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**CALIFORNIA ASSOCIATION OF
CLERKS AND ELECTION OFFICIALS**

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May 29, 2015

Mr. Brian Alconcel
Acting Executive Secretary
California Traffic Control Devices Committee
CALTRANS
1120 N Street
Sacramento, CA 95814

RE: Use of Changeable Message Signs to promote voter turnout

Mr. Alconcel:

In response to the proposed legislation that would permit vote centers and ballot drop-off locations throughout California, I write to offer the support of the California Association of Clerks and Election Officials in the use of changeable message signs to display voting messages in correlation with elections.

Changeable message signs are powerful communication tools and provide a great opportunity to make strong impressions on individual voters. We are facing record-low voter turnout in California. Possible reasons for this include an unengaged electorate and a lack of information regarding polling place location. Since freeway travel is an indispensable part of daily life for many voters, we believe the visibility provided by changeable message signs would result in a higher level of awareness and interest in elections.

In addition, the introduction of vote centers to California elections would decrease the number of polling locations up to 90%. This massive change will require effective outreach and voter education, as well as street directions to the regional polling locations on Election Day. The use of changeable message signs would greatly assist in these areas and would serve as the most effective reminder of the election. The prominent intent and goal of the proposed vote center legislation is to increase voter turnout and changeable message signs are an important step in achieving that objective.

As the President of the California Association of Clerks and Elections Officials, I speak on behalf of Clerks and Registrars across the state in endorsing Secretary Padilla's proposal to use changeable message signs to communicate with voters. I appreciate your careful consideration and support of this matter.

Sincerely,

Neal Kelley
President, CACEO
Registrar of Voters, Orange County