



# 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.
  - [Voting System Security Measures for Voters](#)
  - [Best Practices: Election Technology](#)
  - [Disposal of Election Equipment](#)
- Test voting equipment in advance.
  - [Quick Start Guide: Logic and Accuracy Testing](#)
- Maintain strong chain of custody for ballots and election equipment.
  - [Best Practices: Chain of Custody](#)
- Report results transparently on election night.
  - [Quick Start Guide: Election Night Results Reporting](#)
  - [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.
  - [Communicating Election and Post-Election Processes Toolkit](#)
  - [Quick Start Guide: Canvassing and Certifying an Election](#)
  - [Quick Start Guide: Conducting a Recount](#)
- Clarify in advance how an audit will be conducted.
  - [Quick Start Guide: Developing an Audit Trail](#)
  - [Quick Start Guide: Post-Election Audits](#)
- Maintain accurate voter lists.
  - [Best Practices: Voter List Maintenance](#)
  - [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%.



## 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.

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