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# MEMORANDUM

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Date: July 27, 2022

To: The Honorable Chair and Members  
Pima County Board of Supervisors

From: Jan Leshner  
County Administrator

A handwritten signature in black ink, appearing to read "Jan Leshner", is written over the printed name.

Re: **County's Voter Education and Outreach Efforts for Election 2022, Including Voter Center Information**

The 2022 Primary Election is August 2, just a few days away. As expected, public interest in the election is high. Of particular interest to many has been the changes the County has made to in-person voting and the implementation of Vote Centers. Interest is also high among people who want to know where to drop off ballots and how they can track their ballots through processing.

The below can provide guidance to you and your staff when constituents contact you for Vote Center and other election information.

Many of the queries can be answered at the websites we have established for election information. The site, [www.pima.gov/VoteCenters](http://www.pima.gov/VoteCenters), has information about the way Vote Centers operate and numerous ways voters can locate the Vote Center most convenient to them. This includes two searchable maps and a list of the 129 Vote Centers with addresses.

The Google-based map we created has an easier user interface, especially for those accessing the map on smart phones. In addition, it includes a search function so voters can input their home, work or other address and find the Vote Centers nearest to them.

In addition to in-person Election Day voting, voters who still have their mail-in ballots can drop them at any of the 129 Vote Centers on Election Day. (Early or mail-in ballots should be placed in the envelopes provided when voters received them. Voters need to sign the affidavit envelope provided with their ballot just as they would if sending in the mail.)

Another website set up for elections information is [www.pima.gov/Vote2022](http://www.pima.gov/Vote2022). This site has information and links for voters to learn how to register to vote, check their registration status, request a ballot, track their submitted ballot, and an election calendar. The site also has links to the Vote Center searchable map and to the Pima County Recorder's Office list of Early and Emergency Voting sites.

Voters can also find at [pima.gov/Vote2022](http://pima.gov/Vote2022), information about identification requirements to vote in-person, campaign finance, and voter precinct information.

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Much of the information voters need is spread across various state and local agencies' websites and not readily accessible. We created these two sites so voters could find all they need to inform themselves for the 2022 election in a few easy locations.

For voters who need voter accessibility assistance, we have set up [www.pima.gov/EveryoneVotes](http://www.pima.gov/EveryoneVotes). This site has information about how those with disabilities and other challenges can access the help available to let them participate in the democratic process. Voters or those assisting them can contact the Pima County Recorder's Office for help with voter accessibility at (520) 724-4330.

Below are links and phone numbers for quick access to some of the sites and information discussed above.

- Most voter questions can be answered by the Pima County Recorder's Office. They can be reached at (520) 724-4330.
- To register to vote, click [here](#).
- To check or update registration status, click [here](#).
- To request a ballot by mail, click [here](#).
- If people want to check their ballot status, they can do that [here](#).
- To learn where to vote on Election Day and/or drop off an early ballot at a Vote Center, click [here](#) to access a searchable, mobile-friendly map.
- If they want to watch election night results, find those at [www.pima.gov/elections](http://www.pima.gov/elections).
- A live feed of ballot processing and counting is available [here](#).
- Voters experiencing problems on Election Day can call the Elections Department at (520) 724-6830.

Note: For the Primary Election, the deadlines to register and request ballots have passed. The same information will be applicable to voters who want to participate in the General Election on November 8.

In addition to providing online resources and information, the Communications Office, in coordination with the County Recorder and Elections Department, launched a marketing campaign in June to promote key election deadlines and Vote Centers.

The campaign, which ends August 2, spans TV, radio print, digital, social media, outdoor, and includes outreach to specific geographical areas such as Ajo and the Pascua Yaqui Tribe and Tohono O'odham Nation in English and Spanish. For the past six weeks, we have educated the public on the change to Vote Centers, while also incorporating deadline-driven messages related to registering, requesting an early ballot, and mailing back the early ballot.

In this last week leading up to the Primary Election, the focus of the campaign is on Vote Centers and making sure the public knows where to go on Election Day. This message is in print publications like Tucson Local Media, on digital platforms such as the Green Valley News and Arizona Daily Star, across the major TV news stations like KGUN, KVOA, KOLD and Cox,

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across several Lotus and Bustos radio stations, and heavily on social media platforms, including Facebook and Instagram.

Attached is a visual representation of the advertising campaign from the beginning.

JKL/dym

Attachment

c: The Honorable Gabriella Cázares-Kelly, Pima County Recorder  
Carmine DeBonis, Jr., Deputy County Administrator  
Francisco García, MD, MPH, Deputy County Administrator and Chief Medical Officer  
Steve Holmes, Deputy County Administrator  
Constance Hargrove, Director, Pima County Elections

