Trust, Transparency, and Observer Resources for New Election Officials

Voter Trust
Continue running elections well to build voter trust

☐ Ensure that voting systems are secure. Dispose of election equipment safely.
  o Voting System Security Measures for Voters
  o Best Practices: Election Technology
  o Disposal of Election Equipment

☐ Test voting equipment in advance.
  o Quick Start Guide: Logic and Accuracy Testing

☐ Maintain strong chain of custody for ballots and election equipment.
  o Best Practices: Chain of Custody

☐ Report results transparently on election night.
  o Quick Start Guide: Election Night Results Reporting
  o Checklist for Securing Election Night Results Reporting

☐ Communicate clearly about post-election processes, canvassing, and election certification. Ensure voters know what will happen in case of a recount.
  o Communicating Election and Post-Election Processes Toolkit
  o Quick Start Guide: Canvassing and Certifying an Election
  o Quick Start Guide: Conducting a Recount

☐ Clarify in advance how an audit will be conducted.
  o Quick Start Guide: Developing an Audit Trail
  o Quick Start Guide: Post-Election Audits

☐ Maintain accurate voter lists.
  o Best Practices: Voter List Maintenance
  o Voter List Maintenance Voter Education Toolkit

Transparency
Share information about election processes with voters and the media

☐ Proactively address public records requests.
Best Practices: Public Records Requests

- Educate voters on election processes. Develop FAQs and other easily-understandable documents for voters and distribute them widely.
  - Quick Start Guide: Voter Education
  - Best Practices: FAQs for Election Officials

- Cultivate relationships that can help your efforts to educate the public.
  - Building Community Partnerships: Quick Start Guide

- Develop key media contacts early. Media can help get your story out early and can be a resource on election day.
  - Media and Public Relations: Quick Start Guide

**Best Practices**

✔ **Alexander County, NC** – Inside Election Administration Article Series: partnered with a local newspaper, a monthly guest column series showcases the robust framework of election administration and professionalism that ensures elections are conducted lawfully and fairly.

✔ **Jefferson County, Colorado** – Building Bridges, Igniting Votes: worked with an advisory committee, local businesses, and municipalities to boost voter turnout in a low-attention year. Worked with other government units to distribute accurate voter information and increased turnout from 43 to 47%.

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**Work with Observers**

Partisan and non-partisan observers play an important role in our elections.

- Understand the role of observers in elections.
  - Election Observers and Poll Watchers Page
  - Quick Start Guide on Poll Watchers
  - Election Observers

**Best Practices**

✔ **Pierce County, Washington** – Drop Box Observer Program: in this all-mail jurisdiction, worked with political parties to establish an observer program to monitor 50 drop boxes across the county.

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For Additional Resources: [www.eac.gov/election-officials](http://www.eac.gov/election-officials)