

Cost of Elections:

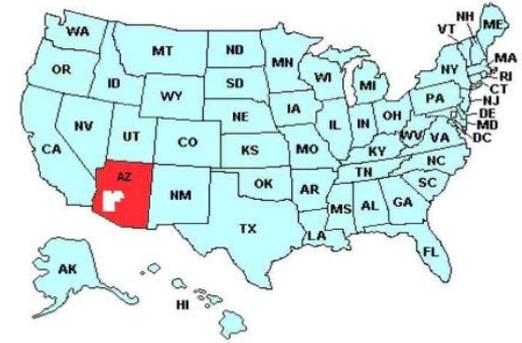
Online Voter Registration & Provisional Ballots



Tammy Patrick
Federal Compliance Officer
Maricopa County, Arizona
Elections Department

Maricopa County Profile

- 1,843,698 Active Voters (2,201,525 with Inactives)
 - 38% Republican
 - 34% Party Not Designated
 - 28% Democrat
 - (Less than 1% Green & Libertarian)
- Voting Rights Act Coverage:
 - Section 203: Spanish & Tohono O’odham
 - Section 4f4: Spanish
 - Section 5 Preclearance
- Conduct elections for all jurisdictions with exception of the City of Phoenix.
- Blended system of optical scan & DREs
- 64% Voters on Permanent Early Voting





Online Voter Registration





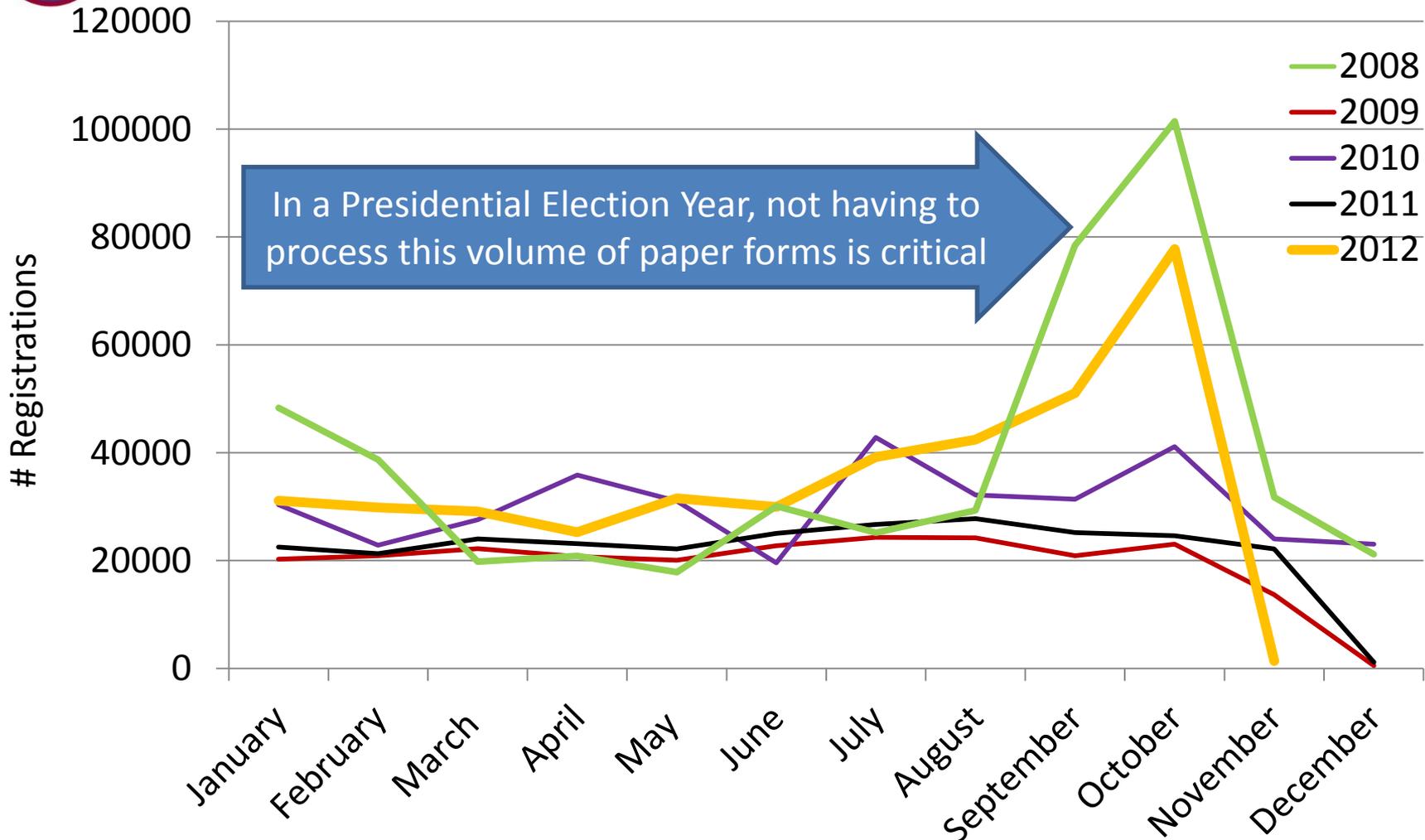
History

- Arizona's Motor Vehicles Department has provided the public the opportunity to update their information on line since 1997.
- Because the DMV is an established voter registration agency under the Federal National Voter Registration Act (NVRA—or Motor Voter), this online service was simply extended to voter registration in 2002.

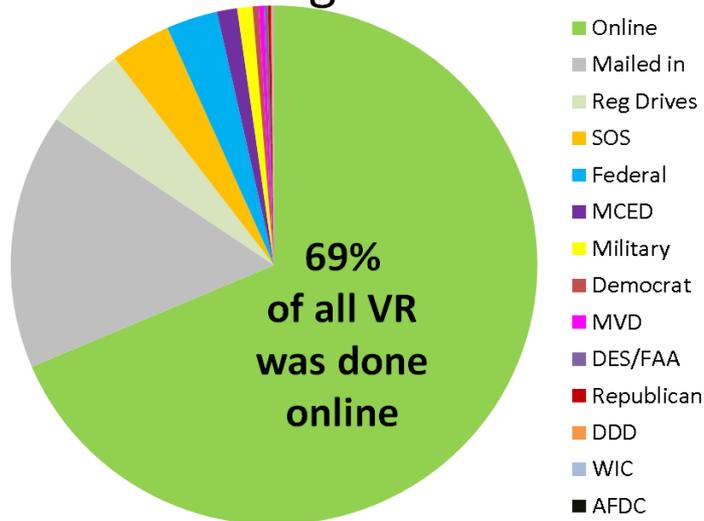




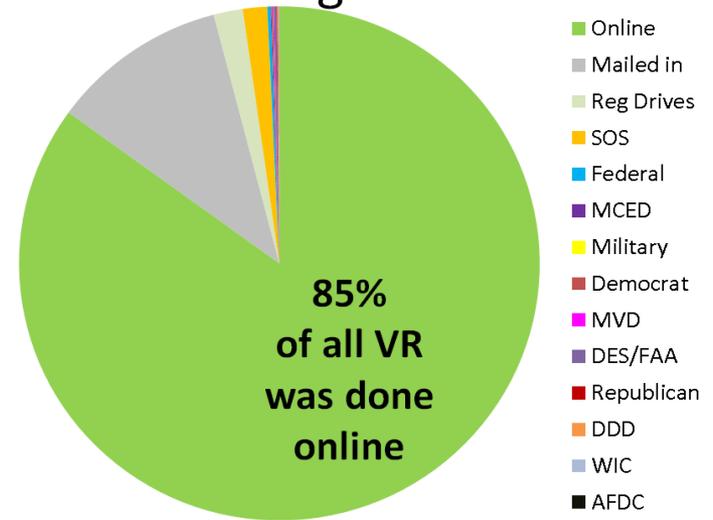
2008-2012 Registration Sources: Online



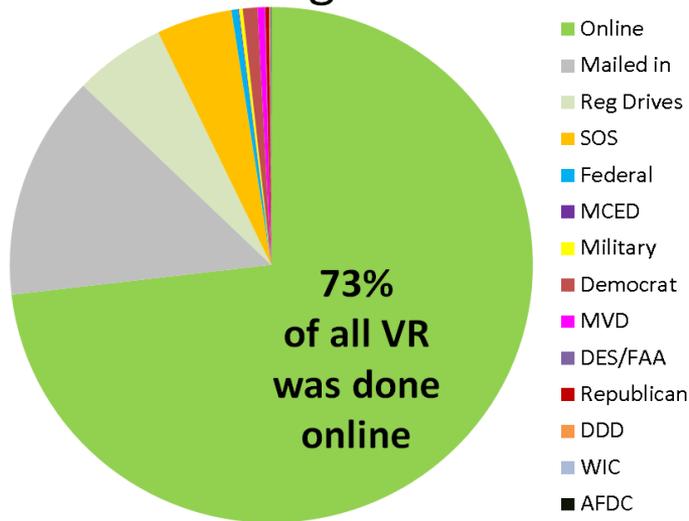
2008 Voter Registration Sources



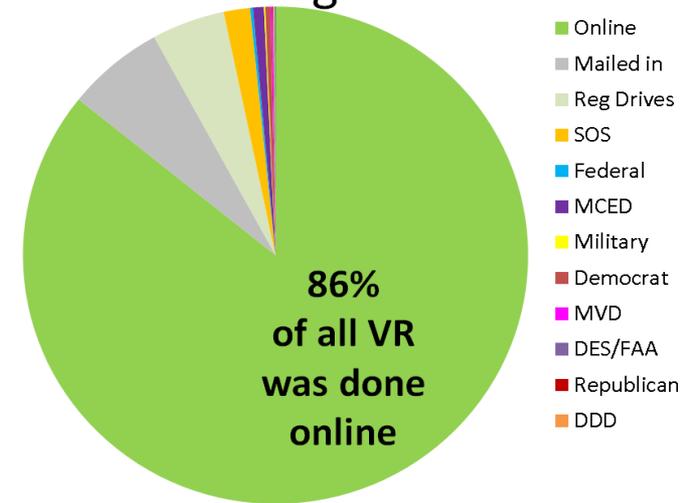
2009 Voter Registration Sources



2010 Voter Registration Sources

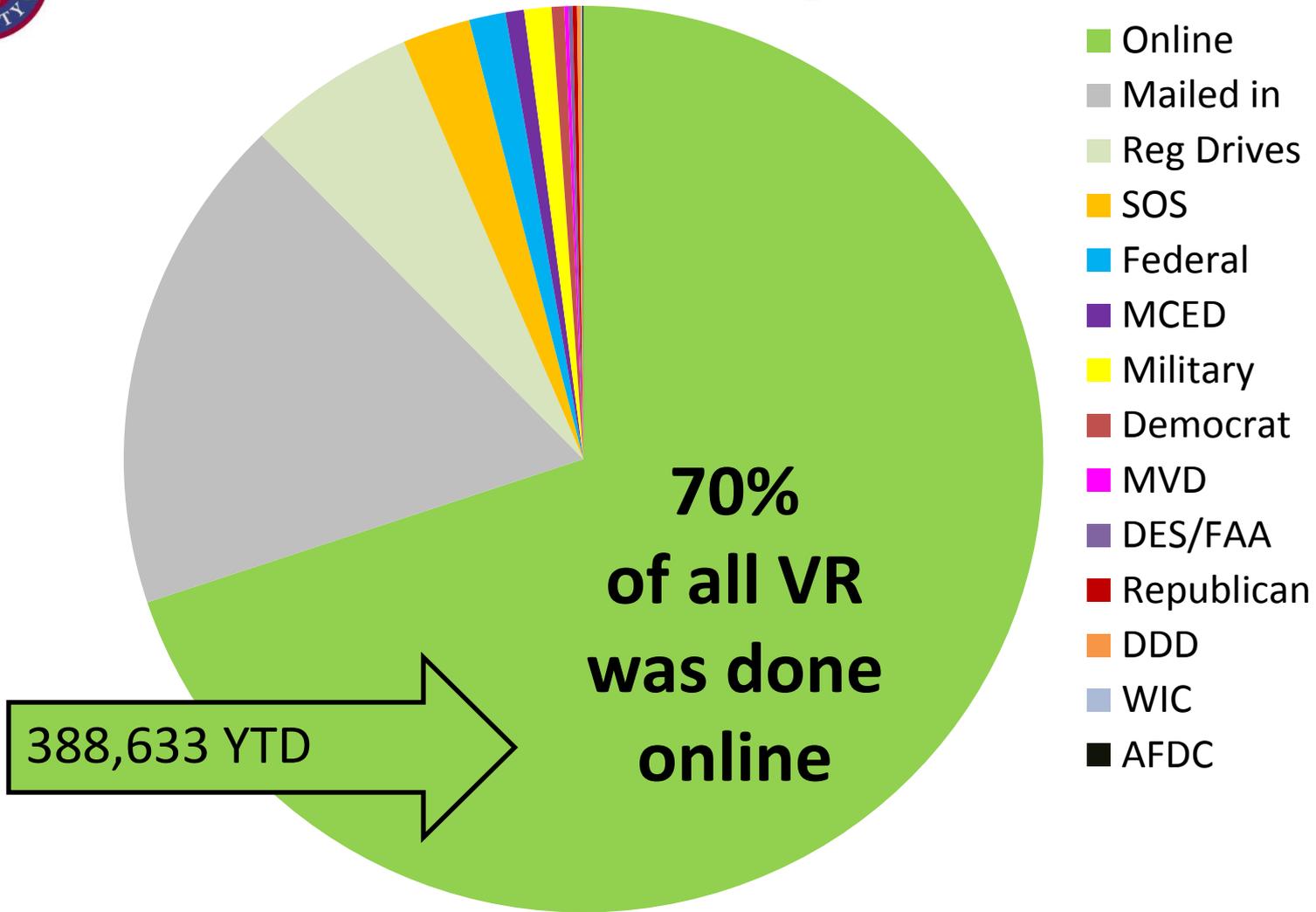


2011 Voter Registration Sources





2012 YTD Voter Registration Sources

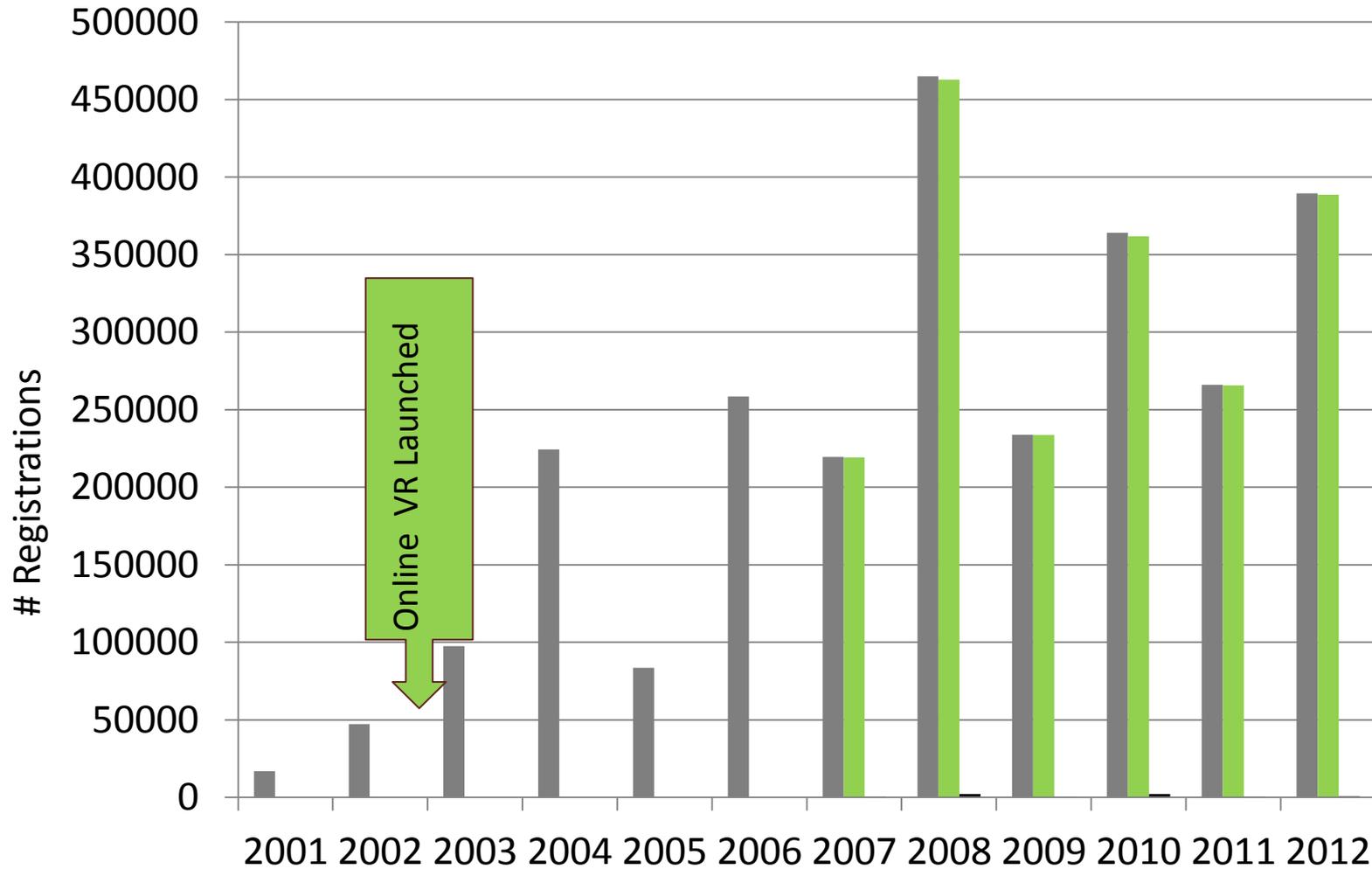




MVD Voter Registration

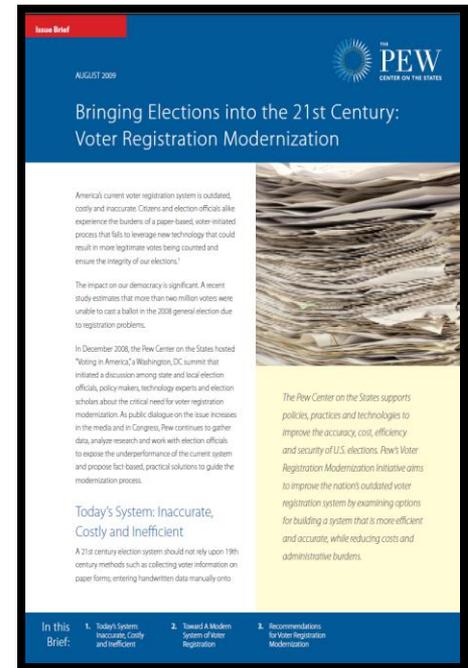
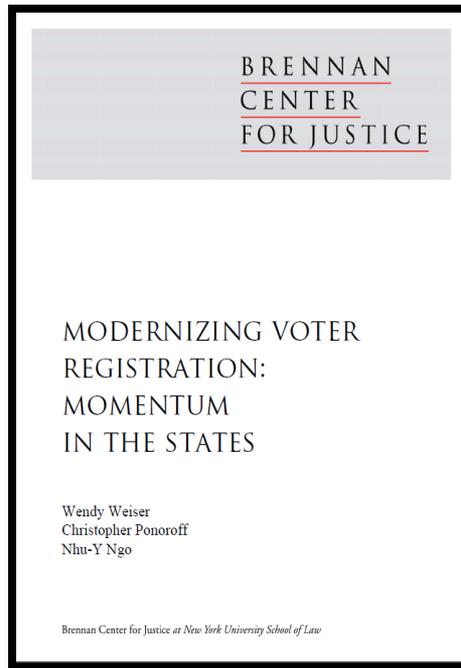
In Arizona we have had online voter registration since September, 2002.

In 2007 we separated out the MVD counter forms from those coming via the online Service Arizona site so all totals from 2002-2006 contain both online **AND** counter forms.



What are the numbers?

- There has been a lot of research, academic studies, and attention to online voter registration & modernization; it's convenience and efficiencies.





Costs

- In 2002 less than **\$100,000** was invested in implementation:
 - Purchases: Servers & Licenses
 - Staffing & Labor
- It costs approximately **\$125,000** a year to maintain:
 - Developers for maintenance & enhancements
 - Mainframe fees
 - Licenses





Impact of Online Voter Registration

- Some key points:
- In the first year the number of registrations coming from MVD almost doubled from **47,234** in **2002** to **97,576** in **2003**.
- For the first Presidential Election after its implementation the number more than **doubled** again to **224,299** online registrations in 2004.
- In 2008 we received **462,904** online registration forms which is almost **28 times** the number of forms received from MVD in the year preceding the launch of online registration (16,831 in 2001).
- The 2012 election we didn't see the same volume: **388,633**.





Savings

- The savings realized by using online voter registration fall into 3 categories:
 - Cost to process a registration form
 - Printing and materials costs
 - Tangential savings with shifts in staff & resources





Impact of Online Voter Registration

- ✓ Online registration saves tax dollars as the voter is keying their own information, eliminating hours of overtime in large election cycles.
- ✓ **Standard VR = \$.83 vs. Online VR = \$.03**
- ✓ In the 4 year period of 2008-2012 YTD, MCED had 1,721,246 forms sent via the online system at a processing cost savings of almost **\$1.4 million.**



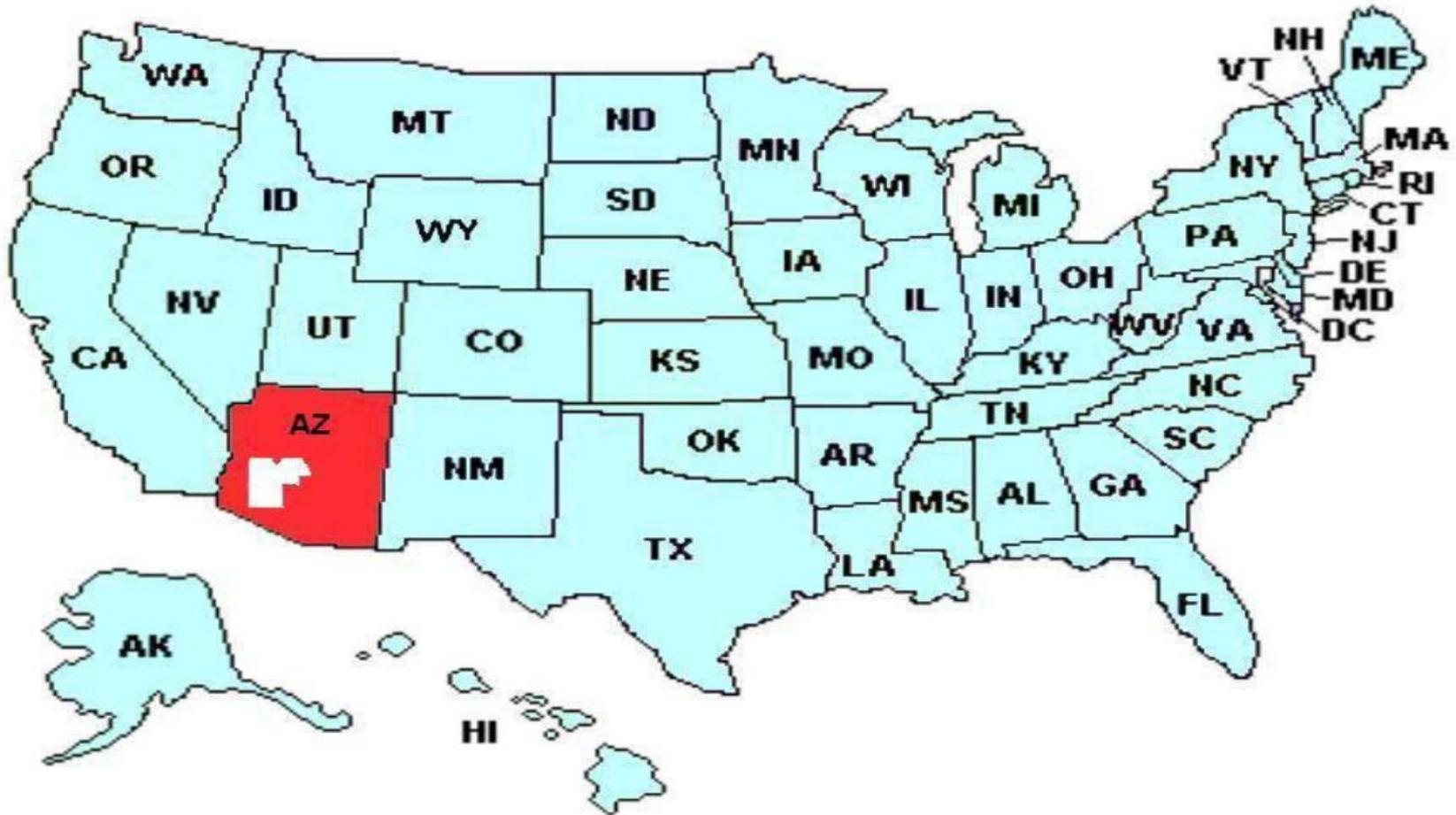
That million dollar+ savings is only in 1 county in the state (albeit the largest population):



Statewide we have seen **2,005,390** via internet and another **1,818,876** forms processed electronically at MVD since implementation



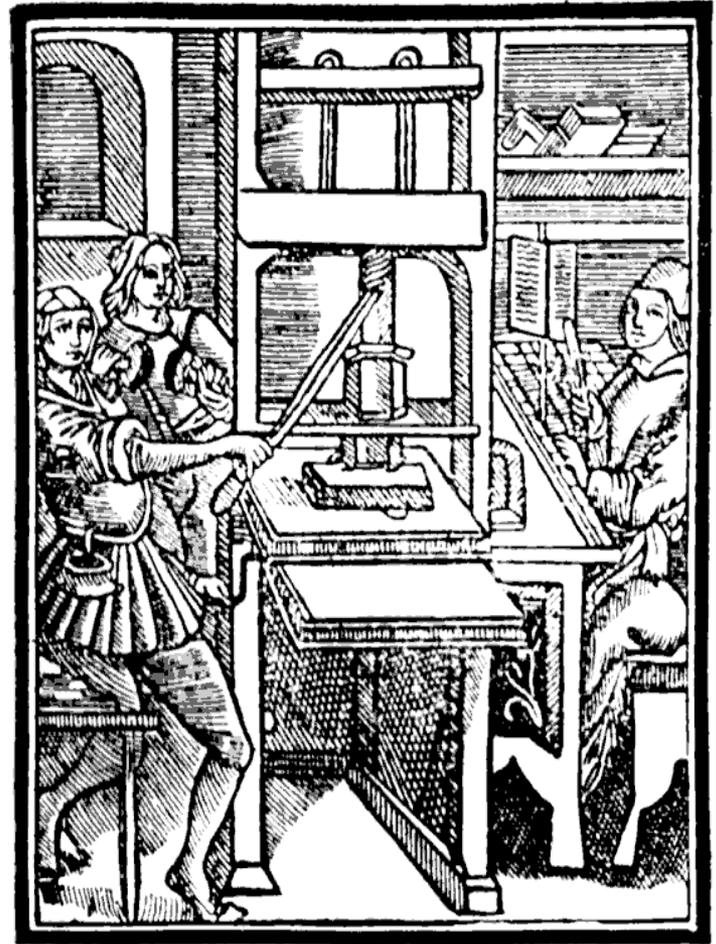
The savings nationally would be tremendous





Impact of Online Voter Registration

- ✓ From implementation through 2011, printing costs for voter registration forms were reduced by **83%**--we went from ordering forms twice yearly pre-implementation at an average cost of **\$81,000** per year to ordering twice in the entire 8 year period post-implementation and the yearly average of only **\$14,226**. (One as a result of citizenship documentation requirement passage so savings would have been even greater.)





Legislative Costs

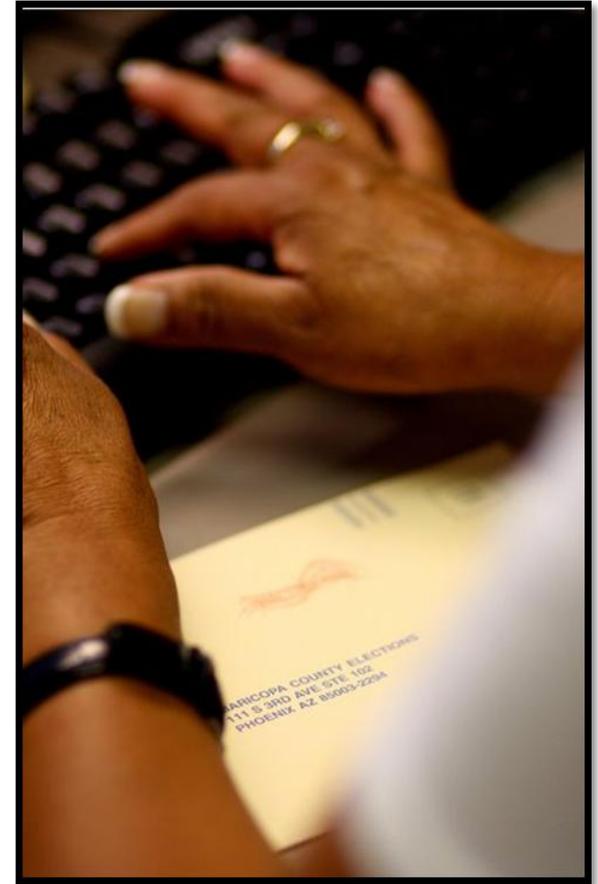
- These savings would have extended into 2011/2012, but the content and format of the registration forms changed twice in that time due to legislation, resulting in additional printing runs and their associated costs.
- But we have found other ways for it to allow for good stewardship of the public's resources...





Impact of Online Voter Registration

- Because our voter registration clerks have the dramatically smaller number of paper forms keyed in advance of Election Day, they are available to complete other operational functions.
- This reduces the number of temporary staff hired as well as overtime hours.



Here VR staff assist in preparing our Inspector Packets which are delivered to the boardworker in charge of the polling place on Election Day. This function was previously done by 10 temps in the week before the election.

Cost savings of \$4,000 each election for this single function.



Impact of Online Voter Registration

- ✓ Online registration eliminates keying errors by clerks unable to read illegible handwriting—it puts the voter in control of their own destiny.
- ✓ Although the accuracy of voter-entered data is beneficial, does convenience come at a cost?
- ✓ The online system expanded to include the ability to request to be on our Permanent Early Voting List (PEVL)

Permanent Early Voting List - Early Ballot

Arizona law allows a voter to place his or her name on a "Permanent Early Voting List (PEVL)." By doing so, it is no longer necessary to request an early ballot for each election. Instead, an early ballot will **automatically** be mailed to the voter approximately 26 days prior to each election for which he or she is qualified.

Once you choose to be included on this list, you will remain on this list until your registration is cancelled, mail sent to you is returned by the Postal Service marked undeliverable, or you request in writing to be removed from the list, whichever occurs first.

Once on this list, you will receive notice prior to any election in March or August that will include the dates of the next two upcoming elections, the dates that your ballots are expected to be mailed and the address where the ballots will be mailed. The notice will allow you to elect not to receive an early ballot for one or both of the elections, to update your residence or mailing address, ask that your ballot be mailed to a different address, or to remove yourself from the list entirely.

PLEASE NOTE: If you are on the Permanent Early Voting list, Arizona law requires that your mailing address must be within the County you are registered to vote. You may ask that individual ballots be mailed to an address outside of your county, but you must do so for each election.

To automatically receive an early ballot by mail (without having to request one for each election), select the Yes button below. Selecting Yes or No is optional.

Yes, I want to automatically receive an early ballot for each election for which I am eligible.

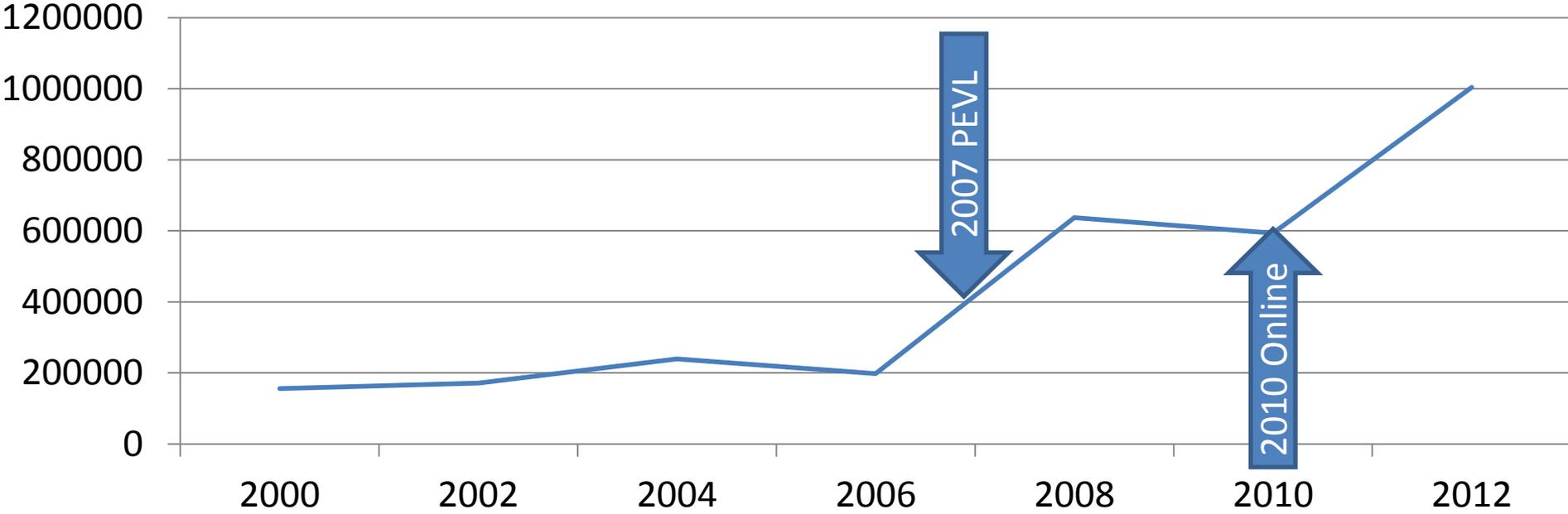
No, I DO NOT want to automatically receive an early ballot. I understand that selecting this button will remove my name from the list if it was previously included.

Note: If "yes" is selected above, you will be added to the Permanent Early Voting List. If "no" is selected above, your name will not be added to PEVL and will be removed from PEVL if it was previously included on the list. If neither "yes" or "no" is selected above, your record will remain unchanged as it relates to being on the PEVL.

The last day for an early ballot to be mailed to you is 10 days prior to an election. If you sign up to be added to PEVL within the last 10 days prior to an election, a ballot will not be mailed automatically for that election. You should contact the County Recorder's Office to see if walk-in early voting is available or you can vote at your assigned polling place.

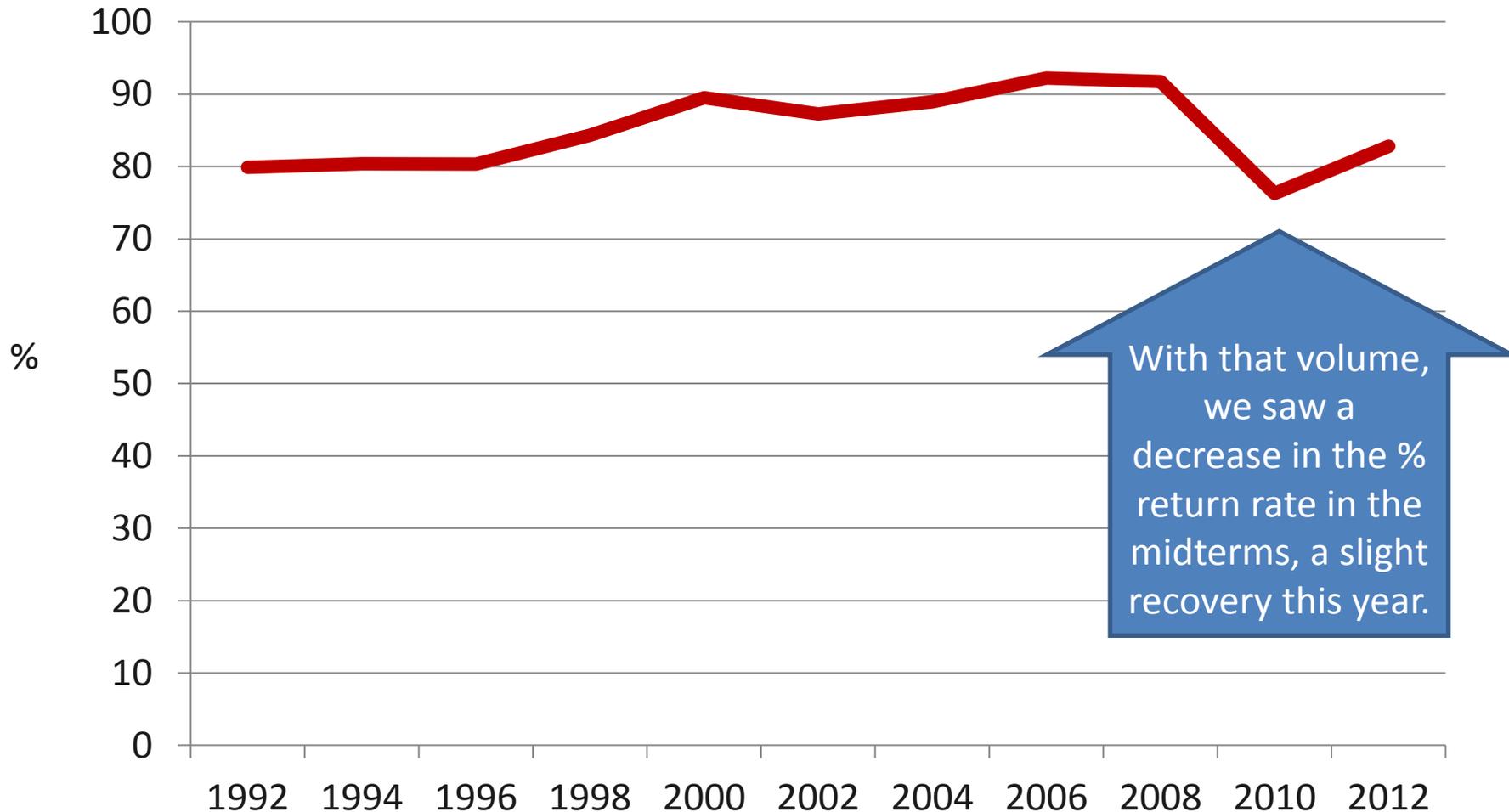


Initial Mailings on First Day of Early Voting



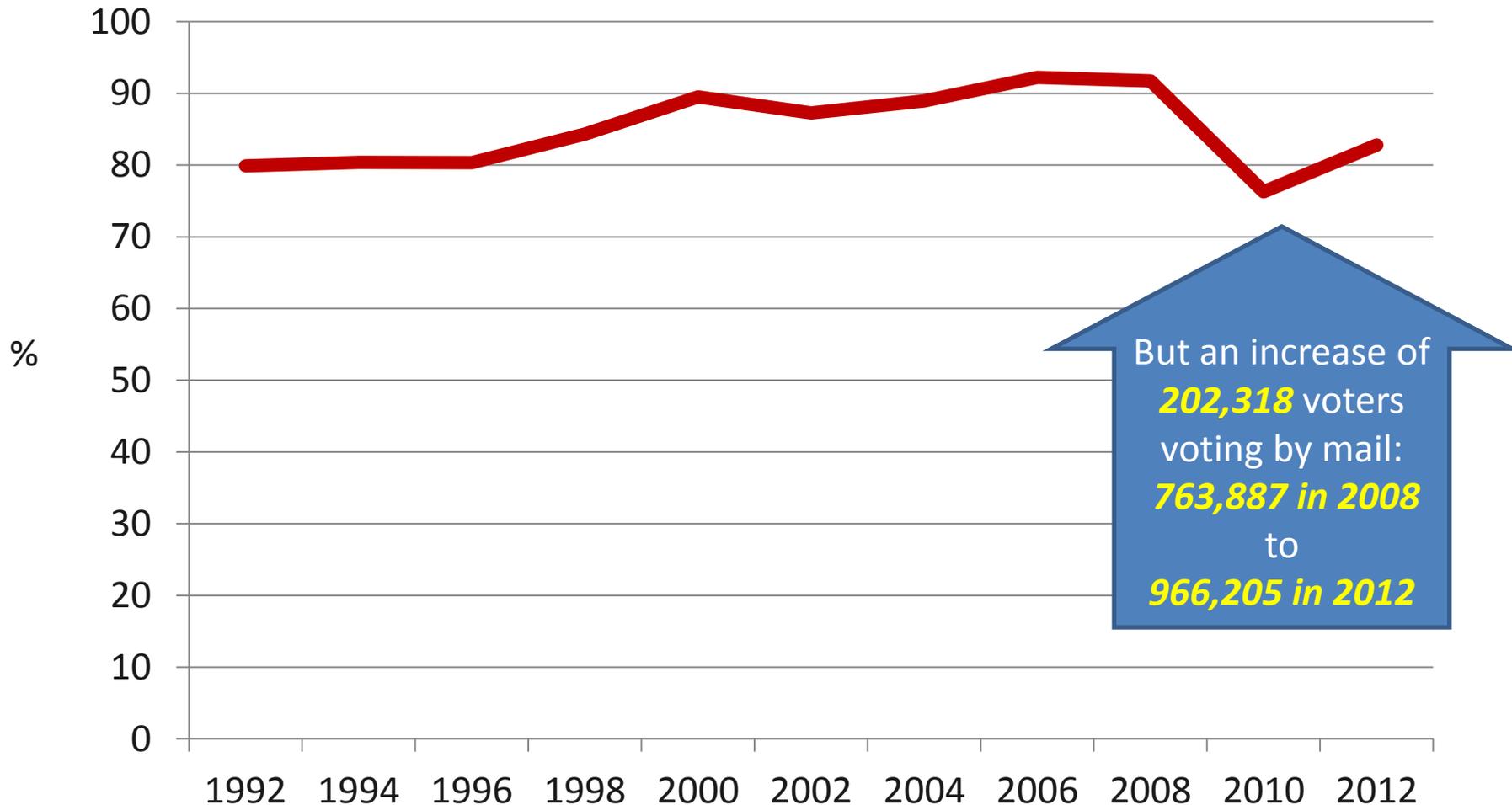


Rate of EV Return 1992-2012





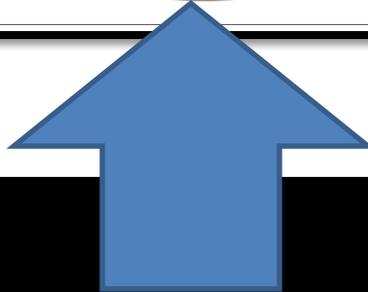
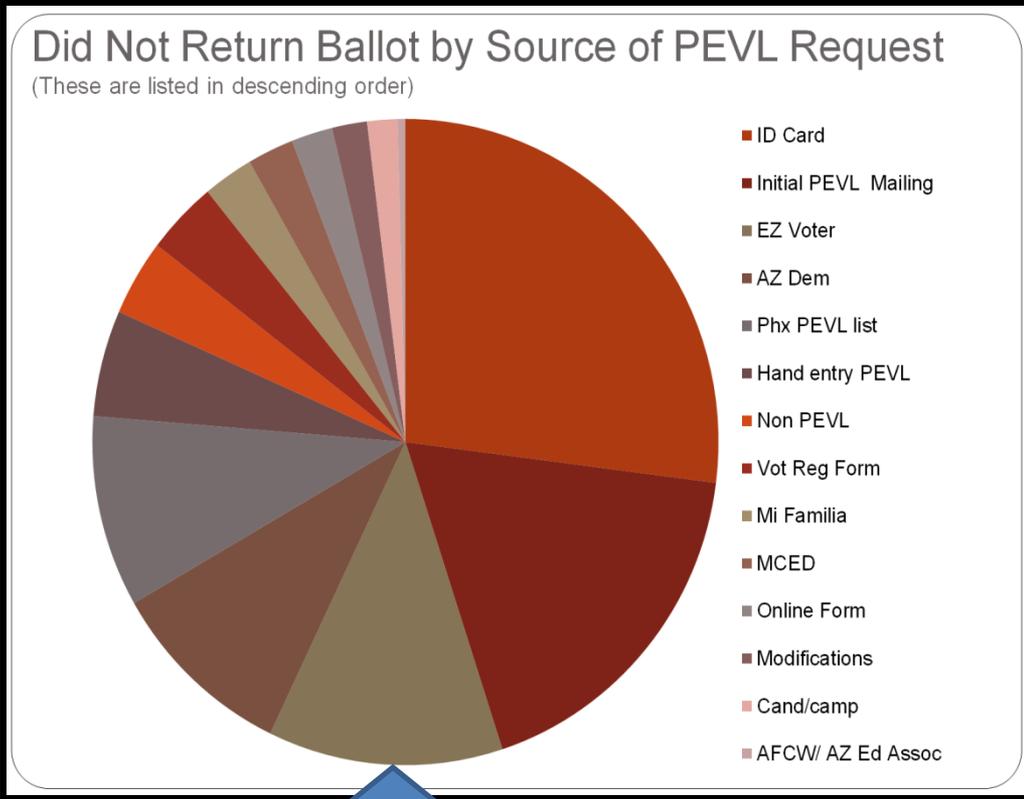
Rate of EV Return 1992-2012





2010 Return Rate

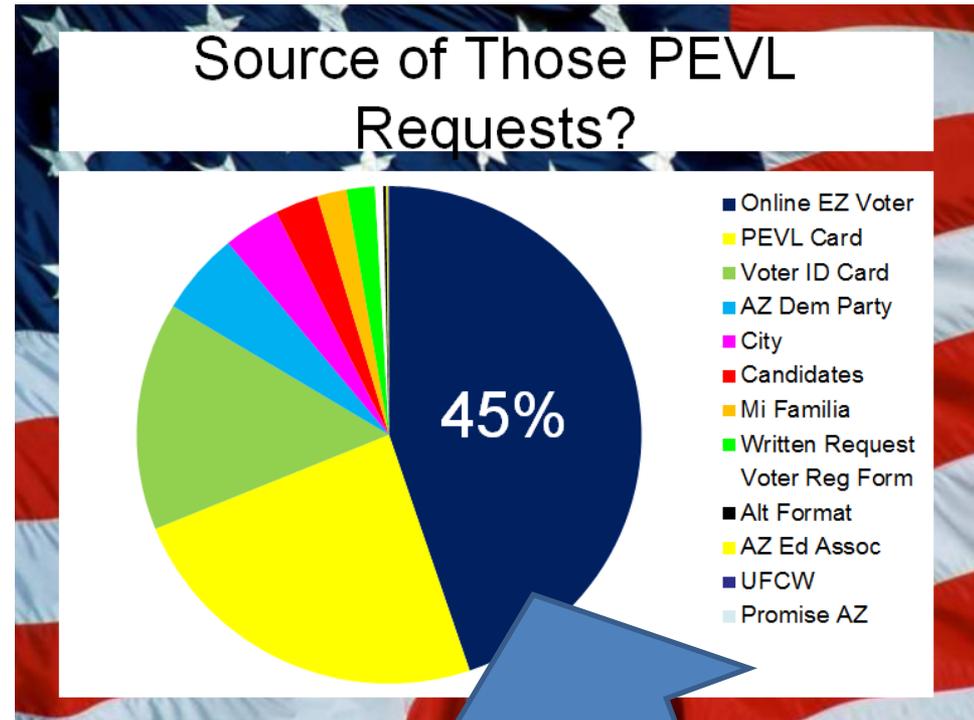
- When we first experienced a drop in the return rate we analyzed the source of those requests.
- Online was the 3rd highest source.
- This type of information is also extremely helpful in litigation as well as cost analysis.





2012 General

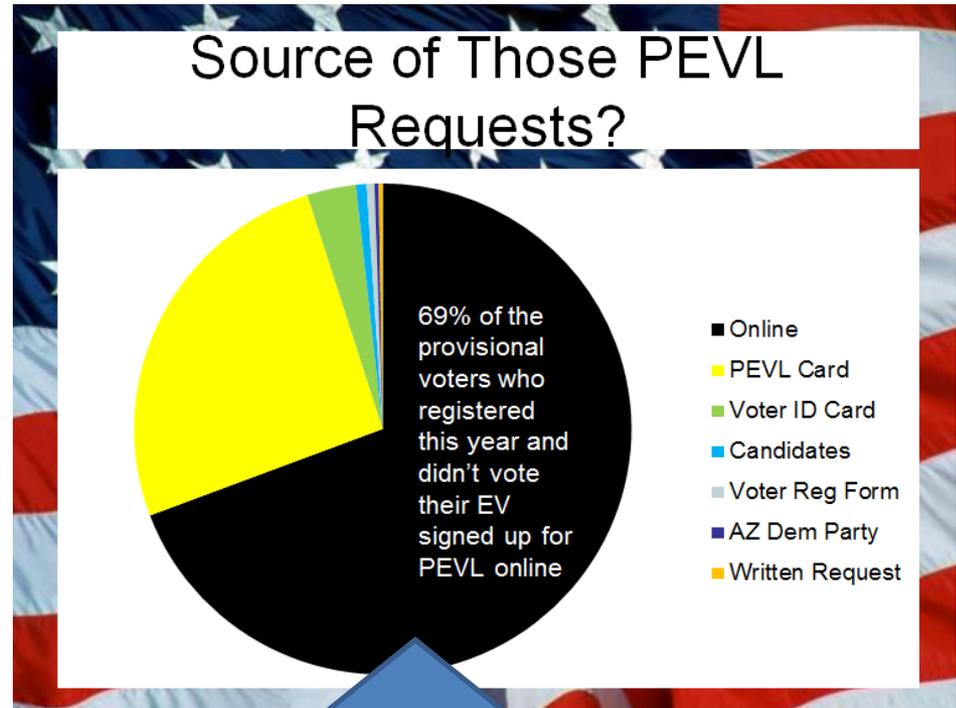
- The impact soared this election.
- Our online request comprised 45% of voters who didn't vote their early ballot and went to the polls and voted provisionally.





2012 General: Registered in 2012

- Voters who registered to vote this year and ended up voting a provisional ballot were even more likely to have signed up for the PEVL online:





2012 General: Wrong PP

- In Arizona voters have to go to the correct PP in order for their ballot to count.
- We saw an increase in the percent that went to the wrong place, almost a third were on PEVL:

Why more? It all adds up:

- 72,185 provisional voters were on the PEVL which means they didn't get a sample ballot because they were mailed an official ballot—of those going to the wrong place 2344 are on PEVL.
- ***The source of those PEVL requests for 97% of the voters was the online VR System...***

Thousands of the PEVL provisional voters had moved and did not receive their Early Ballot because they had not updated their registration and ballots are non-forward able.





General 2012 Provisionals

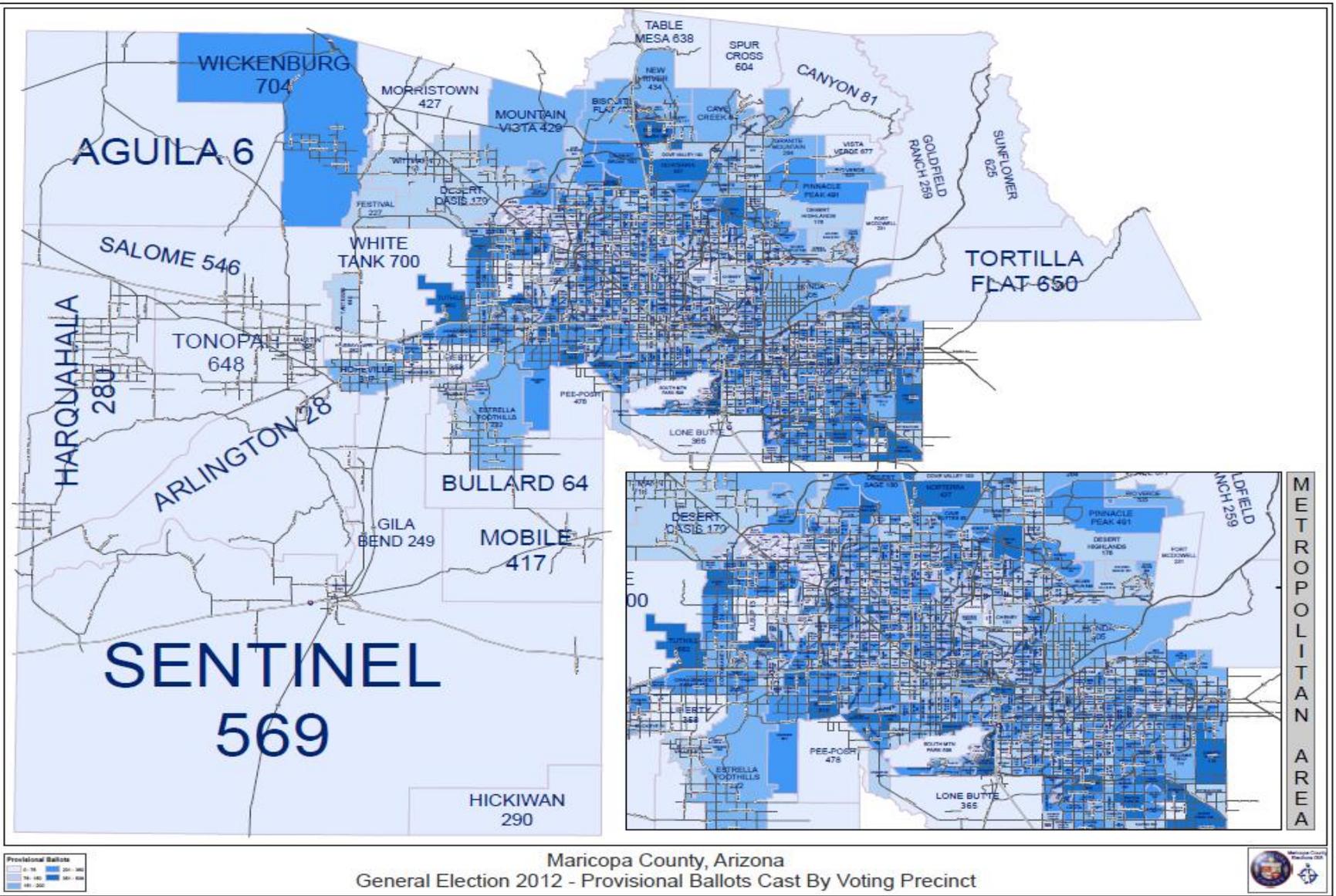


- More PEVL=more provisionals.
- We had a **20% increase** in provisionals in the recent General Election.
- The growth was due to half being voters who were on the PEVL—**59,622** to be exact...

Pre PEVL 1% of voters who requested an Early Ballot still went to the polls, post PEVL it increased to 3%.

This General Election that rose to 5%.





Our provisionals were everywhere.



COST?

- All this comes with a cost, including staffing.
- We had almost **300 workers** post election working on Early Ballots & Provisionals.
- Payroll statistics are some of the easiest data to collect.





Cost of Provisionals

• Provisional form	\$.09
• Envelope	\$.05
• Signature Verification	\$2.25 (research of the voter & signature verification)
• Processing	\$1.50 (scanning, envelope & ballot processing, etc.)
TOTAL:	\$3.89

Gen 2008= \$394,889.46
Gen 2010= \$205,255.85
Gen 2012= \$477,423.59

This doesn't put a price on the longer lines due to provisionals nor the hits to voter confidence when covered poorly by the media.



Local media told the public that provisional ballots get “thrown in the trash”—there is a cost to that as well.



ABC15

Early, provisional ballots still being counted

County Elections Dept. sorts through thousands of uncounted provisional, early ballots

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Updated: Nov 12, 2012 4:10 PM MST

By Steve Krafft, FOX 10 News - bio





IF NOT REGISTERED an additional:

- VR form .13
- Envelope .02
- Postage .44
- **TOTAL .59 (\$4.48 total)**

Gen 2008: 8,818 voters costing \$39,504.64 total

Gen 2010: 3,113 voters costing \$13,946.24 total

Gen 2012: 7,220 voters costing \$32,345.60 total





IF ON PEVL an additional:

• EV ballot	.30
• Envelopes	.14
• Inserts	.07
• Postage	.10
• Processing	1.51
TOTAL	\$2.12 (\$6.01 total)



Gen 2008: 25,176 voters costing \$151,307.76 total
Gen 2010: 25,475 voters costing \$153,104.75 total
Gen 2012: 59,607 voters costing \$358,238.07 total





Permanent “Early” Voting List

- In the recent General Election we had more than **171,000** voters drop their EVs at the polls.
- This saved the County around **\$77,000** in postage.



This **DID** delay results however, as all the EVs have to be scanned prior to beginning work on the provisionals which further exacerbated the heightened environment.





Replacement Envelope



- More than **11,000** voters left their EV ballot envelope at home which causes them to use a replacement envelope which isn't barcoded with their information and it has to be manually researched and entered.

Estimated Cost?
\$20-25,000



- Almost one quarter of a million more voters voted by mail this election—if they had not gotten on PEVL (and gone to the polls instead) the story would have been about lines in Arizona.



This picture was taken just after the polls opened at dawn of voters who had lined up prior to 6:00 AM.



Solution?

It's a balancing act:

Convenience vs. Security

Education vs. Misinformation

Mistrust vs. Confidence

Privacy vs. Transparency

Pros & Cons—

and all come at a cost.

