

# SANTA FE COUNTY CLERK'S OFFICE

## FOR IMMEDIATE RELEASE

September 3, 2025

### **Santa Fe County Clerk's Office Expands Southside Voter Outreach at Fourth Annual Feria Southside**

**Santa Fe County, NM** — The Santa Fe County Clerk's Office joined community partners at the Fourth Annual Feria Southside to bring nonpartisan voter services directly to Southside residents ahead of the 2025 Regular Local Election. The Southside has historically seen lower voter turnout; by showing up at trusted neighborhood events, the Clerk's team is working to remove barriers, answer questions in person, and help ensure every community's voice is heard this election. The goal is straightforward: exceed 30% countywide turnout in 2025, with Southside participation rising along with it.

Families stopped by the Clerk's booth throughout the event to talk one-on-one with staff, pick up bilingual materials, and get immediate help with election questions. Feria Southside offered a lively setting with more than 90 exhibitors and vendors, cultural performances, kids' activities, and food trucks, making it easy for residents to connect with public-serving offices in a relaxed, community-driven way. Staff members were available for individual questions. Meeting people where they are—in their own neighborhood—builds comfort and confidence long before Election Day.

**Voter registration and updates:** Residents could register to vote or update their name, address, or party on the spot. Getting paperwork squared away now prevents day-of surprises and keeps Southside voters ready as key election dates approach.

**Permanent Absentee ("pajama voting"):** Staff walked voters, especially caregivers, night-shift workers, and those with transportation challenges, through Permanent Absentee enrollment, so that a ballot can arrive by mail automatically for every election. Voters still retain the option to vote in person; Permanent Absentee simply adds a reliable, at-home pathway.

**Regular Local Election information:** The team provided plain-language guidance on the 2025 Regular Local Election, including how to check registration, when ballots are mailed, and where to vote early or on Election Day.

**Election workers and community advisory boards:** In addition to recruiting election workers, the Clerk's Office invited neighbors to apply to one of five community advisory boards (Youth Engagement, Spanish Language Access, Native, Disability Access, and Veterans' Services), which bring lived experience into daily improvements across services. These boards help ensure

county services are accessible, culturally responsive, and representative of Santa Fe County communities.

**Sticker Design Contest:** To cultivate lifelong civic habits, the Clerk's Office highlighted its K-12 Sticker Design Contest for "I Voted", "Future Voter", and "First-Time Voter" stickers. Winning student designs are selected by a public Ranked Choice vote and printed for use in upcoming elections and outreach.

For nonpartisan election information, including voter registration, Permanent Absentee, early voting sites, hours, and key dates, visit [SantaFe.vote](https://santafe.vote).

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