Communications Tool Kit
for Voter Education Champions

FEBRUARY 2024

Resources for Sharing Voting Information

Presented by: San Bernardino County Registrar of Voters

Your Ballot. Vote Early. All Ways Secure.

SAN BERNARDINO COUNTY

T A B L E O F C O N T E N T S

INTRODUCTION

The San Bernardino County Registrar of Voters (ROV) is committed to protecting each registered voter's right to cast a ballot safely and securely. To help voters better understand how the State of California and San Bernardino County are preparing for the March 5, 2024 Presidential Primary Election, this Communications Tool Kit provides a variety of tools to enable people and organizations to make sure local voters are well informed about how, when, and where to cast a ballot. From social media posts, infographics, videos, and more, this tool kit covers all the need-to-know information.

- Voting options – How to vote
- Voting locations – Where to vote
- Voting period – When to vote
- Safety – Creating a safe environment for poll workers and voters
- Security – Protecting the election process and votes

Our hope is that you will share this information with your own networks of people.

The following sections will provide you with a description of the tool kit items we'd like you to share. Graphics can be accessed by clicking the link to Dropbox where you can then download and save the materials for your own use.

IMPORTANT TOPICS

There are many important topics we need to address as we ramp up for this election. Here is a list of the messages we have identified as critical for the primary election. You'll notice these themes throughout the materials provided in the tool kit below.

- The "Your Ballot. Vote Early. All Ways Secure." campaign has officially launched!
- You Have Voting Options – While mail ballots are being delivered to all registered voters, there are still several ways to vote.
- Updating Your Voter Registration is Key – We're encouraging voters to make sure the information they have on file is updated and correct!
- No Party Preference and "Crossover" Voting – Learn more about how to request a crossover ballot if you are registered as a No Party Preference voter.

IMPORTANT DATES

- Tuesday, January 30: Voter Information Guides delivered to the U.S. Postal Service
- Monday, February 5: Early voting began at ROV and mail ballots were delivered to the U.S. Postal Service
- Monday, February 5: Mail ballot drop-off locations opened
- Tuesday, February 20: Voter registration deadline
- Tuesday, February 27: Deadline to request a replacement mail ballot
- Tuesday, February 27 through Saturday, March 2 and Monday, March 4: Additional Early Vote Sites open from 10 a.m. to 6 p.m.
- Tuesday, March 5: Election Day – 2024 Presidential Primary Election

TOOL KIT CONTENTS

The following materials have been created for distribution.

- Voter Education infographic
- Public service announcement videos
- Social media posts and graphics
- Newsletter articles
- Resources

VOTER EDUCATION INFOGRAPHIC

ROV's voter education infographic visually demonstrates all the important information about voting methods, important dates, ballot tracking and security, and more.
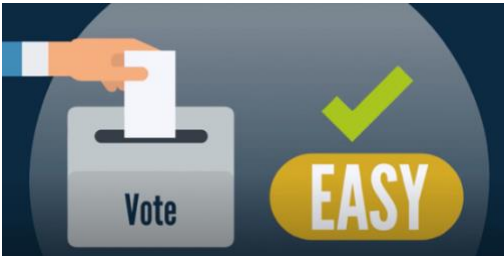
Click here to view the infographic.

VIDEOS

A series of short "explainer" videos are available to download. Topics include:

- Completing your ballot
- Have you voted yet?
- Crossover ballots
- Voting at a polling place
- Election security
- Using Sharpies to complete your ballot
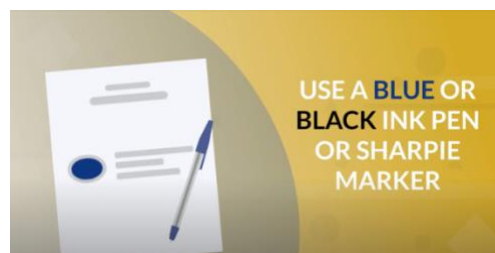

Completing your ballot

Have you voted yet?

Crossover ballots

Voting at a polling place

Election security

Using Sharpies to complete your ballot

SOCIAL MEDIA AND GRAPHICS

The following social media content has been created so that you have a variety of posts to share with your network in February. **To download any of these images, click here.**

Before getting started with posting, please consider these helpful tips.

- Feel free to personalize – While it is important key information remains unchanged, we know that your audience wants to hear from *you*! We encourage you to adapt the posts, so they are authentic to your organization.
- Tag the Registrar of Voters – Let us know you are sharing our info by including our social media handles within the post.
  - ROV Facebook - @SBCountyElections
  - ROV Instagram - @sbc_elections
  - ROV X (formerly Twitter) - @sbc_elections
  - County of San Bernardino Facebook - @SanBernardinoCounty
- Use hashtags – Enhance post visibility by incorporating key election hashtags.

#SBCountyCounts
#VoteCalifornia
#VoteEarly
#BallotSecurity
#YourBallotVoteEarly
#YourVoteCounts
#WheresMyBallot
#VoteReady (for posts about voter registration)
#BallotMobile

Voter Education:

Post 1: Voter Ready

Facebook/X (formerly Twitter)
Copy: The upcoming 2024 Presidential Primary Election is right around the corner! For information on registration, ways to vote, voter information guides, and more, visit https://elections.sbcounty.gov/.

Instagram:
Copy: The upcoming 2024 Presidential Primary Election is right around the corner! For information on registration, ways to vote, voter information guides, and more, visit the San Bernardino County Registrar of Voters page @sbc_elections to learn more.

Post 2: 4 Ways to Vote

Facebook
Copy: There are 4 ways to vote in the upcoming 2024 Presidential Primary Election. Registered voters can vote by mail, a secure drop-off location, an early voting site, or by casting a ballot in-person at your

nearest polling place on Election Day. Make sure you are registered to vote by checking your status on My Elections Gateway: https://elections.sbcounty.gov/voterregistration/myelectiongatewayinfo/

Instagram
Copy: There are 4 ways to vote in the upcoming 2024 Presidential Primary Election. Registered voters can vote by mail, a secure drop-off location, an early voting site, or by casting a ballot in-person at your nearest polling place on Election Day. Make sure you are registered to vote found on My Elections Gateway by visiting the @sbc_elections page.

X (formerly Twitter)
Copy: There are 4 ways to vote in the upcoming 2024 Presidential Primary Election. Make sure you are registered to vote by checking your status on My Elections Gateway: https://elections.sbcounty.gov/voterregistration/myelectiongatewayinfo/

Post 3: Website

Facebook/Instagram
Copy: Be prepared for the upcoming election by getting all the resources you need on the official San Bernardino County Registrar of Voter's website. This tool features information for the upcoming 2024 Presidential Primary Election. Sign in on My Elections Gateway to receive your personalized information on voting in the 2024 Presidential Primary Election.
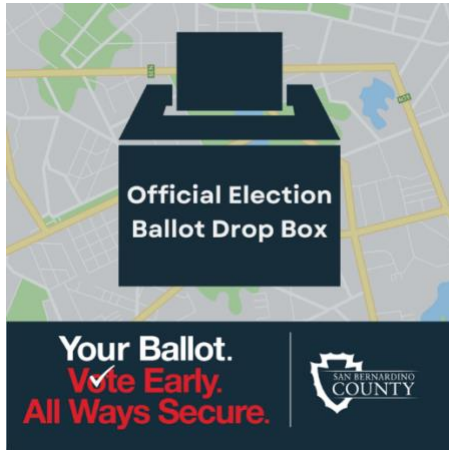
X (formerly Twitter)
Copy: Be prepared for this upcoming election by getting all the resources you need on the official San Bernardino County Registrar of Voter's website. This tool features all the information you need for the upcoming 2024 Presidential Primary Election.

Ballot Drop-Off Locations:

Post 4: Ballot Drop-Off Locator

Facebook /Twitter
Copy: Find the nearest Ballot Drop-off Location in your city by using the map or list on the website.
There are various locations in San Bernardino County to make dropping off your mail ballot easy.

Instagram
Copy: Find the nearest Ballot Drop-off Location in your city by using the map or list by visiting the Instagram page @sbc_elections. There are various locations in San Bernardino County to make dropping off your mail ballot easy.

Ballot Security:

Post 5: Journey of a Ballot

Facebook/X (formerly Twitter)
Copy: Your ballot is secure from the moment you mail it or drop it off at a local ballot drop-off location. Watch the Journey of a Ballot video in the link below to see the process of how a ballot is processed from start to finish.

https://youtu.be/o3cDqPhuXzk?si=glZQSAlJ89jGN2u-

Instagram
Copy: Your ballot is secure from the moment you mail it or drop it off at a local ballot drop-off location. Watch the Journey of a Ballot video by visiting @sbc_elections to see the process of how a ballot is processed from start to finish.
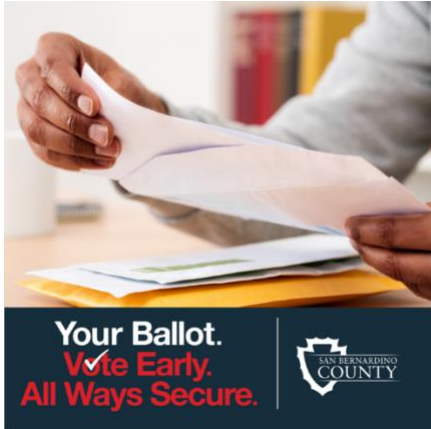
Post 6: Tracking your Ballot

Facebook /Twitter
Copy: The security of your ballot is a top priority! Track the status of your ballot at any time using WheresMyBallot.sos.ca.gov on the California Secretary of State's website. This tool allows you to track exactly where your ballot is at any time after you return it.

Instagram
Copy*:* The security of your ballot is a top priority! Track the status of your ballot at any time using the WheresMyBallot.sos.ca.gov found by visiting @sbc_elections. This tool allows you to track exactly where your ballot is at any time after you return it.

Mailing your Ballot:

Post 7: Mailing your Ballot

Facebook
Copy: You have the option to choose how you cast your ballot in this election. If you choose to mail your ballot, it must be postmarked on or before Tuesday, March 5. Your mail ballot can also be dropped off at any mail ballot drop-off location.

Instagram
You have the option to choose how you cast your ballot in this election. If you choose to mail your ballot, it must be postmarked on or before Tuesday, March 5, and received by the Registrar of Voters by March 12. Your mail ballot can also be dropped off at any mail ballot drop-off location.

X (formerly Twitter)
If you choose to mail your ballot, it must be postmarked on or before Tuesday, March 5. Your mail ballot can also be dropped off at any mail ballot drop-off location.

Election Day:

Post 8: Election Day

Facebook/Instagram/X (formerly Twitter)
Copy: It's Election Day! The San Bernardino County Registrar of Voters Office will be open from 7 a.m. to 8 p.m.

Voting:

Post 9: How to Fill Out your Ballot

Facebook
Copy: The 2024 Presidential Primary Election is right around the corner! View important resources such as how primaries are conducted in California, what's on your ballot, and more. Find out information by clicking on the website below: https://elections.sbcounty.gov/

Instagram
Copy: The 2024 Presidential Primary Election is right around the corner! View important resources such as how primaries are conducted in California, what's on your ballot, and more. Find out information by visiting the Instagram page @sbc_elections

X (formerly Twitter)
Copy: The 2024 Presidential Primary Election is right around the corner! Find out information by clicking on the website: https://elections.sbcounty.gov/

NEWSLETTER ARTICLES

Do you have an organizational print or electronic newsletter? Or looking for good content to email your members/constituents? If so, we invite you to share the following articles with your network.

Article #1
Have You Voted Yet? Everything You Need to Know about Voting

For the March 5, 2024 Presidential Primary Election, you have the opportunity to choose how, when, and where to vote.

You have multiple options, including voting by mail, using a mail ballot drop-off location or Early Vote site, or in person at a polling place on March 5.

Here are the details about early voting.

1. **Mail ballots** – On February 5, ballots began to be mailed to San Bernardino County registered voters. Once received, you can cast your voted mail ballot with a pre-paid envelope in the mail, at an early vote site, at a mail ballot drop-off location, or at any polling place.
2. **Early Vote Sites** - An Early Vote Site is a location where you may pick up or cast a mail ballot. The Registrar of Voters office, located at 777 E Rialto Avenue in San Bernardino, operates as an early vote site through Election Day. An additional four sites will be open from February 27 to March 2 and on March 4.
3. **Ballot drop-off locations** -You can choose from more than 70 secure mail ballot drop-off locations throughout the county to cast your vote. Outdoor secure mail ballot drop-boxes are bolted to the ground, and ballots are regularly picked up pursuant to State law.

If you prefer to vote in person, you can cast your ballot at your assigned polling place on Election Day. The County's more than 290 polling locations will be open on March 5 from 7 a.m. to 8 p.m. Details can be found on the Registrar of Voters' website or on the back of your Voter Information Guide.

As you prepare to vote, remember, it's "Your Ballot. Vote Early. All Ways Secure."

Article #2
Tips for Filling Out Your Ballot

Every vote counts! The San Bernardino County Registrar of Voters is committed to protecting your right to cast a ballot safely and securely. For some voting in the 2024 Presidential Primary Election, this may be their first time casting a mail ballot.

Mail ballots were delivered to the U.S. Postal Service on February 5, 2024. Here are some helpful tips to make sure your ballot makes it to the finish line.

- Submit your ballot on time. If returning it by mail, your ballot must be postmarked on or before March 5, 2024! If you want to cast your voted mail ballot at a mail ballot drop-off location, the Registrar of Voters office, or a polling place, you must drop it off on or before 8 p.m. on Election Day.
- Choose your ink wisely. The ballot scanners do not read red ink – opt for blue or black. Even markers are ok to use as long as they are black or blue ink.
- Make your mark. Double check you have filled in the ovals in every contest on the ballot that you wanted to vote. Then, seal, sign, and date the return envelope itself.
- No postage necessary! Do not worry about getting the right stamp for your ballot – each one comes with a prepaid postage envelope.
- Track your ballot! Enroll in Where's My Ballot to receive emails, texts, or phone notifications about the status of your ballot. Go to WheresMyBallot.sos.ca.gov.

If you have additional questions about mail ballot voting, please contact the Registrar of Voters at (909) 387-8300 or Communications@rov.sbcounty.gov.

Remember, it's "Your Ballot. Vote Early. All Ways Secure."

Article #3
Offices and Candidates on the Ballot for the Primary Election

For the 2024 Presidential Primary Election on March 5, there are three types of offices: party-nominated, voter-nominated and nonpartisan. Below are the different types of offices that will appear on the ballot, who can vote in these races, and who advances to the November General Election.

Party-nominated Offices
- Includes President and County Central Committee offices
- Only voters who have chosen a party preference may vote for their party's candidates*
- The winner of each party's presidential primary will represent that party in the November General Election, when all voters, regardless of party preference, can vote for President

Voter-nominated Offices
- Includes Congressional and State offices
- All voters, regardless of party preference, can vote for any candidate in these contests
- The top two vote-getters, regardless of party preference, will advance to the November General Election

Nonpartisan Offices
- Includes Judicial, School, County and City offices
- All voters, regardless of party preference, can vote for any candidate on the ballot
- For Judicial, County and some City offices, the top two vote-getters will proceed to the November General Election. However, if a candidate receives more than 50% of the vote, that candidate is elected to office
- For School and most City offices, candidates that receive the most votes are elected to office

* For this election, the American Independent, Democratic and Libertarian Parties are allowing voters who have not chosen a party preference to "crossover" and vote in their presidential primaries. To request a crossover ballot for one of these parties, email VoterRegistration@rov.sbcounty.gov or call 800-881-VOTE (8683).

Click here for more information..

If you have additional questions about the offices or candidates up for election, please contact the Registrar of Voters at (909) 387-8300 or Communications@rov.sbcounty.gov.

Remember, it's "Your Ballot. Your Vote. Always Secure."

Article #4
Everything You Need to Know about Early Voting

For the 2024 Presidential Primary Election, you have the choice of when, where, and how to vote. Casting your ballot at an Early Vote site or at one of our more than 70 ballot drop-off locations is the best way to avoid lines and crowds at polling places. Four sites will be open from February 27 to March 2 and on March 4. Pick from a list of locations below and cast your ballot today!

Early Vote Sites

1. San Bernardino County Registrar of Voters Office, 777 E. Rialto Avenue, San Bernardino, CA 92415
- Open February 5 to March 4, Monday through Friday from 8 a.m. to 5 p.m.
- Closed Monday, February 19 in observance of the Presidents Day holiday
- Open Saturday, March 2 from 8 a.m. to 5 p.m.
- Open Election Day, Tuesday, March 5 from 7 a.m. to 8 p.m.

2. Town of Apple Valley Recreation Center, 14955 Dale Evans Parkway, Apple Valley, CA 92307
- Open Tuesday, February 27 – Monday, March 4, from 10 a.m. to 6 p.m.
- Closed Sunday, March 3

3. Joshua Tree Community Center, 6171 Sunburst Street, Joshua Tree, CA 92252
- Open Tuesday, February 27 – Monday, March 4, from 10 a.m. to 6 p.m.
- Closed Sunday, March 3

4. Ontario Conference Center, 1947 E. Convention Center Way, Ontario, CA 91764
- Open Tuesday, February 27 – Monday, March 4, from 10 a.m. to 6 p.m.
- Closed Sunday, March 3

5. Victorville City Hall, 14343 Civic Drive, Victorville, CA 92392
- Open Tuesday, February 27 – Monday, March 4, from 10 a.m. to 6 p.m.
- Closed Sunday, March 3

Ballot Drop-off Locations
The County's more than 70 ballot drop-off locations are another safe option to vote early. Outdoor drop boxes are bolted to the concrete and ballots are collected regularly.

As you prepare to vote, remember, it's "Your Ballot. Vote Early. All Ways Secure."

Article #5
Ensuring Your Ballot and Election Process is Always Secure

Among the top concerns during any election are the secure nature of casting a ballot and the integrity of the overall election process.

The San Bernardino County Registrar of Voters (ROV) has a host of layered security protocols in place in accordance with the California Secretary of State's Office, which is legally mandated to certify any voting system prior to its sale and use within California. As a result, the state has developed one of the most strenuous voting systems testing and certification programs in the country.

In San Bernardino County, ROV is required to abide by stringent sets of rules and regulations regarding implementation and use of a voting system. A few notable rules and regulations include performance of logic and accuracy testing on voting systems prior to each election and ensuring specific procedures for programming, deployment, and use of voting equipment during elections are met.

Pursuant to Elections Code, no part of a voting system shall be connected to the internet at any time. Nor shall any part of a voting system electronically receive or transmit election data through an exterior communication network of any type.

All this to say, the Registrar of Voters takes election security very seriously, and we have multiple layers of security in place to protect your ballot and election results.

If you have additional questions about the security and integrity of the election process, please contact the Registrar of Voters at (909) 387-8300 or Communications@rov.sbcounty.gov.

Remember, it's "Your Ballot. Vote Early. All Ways Secure."

Article #6
Everything You Need to Know about Voting at a Polling Place

If you prefer to cast your ballot in person at a polling place, you can vote at your assigned polling place. The County's more than 290 polling locations will be open this year on Tuesday, March 5, from 7 a.m. to 8 p.m.

You can use the County's Polling Place Look-up tool or look on the back of your Voter Information Guide to find your assigned polling place.

Please note that masks are not required at any County polling place or Early Vote site regardless of vaccination status. Public health requirements are subject to change based on guidance from Centers for Disease Control and Prevention (CDC), California Department of Public Health, or San Bernardino County Department of Public Health.

As you prepare to vote, remember, it's "Your Ballot. Vote Early. All Ways Secure."

Article #7
No Party Preference Voting

In a Presidential Primary, if you are registered to vote with a political party, you will receive a ballot that contains Presidential candidates for that party only. However, if you are registered as a No Party Preference voter, you will receive a nonpartisan ballot, which **will not** include candidates for U.S. President.

Some parties will allow you to "crossover" and vote for their candidates. Other parties do not. For this election, the American Independent Party, Democratic Party and Libertarian Party will allow crossover voting by voters registered as No Party Preference.

Voters who are registered as No Party Preference and want to vote for one of the parties listed above can request a crossover ballot by:
- Emailing VoterRegistration@rov.sbcounty.gov
- Calling 800-881-VOTE (8683)

Voters who are registered as No Party Preference and would like to vote for a Presidential candidate affiliated with a party that does not allow crossover voting must re-register with that party to vote for that party's presidential candidate.

Voters can re-register at a polling place on Election Day and cast a provisional ballot.

As you prepare to vote, remember, it's "Your Ballot. Vote Early. All Ways Secure."

Article #8
Tracking Your Ballot Is Easy

After casting your ballot for the 2024 Presidential Primary Election, you can easily look up the status of your ballot by using several websites.

You can track when your ballot is mailed, received, and will be counted through the Secretary of State's Where's My Ballot tracking system. You can sign up to receive notifications about the status of your mail ballot via email, text message, and/or telephone call. Sign up at WheresMyBallot.sos.ca.gov.

In addition, you may use one of the following two websites to look up the status of your ballot:
- My Voter Status on the Secretary of State's website enables you to look up the status of your ballot. This service provides similar messages to the notifications sent by Where's My Ballot from "ballot mailed" to "ballot received" or "ballot counted."
- My Elections Gateway on the Registrar of Voters' website enables you to look up the status of your ballot if you voted by mail.
  - If you have cast a mail ballot, the status of your ballot will remain "received" until we certify the election results (on or before April 4). After certification, your mail ballot status will update to "counted" or "not counted."
  - If you voted at a polling place, your voting history will not be immediately available on My Elections Gateway. You will be able to view your voting history after the election results are certified to see that you voted in this election.

If you have questions about tracking your ballot, please contact the Registrar of Voters at (909) 387-8300 or Communications@rov.sbcounty.gov.

Remember, it's "Your Ballot. Vote Early. All Ways Secure."

RESOURCES

San Bernardino County Registrar of Voters

My Elections Gateway

Where to Register to Vote

Find Your Polling Place

Mail Ballot Drop-Off Locations

Voter Information Guide

Remote Accessible Vote by Mail

Military and Overseas Voters

Election Results

Communications Tool Kit: February 2024

Thank you again for your support!

And remember, it's "Your Ballot. Vote Early. All Ways Secure."

Your Ballot.
Vote Early.
All Ways Secure.

SAN BERNARDINO COUNTY