

from the desk of...



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VoteHillsborough.gov



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OUR **VOTER** VALUES

In my office, we work from a set of principles I refer to as our '**VOTER**' values:

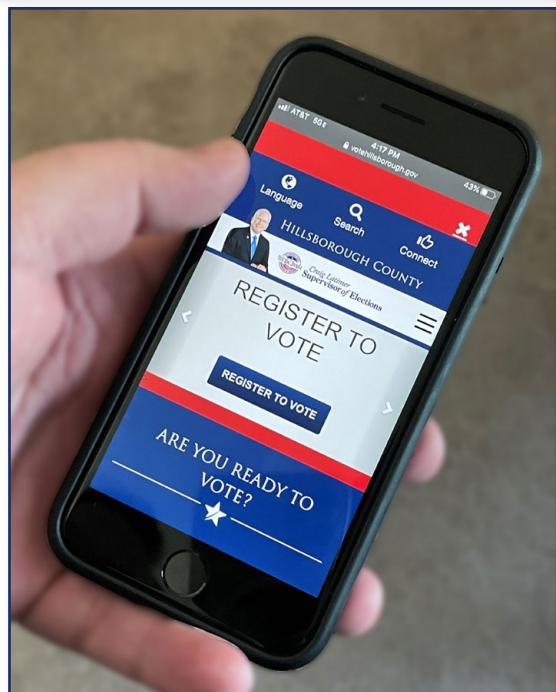
Value diversity

Operate with integrity, fairness and fiscal responsibility

Trust in each other

Earn community confidence through excellent customer service

Recognize excellence, innovation and teamwork



In accordance with our **VOTER** values, I would like to share with you some of the things we're doing to be conscientious stewards of taxpayer money.

1. Efficient Staffing: We maintain a core of roughly 45 permanent staff members, and then ramp up with hundreds of temporary workers as we get closer to the election cycle, and then thousands of poll workers for Election Day coverage.

2. County Cooperation: We team up with other county offices to share resources when we can, including a phone system and fiber lines.

3. Ongoing Online Communication: We use [our website](#) and social media to educate our community on how to register, when and where to vote, what to bring, who's running for office, how to run, and more. You can dramatically increase the impact of these free resources simply by sharing what we share!

Follow us on [Twitter](#), [Facebook](#), [Instagram](#) and [Vimeo](#) @HillsboroughSOE.

My vision of making Hillsborough County the best place in America to vote gets closer every day as we follow these practices.



the flip side



VoteHillsborough.gov

#ChampaBay is the place to be!



+8.3%
increase by 2025!



Is it the sports? The weather? Praise for the way we conducted our 2020 elections? Following a historic 2020, Hillsborough County is getting a lot of attention and our population reflects that. **The Tampa Bay Economic Development Council reports that our county can expect an 8.3% increase in population growth by 2025 — more than double the national average!**

We keep an eye on population growth and voting trends, because it affects planning for our Early Voting and Election Day locations and staffing.

Don't Get **PHISHED!**

We have a strong focus on cybersecurity in this office, with ongoing training for all staff. I encourage you to take cybersecurity seriously, too. Anyone can be at risk of a cybersecurity attack, but there are ways you can defend yourself against bad actors on the internet.

Phishing is a social engineering attack often used to steal user data, including login credentials and credit card numbers. Here are some of the things we teach our staff that you can use with your own devices.



Navigate, Don't Click: A popular method used to steal your credentials is to use fake login pages to capture your login details. Whenever you need to log in to an account or online service, always navigate to the login page using your browser, rather than clicking on links in an email.



Know What's Coming: Never click on a link or an attachment that you weren't expecting. Even if it appears to be from someone in your own organization, the sender's email address could be spoofed. When in doubt, reach out to the sender by phone to confirm the legitimacy of the email before clicking.

the last word

We spend a lot of time helping people register to vote and educating the public about voting. If you'd like to invite someone from our office to speak to your group, visit our [Outreach Events page](#) at [VoteHillsborough.gov](#)

