Arizona Online Voter Registration
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Online Voter Registration:

• Brief History
• What Does it Look Like?
• How Does it Work?
• The Numbers
• Fiscal Impact
• Who Uses It?
Maricopa County Profile

- 1,869,666 Active Voters (2,094,176 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
- >½ Voters on Permanent Early Voting

Voter Registration in Maricopa County
History

- Arizona’s Motor Vehicles Department has provided the public the opportunity to update their information online 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.
History

• Enabling language was included in our Secretary of State’s Procedures Manual, our administrative code, which has the cause and effect of law—legislation was not necessary.

• The two agencies signed an intergovernmental agreement and a bridge was created to share data electronically between them.
What Does it Look Like?

www.servicearizona.com
Online Registration

- Service Arizona homepage:
- Voter Registration link
Next Election Day: August 28, 2012
Voter Registration Application Deadline: July 30, 2012

Voter Registration Applications must be completed 29 days prior to an election in order to be “registered to vote in that election.”

Use EZ Voter registration to:

- Register to vote for the first time
- Update your address, political party preference, permanent early voting status or any other information on your voter registration record
- To check the status of your voter registration, click here
- To find your polling place, click here

Voter registration is a quick and simple process:
(Cambie a Español)

- Verify voter registration eligibility
- Enter personal information
- Change address information
- Enter voter registration information
- Print or Email voter registration receipt
- Provide feedback

Have questions? Check out our Info Page.
Verify Voter Registration Eligibility

Please verify that you are eligible to register to vote in Arizona by clicking on all the checkboxes to the left of the statements below and answering yes to the two questions. In order to be eligible for voter registration, you must meet each of the statements, be a citizen of the United States of America, and be 18 years old by the next general election. Executing a false voter registration is a Class 6 felony.

1. □ I am a RESIDENT of Arizona (check box if applicable)
2. □ I am NOT a convicted FELON, or my civil rights are restored (check box if applicable)
3. □ I have NOT been adjudicated INCOMPETENT (A.R.S. § 14-5101) (check box if applicable)

4. Are you a CITIZEN of the United States of America?
   ○ Yes
   ○ No

5. Will you be at least 18 YEARS OF AGE by the next general election, November 04, 2008?
   ○ Yes
   ○ No

Continue
Enter Personal Information

Please enter the following information to register to vote using EZ Voter Registration. The information you provide must match the information that is currently on your Arizona Driver License or Identification Card.

In order to complete an EZ Voter registration, you must have a valid Arizona driver license or nonoperating identification license issued pursuant to A.R.S. § 28-3165. By using EZ Voter Registration, your driver license or nonoperating identification license will be used for completion of your voter registration form.

First: [ ] Middle: [ ] Last: [ ] Suffix: [None] [more info...]

Date of Birth (MM/DD/YYYY): [ ] / [ ] / [ ]

Arizona Driver License or Identification Card Number: [ ]

What if I don't know my Driver License or Identification Card number?

Continue

If you do not have an Arizona driver license or nonoperating identification license, you must fill out a paper voter registration form.
Personal information can be provided if DL # not readily available to the applicant/voter.
New Registration

Enter Voter Registration Information

Party preference: NO PARTY PREFERENCE
Other: 
Party preference is a required field.

Please complete any of the following optional information.

State or Country of Birth: California

Father’s last name or mother’s maiden name: 

Phone Number: ( ) - 

Indian census number: 

Occupation: 
Other: 

Are you registered to vote in another county within Arizona or another state?
○ Yes - County or state where previously registered: 
○ No

Has your name changed since the last time you registered?
○ Yes
○ No

Enter your former name:
First: 
Middle: 
Last: 

Would you be willing to work in a polling place on election day?
○ Yes
○ No

Register to Vote
Change Address Information

For privacy and confidentiality reasons, ServiceArizona will not display your full address on record. The first few characters of your address and full city are displayed to help you determine if your residence address, mailing address or both need to be updated. The address on file with MVD may not reflect the address for your voter registration record. Please complete this voter registration transaction to ensure the correct address(es) is applied to your voter registration record.

**Residence Address:** 2602 PHOENIX
**Mailing Address:** same as residence address

Your address on file with the MVD was last changed on: March 31, 2008.

A) Do you want to change your residence address?
- Yes
- No

B) Do you want to add a mailing address that is different from your residence address?
- Yes, my mailing address is different from my residence address
- No, my mailing address is the same as my residence address.

Continue
Lesson Learned:
If you have party registration in your state, ensure that the applicant must make a selection prior to submission so that if they want to remove or retain their party that distinction is obvious.

Using this format as a pollworker recruitment tool is another effective enhancement.
Verify Voter Registration Information

Note: The following information will be used to process your voter registration. If this information is not correct, please click the "Go Back" button to correct the voter registration data.

State or country of birth: 
Parent's last name: 
Phone Number: 
Email address: 
Occupation: 
Party preference: 
Last registered county or state: 
Previous name: 
Can work at polling place: 

Voter confirms information prior to submission

I authorize the Motor Vehicle Division to release my information, including my digitized signature and address, to the County Recorder for the purposes of maintaining the voter registration rolls.

I hereby affirm that the information I have provided in this application for voter registration is true and correct and agree that it is my obligation to keep this information up-to-date. I further acknowledge that I am aware that providing false information is a Class 6 felony.

I hereby affirm the above by clicking the "Finish Voter Registration" button.

Finish Voter Registration  Go Back
You are also offered voter registration when renewing tags and licenses:

You can also register to vote using Service Arizona -- without paperwork! Would you like to register now?
Online Registration

• When registering online voters are given a confirmation number and receive a confirmation email.

• The # is the date and time of the registration.
The image of the voter’s signature is captured along with the data and transferred to the County Recorder:
How Does it Work?
How Does it Work?

• Each time a voter submits information to the online system it queries to see if they already exist, and if the information is a "hard" or "soft" match:
  • **A hard match** verifies the name, DL number, last four of the SSN (if supplied), and date of birth.
  • **A soft match** is an inconclusive matching of the DL or name & date of birth. These result in a manual review to determine the source of the inconsistency (usually numbers being inverted).

• In this way voters are not generating a new registration each time they attempt to update their information, they are simply modifying their existing registration to keep it current.
How Does it Work?

- Hard matches are automatically added to the voter file and a voter identification card is sent to the voter for confirmation of information.
How Does it Work?

- Soft matches are reviewed and a disposition given to those needing additional information.
- This disposition triggers the appropriate registration verification letter to be automatically generated and mailed to the voter.
Citizenship Status Caution

• Arizona driver’s citizenship status is reflected in their MVD record.

• This status does not interface with Homeland Security’s SAVE program, nor does it automatically update once the individual becomes a citizen.

• It is critical that naturalized citizens go back to MVD with their certificate of citizenship to correct their status or their registrations will be rejected.
The County Numbers
In a Presidential Election Year, not having to process this volume of paper forms is critical.
2008 Voter Registration Sources

- 69% of all VR was done online

2009 Voter Registration Sources

- 85% of all VR was done online

2010 Voter Registration Sources

- 73% of all VR was done online

2011 Voter Registration Sources

- 86% of all VR was done online

Voter Registration in Maricopa County
2012 YTD Voter Registration Sources

72% of all VR was done online
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.

**MVD Voter Registration**

![Graph showing voter registration trends from 2001 to 2012. The graph indicates a significant increase in registrations after the launch of online registration in 2002.](image)

- **Online VR Launched:** 2002
- **Registrations:**
  - 2001: 50,000
  - 2002: 100,000
  - 2003: 200,000
  - 2004: 250,000
  - 2005: 275,000
  - 2006: 275,000
  - 2007: 400,000
  - 2008: 400,000
  - 2009: 300,000
  - 2010: 350,000
  - 2011: 350,000
  - 2012: 300,000

- **Legend:**
  - **Both**
  - **Online**
  - **Counter**

**Voter Registration in Maricopa County**
Fiscal Impact
What are the numbers?

- There has been a lot of research, academic studies, and attention to online voter registration & modernization.
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
Funding Sources

• State appropriation to the Secretary of State as well as to the Motor Vehicle Department.
• Federal funding under the Help America Vote Act (HAVA) for enhancements and improvements in the administration of elections.
Impact of Online Voter Registration

• **Some key points:**

• In the first year the number of forms 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).
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 = $0.83  vs. Online VR = $0.03**

✓ 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.

- Online registration is convenient to voters who can register at anytime: day or night, 365 days a year, 24 hours a day.

- Online registration is secure as the registrant has to enter in personal data that only they would know.
Accuracy

• When voters key their own information, the quality of the data is better.
• Registrations which require additional clarification are put on suspense.
• MCED did an analysis of applications on suspense in early 2009—some applications were from 2008.
Although online registrations make up the greater % of applications, they comprise a smaller portion suspended records:
Online VR & The Identity Theft Concern

• Traditional voter registration has voters handing over personal information (name, DOB, SSN, Signature, etc.) to *COMPLETE STRANGERS ON THE STREET*.

• Online VR is a secure interface with the official state agency where the registration is destined:
  – It takes nanoseconds for the application to be submitted so isn’t floating around some stranger’s car/house/campaign office.
  – It ensures that the voter is registered in a timely manner and the voter doesn’t have to worry about copies being made etc.
Who Uses the Online System?
Political Party & Age Analysis
2008 vs. 2010

Voter Registration in Maricopa County
What we notice is that voters are using online VR more to modify (purple) their registrations and keep them current, rather than as an initial application (green).
Party Breakdown of Online Registration

### 2008

**New Online Registrations in 2008**

- Dem: 41%
- Rep: 30%
- Lbt: 28%
- Oth: 1%

**Online Modifications in 2008**

- Dem: 32%
- Rep: 34%
- Lbt: 33%
Party Breakdown of Online Registration

New Online Registrations in 2010

Online Modifications in 2010

Voter Registration in Maricopa County
Methodology Narrative

• In 2010 all voters who utilized the online registration system to initiate their registration were reviewed with regard to the decade of their date of birth and their political party affiliation.

• This captured those voters still active, those on an inactive status, as well as those who have since cancelled their registration.

• OTH refers to any affiliation which is not one of the 3 recognized parties (Dem, Rep, Lbt)
It is important to point out that we have been using the online system for almost 10 years, yet those born in the 80s comprise the largest group.
## Online New Registration by Decade/Party

<table>
<thead>
<tr>
<th>Decade</th>
<th>Total</th>
<th>Dem</th>
<th>Rep</th>
<th>Oth</th>
<th>LBT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1910s</td>
<td>1184</td>
<td>340</td>
<td>406</td>
<td>438</td>
<td>0</td>
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<td>1920s</td>
<td>8563</td>
<td>2251</td>
<td>2915</td>
<td>3388</td>
<td>9</td>
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<td>1930s</td>
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<tr>
<td>1990s</td>
<td>31356</td>
<td>8284</td>
<td>8087</td>
<td>14515</td>
<td>470</td>
</tr>
</tbody>
</table>

**Legend:**
- **Total**
- **Dem**
- **Rep**
- **Oth**
- **LBT**

**Voter Registration in Maricopa County**
New Online Registrations by Voter Age Group

- 18-24: 18%
- 25-34: 27%
- 35-44: 20%
- 45-54: 15%
- 55-64: 11%
- 65-74: 6%
- 75-84: 2%
- 85-94: 1%
- 94+: 0%

Voter Registration in Maricopa County
This is an interesting phenomenon which varies dramatically from those affiliated with a political party.
Summary

• In the decade that millions of Arizonans have been using online voter registration:
  – Millions of dollars have been saved.
  – Voters have 24 X 7 X 365 access to their registration and are empowered to take responsibility for the accuracy of their information.
  – There have been ZERO cases of malfeasance or fraud.
Additional Information

The “Tell me more” link provides additional information on the service:

EZ Voter Registration Online

What is ServiceArizona?
What about security?
How does EZ Voter Registration work?
How Do I Enter My Name?
Why do you need my Social Security Number?
How do I verify my residence street address?
Don't I have to sign my voter registration application?
Is my MVD record sent to the county recorder?
What happens to my application?
When will I get my voter registration card?
Who can register to vote in an Arizona election?
Who can use EZ Voter to register to vote in an Arizona election?
How soon before an election do I need to register?
Where will my voter registration card be mailed?
How do I ensure my mailing address is correct?
How do I change my address?
Can I change my address to a military address?
If I am registered to vote in Arizona, am I required to register my vehicles in Arizona as an Arizona resident?
What is the system availability schedule?
How do I contact the Secretary of State if I have additional questions?
Additional Information

• Arizona State Elections Director:
  – Amy Chan  achان@azsos.gov
• Maricopa County Recorder:
  – Helen Purcell  hpurcell@risc.maricopa.gov