

1) The county may wish to partner with other surrounding counties in developing PSAs and other materials, where feasible. I assume you will be targeting radio and TV in the Sacramento market for the west slope and Tahoe radio stations and community access TV for the basin. In the Sacramento market in particular, there are going to be other counties transitioning to the same system. It would make sense to coordinate with these other counties where possible.

2) While you should partner with other counties (see above) each of the counties needs to be careful to tell voters that ballots can be submitted at any vote center in their own county. I can virtually guarantee that there are going to be a significant number of El Dorado County ballots mistakenly submitted in Sacramento County, and perhaps vice versa. Vote center staff in all counties should be trained to recognize out of county ballots and direct voters to submit them to their own county unless the deadline is so close they wouldn't make it.

3) To help get free media, the county may wish to hold Vote Center "grand opening" events on the first day the three initial voter centers are open. Perhaps local businesses could be approached to donate food or other items to give out at these events. This would generate excitement around vote centers and would give media crews a reason to come up the hill.

4) The county should make sure that all drop boxes are accessible until 8pm on Election Night. From looking at your preliminary list of locations I'm pretty sure they are all at locations one would expect to be open until at least 8pm on a Tuesday but that should be guaranteed. As I'm sure you know Sacramento County had issues with this last year.