



Registrar of Voters



Your Voice. Every Vote. Our Future.

**Riverside County Registrar of Voters
Community Outreach and Education Report
March 5, 2024, Presidential Primary Election**

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Section 1

1.

Settlement Agreement Outreach Spending Overview



A large American flag is positioned on the left side of the page, partially overlapping the dark blue background. The flag's stars and stripes are clearly visible.

Riverside County is the fourth largest county in the state of California. Riverside County is comprised of 28 cities that incorporate urban and rural communities. The Registrar of Voters conducts all federal, state, county, city, school district, and special district elections for the citizens of the County. The ROV is responsible for conducting accurate, transparent, and fair elections and providing a means for all eligible citizens in the County to exercise their voting rights and privileges, as provided by the laws and regulations that govern elections in California. The ROV works with community-based organizations to enhance community outreach efforts and spread the word about the voter registration and voting process.

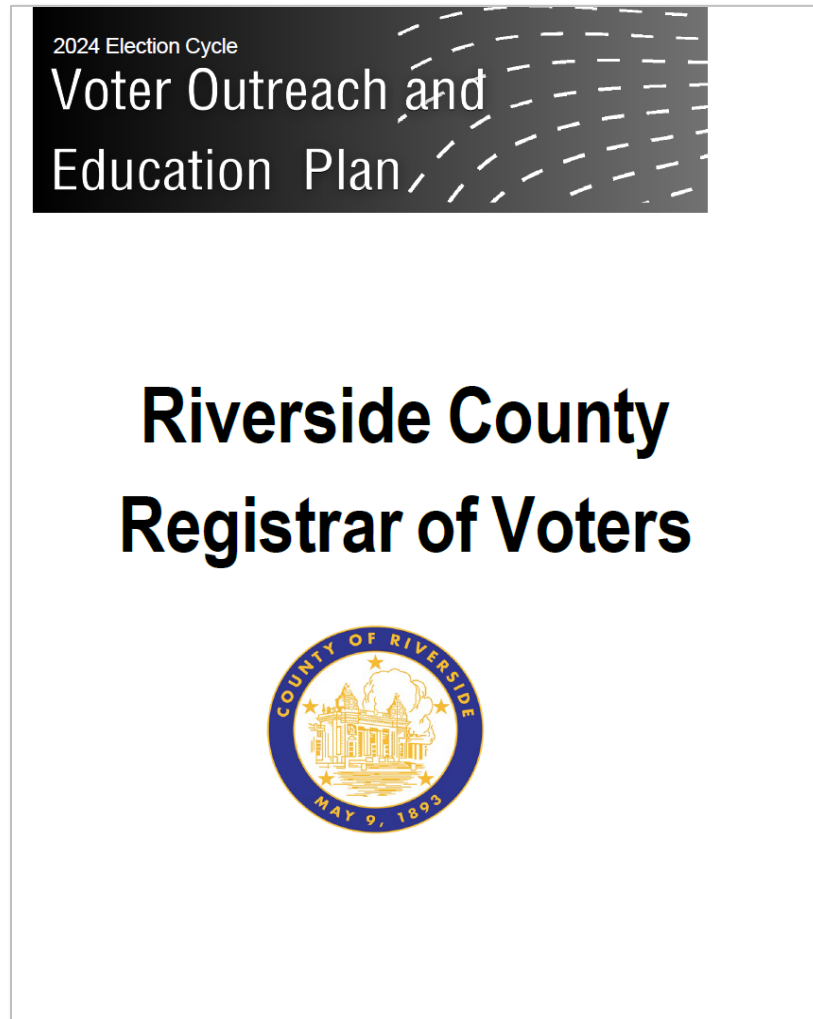
The Voter Outreach and Education Plan expands the Registrar of Voter's efforts to enhance outreach to those areas that have had lower voter turnout rates in comparison to the County at large. The Plan focuses on:

- Targeted voter outreach and education conducted in both English and Spanish
- Spanish translation of ROV public facing documents
- Spanish interpretation of ROV meetings and hearings
- Spanish language ballots and election materials

2024 Election Cycle Voter Outreach and Education Plan

[The Voter Outreach and Education Plan](#) serves as a roadmap for the County of Riverside Presidential Primary and General Elections in 2024 **and** outlines how the ROV will interact with the community, to meet the outreach objectives in the settlement agreement in *Inland Empire United, et al v. County of Riverside, et al*.

This Outreach and Education Plan provides an overview of the 2024 Primary Election strategies and tools used to implement the voter outreach and education plan, which focused on lower voter turnout areas in the County of Riverside.



Settlement Agreement Outreach Spending Requirement

Required Spend



\$1.75

(*per registered voter)



X

279,153

(**registered voters in
low voter turnout areas
in Districts 1 and 3)

=



\$488,517.75

(required expenditure)

**For each supervisorial district in which there is a contested election for the Riverside County Board of Supervisors, the County will fund pre-election voter outreach and education efforts at a minimum level of at least one dollar and seventy-five cents (\$1.75) per each *registered voters who lives in a city, census-designated place ("CDP"), or other unincorporated census area within that supervisorial district whose turnout rate for the most recent statewide primary election in a non-presidential election year (measured as the percentage of votes cast to registered voters, according to the County Registrar of Voters' Statement of Votes) was lower than the countywide voter turnout rate for that election. The \$1.75 per each registered voter was agreed upon per the settlement agreement.*

***Communities (cities, CDPs, and other unincorporated census areas) have been identified as areas that should be targeted for voter outreach efforts according to previous voting data. The Riverside County Statement of Vote for the 2022 primary election was used to calculate the lowest voter turnout rate and highest turnout rate. The average turnout rate for the County as a whole was 28.79%, so each community that had a lower turnout rate than 28.79% will be included in the list of communities that are targeted for the voter outreach and education efforts for the 2024 and 2026 election cycles.*

Settlement Agreement Outreach Spending Requirement

TOTAL REGISTERED VOTER COUNT

During the post-primary election review, ROV found a total of 27,407 registered voters in District 2 in Jurupa Valley that were incorrectly included in ROV's Voter Outreach and Education Plan (Plan). Additionally, ROV found a total of 5,646 registered voters in District 5 in Valle Vista that were also incorrectly included in the Plan. The revised registered voter count for Jurupa Valley is 23,611 and for Valle Vista is 1,668.

The **correct** total count of registered voters in Districts 1 and 3 is 279,153.

Locality	District	Type	Registered Voters	Votes Cast (Primary Election '22)	Votes Cast as % of Reg. Voters
LAKE RIVERSIDE	3	Unincorporated	1	-	0.00%
RANCHO CALIF	3	Unincorporated	6	-	0.00%
SBDO NF	3	Unincorporated	1	-	0.00%
GOOD HOPE	1	CDP	2,739	361	13.18%
PERRIS	1	City	34,916	4,635	13.27%
AGUANGA	3	Unincorporated	7	1	14.29%
MEAD VALLEY	1	CDP	8,666	1,247	14.39%
LAKE ELSINORE /2	1	Unincorporated	2,836	511	18.02%
HEMET /5	3	Unincorporated	2,132	392	18.39%
HOMELAND	3	Unincorporated	1,610	314	19.50%
JURUPA VALLEY	1	City	23,611	10,529	20.64%
GREEN ACRES	3	Unincorporated	1,087	227	20.88%
ANZA	3	Unincorporated	19	4	21.05%
HIGHGROVE	1	CDP	5,107	1,162	22.75%
SAGE	3	Unincorporated	52	12	23.08%
ALESSANDRO HTS	1	Unincorporated	237	55	23.21%
WINCHESTER	3	CDP	3,176	742	23.36%
MEADOWBROOK	1	CDP	805	352	23.96%
CORONA /1	1	Unincorporated	717	173	24.13%
MARCH ARB	1	Unincorporated	267	65	24.34%
EAST HEMET	3	Unincorporated	9,712	2,377	24.47%
PECHANGA RES	3	Unincorporated	369	92	24.93%
FRENCH VALLEY	3	Unincorporated	11,475	2,895	25.23%
RIVERSIDE	1	City	160,602	41,737	25.99%
EAST MENIFEE	3	Unincorporated	5,746	1,496	26.04%
ROMOLAND	3	Unincorporated	1,013	266	26.26%
BOX SPRINGS MTN	1	Unincorporated	145	40	27.59%
VALLE VISTA	3	CDP	1,668	567	33.99%
UNIVERSITY CITY	1	Unincorporated	319	90	28.21%
LAKE MATHEWS	1	Unincorporated	112	32	28.57%
Total Num of Registered Voters			279,153		

Building an Outreach Division

To develop and implement the Plan, the Registrar of Voters committed to creating an outreach division that included regular participation by ROV leadership, hiring a full-time ROV Public Information Officer, enlisting the support of a Riverside County-based communications consultant and multiple county staff.

All of these action steps were completed by January 2024, and a team was in place to support the March 5, 2024, Presidential Primary Election outreach and education program.



Section 2

2.

Overview of the March 5, 2024, Presidential Primary Election Spending





Goal

Increase community presence and fulfill our mission to educate the public on voting and elections by increasing attendance at meetings, events, and festivals that drew residents countywide.

Target Audiences

- Riverside County residents
- Active registered voters
- Potential voters
- Young or first-time voters
- Partner organizations
- Community leaders
- County-wide candidates
- Media

Strategies



Developed an integrated marketing and communications campaign that included paid media (broadcast, online, print, outdoor), earned media (working with news outlets that cover all of Riverside County), social media and owned platforms (ROV website, informational videos, voter education materials).



Created a new brand identity for ROV that reinforced key messaging throughout all communications: RivCo VOTE – Your Voice. Every Vote. Our Future.



Conducted innovative multilingual outreach, which included all language services that meet the requirements of the settlement agreement and engaging with Spanish-speaking community organizations and committees.



Improved the community outreach program through more robust participation at community events and presenting information across Riverside County; included working with community-based organizations, senior centers, high schools, colleges and universities, and health care organizations.



Cultivated partnerships with community-based organizations who represent and reach a wide range of audiences.

Presidential Primary Election Community Outreach Program

TACTICS

To implement the voter outreach and education plan, a wide range of communications tools were developed and utilized for the Presidential Primary Election.



Advertisements: For television (broadcast, cable, streaming) audio (streaming), social (Facebook, Instagram, X, YouTube), newspapers (print and online), and outdoors (billboards, gas station pumps, and grocery stores).



Media Relations: Press releases, media tours, and interviews.



Social Media: Posts on Facebook, Instagram, and X.



ROV Website: Redesigned with addition of voter education and media sections.



Community Outreach: Informational booths at events, community locations, and presentations.



Election Observer Tour: Provided an inside view of our electoral process.



Media Tour: Invited members of the media to visit the ROV processing center for a behind the scenes look into our electoral process.

New Brand, Logo, Ads, and Tagline for March 5, 2024, Presidential Primary Election

MAKE A PLAN TO
VOTE
EARLY
STARTING FEBRUARY 5TH



County of Riverside
Registrar of Voters

RivCo 
VOTE

Your Voice. Every Vote. Our Future.

voteinfo.net
800-345-VOTE
711 – TTY/TDD



County of Riverside
Registrar of Voters

RivCo 
VOTE

Your Voice. Every Vote. Our Future.



Summary of Funds Spent





Summary of Funds Spent

Advertising \$332,799	TOTAL AMOUNT OF FUNDS INVESTED IN DISTRICTS 1 and 3 \$640,557	Community Outreach \$13,087
Postcard Mailing \$85,980	Website Redesign and Labor \$39,921	Communication Consultant \$167,328



Advertising



Run Dates: February 5, 2024, to March 5, 2024

The Registrar of Voters worked closely with a communications consultant to implement a countywide diverse advertising campaign that included high-volume media outlets to create mass awareness. Advertisement placements were completed in English, Spanish, Korean, Chinese, Tagalog, and Vietnamese on applicable platforms.

The total advertising cost for the 2024 Presidential Primary Election was \$373,631, of which a significant portion was targeted for voters in Supervisorial Districts 1 and 3, which include low voter turnout areas. The following is a breakdown of advertising spent in Districts 1 and 3 by media category.

Advertisement placements included (refer to table on next page for exact media outlets):

MEDIA CATEGORY	TOTAL
Digital Billboards	\$ 22,114.70
Programmatic Out of Home	\$ 7,702.59
Cable TV	\$ 54,227.00
Broadcast TV	\$ 81,200.00
Streaming TV	\$ 62,500.00
Streaming Audio	\$ 20,000.00
Newspaper Print and Online	\$ 18,009.00
Social Media	\$ 33,000.00
Linear Radio-English	\$ 24,746.00
Linear Radio-Spanish	\$ 9,300.00
TOTAL	\$ 332,799.29

Presidential Primary Election Day Media Buy Plan

Digital billboards
I-215 E/L 1.3 mi. S/O Van Buren Blvd
VAN BUREN EL .1 MI S/O CLAY
RIV- MAGNOLIA & JACKSON
91 FWY SERFAS CLUB-E
91 FWY SERFAS CLUB-W
I-15 WL @ ONTARIO AVENUE
I-215 EL .2 MI N/O ETHANAC
Programmatic - Out of Home (Refer to table below for locations)
District 1
District 3
CABLE TV
Linear Cable - General
Linear Cable - Ethnic
BROADCAST TV
KUNA TV - Ethnic
LA TV News -KTLA
LA TV News - KVEA
STREAMING TV/CTV/OTT
Streaming TV (CTV/OTT) - General
Streaming TV (CTV/OTT)- Ethnic
Addressable/Asian CTV - Ethnic
STREAMING AUDIO
Pandora/SiriusXM, Soundcloud, Stitcher w/Companion Banner- General
Pandora/SiriusXM, Soundcloud, Stitcher w/Companion Banner-- Ethnic
Audacy _ Local Audio Streaming - General
NEWSPAPER _PRINT & ONLINE
Press Enterprise- General
Excelsior (Riverside) - Ethnic
Valley News- General
Black Voice - Ethnic
SOCIAL MEDIA
Youtube - General
Youtube - Ethnic - English
Youtube: Ethnic - Spanish, Asian
Facebook/IG- General
Facebook/IG- Ethnic
LINEAR RADIO - ENGLISH
KOLA-FM (Classic Hits) - #1 General
KGGI-FM (Top 40) -General
KFRG-FM (Country) - General
KXFG-FM (Country) - Menifee
KPWK-AM (Fox Sports/Dodgers)- Riv/SB
KATY-FM (Adult Hits) -Riv/SB
KGGI-FM (Top 40) - Riv/SB
KQIE-FM (R&B Oldies) - Riv/SB
KHTI-FM (Top 40) - Temecula
KMYT-FM (Alt Rock) - Temecula
KTMQ-FM (Rock) - Temecula
LINEAR RADIO - SPANISH
KRQB-FM (Regional Mexican) - Riv/SB
KAEH-FM (Regional Mexican) - Riv/SB
KXRS-FM (Spanish Adult Hits) - Hemet
KXSB-FM (Regional Mexcian) - Riv/SB

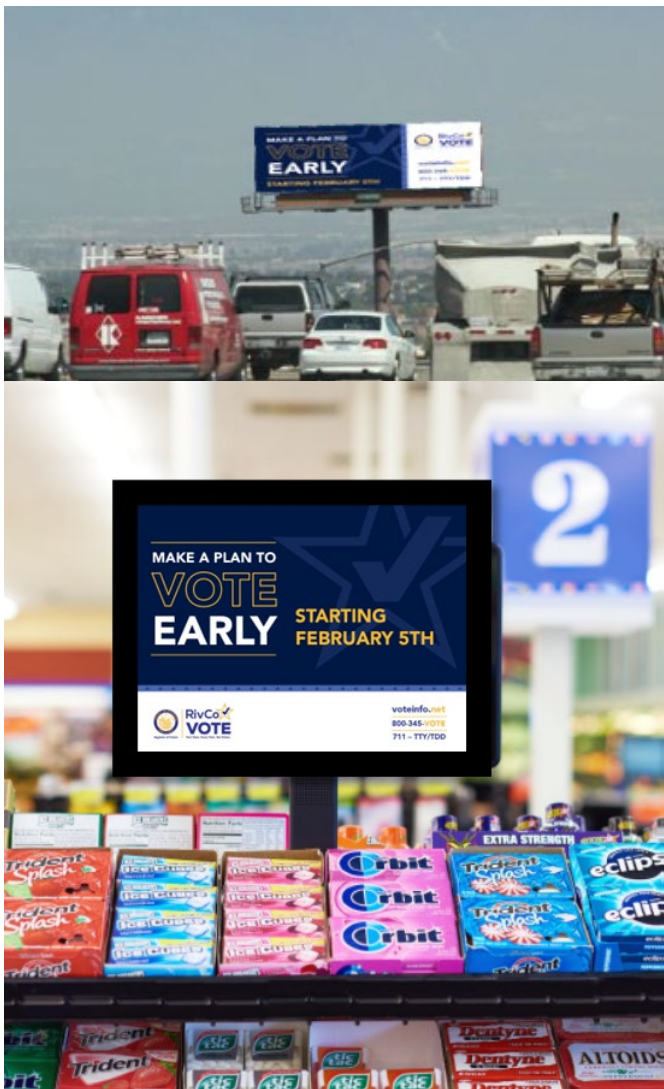
Key Takeaways: Key Performance Indicators

Top Three Key Performance Indicators

Impressions and Reach: Goals Surpassed	Low Voter Turnout Areas Allocation: Targeted Impact in Key Districts	Engagement: Exceeded Industry Benchmarks
<ul style="list-style-type: none">Effectively connected with both the general market and target audience groups, surpassing impression goals by 14.8%, countywide, while maintaining optimal frequency on applicable platforms.Over delivery was largely due to bonus spots and added value in outdoor and radio, and a shift in bidding strategy on Facebook and Instagram platforms that led to a lower Cost Per Mile.	<ul style="list-style-type: none">\$332,799 in ad budget invested in low voter turnout areas; underscoring our dedicated support to these key areas.Delivered impressions into low voter turnout areas via targeted zip code strategies on streaming TV, audio, and social platforms, with added support from community newspapers and radio serving those areas.	<ul style="list-style-type: none">Facebook, Instagram, YouTube and Pandora emerged as standout platforms, surpassing industry benchmarks for audience engagement countywide.These platforms were particularly effective in engaging crucial demographic groups, including adults 18 to 34, Spanish speaking communities, and residents within low voter turnout areas.

Digital Advertisements

- English and Spanish ads ran on several digital freeway boards and 140 digital panels targeting low voter turnout areas in District 1 and 3.
- Digital panel placements included: Grocery stores, gas stations, surface-street billboards and urban panels. Urban panels refer to outdoor digital screens in high-traffic areas to capture pedestrian traffic.





Top placements included:

Newspaper

High-impact print and online ads delivered 2,139,077 impressions in eight regional, community and ethnic newspapers serving Riverside County.



Press Enterprise
(front page strip)



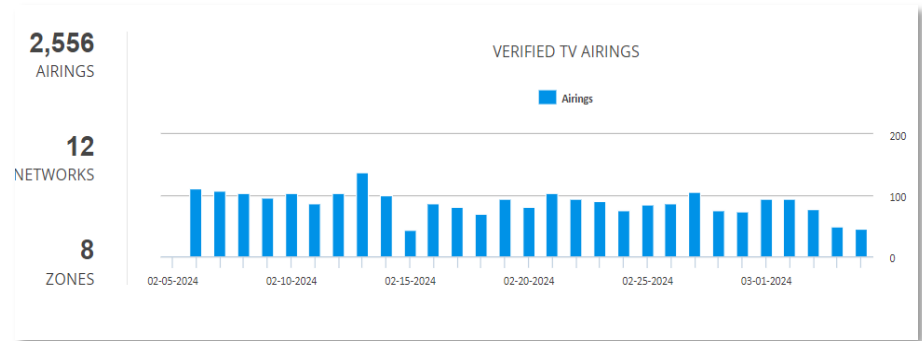
Excelsior Online
(homepage takeover)

Schedules included 30-second spots in English and Spanish and no-charge News Snipes on KTLA.



Cable TV








English and Spanish spots ran in top-rated news, entertainment and sports programming targeting General Market, Hispanic and non-Hispanic Ethnic populations. According to the 2020 census designation, “non-Hispanic Ethnic populations” includes Black or African American, American Indian and Alaska Native, Native Hawaiian and Other Pacific Islander, and Some Other Race.



Streaming TV

Impressions ran on streaming TV targeting English 18 to 34, Hispanic and ethnic audiences throughout Riverside County, with additional impressions delivered in Low Voter Turnout Areas. Ethnic audiences include Non-white Hispanic, Asian, Latinx, African-American/Black (English Speaking).

Schedules included 30-second spots in English, Spanish, Mandarin, Vietnamese, Korean and Tagalog.

Top Zip Codes:		Top Devices:	
Geography	Impressions	DEVICE	CONTRIBUTION
92553	42,801	 ROKU	43.90%
92507	40,421	 CTV	15.37%
92562	32,270	 SAMSUNG SMART TV	12.41%
92545	30,919	 XUMO TV	9.76%
92530	29,441	 FIRE TV	7.67%
92592	28,663	 ANDROID	2.57%
92584	28,630	 APPLE TV	1.76%
92544	27,034		
92563	25,759		
92571	25,594		
92503	21,285		
92570	19,349		
92201	19,286		
92591	18,348		
92253	16,758		

Digital and Social Media delivered 4,488,621 impressions across all “clickable” online channels and resulted in 1,070,944 engagements (clicks + views + social interactions) English, Spanish, Mandarin, Vietnamese, Korean and Tagalog ads appeared on Pandora / SXM, Facebook, Instagram and YouTube.

Highlights

- Pandora’s audio companion banners led all digital media in click thru rate, with a .28% CTR, well above the industry benchmark of .10%.
- Meta (Facebook and Instagram) delivered the highest number of clicks overall, with 3,465 clicks across all demos.
- YouTube delivered 1,064,323 Video Views in seven Languages. Spanish video had the highest View Rate.

4.5M

Online Impressions Delivered

1M +

Engagements

.28% CTR

Pandora Companion Banner

3,465

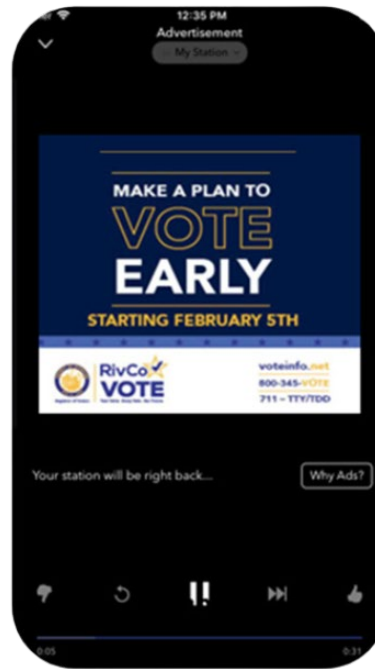
META Clicks

1M +

Top YouTube Video Views

Audio Streaming with Banners

Delivered 1,372,233 audio impressions with companion banners to listeners on Pandora / SXM and Audacy streaming platforms. ROV 30 second audio spots targeted select audiences in English, Spanish, Chinese, Vietnamese, Tagalog, and Mandarin.



Top CTR by Target Group*

- Ages 18 to 34: .61%
- Low voter turnout areas 18+: .34%
- Spanish 18+: .22%
- Ethnic 18+: .18%


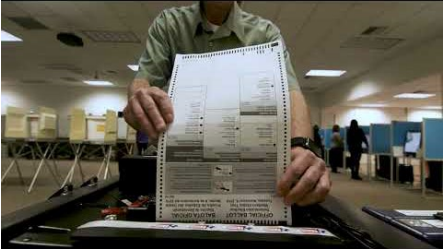

Topline Campaign Results

Post Engagements	Post Reactions	Post Comments	Post Saves	Post Shares
1,747	377	12	12	35
Clicks (All)	CTR (All)	Link Clicks	Link CTR	Engagement Rate
3,465	0.12%	1,311	0.05%	0.19%

Impressions	Reach	Frequency	CPM
2,803,629	1,061,203	2.64	\$4.28

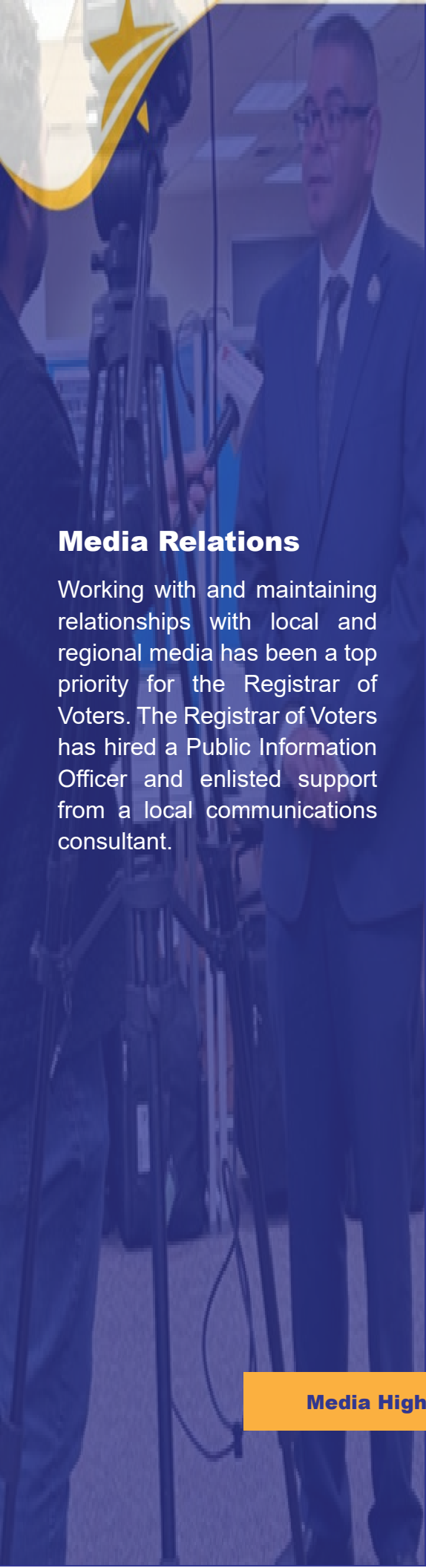
Most Viewed Videos

PAID + ORGANIC + EARNED

 <p>The Riverside County Registrar of Voters Office is here to assist you.</p>																				
<table><tr><td>Ad views</td><td>Organic views</td><td>Earned views</td></tr><tr><td>531K</td><td>29</td><td>9</td></tr></table>	Ad views	Organic views	Earned views	531K	29	9	<table><tr><td>Ad views</td><td>Organic views</td><td>Earned views</td></tr><tr><td>241K</td><td>15</td><td>0</td></tr></table>	Ad views	Organic views	Earned views	241K	15	0	<table><tr><td>Ad views</td><td>Organic views</td><td>Earned views</td></tr><tr><td>74.7K</td><td>5</td><td>1</td></tr></table>	Ad views	Organic views	Earned views	74.7K	5	1
Ad views	Organic views	Earned views																		
531K	29	9																		
Ad views	Organic views	Earned views																		
241K	15	0																		
Ad views	Organic views	Earned views																		
74.7K	5	1																		
English	Spanish	Tagalog																		



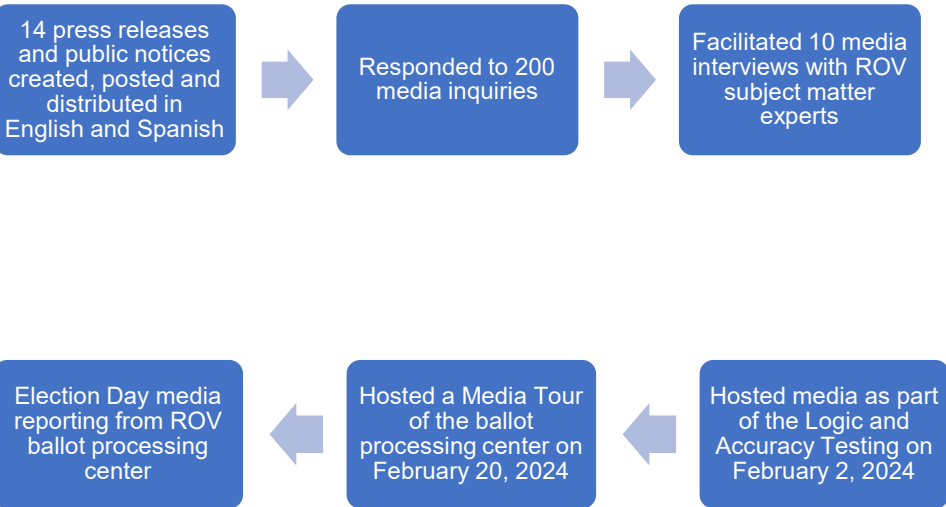
Media Relations



Key Media Relations Tasks Performed During the 2024 Presidential Primary Election

Media Relations

Working with and maintaining relationships with local and regional media has been a top priority for the Registrar of Voters. The Registrar of Voters has hired a Public Information Officer and enlisted support from a local communications consultant.



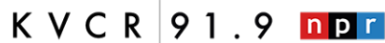
Media Highlights: 25 Pieces of News Coverage / 61.2M Audience Reach

Media Coverage Secured During the 2024 Presidential Primary Election Cycle

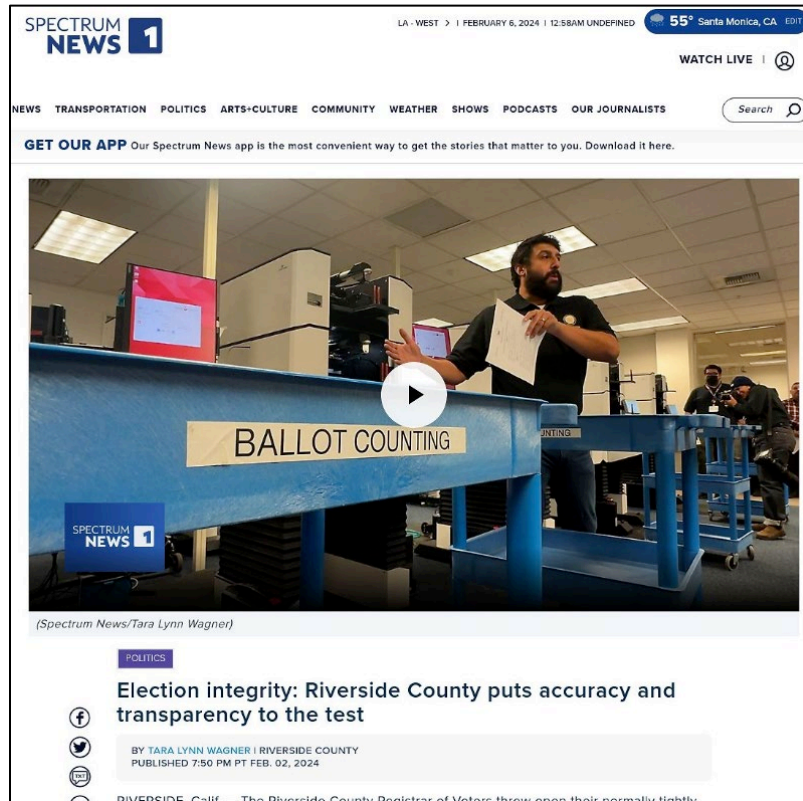
A comprehensive report on the media results is available at:

<https://westboundcommunications.coveragebook.com/b/1eaecc8d0bece956>

KESQ-TV (ABC)	Spectrum News 1	Hoodline
Press Enterprise	Valley News	The Riverside Record
City News Group	San Bernardino Sun	
KVCR-FM	Yucaipa / Calimesa News Mirror	
K-NEWS 94.3 and 104.7 FM	Patch	
HEY SOCIAL	La Nueva Radio Station	
Telemundo 52	Uken Report	



Focus on Accuracy and Transparency





Social Media

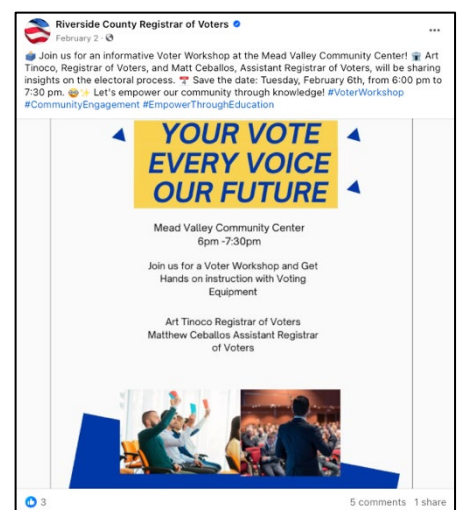
Social Media Communication Goals

- Timely election information
- How to register to vote
- Key dates
- Insights on the electoral process and how to participate
- Where ROV would be out in the community

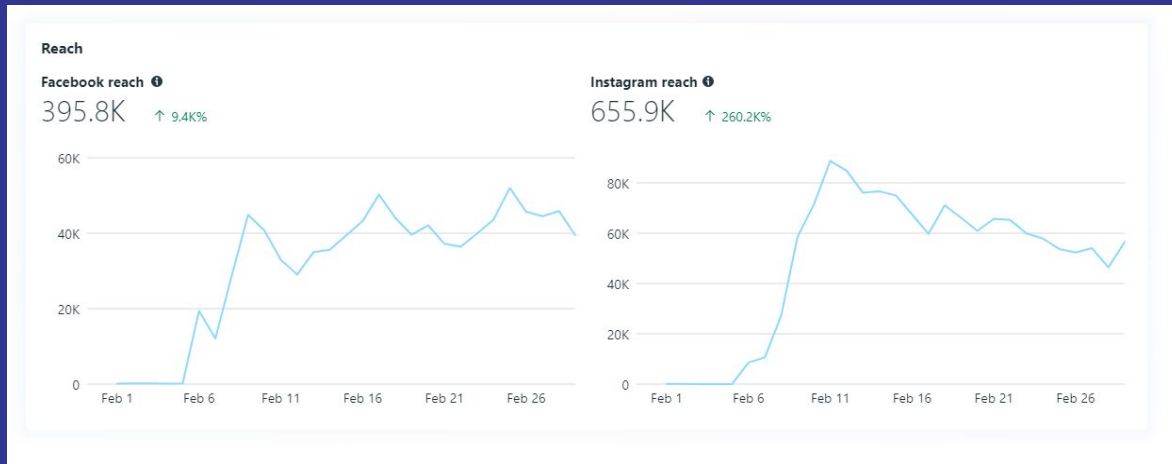
Social Media

ROV made a concerted effort to regularly utilize its social media platforms Facebook, Instagram, and X to increase online presence as outlined in the Voter Outreach and Education Plan for the 2024 election cycle.

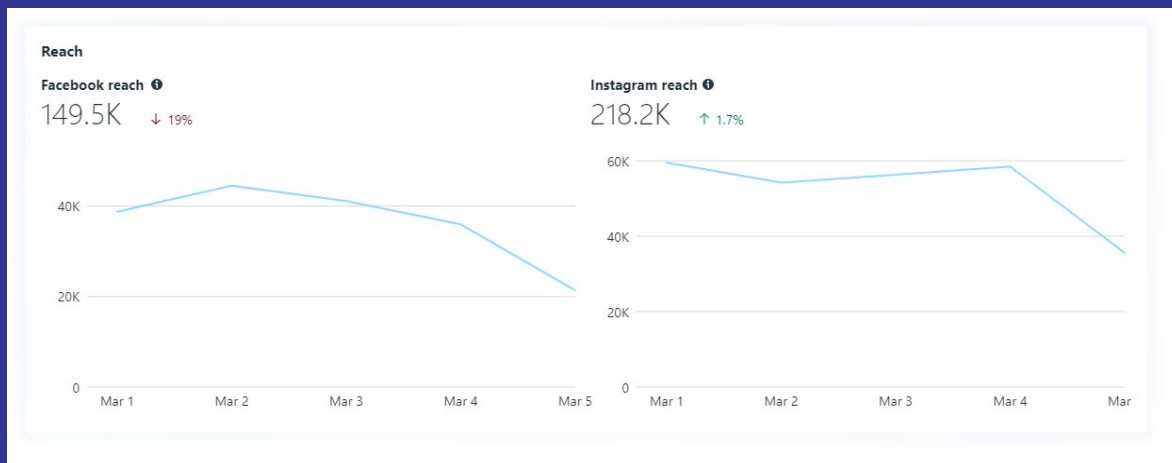
Between December 2023 and March 2024, extensive social media content was produced and posted in English and select content in Spanish.



Social Media: Facebook and Instagram Reach

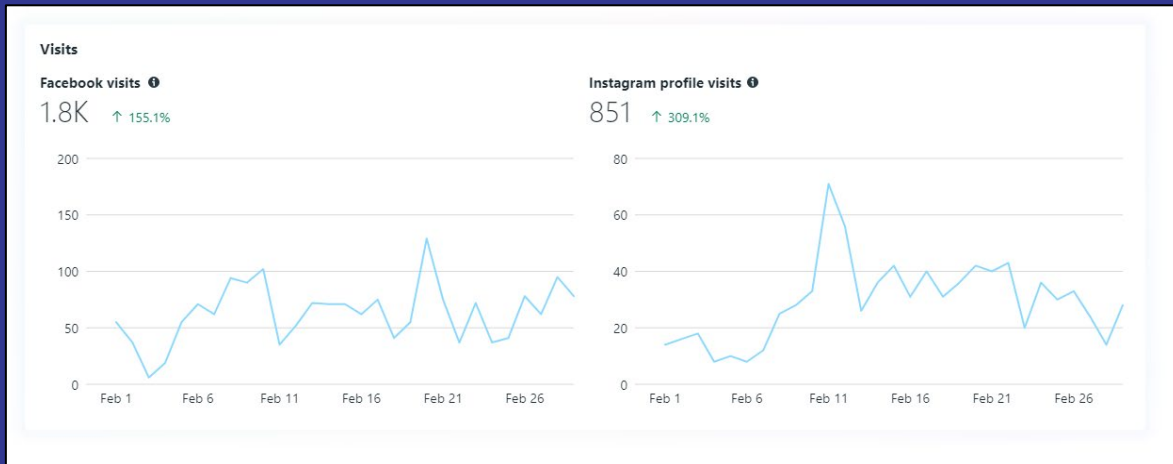


545,300 Riverside County Residents reached on Facebook.

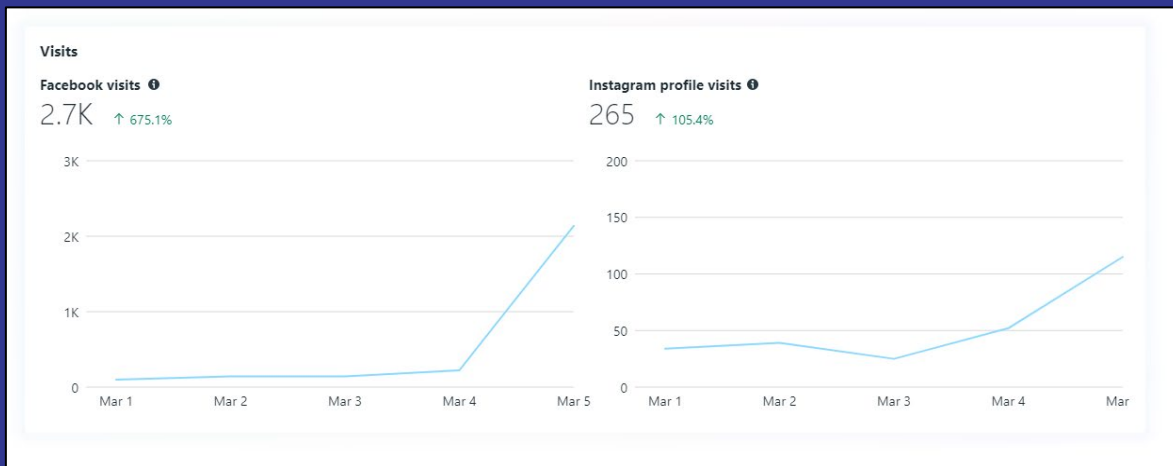


874,100 Riverside County residents saw our Instagram posts.

Social Media: Facebook and Instagram Visits



Facebook page visits increased 770% to 2,700 per month.



Instagram visits rose 149%.



Website Update

A website overhaul resulted from input received from the public and election observers on the need to improve the overall visitor experience. A total investment of \$39,921 was allocated for the website redesign which included but not limited to implementation services, software licensing, website migration, and maintenance fees.

The revamp of voteinfo.net offers numerous tools to help voters get key information including:

- Elections
- Candidate Resources
- Voter Information
- Pollworker Information
- Community
- Helpful Links
- Contacting ROV

The entire website is available in Spanish.



Website Update: New Sections

[Return to RivCo.org](#)

[About Us](#)
[Elections](#)
[Candidate Resources](#)
[Voter Info](#)
[Pollworker Info](#)
[Community](#)
[Helpful Links](#)
[Contact Us](#)

[English](#)

Riverside County Voter Outreach and Education Plan

Overview of Voter Outreach & Education

The RCV is working with community-based organizations to enhance community outreach efforts and spread the word about the voter registration and voting process. This voter outreach and education plan will expand knowledge of the Registrar of Voters' efforts to enhance outreach to those areas that have had lower voter turnout rates in comparison to the County at large. This plan will focus on:

- Targeted Voter Outreach and Education conducted in both English and Spanish
- Spanish Translation of Registrar of Voters Public-Facing Documents
- Spanish Interpretation of Registrar of Voters Meetings and Hearings
- Spanish-language ballots and election materials

Updated 2024 Voter Outreach & Education Plan

In preparation for the 2024 Presidential General Election, The County of Riverside is updating its Voter Outreach and Education Plan. Public notices about comment periods and drafts of the plan will be posted below.

The County of Riverside Registrar of Voters invites the public to provide feedback on the draft Updated Voter Outreach and Education Plan which will be used for the 2024 Presidential General Election. Comments can be submitted by email to rcvweb@rivco.org, by phone at (951) 486-7232, or by fax at (951) 486-7235. Please submit all feedback by August 7, 2024.

Public Notices

07-30-2024

Public Notice – November 5, 2024, Presidential General Election Updated Voter Outreach and Education Plan Comments - Spanish

07-29-2024

Public Notice – November 5, 2024, Presidential General Election Updated Voter Outreach and Education Plan Comments

11-29-2023

Public Notice – March 5, 2024 Presidential Primary Election and November 5, 2024 General Election Voter Outreach and Education Plan Comments

Updated November 5, 2024, Presidential General Election Voter Education and Outreach Plan

March 5, 2024, Presidential Primary Election Voter Education and Outreach Plan

12-12-2023

- Final Voter Outreach and Education Plan - English
- Final Voter Outreach and Education Plan - Spanish

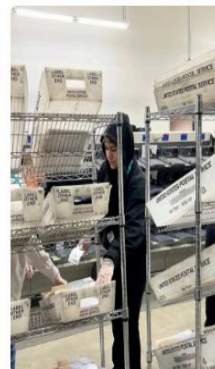
Media



Patch: Voter Registration Deadline Approaching For March 5 Primary Election



KCAL News: Vote Centers Open in Riverside County



Riverside Record: Here's Everything You Need To Know About Voting In The March 5 Primary



KESQ: Riverside County Registrar of Voters tests voting system ahead of March 5 Presidential Primary



Community Outreach



Community Outreach

A robust community outreach effort supporting voter education had ROV staff (including bilingual speakers – Spanish, Mandarin, Korean, Tagalog, Chinese and Vietnamese) traveling throughout Riverside County to participate at a wide range of community events – from small to medium to large-scale. Voter education includes information about the County’s Vote Center model, voting options, and other timely and relevant election information. Staff interacted with attendees to answer questions, demonstrate ballot-marking devices used at Vote Centers, and assisted with filling out voter registration forms.

Additionally, ROV was active in making virtual and in-person presentations to groups that included, but are not limited to:

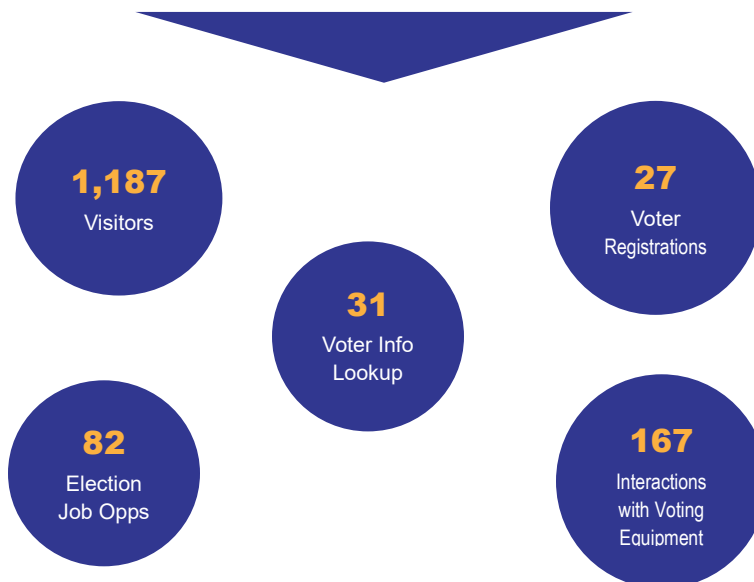
Government and Non-Government Organizations	Community- Based Organizations	High Schools and Universities	Service Organizations	Faith-Based Organizations	Senior Centers
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Community Outreach: Districts 1 and 3 Activities

Outreach in Districts 1 and 3

In addition to conducting widespread outreach throughout the County, ROV researched and identified opportunities to participate in events and give presentations that reached residents in Districts 1 and 3. A total investment of \$13,087 was made which included event registration fees, printed materials distributed to booth visitors, supplies and staff time. This cost applies to outreach events, outreach kits, Observer Tour, and Media Tour.

January 27, 2024, to January 28, 2024:	12 th Annual 2024 Riverside Lunar Festival
February 10, 2024:	Mead Valley Community Center
February 10, 2024:	Multi-Cultural Festival
February 13, 2024:	Trilogy at Glen Ivy, Temescal Valley
February 15, 2024:	Good Hope Community Center
February 22, 2024:	Mead Valley Senior Center
March 2, 2024:	French Valley Community Fair



Outreach in Districts 1 and 3

The ROV team compiled and distributed voter education outreach kits countywide. The kits included information on:

- Registering to vote
- Ways to vote
- Voter registration forms
- Informational pamphlets in all languages
- Election Officer applications
- Employment information

Following are Districts 1 and 3 locations where outreach kits were delivered:

- Pechanga (Reservation)
- East Hemet (Hemet Public Library)
- Anza (Anza Library)
- Lake Elsinore (Altha Merrifield Memorial Library)
- Jurupa Valley (Louis Rubidoux Library)





Postcards

Postcards

For the March 5, 2024, Presidential Primary Election, the Registrar of Voters mailed two postcards in English and Spanish to the more than 1.3 million registered voters in Riverside County. The total investment was *\$85,980. The postcard topics were:

- Choose How You Vote
- This Election Voting Is Different

*The total cost for both postcards was \$401,774. This cost divided by total number of voters countywide, 1,304,447, is \$0.3080 (cost per voter). Total cost for District 1 and 3 is \$85,980.

CHOOSE HOW YOU VOTE

With the implementation of a new Vote Center election model, voters now have more days and more ways to vote:

ELIJA CÓMO VOTAR

Con la implementación de un nuevo modelo electoral de Centro de Votación, los votantes ahora tienen más días y más formas de votar:

VOTE BY MAIL

POR CORREO

ways to return your VBM ballot:
formas de devolver su boleta de VBM:

postage paid return envelope

sobre de devolución con franqueo pagado

official ballot dropbox

buzón oficial de boletas

any vote center

cualquier centro de votación

VOTE IN PERSON

EN PERSONA

services provided at Vote Centers:
servicios proporcionados en los Centros de Votación:

open up to 10 days before election day

abierto hasta 10 días antes del día de elección

new & more accessible voting equipment

equipos de votación nuevos y más accesibles

same day voting & conditional registration

votación e inscripción condicional mismo día

For more information visit the Registrar of Voters office at 1-800-773-8683 or 951-486-7200
Para obtener más información llame a la oficina del Registro de Votantes al 1-800-773-8683 o al 951-486-7200

REGISTRAR OF VOTERS
2724 Gateway Drive
Riverside, CA 92507-0918

Return Service Requested

OFFICIAL ELECTION MAILTM
Authorized by the U.S. Postal Service

NON-PROFIT ORGANIZATION
U.S. POSTAGE
PAID
RIVERSIDE COUNTY
REGISTRAR OF VOTERS

THIS ELECTION VOTING IS DIFFERENT

VOTAR ES DIFERENTE ESTA ELECCIÓN

VOTE-BY-MAIL

Vote at home using your Vote-By-Mail ballot

No Postage Required

Quick, easy, convenient...
from the comfort of your home!

BALLOT DROP-OFF LOCATION

Vote at the Registrar of Voters Office or at Ballot Drop-off locations in Riverside County

No Postage Required

Visit www.voteinfo.net for a list of drop-off locations and hours throughout Riverside County!

VOTE CENTERS

Beat the lines and vote early in-person at any of the 11-day or 4-day Vote Centers in Riverside County, including Election Day.

ELECTION DAY
March 5, 2024
7:00 a.m. to 6:00 p.m.

Visit www.voteinfo.net for a list of Vote Center locations and hours throughout Riverside County!

VOTACIÓN POR CORREO

Vote en casa con su boleta de Votación Por Correo

No se Requiere Franqueo

¡Rápido, fácil y conveniente...
desde la comodidad de su hogar!

LUGAR PARA ENTREGAR BOLETAS

Vote en la Oficina del Registro de Votantes o en los lugares para Entregar Boletas del Condado de Riverside

No se Requiere Franqueo

¡Visite www.voteinfo.net para consultar una lista de las ubicaciones y los horarios de los lugares para entregar boletas en todo el Condado de Riverside!

CENTROS DE VOTACIÓN

Evite las filas y vote anticipadamente en persona en cualquiera de los Centros de Votación de 11-días o 4-días en el Condado de Riverside, incluyendo el Día de Elección.

DÍA DE ELECCIÓN
5 de marzo de 2024
7:00 a.m. a 6:00 p.m.

¡Visite www.voteinfo.net para consultar una lista de las ubicaciones de los Centros de Votación y sus horarios en todo el Condado de Riverside!

For more information visit www.voteinfo.net or call 1-800-773-8683 or 951-486-7200
Para obtener más información visite www.voteinfo.net o llame a la oficina del Registro de Votantes al 1-800-773-8683 o al 951-486-7200

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Election Observer Tour





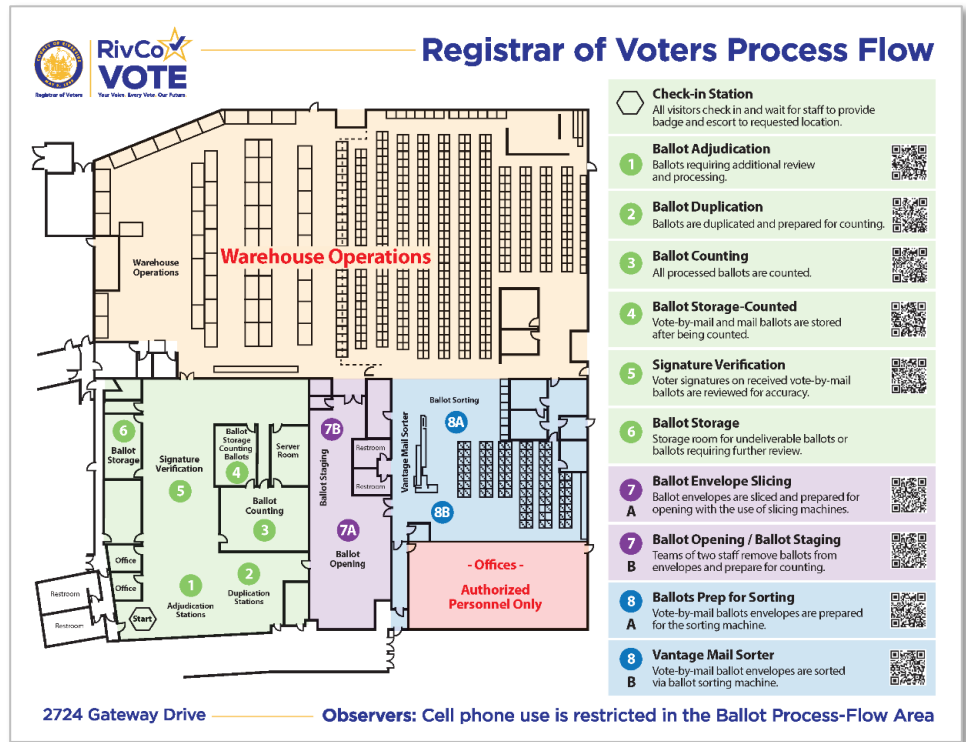
To increase overall voter education efforts and public trust in the electoral process, ROV developed and facilitated an election observer tour on February 15, 2024, so that the public could see and hear firsthand from ROV staff walk through each step of the electoral process, ask questions and provide input. It was also an opportunity to highlight improvements made to the facilities as a direct result of feedback received from past election observers to create a better viewing experience.

The approach of a facilitated observation tour aligns with ROV's overall mission and pledge to being accessible to individuals and groups and providing equal opportunity to participate in the democratic process, which election observations are an integral part of it.

ROV compiled a list of organizations including:

- Riverside County Civil Grand Jury
- Political Party Chairs
- Election Advisory Committee
- League of Women Voters
- Inland Empire United
- Training Occupational Development Educating Communities (TODEC)
- City Clerks
- Past election observers

Election Observer Tour: Ballot Processing Flowchart

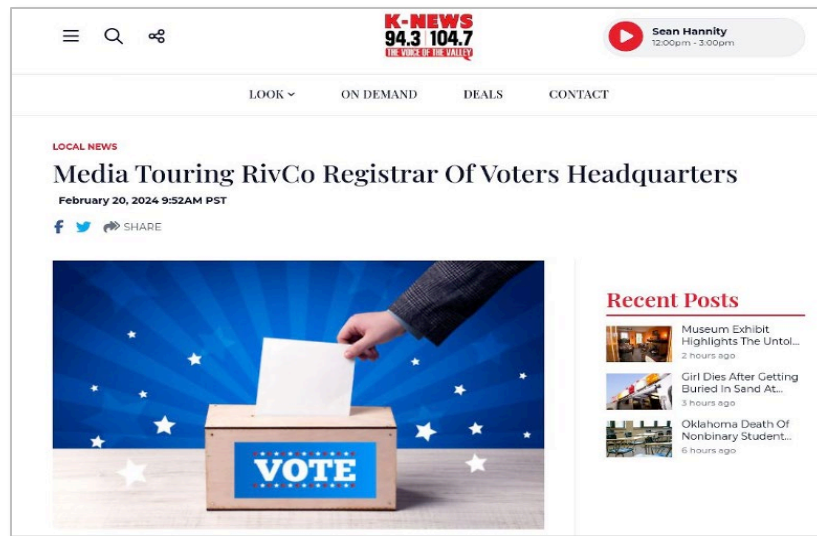


Election Observer Tour: Photos





Media Tour

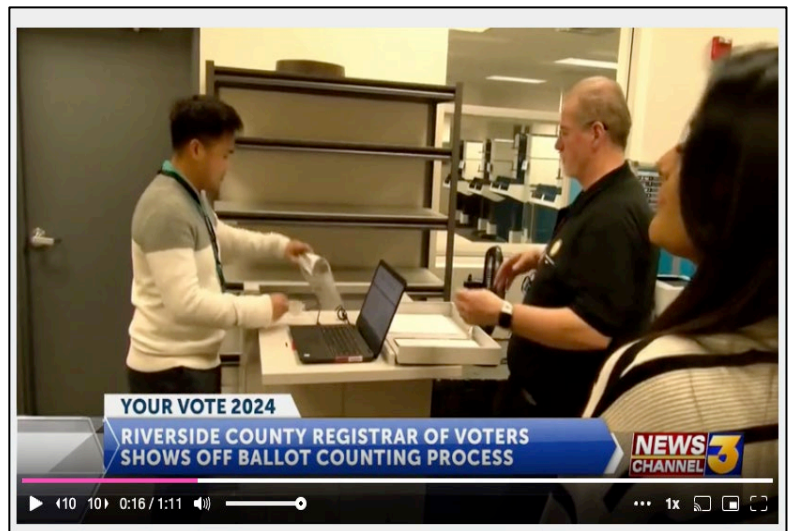
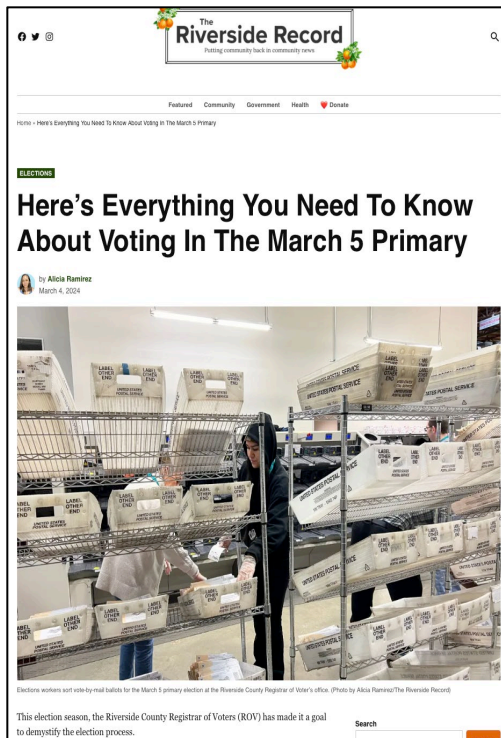
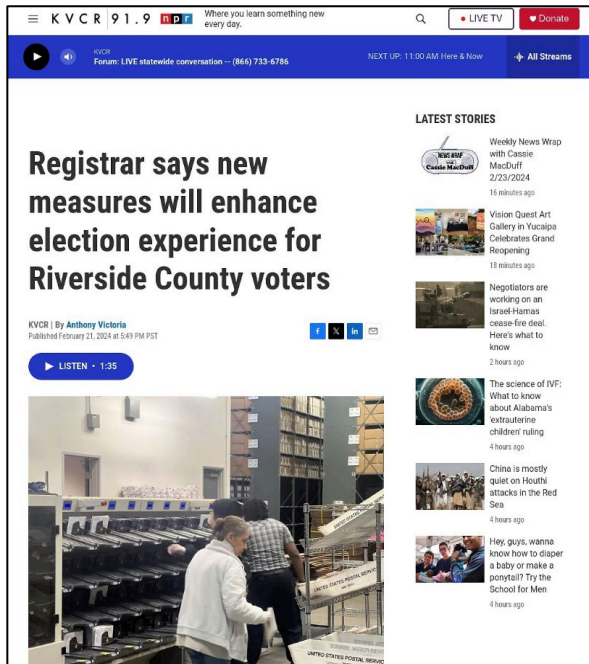


To help further educate Riverside County voters about the Presidential Primary Election, ROV facilitated the first ever dedicated media tour on February 20, 2024. The guided tour gave media a behind the scenes look at the processing center with direct access to staff to answer questions about the electoral process and the Presidential Primary Election.

Media Coverage

KESQ-TV (ABC)	City News Group*	The Riverside Record*
K-NEWS 94.3 and 104.7 FM	KVCR-FM*	

1.5M Media Impressions



Contact Us



RivCo VOTE
Your Voice. Every Vote. Our Future.



(951) 486-7200



rovweb@rivco.org

SCAN BELOW TO
FOLLOW US ON
SOCIAL MEDIA!



County of Riverside
Registrar of Voters
2720 Gateway Drive
Riverside, CA 92507



(951) 486-7335