de Estado de Ohio enviará automáticamente las solicitudes de papeleta por correo a todos los electores.
- Las solicitudes de papeleta también estarán disponibles a través del sitio web de la Junta Electoral del Condado de Cuyahoga: www.boe.cuyahogacounty.us, en las bibliotecas públicas, o llamando al 216-443-3298.

2 de octubre de 2012 – Comienza Votar por Correo:

- La Junta Electoral comenzará a enviar papeletas por correo a aquellos electores que hayan solicitado una papeleta.
- Los electores pueden comenzar a votar por anticipado en la Junta Electoral del Condado de Cuyahoga, 2925 Euclid Avenue, Cleveland, OH 44115, entre las horas de 8:30 a.m. hasta las 4:30 p.m. de lunes a viernes.

9 de octubre de 2012 – Cierre de inscripción:

- La fecha límite para la inscripción de electores y el cambio de dirección para las Elecciones Generales del 6 de noviembre es a las 9:00 p.m. Aquellos electores que no se han inscrito, se hayan mudado de domicilio o cambiado su nombre y que aún no han actualizado su inscripción, deben hacerlo antes de esta fecha. Tarjetas de inscripción están disponibles en todas las bibliotecas públicas y a través del sitio web de la Junta Electoral del Condado de Cuyahoga: www.boe.cuyahogacounty.us.

City of Bedford shared a link.
May 1

Please remember to send in your Ballots must be postmarked on, track your ballot at the Board of Elections website: <http://boe.cuyahogacounty.us>

Track My Ballot - Cuyahoga County Board of Elections
boe.cuyahogacounty.us

Like · Comment · Share

Debbie Twitt likes this.

Write a comment...

City of Bedford shared Concoctions Leaf & Bean's story.
April 29

Cuyahoga County Public Library
bringing it all to life online

Election Day 2012

[Deadlines](#) | [Election Day](#)

[Voter Guides](#) | [Board of Elections](#)

Election day is Tuesday, November 6, 2012.

The Ohio Secretary of State will automatically mail all voters a Vote by Mail Ballot Application for this election.

Ballot applications are also available on the [Board of Elections website](#), all public libraries, or by calling the Board of Elections at 216-443-3298.

Vote Early at the Board of Elections

- October 15–19 8:00 AM to 5:00 PM
- October 22–26 8:00 AM to 7:00 PM
- Oct. 29– Nov. 1 8:00 AM to 7:00 PM
- November 2 8:00 AM to 6:00 PM

Request a Vote by Mail Ballot Application
CLICK HERE

VOTER GUIDE



2013 GENERAL ELECTION

REGISTER TO VOTE IN THE NOVEMBER 5th GENERAL ELECTION

The deadline to register to vote is October 7th.

If you have moved, or changed your name, since you last voted you must re-register to reflect your new address and/or your new name. After you register you will get a card in the mail with your voting location, ward, and precinct.



Voter Registration Cards are available by calling 216-443-VOTE, at public libraries, and on the Board of Elections website: www.boe.cuyahoga-county.us.

BEFORE EVERY ELECTION CHECK YOUR VOTING INFORMATION

Call 216-443-VOTE to check your voter registration status, voting location, ward, and precinct or visit the Elections website. Go to www.443VOTE.com, click on the "Voters" tab to check your information.



All registered voters may request a Vote by Mail ballot. Ballot applications are available at public libraries, on the Board of Elections website: www.443VOTE.com, or by calling 216-443-VOTE.

Mailed ballot applications must be received by the Board of Elections on Saturday, November 2nd.

Vote by Mail ballots must be postmarked on or before November 4th.

Vote by Mail ballots cannot be dropped off at a voting location. They must be mailed or dropped off at the Board of Elections. If you have questions about voting by mail call 216-443-VOTE.

VOTING HOURS AT THE BOARD OF ELECTIONS

October 1st through November 1st	8:30 a.m. to 4:30 p.m.
Saturday, November 2	9:00 a.m. to 2:00 p.m.
Sunday, November 3	Noon to 5 p.m.
Monday, November 4	8:30 a.m. to 4:30 p.m.

VOTE ON ELECTION DAY

The Polls are open for voting from 6:30 a.m. until 7:30 p.m.

Bring identification:

A valid, state issued photo identification card or driver's license, military identification. A copy of a current utility bill, bank statement, government check, paycheck, or other government document that shows your name and current address.



2925 Euclid Avenue, Cleveland, Ohio
216-443-3200 Ohio Relay Service 711

www.443VOTE.com



November 5, 2013 General Election Dates and Deadlines for Voters



Scan me for a us to by mail application

Vote by Mail in the November 5th General Election:

- Ballot applications are no longer automatically mailed to voters prior to each election. Ballot applications are available on the Cuyahoga County Board of Elections website: www.443VOTE.com, local public libraries, or by calling 216-443-VOTE.
- Ballot applications are also available on the Cuyahoga County Board of Elections website: www.443VOTE.com, all public libraries, or by calling the Board of Elections at 216-443-VOTE.

October 1, 2013 - Vote by Mail Opens:

- The Board of Elections will begin mailing ballots to voters who have requested a ballot and voters may begin to vote early at the Cuyahoga County Board of Elections, 2925 Euclid Avenue, Cleveland, Ohio 44115
- Early voting hours:**
- | | |
|---------------------------------------------------------|------------------------|
| Monday through Friday, October 1st through November 1st | 8:30 a.m. to 4:30 p.m. |
| Saturday, November 2nd | 9:00 a.m. to 2:00 p.m. |
| Sunday, November 3rd | Noon to 5 p.m. |
| Monday, November 4th | 8:30 a.m. to 4:30 p.m. |

October 7, 2013 - Close of Registration:

- Voter registration and change of address deadline for the November 5th General Election is at 9:00 p.m. Voters who have not registered, have moved, or have changed their name and not yet updated their registration, must do so by this date. Registration cards are available at public libraries and at the Board of Elections website: www.443VOTE.com.

November 2, 2013 - Vote by Mail Ballot Application Deadline:

- The Cuyahoga County Board of Elections must receive ballot application requests by noon on November 2nd for voters to be eligible to Vote by Mail.

November 4, 2013 - Ballots Mailed in the U.S. Must be Postmarked on or Before this Date:

- Include proper postage on your ballot return envelope. **Ballot envelopes are not postage-paid.**

November 5, 2013 - Election Day - Polls Open at 6:30 a.m. and Close at 7:30 p.m.

- Bring proper identification when voting: a current and valid photo identification card, driver's license or state issued identification, military identification, current utility bill, bank statement, government check, paycheck, or other government document.
- Voters need to know their ward, precinct and voting location.
- Voted Absentee/V
- Voted Absentee/V



A PUBLICATION OF THE GREATER CLEVELAND REGIONAL TRANSIT AUTHORITY

2012 Election information

Oct. 9, 2012 - Voter Registration
The deadline is 9 p.m. Oct. 9 for you to register to vote or update your registration. Registration cards are available at all public libraries and at boe.cuyahogacounty.us.

Nov. 6, 2012- Election Day
Polls are open from 6:30 a.m.-7:30 p.m. Make sure you go to the correct voting location and that you bring proper ID.

Voting Resources
To obtain ballot applications, information about your ward, precinct and voting locations, a list of acceptable forms of ID and additional voting resources, visit boe.cuyahogacounty.us or call 216-443-3298.

RTA serves ne **The Rider's Digest is distributed on 20,000 busses and trains.**



CUYAHOGA COUNTY BOARD OF ELECTIONS

Inajo Davis Chappell Chairwoman	Jeff Hastings Member	Eben O. (Sandy) McNair, IV Member	Robert S. Frost Member
------------------------------------	-------------------------	--------------------------------------	---------------------------

Suggested Newsletter Copy for Partners (for websites, printed, and e)

November 5, 2013 General Election

Voters in all of Cuyahoga County's municipalities will be included in the Election. Municipal, Judicial, and School Board candidates are on the ballot for local issues.

To avoid lines on Election Day, and to allow extra time to study the ballot, use Vote by Mail. Vote by Mail ballot applications are available at the Board of Elections website: www.443VOTE.com, by calling the Board of Elections at 216-443-VOTE.

It is important for all voters to be prepared to cast their ballots. The deadline to register to vote is October 7th. Voters who have moved or changed their name since then must re-register and return a new Voter Registration Card.

Voters who are interested in serving as poll workers may call 216-443-VOTE or visit www.443VOTE.com

