

**Report on**  
**Voter Education Programs**  
**During the 2002 Election Cycle**  
**Pursuant to Section 98.255(3), Florida Statutes**

**January 31, 2003**



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## TABLE OF CONTENTS

Executive Summary .....	1
Compilation of County Data.....	3
County Voter Education Programs .....	3
1. Sample Ballots .....	3
2. Elementary/Middle School/High School/University and Community College Outreach.....	4
3. Web Sites .....	5
4. Miscellaneous Promotional Materials.....	5
5. Public Appearances/Television and Movie Theater Advertisements .....	6
6. Banners and Billboards, Radio and Public Transport Advertisements.....	7
7. Newspapers and Mailers .....	7
8. Voting Systems Demonstrations.....	7
9. Outreach to Minority, Disabled and Senior Communities.....	8
10. Voter Registration Drives .....	9
State Voter Education Programs.....	9
Summary .....	10
Recommendations.....	11
EXHIBIT A: Section 98.255, Florida Statutes, Voter Education Programs.....	12
EXHIBIT B: Voter Education and Poll Worker Recruitment and Training Funding Provided by the State .....	13
EXHIBIT C: Rule 1S-2.033 Standards for Nonpartisan Voter Education .....	14

## **Executive Summary**

For many years, voter education efforts in Florida were at the discretion of each supervisor of elections, depending on funds made available from the county. Prior to 2001, section 98.255, Florida Statutes, (2000) simply authorized the supervisor of elections to provide such voter education programs and materials as he or she deemed appropriate. The 2000 General Election in Florida showed that many voters needed further information regarding election procedures, information on where to vote and information regarding the use of the voting equipment.

As part of its major election reform package, the 2001 Legislature made substantial revisions to the voter education provisions.<sup>1</sup> The Department of State is required to adopt rules prescribing minimum standards for nonpartisan voter education, which each county is required to meet. The supervisors are also required to conduct additional nonpartisan education programs “as necessary to ensure that voters have a working knowledge of the voting process.” To assist the counties with this effort, the Legislature appropriated approximately \$6 million to be distributed to the counties “to fund comprehensive voter education programs and poll worker recruitment and training programs.”<sup>2</sup> The distribution of state funds is included in Exhibit B. Most counties used the state funds to supplement the voter education efforts funded by the county.

In response to the 2001 legislation, the Department of State promulgated Rule 1S-2.033, Florida Administrative Code, entitled “Standards for Nonpartisan Voter Education.” This rule became effective on May 30, 2002. A copy of the rule is provided as Exhibit C.

As part of the ongoing evaluation of voter education efforts in the counties and of the Department’s rule on standards for voter education, the Legislature required in section 98.255, Florida Statutes, that following each General Election, each supervisor of elections provide the Department with a detailed description of the voter education programs implemented and information to be used to evaluate the effectiveness of those programs. The Department is required to compile the reports from the counties and prepare a public report on the effectiveness of voter education programs. This report will be used by the Department in evaluating the voter education rule and proposing modifications based on the findings.

Generally, the supervisors of elections indicated that their voter education efforts during the 2002 election cycle were effective. Some of the smaller counties in particular found that the appropriation by the Legislature enabled them to undertake efforts that they had not been able to do in past years, due to budget constraints. Additionally, in a recent study by the Division of Elections, it was discovered that of the 26 counties that retained marksense voting systems, 19 counties showed a significant reduction in the levels of

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<sup>1</sup> Section 98.255, Florida Statutes, (2002) is included as Exhibit A.

<sup>2</sup> Section 74 of Chapter 2001-40, Laws of Florida, required the Division of Elections to divide the total amount of funds appropriated by the total number of registered voters in the state for the 2000 General Election to establish a funding level per individual voter. Each county received an amount equal to the funding level per voter multiplied by the number of registered voters in the county for the 2000 General Election.

overvotes and undervotes compared to the 2000 Presidential Election. The reduction in the number of overvotes and undervotes appears to be attributable to the increased voter education efforts on the part of these counties.<sup>3</sup> Many counties identified cost-effective voter education programs that other counties may want to utilize in future elections.

Based on the findings in this report, the Department makes three recommendations.

- (1) The Legislature should provide funding, contingent upon appropriations from Congress through the Help America Vote Act, to the counties for voter education efforts.
- (2) The Legislature should require sample ballots to be mailed to households or voters prior to each Primary and General Election.
- (3) The division should provide a list of cost-effective voter education programs used by counties so that all counties can benefit from these ideas.

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<sup>3</sup> Analysis and Report of Overvotes and Undervotes for the 2002 General Election, Florida Department of State, January 31, 2003.

## **Compilation of County Data**

To accomplish the reporting requirements of section 98.255, Florida Statutes, the Division of Elections requested each supervisor of elections to list in detail the voter education programs conducted during the 2002 election cycle and the approximate cost of each program. The supervisors were also asked to rank the effectiveness of each program on a scale of 1 to 5, with 5 being the highest possible rank. Supervisors were able to use a rank number more than once if they believed that two or more of the voter education programs were equally effective. Submittal of any additional information that supervisors deemed important in showing why a program was particularly effective was encouraged. The supervisors of elections provided copies of documents produced as part of the counties' voter education efforts to the division. All 67 counties responded.

Most supervisors ranked the county voter education programs as 4 or 5 in effectiveness in reaching the target community. Generally, the ranking system indicates that in all counties most of the voter education programs implemented at least partially succeeded in the endeavor to educate the voting public.

## **County Voter Education Programs**

From our review of the reports submitted to the division by the supervisors of elections, there emerged a commonality of approaches utilized by most counties, with some unique variations. In order to concisely report on the voter education programs implemented, we created ten categories of those programs.<sup>4</sup>

### **1. Sample Ballots**

Section 101.20, Florida Statutes, requires sample ballots to be either published in a newspaper of general circulation in the county prior to election day or mailed to each registered voter or household with a registered voter at least 7 days prior to election day. Many counties took advantage of the extra resources available to them during 2002 to mail sample ballots to registered voters. In addition to mailing sample ballots, numerous counties also published sample ballots in the newspaper.

Sample ballots were mailed either for the Primary Election exclusively or for both the Primary Election and the General Election in at least 56 counties.

Several counties sent one sample ballot per household, while others sent a sample ballot per registered voter. Some counties mailed a general all inclusive sample ballot while others mailed precinct specific sample ballots.

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<sup>4</sup> Since the grant money from the state could also be used for poll worker recruitment and training, several supervisors also reported their efforts in this area. However, the report required by section 98.255, Florida Statutes, relates only to voter education efforts; therefore, the poll worker recruitment and training issues will not be discussed in this report.

Due to financial constraints, some counties were able to mail sample ballots for the Primary Election only. In the counties that were unable to mail sample ballots for the General Election, many voters contacted the supervisors of elections requesting the ballots.

Mailing of sample ballots was one of the single most expensive items on the list of voter education programs of the supervisors; however, it was also consistently ranked as one of the most effective. Many of the counties had only published sample ballots in the past because they did not have the resources to mail them. Those supervisors in particular indicated that because of the positive feedback from the voters, this would be a program that they would like to continue, provided they had the financial resources.

- All counties consistently ranked this category as either a 4 or a 5 on the scale.

## **2. Elementary/Middle School/High School/University and Community College Outreach**

In an effort to encourage our youngest voters to become active in the political process and to vote, Rule 1S-2.033, Florida Administrative Code, requires supervisors of elections to conduct a voter registration/education outreach in each public high school in the county and on each college campus in the county at least once a year. Many of the supervisors of elections took that requirement one step further and provided programs in elementary and middle schools.

The elements in this category include: the creation and distribution of coloring books, crayons and other instructional materials for elementary and middle school children; the conduct of school elections using the county voting systems; and different types of contests and information sessions and voter registration drives for students that are at least 17 years old. Several counties implemented the “Vote in Honor of a Veteran” program to inspire young voters to be active and vote. Feedback received from both young voters and veterans was positive.

Indian River County was one of several counties that implemented a student poll worker program with local high schools, with very positive results. This had a two-fold benefit; it provided those students participating as poll workers with a first hand education on the election process, and provided polling places with young and eager poll workers, many of whom are more proficient with computers than some of the veteran poll workers.

One of the more creative implementations to involve younger children in the voting process was a Hernando County “I Voted” sticker contest. This was designed to get elementary school age children to attend the polls with their parents to learn more about the electoral process and to motivate parents and family members to vote in order to help their kids win a prize. The school grade that collected the most “I Voted” stickers received a gift bag with donated gift certificates. Nearly 12,000 stickers were collected from 5,656 students.

Some counties advertised important dates and published sample ballots in university and community college newspapers. Both Volusia County and Leon County cooperated with college campus organizations to educate interested students on the concept of residency and where it would be appropriate for them to register to vote. They also addressed the issue of requesting an absentee ballot from the pertinent Florida county or from other states.

Many counties used the county voting system for school elections. This effort allows future voters to become familiar with the voting systems which will help alleviate problems they might encounter when casting ballots in future state elections.

Most counties were very successful in their voter registration outreach to seventeen and eighteen year old high school students. However, efforts to reach university and community college students were somewhat less successful.

- A total of 47 counties reported one or more efforts of voter education that belonged in this category. A majority of the 47 counties ranked this category between 3 and 5 on the scale.

### **3. Web Sites**

All counties maintain web sites accessible to voters. The amount and type of information included on the web sites ranges from a “one page” format with only contact information for the office of the supervisor of elections, to comprehensive web sites including contact information, voter registration information, instructions on how to vote absentee, sample ballots and the capability to enter the voter’s address and obtain personalized precinct information. Many counties that recently purchased new voting equipment also included information on how to use this equipment. Additionally, several supervisor of elections’ web sites include a kid’s page.

- 38 counties listed their web site as being part of their voter education effort. All but one of these counties ranked their web site between 3 and 5 on the scale.

### **4. Miscellaneous Promotional Materials**

This category includes the use and distribution of items such as bookmarks, posters, calendars, pamphlets, lapel pins, magnets, pens and t-shirts. The promotional materials included a variety of facts including voter registration deadlines, contact information for the office of the supervisor of elections, book closing dates, election dates, etc. Some of the counties circulated pamphlets with images of the county’s touch screen voting system’s screens or of marksense ballots and instructions on how to properly use the touch screen voting systems or mark the marksense ballots. Other types of circulated pamphlets were new resident and absentee voting guides.

Levy County was one of several counties that circulated a unique type of promotional material. These counties printed precinct maps to be distributed to voters in order to inform them of new precinct locations and assignments. Levy County’s precinct map

was ranked as a 4 on the scale. Hernando, Putnam and Santa Rosa Counties printed voting instructions on envelopes and sleeves for voter ID cards. Hernando and Putnam Counties ranked this program as 4 in effectiveness.

As a way of reaching additional members of the public, Leon County formed a coalition with TalTran, the local public transport, and placed voter education information and brochures in public buses. Several other counties implemented similar programs.

Although not specifically mentioned in all county reports, all counties did provide the Department with some type of voter education promotional material as defined above for the purposes of this category.

- Because of the wide variety of products in this category, ranking for promotional materials ranged from 1 to 5 in effectiveness. For example, a newcomer's packet was ranked 1 by Polk County but their voter information flier containing basic election information was ranked 5.

## **5. Public Appearances/Television and Movie Theater Advertisements**

Items in this category include public appearances by the supervisors of elections or their staff, paid television advertisements, paid Cineplex/Movie Theater advertisements and television public announcements. This category also includes the production of videos that were aired on television and shown in a variety of locations.

Alachua and Marion Counties formed a coalition to produce the "Your Choice, Your Vote" video. The video was aired on television on several occasions, shown in the lobby of two post offices and at schools. The "Your Choice, Your Vote" video was also available at county libraries and shown at some precincts on election days. Both counties ranked the video 5 on the scale. Nassau, Clay, Duval and St. Johns Counties also joined efforts to create the First Coast Voter Outreach Program and purchased television and radio airtime, as well as billboard advertisements.

Six counties contracted to advertise in Cineplex/Movie Theaters with mixed results. Two counties ranked this type of advertising as a 5, two counties ranked it 4, one county ranked it 3 and one county ranked it 2 on the scale.

Television advertisements and appearances were popular with the 22 counties who specifically mentioned using this resource. Many counties did not include as part of the voter education programs cost-free television appearances or public announcements.

- The 22 counties that used television as a resource for voter education generally ranked this program as a 4 or 5.

## **6. Banners and Billboards, Radio and Public Transport Advertisements**

This category consisted of placing important election related information in areas where a substantial number of voters had incidental access to it. Some supervisors of elections used bus wraps, advertisements on taxicabs, billboards on main roads, announcement boards for businesses, etc. The use of radio as a means of educating the public consisted of public announcements and paid advertising as well as appearances by supervisors of elections or their staff in established radio programming.

Several counties asked businesses to put up election information on their outdoor signs. This was a no-cost effort for the supervisors and several indicated they received positive feedback from the voters.

- Thirty-three counties used the voter education elements included in this category. All but three of these counties ranked the category between 3 and 5 in effectiveness, and of those three counties, only one ranked all the applicable components of the category as less than 3. The remaining two counties broke the category into its components and ranked only one of those components below a 3 on the scale.

## **7. Newspapers and Mailers**

The category of mailings encompasses both direct mailings by the supervisors of elections and “stuffers” which were included in a variety of correspondence regularly sent to residential addresses. For example, stuffers were sent to voters along with their utility bills, newspapers and with their paychecks due to coalitions built by the supervisors with area employers.

Many supervisors of elections mailed new voter ID cards in brochure format which allowed them to include information on requesting absentee ballots, casting of an absentee ballot in person using a voting system prior to election day, applicable deadlines, etc.

The category of newspapers includes paid advertisements and news articles.

- The use of newspapers and mailers as a voter education tool was generally ranked between 3 and 5 on the scale.

## **8. Voting Systems Demonstrations**

Many counties used new voting equipment during the 2002 elections and voting systems demonstrations were a major part of the voter education effort. In order to familiarize voters with the new equipment, or to reinforce the use of equipment that had been previously used in the county, supervisors of elections and their staff transported voting systems to a variety of locations for periods of time that ranged from a few hours to an entire month. Some of the locations where the voting systems

were transported in order to carry out demonstrations were malls, schools, assisted living facilities, businesses and community events. In addition, many supervisors also had voting systems set up at their offices so that voters could visit the office and be trained on how to use the equipment.

Most of the counties carried out demonstrations and some went as far as holding mock elections. Hillsborough and Jefferson Counties conducted a precinct open house. Each of the counties' precincts were open to allow voters to find their precincts in advance of election day and to have an opportunity to test the new voting equipment. Both counties ranked the effectiveness of this activity as 5 on the scale.

Several counties produced a demonstration video and broadcast it in continuous loop at county precinct locations. Voters could view the video as they were standing in line to vote.

One of the most economical yet effective ways to educate the voters on the proper marking of a marksense ballot was used in several counties. These counties had their printers include a broken arrow or unfilled oval by each voter's name on the precinct registers so that the voter could practice marking his or her ballot in the presence of poll workers who could see if the voter was doing it correctly. In this manner, the voter went through a hands-on demonstration on how to use a marksense ballot.

- Voting systems demonstrations for educating voters was ranked between 3 and 5 in those counties that used it.

## **9. Outreach to Minority, Disabled and Senior Communities**

Outreach to minority communities was done using a variety of mediums. Some supervisors of elections had voter guides and most or all of the printed promotional materials circulated in the languages spoken in the county, such as Spanish and Creole as well as in English. Many of these counties also provided sample ballots in alternative languages both when mailing ballots and by printing them in the newspapers that traditionally reach the target minority communities. There were a number of counties that provided alternative language materials even though they are not required to do so under section 203 of the Voting Rights Act. Efforts were also made to reach and educate the African American communities through voter registration drives, coalitions with community organizations and through other programs.

Outreach to the disabled community took the form of accommodations and assistance at the supervisors' office and the precincts and providing audio ballots when the county voting system allowed for such accommodation. In some counties with audio ballot capability, such as Pinellas County, supervisors contacted area organizations and coordinated with them to provide prior training on audio ballots to the visually impaired. Some counties also provided sign language services for the hearing impaired and large print sample ballots for those with visual impairments.

Outreach to senior citizens included simplifying the process of requesting absentee ballots by setting up a polling room at assisted living facilities to allow the casting of an absentee ballot in person using a voting system prior to election day and other programs.

These services were well received by the minority, disabled and senior citizen communities.

- The counties indicating that they provided at least one of these outreach programs found them to generally be between 3 and 5 in effectiveness on the scale.

## **10. Voter Registration Drives**

Voter registration drives sponsored by supervisors of elections took place at schools, community fairs, malls, places of business and private business outings and activities throughout the state. The effectiveness of these voter registration drives varied according to the type of forum where they took place. Only one county, Walton County, found the effectiveness level of the voter registration drives to be somewhat disappointing.

Pinellas County had several interesting varieties of voter registration drives. The first one was the “drive-up” spots throughout the county that motorists could frequent between the hours of 4 p.m. and 8 p.m. to register to vote. This program was ranked as a 5. The second type of voter registration drive used in Pinellas County was the “Government on the Go” bus where people could visit the bus parked at different locations in the county to pay bills, go on line, and register to vote. This program was ranked 2 given the low level of participation; however, the county believes that would be remedied with proper publicity as to where the bus will be located during certain dates and times.

- Ranking for this category varied between 3 and 5 in effectiveness.

## **State Voter Education Programs**

In addition to the programs conducted by the counties, the Division of Elections of the Department of State provided several voter education programs. The division’s web site has information on election dates and how to register to vote, including a form that the applicant may fill in, download, sign and mail to the supervisor of elections. The site also contains campaign financing information for candidates and committees and provides information relating to constitutional amendments, including who to contact for a committee sponsoring initiative petitions. We also provide links to each of the web sites of the supervisors of elections.

Prior to the Primary and General Elections, the Department purchased radio time in media outlets around the state to remind persons that there were changes to polling place locations, numerous election law changes, voting system changes and to remind voters to

vote on election day. These radio spots ran during major university football games and other high traffic times throughout the state.

The Secretary of State also produced three videos that ran as public service announcements. These were designed to remind voters to take identification to the polls, that there were new polling places, new voting systems would be employed during the 2002 elections and they should contact their county supervisor of elections if they were unsure of where to vote.

Voter fraud billboards were purchased informing persons to report voter fraud. Video advertisements on this subject were also purchased.

In addition, the division produces numerous pamphlets on election related issues, including a Registration and Voting Guide, which are mailed to persons and supervisors of elections upon request. This information is also available on the division's web site.

## **Summary**

There was a major emphasis on voter education for the 2002 elections. Many counties, particularly the small rural counties, were able to provide more in the way of voter education than they have in the past because of the appropriation by the Legislature. Particularly effective was the mailing of sample ballots to voters. The county reports identified many cost-effective voter education efforts that other counties should consider as part of their future voter education program.

Reapportionment caused precincts and polling places to change in 2002. Voting systems in 41 counties changed. The 2002 General Election ballot was extremely long and many believed that voters would have to wait in long lines to vote. Because of the voter education efforts by the counties and the state, the voters were generally prepared for the changes. A poll conducted election night showed that 85% of the voters rated the efforts of the supervisors of elections in informing voters of various changes in technology and procedures either excellent or good.<sup>5</sup>

The excellent job done by the supervisors of elections during the 2002 election year shows the importance of keeping voters informed. This is important both in years where there have been major changes in election procedures and in times when voters simply need a refresher course on procedures they use only during the election season.

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<sup>5</sup> 2002 Voter Satisfaction Study, State of Florida, by The Collins Center for Public Policy. This report can be accessed at [www.collinscenter.org/publications](http://www.collinscenter.org/publications).

## **Recommendations**

Based on the information compiled from the county supervisors of elections as summarized above, the Department of State, through the Division of Elections, recommends the following:

- (1) The Legislature should provide funding, contingent upon appropriations from Congress through the Help America Vote Act, to the counties for voter education efforts.
- (2) The Legislature should require sample ballots to be mailed to households or voters prior to each Primary and General Election.
- (3) The division should provide a list of cost-effective voter education programs used by counties so that all counties can benefit from these ideas.

## **EXHIBIT A**

### **98.255 Voter education programs.—**

(1) By March 1, 2002, the Department of State shall adopt rules prescribing minimum standards for nonpartisan voter education. In developing the rules, the department shall review current voter education programs within each county of the state. The standards shall address, but are not limited to, the following subjects:

- (a) Voter registration;
- (b) Balloting procedures, absentee and polling place;
- (c) Voter rights and responsibilities;
- (d) Distribution of sample ballots; and
- (e) Public service announcements.

(2) Each county supervisor shall implement the minimum voter education standards, and shall conduct additional nonpartisan education efforts as necessary to ensure that voters have a working knowledge of the voting process.

(3)(a) By December 15 of each general election year, each supervisor of elections shall report to the Department of State a detailed description of the voter education programs implemented and any other information that may be useful in evaluating the effectiveness of voter education efforts.

(b) The Department of State, upon receipt of such information, shall prepare a public report on the effectiveness of voter education programs and shall submit the report to the Governor, the President of the Senate, and the Speaker of the House of Representatives by January 31 of each year following a general election.

(c) The Department of State shall reexamine the rules adopted pursuant to subsection (1) and consider the findings in the report as a basis for adopting modified rules that incorporate successful voter education programs and techniques, as necessary.

**History.**—*s. 9, ch. 80-292; s. 1, ch. 83-16; s. 530, ch. 95-147; s. 59, ch. 2001-40.*

## **EXHIBIT B**

### **Voter Education and Poll Worker Recruitment and Training Funding Provided by the State**

<b>County</b>	<b>Funding from State for Voter Education &amp; Poll Worker Training 2002 Election Cycle</b>	<b>Number Registered Voters in County as of 2000 General Election</b>
Alachua	\$ 82,155	120,867
Baker	\$ 8,396	12,352
Bay	\$ 63,043	92,749
Bradford	\$ 9,208	13,547
Brevard	\$ 192,822	283,680
Broward	\$ 603,429	887,764
Calhoun	\$ 4,917	7,234
Charlotte	\$ 67,223	98,898
Citrus	\$ 55,314	81,378
Clay	\$ 59,041	86,861
Collier	\$ 83,994	123,572
Columbia	\$ 21,160	31,131
DeSoto	\$ 10,693	15,731
Dixie	\$ 7,145	10,511
Duval	\$ 288,178	423,967
Escambia	\$ 116,234	171,004
Flagler	\$ 22,747	33,466
Franklin	\$ 5,151	7,578
Gadsden	\$ 17,845	26,253
Gilchrist	\$ 4,675	6,878
Glades	\$ 4,300	6,326
Gulf	\$ 6,745	9,923
Hamilton	\$ 4,717	6,939
Hardee	\$ 7,399	10,886
Hendry	\$ 11,058	16,268
Hernando	\$ 64,946	95,549
Highlands	\$ 35,985	52,941
Hillsborough	\$ 339,469	499,427
Holmes	\$ 7,013	10,317
Indian River	\$ 48,545	71,420
Jackson	\$ 16,295	23,973
Jefferson	\$ 5,547	8,161
Lafayette	\$ 2,743	4,036
Lake	\$ 89,064	131,031
Lee	\$ 171,913	252,918
Leon	\$ 99,522	146,417
Levy	\$ 12,691	18,671

<b>County</b>	<b>Funding from State for Voter Education &amp; Poll Worker Training 2002 Election Cycle</b>	<b>Number Registered Voters in County as of 2000 General Election</b>
Liberty	\$ 2,550	3,752
Madison	\$ 7,054	10,378
Manatee	\$ 115,945	170,578
Marion	\$ 100,399	147,707
Martin	\$ 58,805	86,514
Miami-Dade	\$ 609,647	896,912
Monroe	\$ 32,904	48,409
Nassau	\$ 23,906	35,170
Okaloosa	\$ 75,666	111,320
Okeechobee	\$ 11,860	17,448
Orange	\$ 275,135	404,779
Osceola	\$ 62,667	92,196
Palm Beach	\$ 446,366	656,694
Pasco	\$ 150,674	221,671
Pinellas	\$ 390,811	574,961
Polk	\$ 168,439	247,807
Putnam	\$ 27,458	40,396
St. Johns	\$ 60,842	89,511
St. Lucie	\$ 80,061	117,785
Santa Rosa	\$ 52,867	77,778
Sarasota	\$ 150,860	221,945
Seminole	\$ 129,625	190,704
Sumter	\$ 21,444	31,549
Suwannee	\$ 14,014	20,617
Taylor	\$ 8,363	12,304
Union	\$ 4,589	6,752
Volusia	\$ 177,115	260,572
Wakulla	\$ 9,096	13,382
Walton	\$ 19,130	28,144
Washington	\$ 9,759	14,358

## **EXHIBIT C**

### **1S-2.033 Standards for Nonpartisan Voter Education.**

(1) County supervisors of elections shall create a Voter Guide.

(a) The Voter Guide shall include the following information:

1. How to register to vote;
2. Where voter registration applications are available;
3. How to register by mail;
4. Dates for upcoming elections;
5. Registration deadlines for the next primary and general election;
6. How voters should update their voter registration information such as changes in name, address or party affiliation;
7. Information on how to obtain, vote and return an absentee ballot;
8. Voters' rights and responsibilities pursuant to Section 101.031, F.S.;
9. Polling information including what times the polls are open, what to bring to the polls, list of acceptable IDs, what to expect at the polls;
10. Instructions on the county's particular voting system;
11. Supervisor contact information; and
12. Any other information the supervisor deems important.

(b) The supervisor of elections shall provide the Voter Guide at as many places as possible within the county including:

1. Agencies designated as voter registration sites pursuant to the National Voter Registration Act;
2. The supervisor's office;
3. Public libraries;
4. Community centers;
5. Post offices;
6. Centers for Independent Living;
7. County governmental offices; and
8. At all registration drives conducted by the supervisor of elections.

(2) If a supervisor has a website, it must take into account all of the information that is required to be included in the Voter Guide. In addition, when a sample ballot is available, the website must provide either information on how to obtain a sample ballot or a direct hyperlink to a sample ballot.

(3) At least once a year in each public high school in the county, the supervisor shall conduct a high school voter registration/education program. The program must be developed in cooperation with the local school board and be designed for maximum effectiveness in reaching and educating high school students.

(4) At least once a year on each college campus in the county, the supervisor shall provide a college voter registration/education program. This program must be designed for maximum effectiveness in reaching and educating college students.

(5) County supervisors of elections shall post the listing of the voters' rights and responsibilities pursuant to Section 101.031, F.S., at the supervisor's office.

(6) County supervisors of elections shall provide, upon reasonable request and notice, voter registration workshops for individuals and organizations sponsoring voter registration drives.

(7) County supervisors of elections shall conduct demonstrations of the county's voting equipment in community centers, senior citizen residences, and to various community groups, including minority groups.

(8) County supervisors of elections shall participate in available radio, television and print programs and interviews, in both general and minority media outlets, to provide voting information.

(9) Supervisors of elections shall provide notice of changes of polling places and precincts to all affected registered voters. This notice shall include publication in a newspaper of general circulation as well as posting the changes in at least ten conspicuous places in the county. If the supervisor has a website, the supervisor shall post the changes on the website. The supervisors shall also widely distribute a notice that if a voter does not receive a revised voter identification card within 20 days of the election the voter should contact a specific number at the supervisor's office to obtain polling place information.

*Specific Authority 98.255 FS. Law Implemented 98.255 FS. History—New 5-30-02.*