



VOTER EDUCATION *PROGRAM *2012 SURVEY & ANALYSIS



KEN DETZNER, SECRETARY OF STATE
Maria Matthews,
Director, Division of Elections

Prepared by Althera Johnson, Regulatory Specialist III, HAVA Unit
FSASE Summer Conference 2013



History: Law



» **Help America Vote Act**

- Condition of receiving federal funds
- HAVA plan (HAVA § 253(b).) filed with U.S. Election Assistance Commission (EAC) must include plan for “how the State will provide for programs for voter education. . . .” (HAVA § 254(a)(3).)
- HAVA State Plan includes plans for voter education and outreach to meet the requirements of title III of HAVA (§§ 301-312).

HISTORY – HAVA REQUIREMENTS -
2012 VOTER EDUCATION



- » The Department of State must adopt rules setting out minimum standards for nonpartisan voter education, including but not limited to:
 - (a) Voter registration;
 - (b) Balloting procedures, absentee and polling place;
 - (c) Voter rights and responsibilities;
 - (d) Distribution of sample ballots; and
 - (e) Public service announcements.
- » Each County Supervisor must implement those minimum standards and conduct additional education efforts
- » Each County Supervisor must report to the Department about their voter education programs
 - » ***Deadline: December 15 of each general election year***

Sxn 98.0255, F.S. and R1S-2.033, F.A.C.

2012 VOTER EDUCATION



» Purposes of Rule and Law

- To comply with HAVA
- To help evaluate the effectiveness of voter education efforts
- To ensure that voters have a working knowledge of the voting process

Sxn 98.0255, F.S. and R1S-2.033, F.A.C. 2012
VOTER EDUCATION



» **Voter Guide:** May be based Department of State's Voter Guide or created entirely by Supervisor but **MUST** include the following:

- How to register to vote (in person and by mail).
- Where to get voter registration application forms
- Election dates (early voting, election day, absentee ballot request deadlines, etc.)
- Registration deadlines (next primary and general election).
- How to update voter registration record (name, address, party affiliation), and voter signatures (and why it is important)
- How to request, obtain, vote and return an absentee ballot.
- The Voter's Bill of Rights and Responsibilities pursuant to Section 101.031, F.S.
- Polling place information (when polls open and close, what to bring to the polls, list of acceptable IDs, and what to expect at the polls including provisional voting).
- Explanation as to 'Florida is a closed Primary Election state'.
- How voter information cards are issued and when (e.g. polling place or precinct change)
- Instructions on the county's particular voting system.
- Supervisor's contact information including website address
- Any other information the supervisor deems important.



» **Voter Guide (cont'd).** Include voter guide on webpage and upon request, at the following locations:

- Any voter registration agency designated under the National Voter Registration Act of 1993. A voter registration agency is any public library, any office that provides services for persons with disabilities including any center for independent living, any office for public assistance, and any military recruitment office;
- The supervisor's office;
- A community center;
- A post office;
- A county governmental office;
- At any registration drive conducted by the supervisor of elections.

» **Website:**

Maintain a website that includes voter and voting information (may be satisfied by including the Supervisors' webpage link on the county's website) including voter guide.



» Voter Registration/Education and Training Programs.

- Conduct a high school voter registration/education program in each public high school in county
 - ✓ At least annually
 - ✓ In cooperation with the local school board
 - ✓ Designed for maximum effectiveness in high school outreach and pre-registration and registration success
- Conduct college voter registration/education program on each college campus in the county
 - ✓ At least annually
 - ✓ Designed for maximum effectiveness in reaching and educating college students.



» Voter Registration/Education and Training Programs (cont'd).

- **Provide voter registration workshops**
 - ✓ Upon reasonable request and notice
 - ✓ Individuals and organizations sponsoring voter registration drives
- **Assist voter registration agencies** designated under the National Voter Registration Act of 1993
 - ✓ Upon reasonable request
 - ✓ Help distribute and collect voter registration applications submitted through these agencies.
- **Conduct voting equipment demos for:**
 - ✓ Community centers
 - ✓ Senior citizens residences
 - ✓ Minority groups
 - ✓ Disability groups
 - ✓ Other various community groups



Notices and Public Announcements.

Post Voter's Bill of Rights and Responsibilities:

1. At the supervisor's office,
 2. At each polling place during the early voting period and on Election Day.
- (Section 101.031, F.S.)

Participate/Use Media Programs and Interviews:

1. Radio
2. Television
3. Print
4. Target general and minority media outlets, to provide voting information.

Issue Sample Ballots:

1. Publish in newspaper, and
 2. Mail or (eff. 10/13 if law passes), email sample ballot to voters
- (Section 101.20(2), F.S.)

Provide notice of polling place and precinct changes

Section 97.071, F.S.
(new voter information card)

Section 101.71, F.S.
(close in time to election-30 days of election)





Survey Overview



» Voter Education Survey

- Required by s.98.255, Florida Statutes
- Report due from each 67 county Supervisors of Elections by December 15 of each general election year.
- Detailed description of the voter education programs implemented and any other information that may be useful in evaluating the effectiveness of voter education efforts.
- The Department examines surveys/reports as basis for any findings that warrant a change in rules to incorporate successful voter education programs and techniques, as necessary.

2012 VOTER EDUCATION SURVEY



» 2012 VOTER EDUCATION ON-LINE SURVEY

- A link was provided to all 67 Florida County Supervisors of Elections to complete the online survey.
- The counties were asked to complete the survey by answering all of the questions on the survey.
- Full survey results available on DOE website
 - Comments section is very useful resource for inspiration and recommendations

2012 VOTER EDUCATION ON-LINE SURVEY



» 2012 VOTER EDUCATION ON-LINE SURVEY: INSTRUCTIONS

1. Answer the questions by selecting Yes or No next to the specific activity that was conducted by your county to educate your voters.
2. Rank each activity conducted for effectiveness using the scale 1 to 5 where 5 = HIGHEST or most effective when required.
3. Provide information about the funds were expended on Voter Education activities from January 2011 through the 2012 General Election. Enter the funds expended into the following 3 categories:
 - ☐ Federal Funds
 - ☐ County Matching Funds
 - ☐ Other County Funds



» 2012 VOTER EDUCATION ON-LINE SURVEY: INSTRUCTIONS (cont'd)

4. The Summarize Funds category at the end of each Topic could be completed to summarize funds expended if you were not able to clearly break them out by category for a given Topic.
- ☐ For each specific activity that you answer Yes, you may need to enter a comment or detailed description of that activity.
 - ☐ Comments are required for all questions except under Voter Guide and Voter Information Cards.
 - ☐ Each general Topic includes an "Other - Please Explain" category.
 - ☐ If your county conducted other activities related to the general Topic, please provide a detailed description of the activity in the comments field

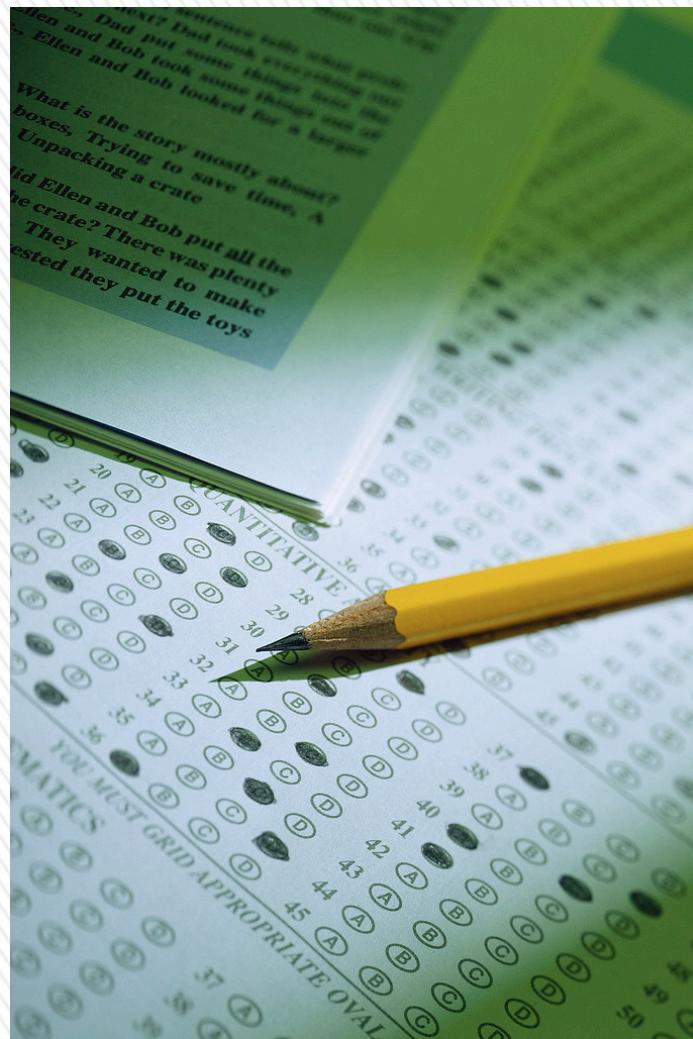


» 2012 VOTER EDUCATION ON-LINE SURVEY: CATEGORIES

The survey grouped voter education efforts into several broad categories and then listed various specific types of voter education activities in each:

- ☐ **VOTER GUIDES**
- ☐ **WEBSITES**
- ☐ **SAMPLE BALLOTS**
- ☐ **VOTER INFORMATION CARDS**
- ☐ **MOVE ACT COMPLIANCE**
- ☐ **ADVERTISEMENTS AND PUBLICATIONS**
- ☐ **VOTER REGISTRATION/EDUCATION & TRAINING PROGRAMS**
- ☐ **VOTING SYSTEMS DEMONSTRATIONS**
- ☐ **STAFF EDUCATION**





Survey Results



» SUMMARY: CATEGORY– **VOTER GUIDES**

STATUTORY REQUIREMENT	RULE 1S-2.033 – STANDARDS FOR NONPARTISAN VOTER EDUCATION
SUMMARY	<ul style="list-style-type: none">• ALL OF THE 67 COUNTIES EITHER DEVELOPED THEIR OWN VOTER GUIDE OR USED THE VOTER GUIDE THAT WAS DEVELOPED BY THE DIVISION.• THERE WAS NO RANKING SYSTEM FOR THIS TOPIC

2012 VOTER EDUCATION ON-LINE SURVEY



» SUMMARY: CATEGORY- WEBSITES

STATUTORY REQUIREMENT				98.255, F.S. – VOTER EDUCATION PROGRAMS RULE 1S-2.033 – STANDARDS FOR NONPARTISAN VOTER EDUCATION		
TOTAL FUNDS SPENT				<u>FEDERAL</u>	<u>COUNTY MATCH</u>	<u>OTHER COUNTY FUNDS</u>
				<hr/> \$4,261.92	<hr/> \$0	<hr/> \$1,031.915.01
SUMMARY				<p>All of the 67 counties' websites were accessible to their voters and included most of the following categories:</p> <ul style="list-style-type: none">• Absentee Ballot information, request and tracking• Precinct Finder• Voter Lookup – Voter Status• How to obtain Sample Ballot and/or Hyperlink to Sample Ballot• Provide Notice of Change of Polling places & Precincts• Instructions and/or demonstrations on the County's Voting Systems		

2012 VOTER EDUCATION ON-LINE SURVEY

» SUMMARY: CATEGORY– WEBSITES (cont'd)

AVERAGE RANKING FOR EFFECTIVENESS

1 THROUGH 5

1 = Lowest

5 = Highest

❑ Total effectiveness: 4.24

(Note: 4 counties ranked this topic a “1” and
17 counties ranked this topic a “2”

❑ Ranks 1 and 2

4 counties ranked this topic a “1”

17 counties ranked this topic a “2”

Reasons cited for low rank: Not aware or able
to track usage

❑ Ranks 3-5

Most counties ranked their websites higher
because of the amount of information that
they can put on the website to answer most
questions and free up phone lines.



» SUMMARY: CATEGORY– **SAMPLE BALLOTS**

STATUTORY REQUIREMENT	101.20, F.S. – PUBLICATION OF BALLOT FORM; SAMPLE BALLOTS		
TOTAL FUNDS SPENT	<u>FEDERAL</u> <hr/> \$2,858,936.00	<u>COUNTY MATCH</u> <hr/> \$286,513.45	<u>OTHER COUNTY FUNDS</u> <hr/> \$1,466,417.55
SUMMARY	All of the 67 counties either mailed and/or published Sample Ballots in the newspapers.		
AVERAGE RANKING FOR EFFECTIVENESS 1 THROUGH 5	<input type="checkbox"/> Total effectiveness: 4.71 <input type="checkbox"/> No 1 and 2 Ranks <input type="checkbox"/> Rank 3: 7 counties Reason cited: Publication of sample ballots in the newspapers <input type="checkbox"/> Mailed sample ballots were a hit with voters who used them at the polls to reduce amount of time spent voting		

2012 VOTER EDUCATION ON-LINE SURVEY

» SUMMARY: CATEGORY– **VOTER ID CARD**

STATUTORY REQUIREMENT	97.071, F.S. – VOTER INFORMATION CARD. –		
TOTAL FUNDS SPENT	<u>FEDERAL</u> <hr/> \$156,673.56	<u>COUNTY MATCH</u> <hr/> \$38,593.53	<u>OTHER COUNTY FUNDS</u> <hr/> \$3,281,427.97
SUMMARY	All of the 67 counties issue Voter Information Cards to their voters.		
AVERAGE RANKING FOR EFFECTIVENESS 1 THROUGH 5 (Lowest to Highest)	<input type="checkbox"/> Total Effectiveness: 4.49 <input type="checkbox"/> Rank 1: 1 County Reason cited: Most voters claim they never received one. <input type="checkbox"/> Rank 3 and higher: Most counties <input type="checkbox"/> Comments: Due to redistricting, all of the counties had to mail out new voter ID cards to all registered voters in their counties. In addition all counties provide some voter education on voter information cards.		

2012 VOTER EDUCATION ON-LINE SURVEY

» SUMMARY: CATEGORY– **MOVE ACT COMPLIANCE**

STATUTORY REQUIREMENT	MILITARY AND OVERSEAS VOTER EMPOWERMENT ACT OF 2009 SECTION 251 OF THE HELP AMERICA VOTE ACT OF 2002 101.6952, F.S., ABSENTEE BALLOTS FOR ABSENT UNIFORMED SERVICES AND OVERSEAS VOTER. –		
TOTAL FUNDS SPENT	<u>FEDERAL</u> <hr/> \$154.84	<u>COUNTY MATCH</u> <hr/> \$0	<u>OTHER COUNTY FUNDS</u> <hr/> \$114,799.33
SUMMARY	ALL 67 COUNTIES PROVIDE UOCAVA ONLINE ABSENTEE BALLOT REQUESTS. Most counties have maintained or upgraded to comply with UOCAVA and MOVE Act through maintenance/upgrades and licensing fees for online feature.		
AVERAGE RANKING FOR EFFECTIVENESS 1 THROUGH 5 (Lowest to Highest)	<div> <input type="checkbox"/> Total effectiveness: 4.37 </div> <div> <input type="checkbox"/> Rank 1: 1 county </div> <div> <input type="checkbox"/> Rank 2: 7 counties </div> <div> <input type="checkbox"/> A few counties partnered with DEMOCRACY LIVE and provided link to FVAP website </div> <div> <input type="checkbox"/> Comment: Makes it easy for UOCAVA voter to access information on website instead of calling </div>		

» SUMMARY:CATEGORY– ADS & PUBLICATIONS

STATUTORY REQUIREMENT	98.255, F.S – VOTER EDUCATION PROGRAMS. RULE 1S-2.033– STANDARDS FOR NONPARTISAN VOTER EDUCATION		
TOTAL FUNDS SPENT			
	<u>FEDERAL FUNDS</u>	<u>COUNTY MATCH</u>	<u>OTHER COUNTY FUNDS</u>
VOTER GUIDE	\$7,496.17	\$484.79	\$134,861.40
TELEVISION , RADIO, & MOVIE THEATER ADS	\$170,955.55	\$30,702.12	\$330,858.45
NEWSPAPER & MAGAZINE ADS	\$41,757.60	\$17,858.00	\$460,105.95
PUBLIC TRANSPORTATION ADS (BUSES, CABS, ETC.)	\$27,742.00	\$809.00	\$331.00
SOCIAL MEDIA ADS (FACEBOOK, TWITTER)	\$2,350.00	\$0	\$4,776.25

2012 VOTER EDUCATION ON-LINE SURVEY

» SUMMARY:CATEGORY– **ADS & PUBLICATIONS (cont'd)**

STATUTORY REQUIREMENT		98.255, F.S. – VOTER EDUCATION PROGRAMS. – RULE 1S-2.033 – STANDARDS FOR NONPARTISAN VOTER EDUCATION	
TOTAL FUNDS SPENT			
	<u>FEDERAL FUNDS</u>	<u>COUNTY MATCH</u>	<u>OTHER COUNTY FUNDS</u>
BILLBOARDS	\$23,091.12	\$1,408.88	\$48,054.41
MAILERS, BROCHURES, PAMPHLETS, NEWSLETTERS, UTILITY BILL INSERTS	\$85,368.43	\$0	\$211,005.24
PRECINCTS MAPS	\$0	\$0	\$38,278.61
OTHER	\$4,919.00	\$0	\$163,080.51



2012 VOTER EDUCATION ON-LINE SURVEY

» SUMMARY: CATEGORY—Ads & Publications (cont'd)

SUMMARY	All 67 counties placed some type of ad and/or created some type of publication.
AVERAGE RANKING FOR EFFECTIVENESS 1 THROUGH 5	<ul style="list-style-type: none">❑ Total Effectiveness: 4.33❑ Rank 1: 1 county❑ Rank 2: 7 counties
COUNTY SPOTLIGHT	<ul style="list-style-type: none">❑ Used social media (Facebook or Twitter): 28 counties❑ Martin County: Provided voters with CHIP CLIPS and Lollipops as ads to remind voters to check their voter status. These items also contains the SOE's website and contact information and was provided at community events, and schools. PURCHASED WITH NON-HAVA FUNDS❑ Orange County: Provided voters with Microsoft tag that they called a palm card entitled "BE READY!-2012Elections!". The tag could be scanned by smartphone users easily to access their website, send an email or connect to the office line.

2012 VOTER EDUCATION ON-LINE SURVEY

» **SUMMARY: CATEGORY– VOTER REGISTRATION/EDUCATION & TRAINING PROGRAMS**

STATUTORY REQUIREMENT	98.255, F.S. – VOTER EDUCATION PROGRAM. – RULE 1S-2.033 – STANDARD FOR NONPARTISAN VOTER EDUCATION		
TOTAL FUNDS SPENT	<u>FEDERAL</u> \$6,632.27	<u>COUNTY MATCH</u> \$29.84	<u>OTHER COUNTY FUNDS</u> \$160,027.14
SUMMARY	<input type="checkbox"/> All 67 counties provided some type of Voter Registration/Education & Training Programs		
AVERAGE RANKING FOR EFFECTIVENESS 1 THROUGH 5	<input type="checkbox"/> Total effectiveness: 4.33 <input type="checkbox"/> Rank 1: 1 county <input type="checkbox"/> Rank 2: 7 counties		
COUNTY'S SPOTLIGHT	Hernando County: SOE partnered with the High School and participated in their “Senior Clearance” Annual Event which 293 new voters were registered.		

2012 VOTER EDUCATION ON-LINE SURVEY

» SUMMARY: CATEGORY– **VOTING SYSTEMS DEMONSTRATIONS**

STATUTORY REQUIREMENT	98.255, F.S. – VOTER EDUCATION PROGRAM. – RULE 1S-2.033 – STANDARD FOR NONPARTISAN VOTER EDUCATION		
TOTAL FUNDS SPENT	<u>FEDERAL</u> \$0	<u>COUNTY MATCH</u> \$0	<u>OTHER COUNTY FUNDS</u> \$89,178.49
SUMMARY	All 67 counties provided some type of Voting Systems Demonstrations in their counties.		
AVERAGE RANKING FOR EFFECTIVENESS 1 THROUGH 5	<input type="checkbox"/> Total effectiveness: 4.19 <input type="checkbox"/> Rank 1: 6 counties and Rank 2: 13 counties ranked <input type="checkbox"/> Comments: Despite demos at community settings, low attendance. Many counties consider them ineffective.		
COUNTY SPOTLIGHT	<input type="checkbox"/> Indian River County: provided EViD training to demonstrate the ease of check-in at the polls or perform a voter inquiry. Voters like the ease of verifying their information on record.		

2012 VOTER EDUCATION ON-LINE SURVEY

» SUMMARY: CATEGORY– **STAFF EDUCATION**

STATUTORY REQUIREMENT	98.255, F.S. – VOTER EDUCATION PROGRAM. –		
TOTAL FUNDS SPENT	<u>FEDERAL</u> \$0	<u>COUNTY MATCH</u> \$0	<u>OTHER COUNTY FUNDS</u> \$673,637.14
SUMMARY	<p>All 67 counties provided and/or attended some type of education for their staff.</p> <p><input type="checkbox"/> It seems to be very beneficial to staff preparing for upcoming elections by implementing new laws and rules and updating of voting equipment.</p>		
AVERAGE RANKING FOR EFFECTIVENESS 1 THROUGH 5	<p><input type="checkbox"/> Total effectiveness: 4.49</p> <p><input type="checkbox"/> Rank 2: 3 counties</p>		

2012 VOTER EDUCATION ON-LINE SURVEY

» SUMMARY OF ALL FUNDS SPENT

TOTAL FUNDS SPENT

	<u>FEDERAL FUNDS</u>	<u>COUNTY MATCH</u>	<u>OTHER COUNTY FUNDS</u>
WEBSITES	\$4,261.92	\$0	\$1,031,915.01
SAMPLE BALLOTS	\$2,858,936.01	\$286,513.45	\$1,466,417.55
VOTER ID CARDS	\$156,673.56	\$38,593.53	\$3,281,427.97
MOVE ACT COMPLIANCE	\$154.84	\$0	\$114,799.33
ADVERTISEMENTS & PUBLICATIONS	\$408,176.64	\$61,309.64	\$1,425,326.91
VOTER REGISTRATION/ EDUCATION & TRAINING PROGRAMS	\$6,632.27	\$29.84	\$160,027.14
VOTING SYSTEMS DEMONSTRATIONS	\$0	\$0	\$89,178.49
STAFF EDUCATION	\$0	\$0	\$673,637.14
<u>GRAND TOTAL</u>	<u>\$3,434,835.24</u>	<u>\$386,446.46</u>	<u>\$8,242,729.54</u>

2012 VOTER EDUCATION ON-LINE SURVEY



Innovations



» By Mail

- Voters greatly appreciate receiving sample ballots in the mail

» By Email

- HB 247 - Voter Registration application will solicit voters' e-mail addresses
- HB 247 - Will also ask if voter wishes to receive sample ballot via e-mail
- FVRS will store voters' e-mail addresses
- Potential **cost savings** for a very popular (but expensive) voter education program
- **NOTE: Only if signed into law, effective 10/1/2013**

Sample Ballots and e-mail



» Smartphones

- > Young voters especially likely to use mobile device rather than computer
- > Brevard reports 30% of website hits from mobile devices
- > How does your website display on a mobile device?
- > Alachua has scannable QR codes in voter guide that connect to website

» Website features

- > Okaloosa has multiple websites for different users (kids, teens, adults)
- > Nassau County has a Live Chat function on their website to provide instant communication
- > Many voters used and appreciated online absentee ballot request and tracking

» Social media

- > Twitter
- > Facebook
- > Escambia has YouTube channel with videos of how to use voting machines

Technology



» High School Voter Drives

- > Clay County uses interactive Jeopardy!-style demonstrations in front of classes rather than traditional lunchtime drives
- > Hernando County work with schools to provide voter registration as part of seniors' graduation experience
- > Indian River also holds monthly voter registration drives in high schools for newly eligible voters

» Mock Elections

- > Often only at high schools, but, can also be part of community events
- > Leon County holds two “community” elections every year at public events as a way to provide voter education

» Communication

- > Seminole County encloses “Voter Feedback cards” in voter guide
- > Orange, Seminole, and Osceola counties worked together to host a Voter Helpline

Various

