

LEAGUE OF WOMEN VOTERS OF SANTA FE COUNTY

VOTER SERVICES 2022-2023 ANNUAL REPORT

Submitted by Kelly Davis VP Voter Services

PROGRAM SUMMARY

Voter Services focuses on Voter Access, Voter Information and Civic Education for adults and students. Voter Services works closely with PR Communications, VP Stephanie Schlanger.

The Voter Services Program has been expanded to include the following: (1) Voter Registration and Education (Program Director) , (2) Voter Guide ((Program Manager), (3) Candidate Forums (Coordinator), and (4) High School Civic Engagement Project (Program Management Team). The Vice President of Voter Services oversees the programs.

ADMINISTRATION-VP VOTER SERVICES

- Assisted League Day at the Legislature by arranging volunteers for League table
- Served on Nominating Committee
- Became a Lobbyist for the State League
- Collated monthly reports submitted by Voter Services Program Directors, Managers, and Coordinators
- Created Tik Tok account for New Mexico Highlands University intern, Julius Frank for posting of Get Out The Voter (GOTV) materials.
- Coordinated publications/pamphlets, brochures (including those published by the Santa Fe New Mexican), social media, videos, voter guides, voter registration events for the primary and general election and circulated GOTV information, to 77,851 individuals. A total of 178 volunteers assisted in GOTV activities donating a total of 592 volunteer hours.

VOTER REGISTRATION AND EDUCATION-PROGRAM DIRECTOR

The following report includes activities for the June 7 Primary Election and the November 8 General Election

Voter Registration (Tabling)

Sites for tabling: Santa Fe Farmers Market, Santa Fe Place Mall, and Food King Market

- The following are the final numbers served:
 - Registered: 96
 - Materials/Questions/Comments 736
 - TOTAL SERVED 832**
- Number of tabling events: **42 events**
- Number of volunteers: **30 volunteers that included 6 Spanish Speakers.**

Paper Sites (Distribution of pamphlets, brochures, etc.)

- St Johns United Methodist Church's Food Pantry distributed **919** election information flyers.
- Libraries, community based organization, youth organizations, senior citizens/assisted live centers/homes distributed **915** of the League's election materials.

CHRISTUS St Vincent Hospital-TV Monitor

- St Vincent Hospital gives permission to the League to use the TV monitors in the hospitals and clinics to display a Vote 411 URL for voter information. In addition Vote 411 information is included in the employee newsletter-circulation 2300.

Canvassing Project (2022 General Election only)

- Completed **4 Canvassing events** in September in collaboration with NAACP volunteers. Most volunteers were NAACP Voter Rights Committee members.
- Distributed door hangers, League insert and voter guides along with other election materials to over **350 households**.

Help Line

- Received **97** calls May-June 7 and September through November 8.
- Questions mainly about voter information, dates and poll locations.

Materials

- Created the following election materials (in English and Spanish) : Primary and General election pamphlet, How to Vote Early, Be an Active Citizen, Important Dates, and Be a Voter Advocate. In addition, created "How to Vote" flyers for distribution at paper sites.

Outreach for 2022

- Somos Un Pueblo Unido: Radio interview with Marcela Diaz
- Interfaith Leadership Alliance: Presentation on GOTV July 2022
- NAACP: Working with the NAACP Voting Rights committee to support the newly formed NAACP voter registration and outreach program.

Collaboration

- NAACP. Attended Voting rights Committee meetings and provided support and materials.
- NOW. Volunteered to do voter registration at Santa Fe Place Mall.
- Santa Fe County Clerk's Outreach Coordinator, Mitchell Cox. Recruited Election Workers for County Clerk and exchanged information on election activities.

Voter Turnout (source SOS as of December 2022)

- The November 8 General Election turnout for Santa Fe County was approximately 10 percentage points higher than the statewide turnout (statewide 52.31%-Santa Fe County 62.89%). There are approximately **110,756** registered voters in Santa Fe County.

VOTER GUIDE-PROGRAM MANAGER (2022 General Election)

“How to Vote in Santa Fe County” insert in the Santa Fe New Mexican was published September 16. Guide circulated to approximately 23,000 subscribers.

- Voter Guide published by the Santa Fe New Mexican with additional copies (approximately 1,000) for distribution to libraries, schools and community organizations. Readers 24,000 individuals.
- Santa Fe New Mexican posted digital ads for the League’s GOTV initiative on September 3 & 30; October 14; and November 5.
- Lawn signs (10) posted at major intersections and Highway 14 and Eldorado entrance

CANDIDATE FORUM-COORDINATOR Sally Sabo

The following are the June 2022 Primary Election and 2022 General Election Candidate Forum Events.

Candidate Forums provided in collaboration with the Santa Fe New Mexican. Forums were video taped by SF New Mexican and accessed on the Santa Fe New Mexican and the League of Women Voters websites.

June 2022 Primary Candidate Forums

- County Commissioner-**250 viewers**
- County Sheriff-**562 viewers**
- Magistrate Judge-**400 viewers**
- NM State Representative-**350 viewers**
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November 2022 General Election Candidate Forums

- NM State Representative District 46 Groseclose and Romero- **350 viewers**
- US State Representative Congressional District 3 Fernandez and Martinez Johnson-**viewers 475.**

HIGH SCHOOL CIVIC ENGAGEMENT PROJECT-MANAGEMENT TEAM

Focus Area I-High School Voter Registration by Anne Culp

Program Model

The LWVSF High School Voter Registration Model is student oriented.

In early August, teachers were asked to nominate two or three students who would be interested in getting trained as a Voter Registrar Agent with the Santa Fe County Clerk’s office. The students commit to helping their student peers register to vote during class periods in the months of September and October.

The teachers send me at least two names each, sometimes three names, and I contact them and set up a training session with the county clerk’s office. I have some attrition due to a few of the students not appearing for training. By the middle of September, I usually have two students in each high school trained by the county clerk and trained again by me.

I then schedule a visit to each school depending on when the teachers want voter registration to happen. It usually occurs during the senior social studies classes. The high school student VRAs lead the class in registering online by going to the Secretary of State website.

If the students need to register by paper application, the VRAs are trained to have their peers complete the application. I take the applications directly to the County Clerk's office.

This model has worked successfully with the student VRAs taking over the registration.

Program Activities

In the school year of 2022-2023, the county clerk's office informed me in late July that they did not have the staff available to train student VRAs. This was a huge disappointment to me and the teachers. Gabrielle Schwartz, our liaison at the county clerk's office, assured me that it was a unique situation and they would be able to train students in August 2023.

This set back did not stop me. I scheduled each school and ran the registration in each of the classrooms. At the end of September, I completed the voter registration at six schools, and the county clerk office did another one. I estimate that 300 students registered to vote.

In October, Voter Guides were distributed to those teachers who requested them.

- At the end of September, I completed the voter registration at six schools, and the county clerk's office provided a presentation on voting and registered students at the event. I estimate that a total of 300 students registered to vote.
- Worked with Kelly Davis and Stephanie Schlanger to coordinate the "Why Vote" (Focus Area II) presentation activity for seniors introducing them to the League's Voter Guide and Vote411.
- Upcoming:
 - Nov/Dec Meet with Kelly and Stephanie to plan VRA recruitment, training and involvement in League's youth program.
 - Jan 2023. Will meet with Gabrielle Schultz at the County Clerk's office to set up student VRA training. Once that is set up, I will communicate with the teachers to recruit VRAs.

Focus Area II-Support Student Involvement in Civic Events and Election Initiated by Stephanie Schlanger and Kelly Davis

- A "Why Vote" presentation was presented to Santa Fe Prep and Capital High School seniors. Presentation focus was on League's Voter Guide for accurate information on candidates and Vote411 for all election information. Stephanie presented the information with support from Kelly. Approximately **175 students**, all seniors, attended the presentation.
- Seniors were interested in Vote411 because of the breath of election information it provided