

County and Non-County Sponsored Events Participation

County Sponsored Event Non-County Sponsored Event

Department: Clerk-Recorder-Elections Department

EVENT/ACTIVITY: Annual outreach, engagement and education activities

Sponsor/Organizer: County Clerk-Recorder

Description: County-wide civic outreach, engagement, and education events

Purpose and Benefit to County: To reach out to citizens of Contra Costa County to provide information, answer questions and increase civic involvement.

Date(s): July 1, 2016 through June 30, 2017

Duration: One year

Location: Speaking engagements, information booths at farmers' markets, festivals throughout County and other opportunities to reach out to County citizens, particularly underrepresented groups.

County Resources Requested:

of Employees 2 FT +temps/volunteers Estimated Cost: \$ 50,000 budgeted
(see attachment)

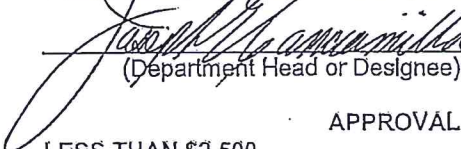
County/Rental Equipment Used pop-up shade, tables, chairs, computer, etc.
(Including vehicles)
Estimated Cost: \$ 1,000

Additional Expenditures: Estimated Cost: \$ 14,000
(Attach itemized list)

Total Estimated Cost: \$ 15,000 (does not include salary portion)

Funding Source(s)/Reasons: Budgeted. Primary function of the Civic Engagement and Education Program.

I certify this to be an event/activity that benefits the County and all estimated costs to be paid by County funds, regardless of funding source, are within my departments budget.

 5/23/16
(Department Head or Designee) (Date)

APPROVAL FOR NON-COUNTY EVENTS

LESS THAN \$2,500

County Administrator
 Approved
 Not Approved

County Administrator Date

ABOVE \$2,500

Board of Supervisors

Approved
 Not Approved

Authorized Signature Date

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Clerk-Recorder Elections Department
Outreach and Education Activities

Additional Information

The Civic Engagement and Education Program is overseen by the County Clerk-Recorder. This program's primary goals are to go out into the community to provide information, answer questions, and provide services to increase civic engagement, including registering to vote and voting.

A primary focus is to reach groups that may be underrepresented either socioeconomically, geographically, or generationally. Another focus group is our youth, who historically are underrepresented when it comes to registration and turnout.

The Civic Engagement team consists of 1 ½ FTE's. These FT positions are fully funded within the Elections Division budget. The program plans to increase support (with 1-2 temporary help) and volunteers, as the program expands past what the FTE's can handle.

The program utilizes existing equipment and supplies (tables, chairs, pop-up shade, computer, etc.) so there is no additional cost for those items.

Additional Expenditures

Other items that the Civic Engagement and Education program may purchase are items such as:

- Education items for schools and community events
- Marketing incentives
- Advertising, such as is being done with BART and has been done Tri-Delta Transit
- Outreach materials
- Snack items, such as Halloween candy, when working at the fall farmers' markets
- Refreshments for meetings or outreach events