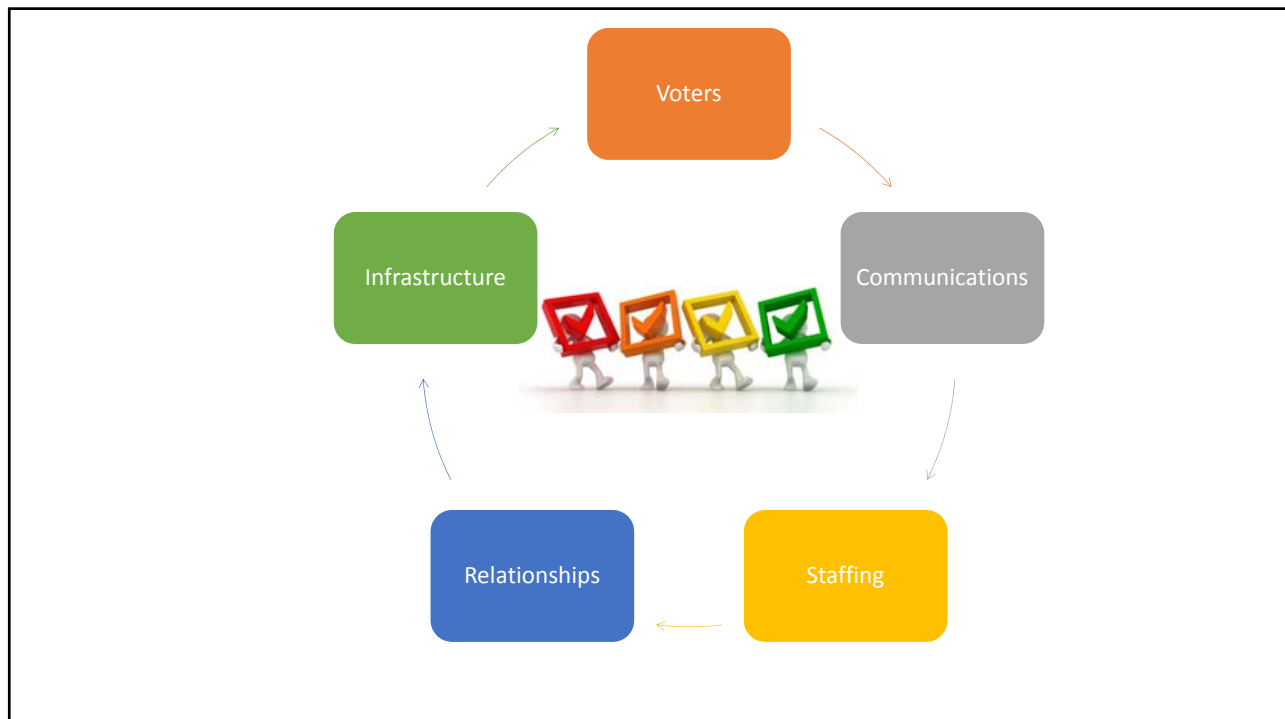


This is just like any other  
election.

Except it's not!



## Voters

### Challenges/Issues

- Turnout: higher, challenging to project
- Method: will trends hold, accelerate, how do we plan?
- Registration: processing, deadlines, working with 3PVRs
- Education: first-time voters, infrequent voters

### Checklists

- ✓ Project turnout (total, by method, by precinct)
- ✓ Create staffing calendar and work plan to process voter registrations
- ✓ Develop voter education goals, activities and calendar



## Communications

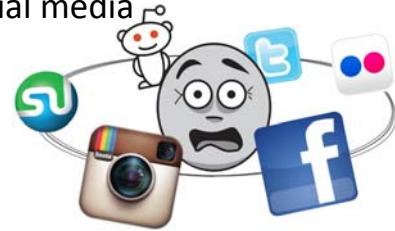


### Challenges/Issues

- Increased demand: national, state, local spotlights; swing state, bellwether counties
- Emerging social media: immediacy, quality of information

### Checklists

- ✓ Update media contact list
- ✓ Create schedule of required notices
- ✓ Check status of social media accounts
- ✓ Plan for news releases with dates and topics
- ✓ Identify responsible party to monitor social media



## Staffing

RIGHT PEOPLE  
RIGHT SKILLS  
RIGHT TIME

**Challenges/Issues**

- Poll workers: more needed, recruitment and training
- Early voting: longer days, burnout
- Temporary staff (e.g. warehouse, technology, voter services): numbers, job descriptions, dates needed, training, supervision

**Checklists**

- ✓ Determine poll worker staffing levels, identify high performing leaders and teams, secure commitments
- ✓ Develop election cycle staffing plan (who, why, when, where...)
- ✓ Identify recruitment sources
- ✓ Create training schedule and resource plan



## Relationships

**Challenges/Issues**

- Parties, candidates, poll watchers: provide excellent customer service and firmly communicate rules/expectations
- Vendors: clearly state needs and expectations, and secure service and support
- Government partners (USPS, tax collector, law enforcement): state and understand each others needs, expectations and capacity

**Checklists**

- ✓ Identify key relationships needed or required
- ✓ Contact individuals with key entities to build, manage and troubleshoot relationship
- ✓ Create calendar with what and when pertinent information is shared



## Infrastructure

### Challenges/Issues

- Lines and queuing: how to meet agency customer service goals at polling places, EV sites, offices
- Communications: make sure internal and external systems meet expanded needs
- Field support: assure real time knowledge of and response to problems and issues

### Checklists

- ✓ Develop resource allocation plan for equipment and staff based on projected turnout
- ✓ Create plan to increase staffing (i.e. phone bank, live chat) and service hours at key locations
- ✓ Test phones and computer networks for capacity
- ✓ Create and deploy technical and operational teams for field support



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