

SANTA FE COUNTY CLERK'S OFFICE

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Santa Fe County Clerk's Office Shares Election Innovations at National Conference, Receives Two People's Choice Awards

Jacksonville, FL – Staff from the Santa Fe County Clerk's Office traveled to Florida to attend the annual conference of the Election Center (National Association of Election Officials), where they presented on award-winning election initiatives, engaged with election administrators from across the country, and accepted two national People's Choice Awards.

The conference brings together election officials nationwide to share best practices, discuss emerging challenges, and collaborate on improving election administration.

The Santa Fe County Clerk's Office was recognized by its peers with two People's Choice Awards, honoring both the Machine-Assisted Hand Tally system and the Calm at the Polls initiative. These awards are selected by election officials from across the country and highlight programs that demonstrate innovation and impact in election administration.

As recipients of these awards, the Clerk's Office was invited to present on both initiatives at the conference.

During the conference, a pre-recorded video presentation by Santa Fe County Clerk Katharine E. Clark was shown, highlighting the Machine-Assisted Hand Tally system—an innovative approach designed to improve accuracy, transparency, and bipartisan verification in hand count processes. Following the presentation, Santa Fe County staff participated in a live panel discussion, answering questions from election officials about the system's development, implementation, and real-world application.

On Friday, Voter Outreach Coordinator Margaret Gouws presented on the office's *Calm at the Polls* initiative, sharing outreach strategies designed to reduce confusion, support poll workers, and create a more welcoming voting environment. The presentation highlighted observations and lessons learned from Santa Fe County's approach to improving the overall voting experience.

These recognitions mark the third and fourth People's Choice Awards received by the Santa Fe County Clerk's Office, reflecting its continued leadership in developing and sharing effective election practices. "Opportunities like this conference are invaluable for learning from other jurisdictions and sharing what we've developed here in Santa Fe County," said Santa Fe County Clerk Katharine E. Clark. "Collaboration and knowledge-sharing among election officials help strengthen election systems across the country and ensure we continue to serve voters effectively."

Through participation in national forums like the Election Center conference, the Santa Fe County Clerk's Office continues to both contribute to and benefit from a nationwide network of election professionals committed to transparency, accuracy, and continuous improvement.

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