

Communications Tool Kit for Voter Education Champions

OCTOBER 2022



Resources for Sharing Voting Information

Presented by: San Bernardino County Registrar of Voters

Your Ballot.
Your Vote.
Always Secure.



Stay Connected



@SBCountyElections



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INTRODUCTION

The San Bernardino County Registrar of Voters 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 November 8, 2022 General 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
- Security – Protecting the election process and votes

Our hope is that you will share this information with your personal or organization's networks of contacts.

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 General Election. You'll notice these themes throughout the materials provided in the tool kit below.

- The "Your Ballot. Your Vote. Always Secure." campaign reinforces the importance of election integrity and security.
- You Have Voting Options – As vote-by-mail ballots are delivered to all registered voters, there are still several ways to vote.
- Updating Your Voter Registration is Key – We encourage voters to make sure the information they have on file is updated and correct!

IMPORTANT DATES

- Friday, October 7: San Bernardino County Voter Information Guides delivered to the U.S. Post Office
- Monday, October 10: Vote-by-mail ballots delivered to the U.S. Post Office for mailing to county registered voters
- Tuesday, October 11: Early voting begins at the Registrar of Voters office
- Monday, October 24: Voter registration deadline; conditional voter registration begins
- Tuesday, November 1 through Saturday, November 5, and Monday November 7: Additional early voting sites open
- Tuesday, November 8: Election Day, voting at polling places takes place from 7 a.m. to 8 p.m. All ballots returned by mail must be postmarked on or before this date.
- Thursday, December 8: Election results are certified by this date and posted on the SBCountyElections.com website

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
- Frequently Asked Questions (FAQs)

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 in English.

Click [here](#) to view the infographic in Spanish.

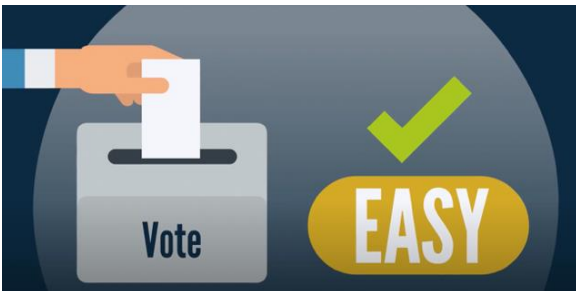


VIDEOS

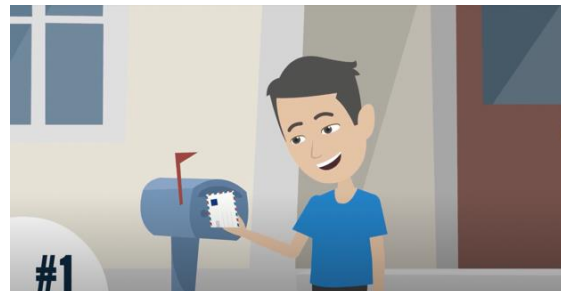
A series of short “explainer” videos will be made available for download in the next communications toolkit update. Topics include:



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



Completing your ballot



Have you voted yet?



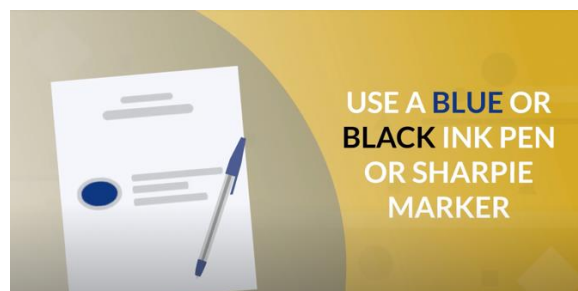
Register to vote



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 the coming weeks.

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 Twitter - @sbc_elections
 - County of San Bernardino Facebook - @SanBernardinoCounty
- Use hashtags – Enhance post visibility by incorporating key election hashtags.

#SBCountyCounts

#VoteCalifornia

#VoteEarly

#BallotSecurity

#YourBallotYourVote

#YourVoteCounts

#WheresMyBallot

#VoteReady (for posts about voter registration)

#BallotSelfie

SOCIAL MEDIA POSTS

The graphics examples are sized for Twitter for ease of review; they will be resized for other platforms, such as Facebook and Instagram.

About the Journey of Your Ballot

Post 1: Timing – Oct. 1-Nov. 7

Facebook and Instagram



The San Bernardino County Registrar of Voters is committed to promoting trust in the security of your vote and transparency in the processing of your ballot for the 2022 General Election. Want to learn more about the journey of your ballot? Check out <https://bit.ly/3Swrufz>
#SBCountyCounts #JourneyOfYourBallot #YourVoteAlwaysSecure

Twitter

Check out <https://bit.ly/3Swrufz> to learn more about the journey of your ballot and how San Bernardino County is promoting trust in the security of your ballot this election. #SBCountyCounts
#JourneyOfYourBallot #YourVoteAlwaysSecure

Post 2: Timing – Oct. 1-Nov. 7

Facebook and Instagram



You choose how you submit your ballot this election! There are four ways to cast a ballot, and all are secure and easy:

- Vote By Mail
- Mail Ballot Drop-Off Location
- Visit an Early Vote Site
- Visit a Polling Place on Election Day

#SBCountyCounts #JourneyOfYourBallot #YourVoteAlwaysSecure

Twitter

You choose how you submit your ballot this election! There are four ways to cast a ballot, and all are secure and easy: vote by mail, mail ballot drop-off location, early vote site, polling place on Election Day. #SBCountyCounts #JourneyOfYourBallot #YourVoteAlwaysSecure

Post 3: Timing – Oct. 1-Nov. 7

Facebook and Instagram



No matter what happens, the San Bernardino County Registrar of Voters is here to help you.

- Just moved?
- Can't find your ballot?
- Stationed overseas?
- Need accommodations?
- Can't find your polling place?
- Dog ate your ballot?

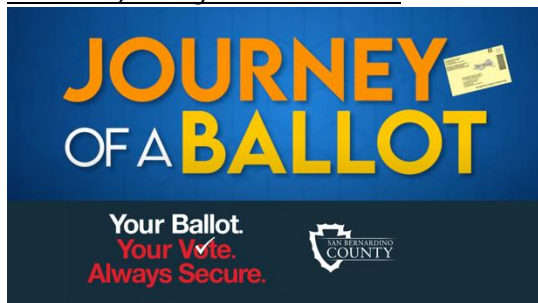
Find your answers at www.SBCountyElections.com or call 909-387-8300. #SBCountyCounts #YourVoteAlwaysSecure

Twitter

Just moved? Can't find your ballot? Need accommodations? No matter what happens, the San Bernardino County Registrar of Voters is here to help you. Find your answers at www.SBCountyElections.com or call 909-387-8300. #SBCountyCounts #YourVoteAlwaysSecure

Post 4: Timing – Oct. 1-Nov. 7

Facebook, Instagram and Twitter



Wonder what happens after you cast your ballot? Watch the Journey of Your Ballot video to find out: <https://bit.ly/3Swrufz> #SBCountyCounts #JourneyOfYourBallot #YourVoteAlwaysSecure

About the Election Process and Election Security

Post 5: Timing – Oct. 1-Oct. 24

Facebook, Instagram and Twitter



If you enjoy helping the community, the San Bernardino County Registrar of Voters is looking for you! Sign up to be a poll worker today. Visit this <https://bit.ly/3ybloYZ> to learn how to apply. #SBCountyCounts #YourVoteAlwaysSecure

Post 6: Timing – Oct. 1-Nov. 7

Facebook, Instagram and Twitter



Accessible voting is a priority in every election! Polling places offer many accessibility options. Call the Registrar of Voters at (909) 387-8300 to learn more. #SBCountyCounts #YourVoteAlwaysSecure

Post 7: Timing – Oct. 1-Nov. 7

Facebook, Instagram and Twitter



Keeping your vote safe is always a top priority. The San Bernardino Registrar of Voters has implemented strong cybersecurity measures and works with state and federal agencies to regularly evaluate and upgrade our systems. #SBCountyCounts #YourVoteAlwaysSecure

Post 8: Timing – Oct. 1-Nov. 7

Facebook and Instagram



Your vote is important! To help the San Bernardino Registrar of Voters process your ballot, here are some helpful tips:

1. Use a pen or marker with blue or black ink when filling out your ballot.
2. Remember to sign the envelope before you mail or drop off your ballot.
3. Mail ballots must be postmarked by Nov. 8 or delivered off in person at a polling place or mail ballot drop-off location by 8 p.m. on Nov. 8.

Visit www.SBCountyElections.com for polling place and mail ballot drop-off locations.

#SBCountyCounts

#YourVoteAlwaysSecure

Twitter

For a smooth voting process, use black or blue ink, sign the envelope before mailing, and postmark your ballot by Nov. 8. Visit www.SBCountyElections.com for polling places and mail ballot drop-off locations.

#YourVoteAlwaysSecure

Post 9: Timing – Oct. 11

Facebook, Instagram and Twitter



If you want to vote early, visit the Registrar of Voters office beginning on Oct. 11. More early vote sites open on Nov. 1. Visit www.SBCountyElections.com to learn more. #SBCountyCounts

#YourVoteAlwaysSecure

Post 10: Timing – Nov. 8

Facebook, Instagram, and Twitter



It's Election Day! A reminder that polling places are open from 7 a.m. to 8 p.m. today. #SBCountyCounts #YourVoteAlwaysSecure

Post 11: Timing – Nov. 7

Facebook and Instagram



What happens after Election Day? Election results will be certified no later than December 8. You can find all this information and more on our FAQ page at www.SBCountyElections.com #VoteSBCounty #YourVoteAlwaysSecure

Twitter

What happens after Election Day? Election results will be certified no later than December 8. Learn more at www.SBCountyElections.com. #VoteSBCounty #YourVoteAlwaysSecure

About Registering to Vote

Post 12: Timing – Oct. 1-24

Facebook and Instagram



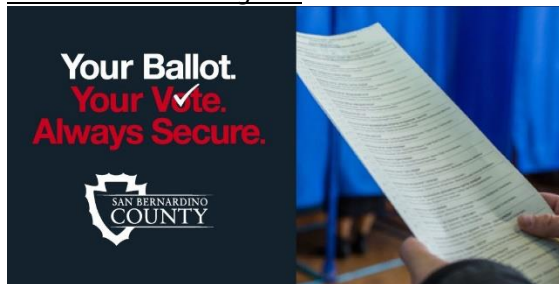
Have you moved recently? Use the My Elections Gateway online application tool on the Registrar of Voters website at SBCountyElections.com to confirm your current address. If you need to update your address, you may re-register to vote at RegisterToVote.ca.gov. If you moved from one residence to another and stayed within San Bernardino County, you may simply complete an In-County Change of Address Form. #SBCountyCounts #YourVoteAlwaysSecure

Twitter

Moved recently? Use My Elections Gateway on SBCountyElections.com to check your address. To update your address, re-register at RegisterToVote.ca.gov. #SBCountyCounts

Post 13: Timing – Oct. 1-24

Facebook and Instagram



Every active registered voter in the county will receive a mail ballot, which will be delivered to the U.S. Postal Service beginning Oct. 10. If you have not registered to vote, visit RegisterToVote.ca.gov to register today! The deadline to register is Oct. 24. #VoteReady #YourVoteAlwaysSecure

Twitter

Every active registered voter in the county will receive a mail ballot, which will be delivered to the U.S. Postal Service beginning Oct. 10. If you have not registered to vote, visit RegisterToVote.ca.gov to register by Oct. 24! #VoteReady #YourVoteAlwaysSecure

Post 14: Timing – Oct. 1-24

Facebook, Instagram and Twitter



Have you registered to vote yet? Confirm your voter status by Oct. 24 and make sure all your info is up to date! Visit VoterStatus.sos.ca.gov to review your registration information. #SBCountyCounts #YourVoteAlwaysSecure

About Tracking Your Vote

Post 15: Timing – Oct. 1-Nov. 7

Facebook, Instagram and Twitter



Personalize your voting experience! Sign up for WheresMyBallot.sos.ca.gov to receive updates about the status of your ballot. #WheresMyBallot #SBCountyCounts #YourVoteAlwaysSecure #JourneyOfYourBallot

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

Demystifying the Voting Process

Recommended Timing for Use: Oct. 1-Nov. 1

The San Bernardino County Registrar of Voters is committed to discussing the safe, protected journey of a ballot from the moment a vote is cast to the point it is counted. Our objectives are to give the county population insight into the election process and help people better understand how the San Bernardino County Registrar of Voters ensures:

- That all eligible citizens in the county understand how they can register to vote
- That all registered voters receive a ballot and know how to complete and submit their voted ballot
- That all voted ballots are collected and securely transported
- That ballot processing is transparent and fair
- We want voters in our county to trust that the election process is safe and secure and everyone's ballot is impartially processed. Our goal is to remove the mystery of how elections are conducted and ballots are counted.

Registered voters have four options when it comes to casting a ballot in the General Election:

- Vote by mail
- Mail ballot drop-off location
- Early Vote Site
- Polling Place

Regardless of how a voter submits their ballot, the Registrar of Voters ensures ballots are transported securely to our office to be processed.

To learn more about the election, we invite you to visit the Registrar of Voters online at www.SBCountyElections.com.

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

Article #2

What's on Your Ballot for the 2022 General Election?

Recommended Timing for Use: Oct. 1-Nov. 7

In the 2022 General Election, all voters will receive a mail ballot. Depending on which voting precinct you reside in, the following contests and measures may appear on your ballot.

Voter-Nominated Offices

- Includes contests for:
 - Statewide Offices
 - United States Representative
 - Member, State Board of Equalization
 - State Senator or Member of the State Assembly
- The party preference of the candidate is listed on the ballot.

Nonpartisan Offices

- Includes contests for:
 - Judicial Offices
 - State Superintendent of Public Instruction
 - School District Offices
 - County Offices
 - City Offices
 - Special District Offices
- The party preference of the candidate is not listed on the ballot.
- Voters may write in the name of a candidate whose name is not on the ballot.

Ballots

All voters will receive an Official Ballot that contains:

- General Election contests:
 - Voter-nominated offices
 - Nonpartisan offices
- Measures:
 - State propositions
 - Local ballot measures (only in certain jurisdictions)

A County Voter Information Guide mailed to all registered voters beginning on October 7 offers a full sample ballot with all the candidates and measures listed.

To learn more, we invite you to visit the Registrar of Voters online at www.SBCountyElections.com.

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

Article #3

Everything You Need to Know About Early Voting

Recommended Timing for Use: Oct. 11-Nov. 6

For the 2022 General 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 mail ballot drop-off locations is the best way to avoid lines and crowds at polling places on Election Day. Pick from a list of locations below and cast your ballot today!

Early Vote Sites

1) San Bernardino County Registrar of Voters

- 777 East Rialto Avenue, San Bernardino
- Open Monday through Friday, October 11 to November 7, 8 a.m. to 5 p.m.
- Open Saturday, November 5, 8 a.m. to 5 p.m.
- Open Election Day, Tuesday, November 8, 7 a.m. to 8 p.m.

2) Additional Early Vote Sites

Vote at any of the following additional four locations open Tuesday, November 1 through Monday, November 7, 10 a.m. to 6 p.m. Closed Sunday, November 6.

- Town of Apple Valley Recreation Center
14955 Dale Evans Parkway, Apple Valley
- Joshua Tree Community Center
6171 Sunburst Street, Joshua Tree
- Ontario Conference Center
1947 E. Convention Center Way, Ontario
- Victorville City Hall
14343 Civic Drive, Victorville

Mail Ballot Drop-off Locations

The County's more than 70 mail ballot drop-off locations are another safe option to vote early. Outdoor drop-boxes are constructed with secure, 18-gauge steel and are bolted to the concrete. Ballots from these drop-boxes are regularly collected by 2-person ballot security teams. Click [here](#) to find a convenient location.

To learn more, please visit the Registrar of Voters online at www.SBCountyElections.com.

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

Article #4

Ensuring Your Ballot and Election Process is Always Secure

Recommended Timing for Use: Oct. 1-Nov. 7

The state of California has developed one of the most strenuous voting system testing and certification programs in the country. For more information, click this link:

<https://elections.cdn.sos.ca.gov/pdfs/california-voting-system-standards.pdf>

At the local level, California counties are required to abide by stringent sets of rules and regulations regarding the implementation and use of a voting system.

All voting systems undergo extensive testing prior to certification, which includes:

- Examination and testing of system software
- Software source code review and evaluation
- Hardware and software security penetration testing
- Hardware testing under conditions simulating the intended storage, operation, transportation, and maintenance environments
- Inspection and evaluation of system documentation
- Operational testing to validate system performance and functioning under normal and abnormal conditions.

Pursuant to the California Elections Code, section 19205, “no part of a voting system shall be connected to the internet at any time, or electronically receive or transmit election data through any exterior communications network.” The voting systems used in California do not connect to the Internet.

The Registrar of Voters processes are transparent and open for observation, including:

- Testing of the voting system equipment used to count ballots prior to their use in the election
- Examination of signatures on the mail ballot return envelopes
- Removal of the ballots from the envelopes
- Counting of the ballots on high-speed, accurate ballot scanners
- Hand counting of at least one percent of the precincts and one percent of the mail ballots to audit the accuracy of the scanners
- Testing of the voting system equipment used to count ballots after their use in the election

Once you cast your ballot at a polling place or it is removed from your mail ballot return envelope, it cannot be identified as your specific ballot. Your ballot does not contain information to identify it as yours to ensure your vote remains confidential. The Registrar of Voters only tracks that you voted in the election and the method you used to cast your ballot. Neither the Registrar of Voters nor anyone else will know the votes you marked on your ballot for a candidate or measure.

Secure, accessible, and locked ballot boxes are made available for ballot drop-offs through 8 p.m. on Election Day. Outdoor mail ballot drop boxes are locked and bolted to concrete to deter theft. Ballot drop-off locations are also placed in areas that have higher public visibility, and ballots are picked-up by 2-person ballot security teams on a regular basis for processing.

Article #5

Vote Tomorrow!

Recommended Timing for Use: Nov. 7

Tomorrow is Election Day! The San Bernardino County Registrar of Voters offers several resources for voters on how, when, and where they can vote in the 2022 General Election.

You have four ways to cast a voted ballot this election:

- Vote-by-Mail
- Mail ballot drop-off location
- Early Vote Site
- Polling Place

In order for your mail ballot to be processed, your ballot must be:

- Postmarked no later than 8 p.m. tomorrow on Election Day, November 8, 2022, and received by the Registrar of Voters no later than Tuesday, November 15
- Dropped off at any polling place by 8 p.m. on Election Day
- Delivered to the Registrar of Voters by 8 p.m. on Election Day
- Deposited into a mail ballot drop box by 8 p.m. on Election Day.

In-Person Voting

The San Bernardino County Registrar of Voters will be open on Election Day, Tuesday, November 8 from 7 a.m. to 8 p.m. along with polling places throughout the County.

To find your assigned polling place, please refer to your [Voter Information Guide](#). You can also use My Elections Gateway or the Polling Place Look-up tool on the Registrar of Voters' website at www.SBCountyElections.com. Or call (800) 881-VOTE or (909) 387-8300.

Mail Ballot Drop-off Locations

The County's more than 70 mail ballot drop-off locations are another safe option to vote early. Outdoor drop-boxes are constructed with secure, 18-gauge steel and are bolted to the concrete. Ballots from these drop-boxes are regularly collected by 2-person ballot security teams. Click [here](#) to find a convenient location.

To learn more, we invite you to visit the Registrar of Voters online at www.SBCountyElections.com.

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

Communications Tool Kit for Voter Education Champions

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Thank you again for your support!
And remember, it's "Your Ballot. Your Vote. Always Secure."

Your Ballot.
Your Vote.
Always Secure.



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