



Hidalgo County Elections Department HART Intercivic Verity and Countywide Polling Locations Outreach Plan



PURPOSE

The purpose of this media outreach campaign is to promote, educate and transition the public to the new HART InterCivic Verity voting system and Countywide Polling Locations.

AUDIENCE

- General public

NOTATION

Once approved by Commissioners Court the Hidalgo County Elections Department will commence the transition process to the HART Intercivic Verity Voting System. The Elections Department will be fully transitioned by the November 2017 Constitutional Election.

- ❖ **The Hart Intercivic Verity Voting System agreement was approved by Commissioners Court on February 7, 2017.**
- ❖ **The Court voted unanimously.**

INTERNAL COMMUNICATIONS

HART Intercivic will be responsible for training Hidalgo County Employees. The Hidalgo County Elections Department will be responsible for training the Election Judges and Clerks. The Elections Department will be responsible for the continuous outreach that needs to be conducted to the general public within, local cities and schools and within Hidalgo County lines.

- **Acceptance Testing was completed March 17th**
- **IT Train the Trainer was conducted on March 24th**
- **Elections Dept. employee training was conducted on May 17th and May 18th**
- **Advisory Committee will be training on June 22nd**
- **Election Judges and Clerks training will be conducted during the 17th through the 22nd of July**

OUTREACH PLAN (Through Oct. of 2017)

- Create a press release announcing the approval of agreement. **Feb. 7, 2017**
- Share press release with media outlets and contacts via email lists: Sent out **Feb. 7, 2017**
 - Elections Media List (120 radio, television, newspaper staff)
- Create flyer and Logo on new machines: **In production**
- Create postcard: **In production**
- Conduct mass mail out of postcard
- Create webpage and post flyer with link leading to HART webpage. **www.co.hidalgo.tx.us/elections**
- Share the press release via the following social media sites: **All done on Feb. 7, 2017**
 - Elections Facebook (426 Likes)
 - Elections Twitter (420 Followers)
 - Hidalgo County Facebook (5,191 Likes)
 - Hidalgo County Twitter (7,374 Followers)
 - County Latest News (495 Subscribers)

- **Interviews:** schedule appearances and interviews for Elections Administrator Yvonne Ramón
 - **Television – to be scheduled the week of July 10th and 17th**
 - Channel 5 “Inside the Valley” (Sunday’s)
 - Channel 4 “Morning Show” (weekdays)
 - Univision
 - Telemundo 40 “Acceso Total” (weekdays)
 - City/School PEG shows/Interviews
 - Edinburg ECN 12
 - Edinburg CISD KATS TV
 - McAllen ISD MiTV
 - McAllen MCN 12
 - Pharr PharrTV
 - PSJA ISD KTRI 17
 - Weslaco City/School KWES
 - La Joya ISD
 - **Radio - to be scheduled the week of July 10th and 17th**
 - Clear Channel Rounds – Wild 104.1/KTEX 100.3/The X 105.5
 - Clear Channel – Borderline (20 minute taped)
 - Entravision – 107.9/Q-Rock/Que Pasa
 - RCommunications – KURV Morning Show/Drive Home – **June 26th to promote Open House**
 - Univision Radio –
 - KGBT -
- Write an Op Ed for the Rio Grande Valley Newspaper, The Monitor
- Conduct an Open House and invite the public to view the voting machines.
 - **Press Release – to be sent out June 21st and again on 27th**
 - **Invite – to include Kick Off and Press Conference**
 - **Media**
 - **Election Officials**
 - **Advisory Committee**
 - **Department Heads**
 - **Local State Representatives**
 - **Senators**
 - **Poll workers**
 - **City Elected Officials**
 - **School Board Members**
 - **Democratic and Republican Chairs**
 - **Precinct Chairs**
 - **To be placed on all news media calendar of events**
 - **Place Item on Agenda to invite everyone to event**
 - **Media Packets**
 - **HART voting machines PROS**
 - **And Info pamphlet from HART**
 - **Video HART Sent us playing in background**
 - **Podium**
 - **Backdrop**
 - **Pub. Affairs will record event**
 - **Open House – to be held right after Press Conference**
 - **Have voting machines displayed**
 - **Have entire staff on hand to assist and answer questions**
 - **Water, Coffee, Juice and sweets will be served**
 - **Giveaways**
 - **Lanyards**
 - **Elections bags**

- Pens
- I voted sticker
- HART pamphlet
- **Presentations:** Schedule Elections Administrator Yvonne Ramón to attend city and school meetings to talk about new voting machines.
 - **Cities**
 - City of McAllen
 - City of Edinburg
 - City of Progreso
 - City of Peñitas
 - City of La Joya
 - City of Mercedes
 - City of Sullivan
 - City of Alton
 - City of Edinburg
 - City of San Juan
 - City of Sullivan
 - City of Pharr
 - City of Alamo
 - City of Donna
 - City of Weslaco
 - City of Elsa
 - City of Edcouch
 - City of Mission
 - City of Palmview
 - City of Palmhurst
 - City of Granjeno
 - City of Hidalgo
 - **Schools**
 - **Region One**
 - June 26th Employee Wellness Benefit Fair
 - **McAllen ISD**
 - May 22nd McAllen Nikki Rowe High School Student Council Election
 - **Edinburg CISD**
 - **La Joya ISD**
 - **Progreso ISD**
 - **Mission ISD**
 - **Sharyland ISD**
 - April 13th Sharyland Pioneer High School Student Council Election
 - **Monte Alto ISD**
 - **PSJA ISD**
 - May 12th PSJA Thomas Jefferson High School Student Council Election
 - May 15th PSJA North High School Student Council Election
 - **South Texas ISD**
 - **Weslaco ISD**
 - **Mercedes ISD**
 - **Donna ISD**
 - **Edcouch Elsa ISD**
 - **Lyford ISD**
 - **Hidalgo ISD**
 - **Valley View ISD**
 - **Hidalgo County Democratic Party**
 - **Hidalgo County Republican Party**
 - **LUPE – La Union Del Pueblo Entero**



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- **ARISE** – A resource for serving equality
- **County of Hidalgo Libraries**
 - **McAllen**
 - **Mission**
 - **Edinburg**
 - **Pharr**
 - **Weslaco**
 - **Mercedes**
- **Events:** Schedule the Elections Department to participate in the following events
 - **Dare to Prepare – Held the week of June 19th at all Hidalgo County's Community Resource Centers (pending approval from Public Affairs)**
 - Progreso CRC
 - Monte Alto CRC
 - Alamo CRC
 - San Carlos CRC
 - Alton CRC
 - San Juan CRC
 - **PalmFest** – Held in October
 - **Logic and Accuracy Testing Media Event** - before November Constitutional – October
 - **Schedule Demonstrations at Hidalgo County Annex**
- **Purchase giveaways for all events: Working on an Item to be placed on the Agenda requesting approval to purchase giveaways**
 - **Lanyards**
 - **Koozies**
 - **Key Chains**
 - **Coffee Mugs**
 - **Candy – Mints with our name on package**
 - **Wrist Bands**

CAPTION:

Pursuant to Texas constitution, Article 3 Sect. 52, requesting acceptance and approval of "Public Purpose" for the purchase of miscellaneous items (i.e. printed materials, supplies and other related items) for elections outreach campaign to promote, educate and inform the voters and residents of Hidalgo County. The outreach will include, but not be limited to, the following upcoming events:

- A. Open House – June 8, 2017
- B. University of Texas Pan American – Outreach
- C. South Texas College – Outreach
- D. City Council meetings
- E. School Board meetings
- F. Future Community Events