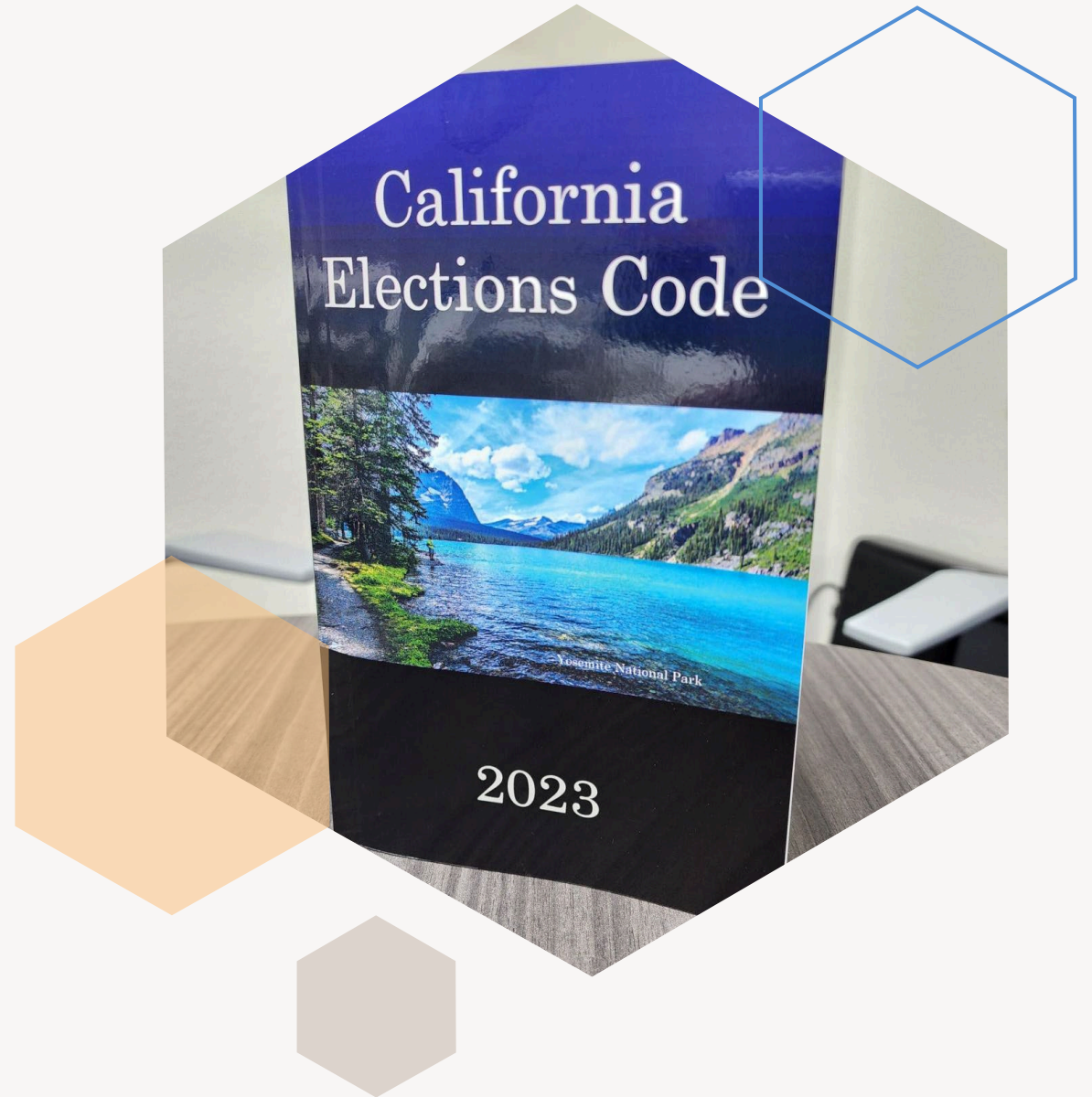


# ELECTIONS

Beyond the  
Basics





**Candice Alvarez, MMC**

City Clerk

City of Lake Elsinore



**Genoveva Rocha, CMC**

City Clerk

City of San Bernardino



**Lisa Pope, MMC**

City Clerk

City of Vernon



# Agenda



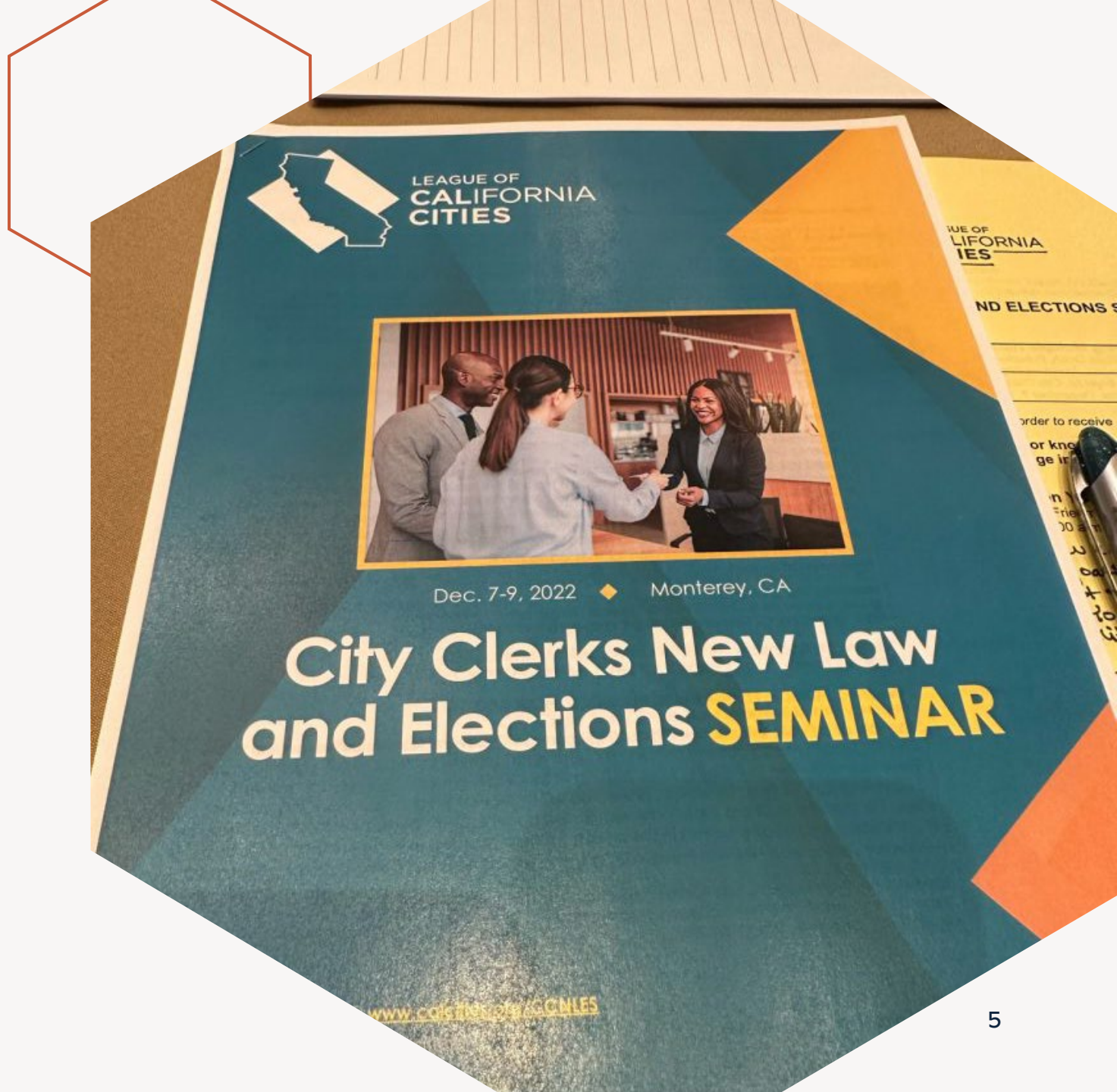


# **POLL on election experience...**



# Enhancing Expertise and Staying Ahead

- Training
- Procedures
- Efficiencies
- Support





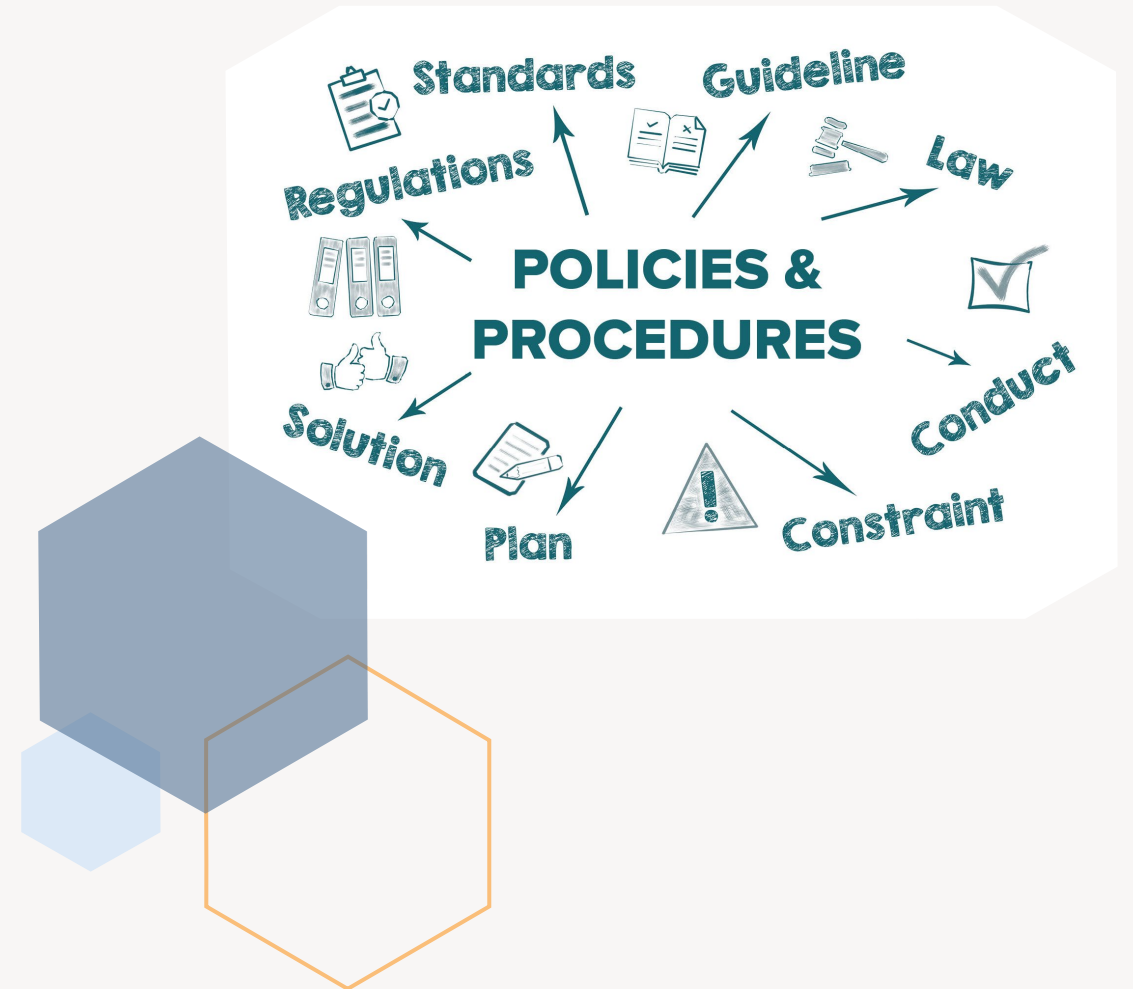


# Potential Pitfalls

- Election Procedures
- Candidate Concerns
- Voter Issues

# Election Procedures

- Election Security Concerns
- Late or Inaccurate Results Reporting
- Mismanagement and Incompetence
- Lack of Contingency Planning
- Insufficient Resources
- Legal Challenges
- Complacency



# Candidate Concerns



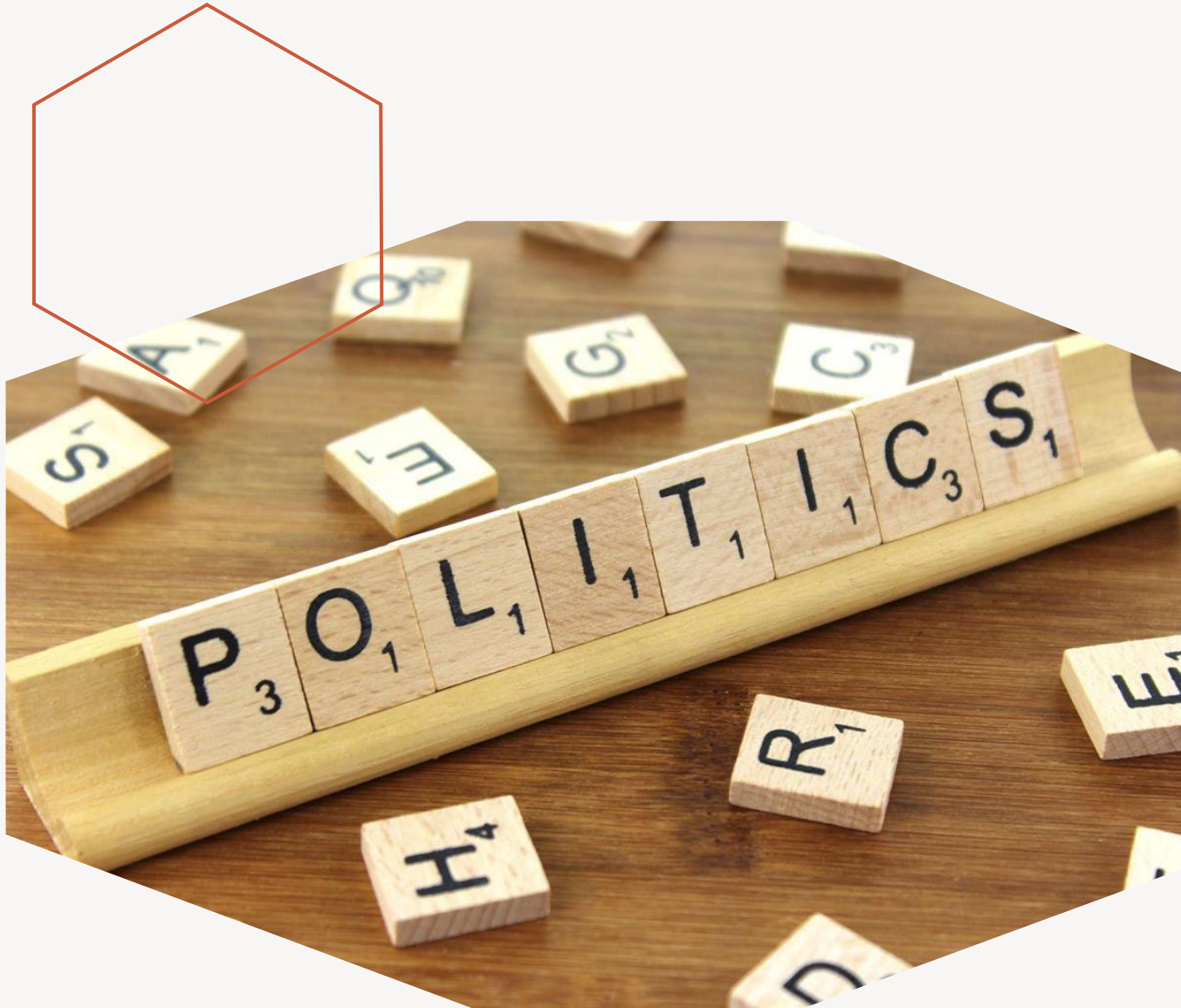
- Ballot Designation Errors
- Candidate Statement Content and Format
- Campaign Finance Issues
- Political Signs



# Voter Issues

- Low Voter Turnout
- Voter Disenfranchisement
- Inadequate Voter Education
- Voter Suppression Attempts
- Lack of Public Confidence





# Political Ramifications

- Election Disputes
- Redistricting
- Election Administration
- Public Perception
- Media Attention
- Legal Challenges
- Reelection

# Precautions

## Ethical Conduct

- Strict Adherence to Laws and Regulations
  - Document Everything
- Transparent and Consistent Procedures
- Engage with Stakeholders
- Training and Education



# Precautions



## Public Communication

- Redistricting Transparency
- Website
- Social Media



# Precautions

## Legal Concerns

- Accessibility and Inclusivity
- Legal Counsel
- Public Records Requests from Candidates



# Voter Outreach and Engagement



## Outreach

- Voter Education
- Voter Registration

## Engagement

- Community Partnerships
- Community Meetings
- Social Media and Online
- Incentives and Recognition
- Feedback and Continuous Improvement

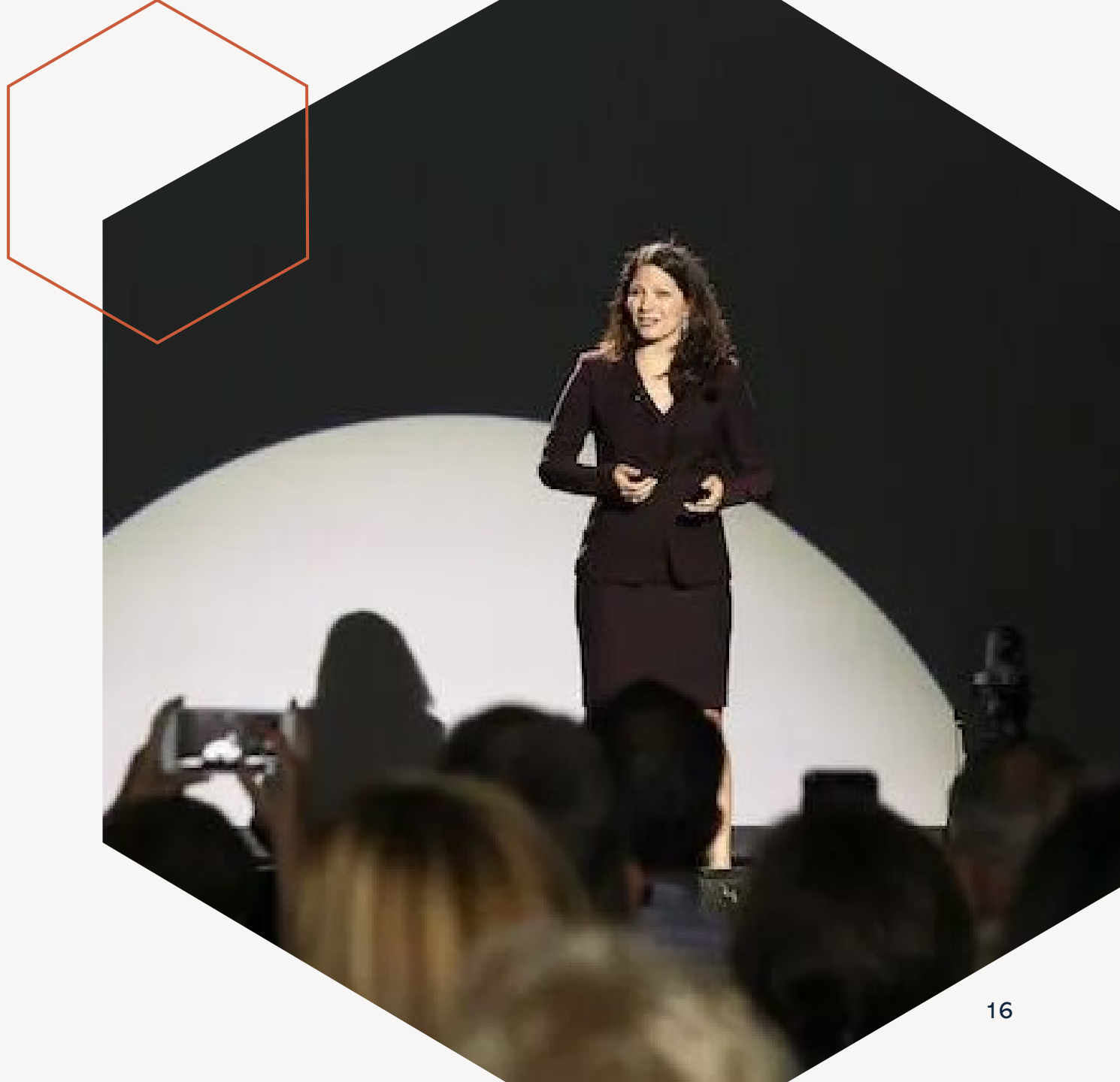




## Challenges & Successes

# Elected City Clerk Runs for Mayor

- Situation
- Question
- Outcome
- Successes/Opportunities for Success





# Term Limits

- Situation
- Question
- Outcome
- Successes/Opportunities for Success

# Eligibility to Run

- Situation
- Question
- Outcome
- Successes/Opportunities for Success



**Questions?**





**Thank you.**

**[CAlvarez@lake-elsinore.org](mailto:CAlvarez@lake-elsinore.org)**

**[Rocha\\_Ge@sbcity.org](mailto:Rocha_Ge@sbcity.org)**

**[LPope@CityofVernon.org](mailto:LPope@CityofVernon.org)**