



Go Green: Turning a Mandate into Millions in Savings

The Santa Clara County Registrar of Voters' Office introduced the Go Green initiative, allowing voters to opt for receiving their County Voter Information Guide electronically rather than through traditional mail. This program offers convenience, minimizes carbon footprints, and helps save taxpayer dollars.



Overview

Under California law, counties must mail every registered voter a County Voter Information Guide before each major election, though voters may opt to receive it digitally. In Santa Clara County, that means printing and mailing about 1 million guides per election.

Rather than passively offering a digital option, we transformed this statutory requirement into a branded sustainability and cost-savings campaign called "Go Green." Through coordinated outreach including social media, video content, a billboard, community materials, and staff engagement, we encourage voters to opt out of paper and receive their guide electronically.

The impact is significant. Two million printed guides equate to roughly 240 tons of paper and more than 4,000 trees. More than 62,000 voters have now chosen to go paperless, generating approximately \$500,000 in savings per countywide election.

Go Green turns a mandatory mailing into measurable environmental and fiscal impact that compounds every cycle.

Creativity and Innovation

Go Green reimagines a mandatory election mailing as an opportunity for engagement, sustainability, and long-term savings.

Many counties simply provide a digital option. Santa Clara County built a recognizable brand around it. We created messaging, visual identity, social media campaigns, videos, outreach materials, and even a billboard to promote the initiative. Staff wear green on Wednesdays, share content publicly, and participate in internal raffles tied to voter sign-ups.

We partnered with the County Office of Sustainability to quantify the environmental impact and translate abstract paper usage into relatable numbers, such as trees saved per election.

Instead of treating digital delivery as an administrative checkbox, Go Green turns it into a movement. It gives voters a tangible way to reduce environmental impact while modernizing election communications.



Cost Effectiveness

Go Green delivers recurring, measurable financial savings with minimal upfront investment.

Each printed guide costs approximately \$7 to \$8 when accounting for printing, printing each voter's unique address, mailing, prepaid postage, and staff labor. With more than 62,000 voters currently paperless, the county saves roughly \$500,000 per countywide election.

Because voters remain opted in once they go green, each sign-up generates savings election after election. These recurring reductions are especially impactful in challenging budget years like this one.

Marketing costs are modest and primarily digital, with one preprinted billboard costing approximately \$2,000 to \$3,000.

Every additional voter who goes green permanently lowers future election costs. The return on investment compounds with every cycle.

Can be Replicated by Other Offices

Go Green can be replicated anywhere a state requires a voter mailing. The model builds on an existing obligation and reframes it as an opportunity for modernization and savings.

If a digital option already exists, offices can create a branded campaign, quantify cost and environmental impact, and promote the option through coordinated outreach. The core tools, email, social media, outreach materials, and staff engagement, are widely available.

If a state does not yet allow a digital alternative, election officials can partner with their state department of elections to explore policy changes. Demonstrating recurring cost savings and environmental benefits provides a compelling case for reform.

The strategy is simple and adaptable: take a required mailing, measure its impact, and empower voters to choose a more sustainable option.



**Meets
Category
Requirements**

Go Green exemplifies innovation in election administration by modernizing voter communications while reducing environmental and fiscal impact.

The initiative enhances voter engagement by offering faster digital access to information while promoting responsible resource use. It demonstrates how election offices can meet statutory requirements in forward-looking ways that align with broader county sustainability goals.

By combining communications strategy, cost analysis, and measurable environmental impact, Go Green reflects proactive, data-driven leadership in election operations.

The program elevates a routine administrative function into a strategic initiative that advances transparency, sustainability, and financial stewardship.

**Improves
Outcomes for
Voters and
Election
Officials**

For voters, Go Green provides faster, more convenient access to their County Voter Information Guide. Voters who prefer digital access receive information immediately and can easily navigate to their personalized guide online.

For election officials, the program reduces printing, postage, and labor costs at scale. More than 62,000 paperless voters translate into substantial recurring savings of at least \$500,000 every election cycle.

Operationally, fewer printed guides mean reduced logistics, lower material handling, and decreased environmental impact.

Go Green improves service for digitally engaged voters while strengthening fiscal sustainability for the elections office. It proves that smart policy can protect both the public's resources and the public's trust.



Videos

Go Green for the November 2025 election:
<https://www.youtube.com/shorts/x4K4EbN2HH0>

One tree speaks up:
https://www.instagram.com/p/DSXz4IAid7_/

On Wednesdays, we wear green:
<https://www.youtube.com/shorts/bxChdEPxipE>

Going Green is stress-free:
<https://www.youtube.com/shorts/1XWT08PsOZE>

61,823 voters have already Gone Green:
<https://www.youtube.com/shorts/Mz7HaTSUTgM>

Links

Go Green information page:
<https://www.sccvote.org/gogreen>

Go Green media toolkit:
https://files.santaclaracounty.gov/exjcpb1296/2024-02/go-green-media-toolkit.pdf?VersionId=htXbUMMoD5a7TztI3ufBSgKqUoq.X_6o

Go Green bookmarks for libraries:
https://www.canva.com/design/DAGOb8rlyLw/KZIWc_bA-kDCNg2w-amE5Q/edit

Go Green graphic for social media:
<https://canva.com/design/DAGtQVA2s3k/bmSgWikdWOOoFzBChEigzEw/edit>

Go Green graphic for social media:
<https://www.canva.com/design/DAGnXSbVIT0/E3hIX8zuIXnv0tM2WCICkA/edit>



Go Green

www.sccvote.org/gogreen

GO GREEN WITH THE ROV

Too much mail?
Opt out of receiving your County Voter Information Guide (CVIG) by mail!
View your CVIG online or on our website
www.sccvote.org/gogreen

SCAN CODE

VOTER'S CHOICE
just new voting experience

THE COUNTY OF SANTA CLARA

GO PAPERLESS
REGISTRAR OF VOTERS
GO GREEN

COUNTY OF SANTA CLARA
REGISTRAR OF VOTERS
SINCE 1850

Registrar of Voters
1555 Berger Drive, Building 2
San Jose, CA 95112

408-299-VOTE (8683)
registrar@rov.sccgov.org
sccvote.org

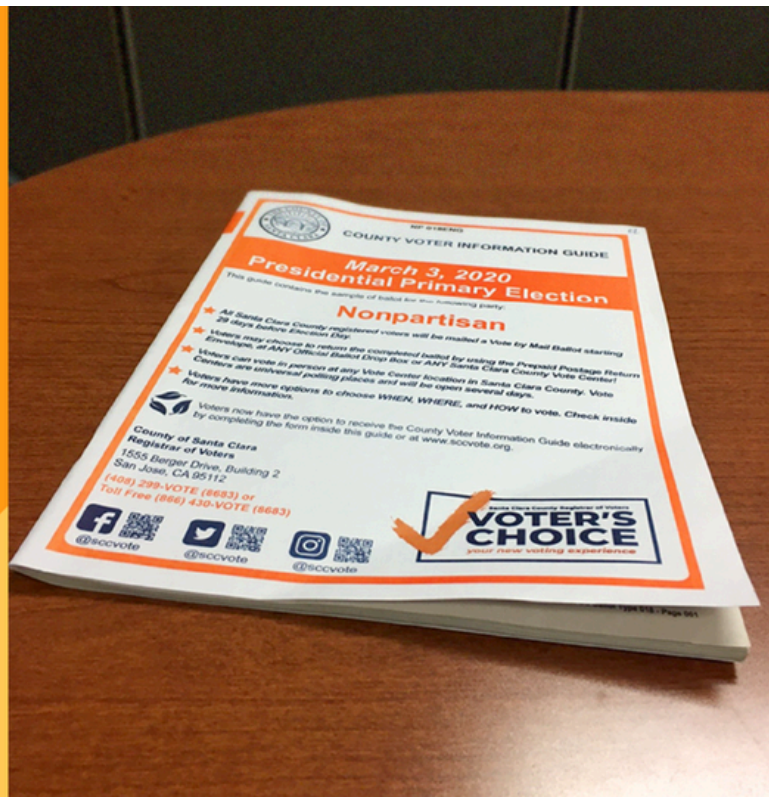


Go Green

The County Voter Information Guide (CVIG)

is the election-specific printed informational booklet sent to each registered voter before every election.

SCCVOTE.ORG/GOGREEN



Registrar of Voters
1555 Berger Drive, Building 2
San Jose, CA 95112

408-299-VOTE (8683)
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sccvote.org



Go Green

The ROV printed and mailed around 2 million CVIGs in 2022, weighing around 240 tons, equivalent to 4,080 trees.

Fortunately, the CVIGs are printed on recycled newsprint which can be recycled about 5 to 7 times. One ton of recycled paper prevents 17 trees from being cut down.

[SCCVOTE.ORG / GOGREEN](https://sccvote.org/gogreen)



2,000,000 CVIGS =

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OR 4,080 TREES**

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Go Green

County of Santa Clara
County Services Departments About the County

Registrar of Voters

Register to Vote Vote in Person Vote by Mail Get Involved Elections Notices

Home > County Voter Information Guide Delivery Options

Are you ready to go paperless?

- > Yes, I would like to receive my County Voter Information Guide electronically!
- > No, I would like to receive a paper County Voter Information Guide (CVIG).

If you are currently receiving your CVIG electronically and would like the paper version instead, fill out the form and select "Paper CVIG by Mail".

Frequently asked questions

How do I change the way I receive my County Voter Information Guide?

Follow this link, [County Voter Information Guide \(CVIG\) Opt Out/Opt In](#). You can also find this form in every County Voter Information Guide published by the County of Santa Clara Registrar of Voters, or you can write us a letter.

The law requires the ROV to confirm your identity, with your request, please include your name, residence

If I do not like using the electronic version of the guide, can I go back to receiving it by mail?

Yes! Follow the same link, [CVIG Opt Out/Opt In](#), or use the form in your guide or you can send a letter with your request. Again, we will be required to confirm your identity so please include your name, residence address, birth date, and signature.

Is the CVIG available in accessible



Go Green

County Voter Info Guide Delivery x +

https://rovservices.sccgov.org/Home/IndexPost?selected=oo&electionId=147&distance=5&navtab=vc&asm=simple&selectedLangua... A ☆ ☆ ...

County of Santa Clara Registrar of Voters Language English

- Look Up Voter Registration
- Find Vote Center
- Find Ballot Drop Off
- Vote By Mail Ballot Application Replacement Request
- Track Vote By Mail Ballot
- Track Provisional Ballot
- Track Conditional Ballot
- View Voter Info Guide
- View Sample Ballot
- Remote Accessible Ballot
- County Voter Info Guide Delivery Preference Request**
- Look Up Your Districts
- Register to vote
- Election results
- Download Precinct Maps

County Voter Info Guide Delivery Preference Request

Your County Voter Information Guide(CVIG) contains a sample of your ballot, information about local candidates and ballot measures, and other election related information. A CVIG is sent prior to statewide and local elections and may be provided to you electronically or by mail. Submit the form below to update how you receive your CVIG.

*Please note that the information provided on this form will update your voter registration record.

First Name*

Middle Name

Last Name*

Birthdate*

Email*

CA Drivers License/ID*
(If none, enter 'none')

Last 4 Digits of SSN*
(If none, enter 'none')

I would like to receive a paper CVIG by Mail. Paper CVIG by Mail

I would like to receive an Electronic CVIG by Email. Electronic CVIG by Email (Paperless)

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Go Green

Go Green Toolkit

Interested in helping our office Go Green? Download our toolkit at sccvote.org/gogreen to get started.

Post you can use for your social media accounts

CAPTION EXAMPLE:

Go Green. It's easy, it's free and saves a tree. Voters have the option to view their County Voter Information Guide electronically instead of requesting a paper copy in the mail. Visit our website at www.sccvote.org/gogreen.

#ROVSaveATree #sccvotes, #sccvoteorgreen, #rovgogreen

Ways you can help

WAY 1
Share information with your organization's members, friends, and family. Utilize online meetings, email blasts, social media and other forms of communication.

WAY 3
Be proactive. Contact us with ideas or help reach voters in Santa Clara County.

Partner Toolkit

Go Green with the Registrar of Voters

www.sccvote.org/gogreen



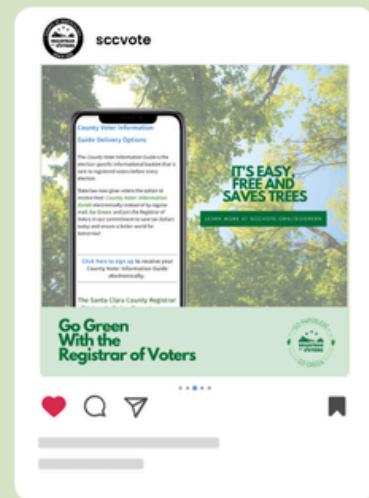
Go Green

Post you can use for your social media accounts

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#ROVSaveATree #sccvotes, #sccvotegogreen, #rovgogreen





Go Green

sccvote.org/gogreen

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Opt out of receiving your County Voter Information Guide (CVIG) by mail and receive it electronically.

sccvote.org/gogreen

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GO GREEN

YOUR TICKET TO GO GREEN

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