FEDERAL VOTING ASSISTANCE PROGRAM

FVAP Plans & Initiatives

Overseas Vote Foundation 2010 Summit
March 19th, 2010

Key Long-Term Issues

Ballot Delivery and Return

- States don't send out ballots early enough (Pre-MOVE Act)
- Military mail is too slow to support absentee voting
- States and local election officials don't have the money to support alternatives

Poor Data Drive Bad Policies

- States don't collect sufficient data on military and overseas voters and ballots
- FVAP data collection poor and not transparent in the past
- Erroneous beliefs:
  - Low voter registration
  - Low voter participation
  - Poor identification of root problems

UOCAVA Demographics

Uniformed Services Voters

- **Both Military Personnel and their Dependents**
  - All five Armed Services, USPHS, NOAA, Merchant Marine
  - Dependents
  - 1.5M members, 1.1M dependents
- **Both Domestic and Overseas**
  - 75% of members domestic
  - ~85% of dependents domestic

Overseas Citizens

- **US Citizens Residing Abroad**
  - 2 – 4 million
  - Difficulty estimating actual numbers
- **Permanent vs. Temporary Residence**
  - Permanent = federal only
  - Temporary = all races; potential tax liability

2/3 of the known UOCAVA voters are uniformed service voters

The Problem is Ballot Return

- **Military enjoys higher traditional voter performance rates**
  - **Voter Registration Rate**
    - General Electorate = 70%
    - Military Electorate = 86%
  - **Voter Participation Rate**
    - General Electorate = 64%
    - Military Electorate = 70%

- **Absentee Ballot Return Rates:**
  - **91%** = General Population
  - **67%** = UOCAVA voters

- **Absentee Ballot Delivery Failure Also Problem**
  - 9% military ballots misaddressed
  - 6% returned as undeliverable
  - 17% of military requesting absentee ballots never received it

2008 General Election Results – UOCAVA Voters		
Stage of voting process	Number of additional failures over general voting population	% of total failure
Registration Failure	4,783	1.3%
Ballot Delivery Failure	23,548	6.4%
Ballot Return Failure	**296,759**	**81.1%**
Ballot Casting Failure	41,012	11.2%
Total	366,102	

FVAP Goals

- **1: UOCAVA voting success rates equal to or exceed general population rates**
  - Absentee ballot cast rate
  - Counted rate of those cast
  - FWAB utilization/success rate

- **2: UOCAVA voter registration and participation rate equal to or exceed general population (age and gender adjusted)**

- **3: Improve Ballot Delivery and Return Processes to fit available times**

- **4: Define the actual overseas citizen population**

- **5: Bring all States' Legislative Initiative Scores to 75%**

FVAP Lines of Operation

Goals Lines of Operation	Improve Voter Success Rates	Improve Ballot Delivery & Return	Define the Overseas Civilian Population	Bring State Legislative Initiative Scores > 75%
Direct to the Voter Assistance	Greater consistency of assistance	Educate on postal realities	Better identify overseas civilian demographics	
Leverage Technology	• Make process easier • Reduce voter errors	Reduce reliance on postal mail		Encourage State adoption of FVAP technologies
Greater Election Official Assistance	Reduce unjustified voting rejection			• Educate on need • Assist with fixes
Better Data; Greater Transparency	Better identify actual problem causes		Correctly identify Overseas Civilian voting performance	Tie legislative initiatives to actual UOCAVA voting failure

Direct to the Voter Assistance

- **Current Program**
  - Unit and Embassy Voting Assistance Officers
  - Collateral Duty
  - Service-run
  - FVAP Guidance and Support
    - Forms
    - Instructions
    - Training

- **Vision**
  - “”FVAP.gov” as the best VAO
  - “TurboTax/TaxCut”® the voting process
  - Reduce need/reliance on Voting Assistance Officers
  - Call Center and Online Chat
  - Social Media Outreach
  - Focus on voter timelines and processes

UOCAVA Voter Outreach

- Email alerts/RSS Feed
- Facebook
- Twitter
- LinkedIn
- Earned Media

FVAP Social Media

State-Specific Social Media

Personalized Social Media

FEDERAL VOTING ASSISTANCE PROGRAM

JAMRS
JOINT ADVERTISING MARKET RESEARCH & STUDIES

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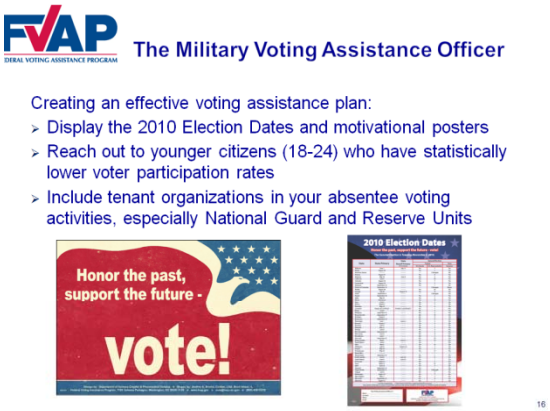
Helping FVAP:

- **Understand what the voter wants & needs**
- **Develop strategy to maximize use of our services**
- **Define FVAP's "brand"**

Direct Assistance



- **Call Centers**
  - Links in Online Programs
  - Online chat capability
  - 24/7 hours closer to election
- **Interactive Training**
  - Voter Training
  - Voting Assistance Officer Training
  - 3Election Official Training
  - “How-to” videos
- **Registration/Absentee Ballot Request Assistance**
  - Installation Voting Assistance Offices
  - National Voter Registration Act designation
  - Frequent FPCA assistance tied to career milestones
  - Civilian assistance

Leverage Technology

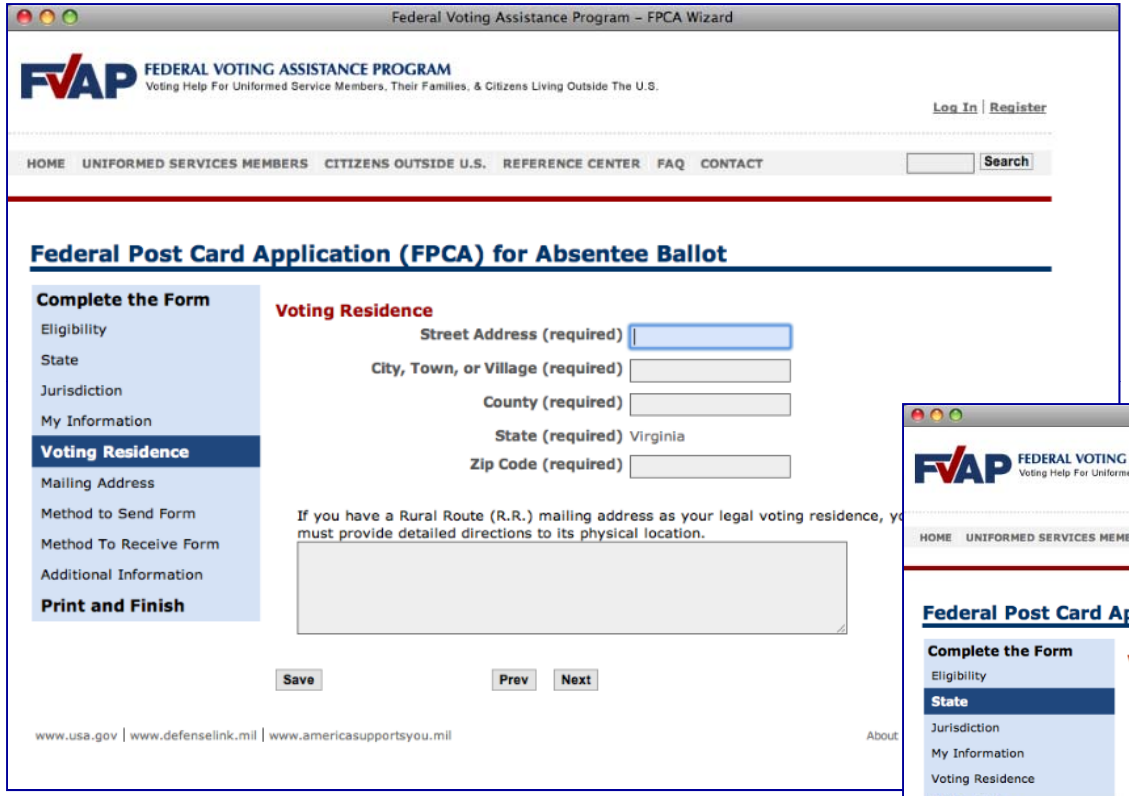
- **Focus**
  - Improve ballot delivery and return times
  - Reduce voter error; easy voter use
  - Tailor to State requirements
  - All available through FVAP.gov

- **Tools**
  - Online FPCA
  - Online FWAB
  - Online markable full ballot

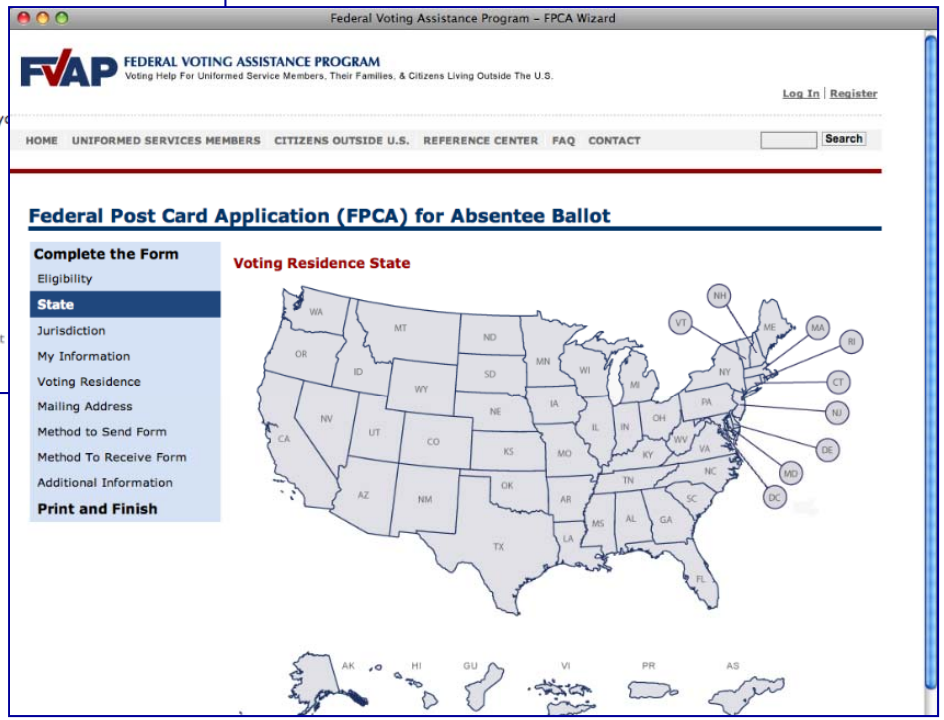
  } **All use hard-copy print-out, wet signature, postal return**

  - Electronic Absentee Voting Demonstration & Pilot Programs

Online FPCA and FWAB



Federal Post Card Application (FPCA) Wizard

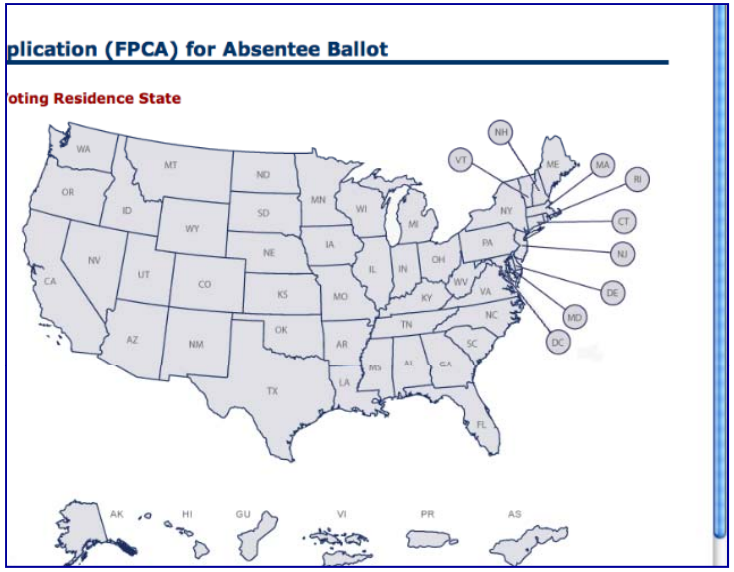


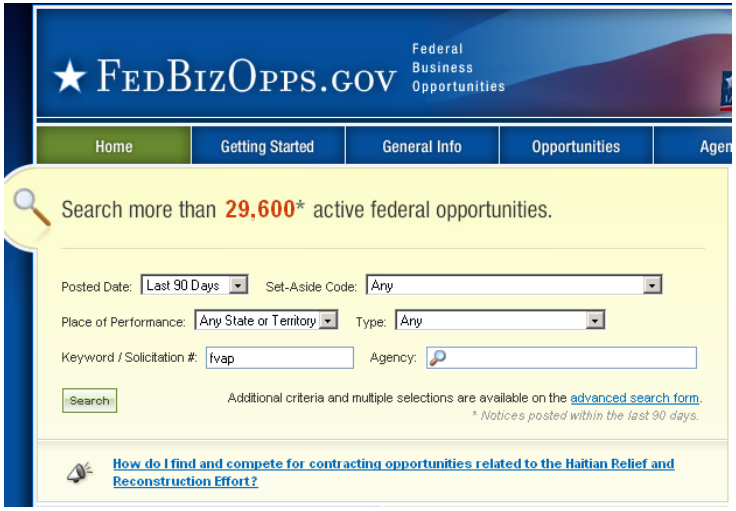
Also a Federal Candidate online FWAB

- Auto Ballot population with federal candidates by voting residence
- Online ballot marking, hard-copy wet signature, postal return

Ballot Delivery and Marking Wizard

- **FVAP Supported** = federal funding
- **Vendor Provided** = Existing technology deployment, multiple available vendors
- **State Decided** = State say in vendor and ballot;
  - MOVE Act compliant
  - VR/EMS Integration requirements
  - Common Data Format support
- **Voter Adopted** = seamless, intuitive, and transparent process
- **RFQ Issued 16 March 2010**





Demonstration & Pilot Projects

- **DoD required by law to conduct electronic absentee voting demonstration project**
  - Uniformed services only
  - Statistical significant level
  - DoD can wait for EAC certified guidelines
  - Congressional intent is for remote PC-based system
  - Kiosk Pilot Program
  - FVAP-EAC-NIST Roadmap

- **Pilot Programs**
  - Authorized, but not funded by MOVE Act
  - Ballot Delivery and Marking Wizard is also a Pilot
  - Will evaluate first set of pilot program(s) after Wizards launched

Electronic Absentee Voting Guideline Roadmap (1)

GAO Guidance

- FVAP & EAC need detailed plans
- Necessary plan elements:
  - results-oriented action plan
  - goals, tasks, milestones, time frames, and contingencies
- FVAP-EAC Memorandum of Understanding
- EAC-NIST Interagency Agreement
- MOVE Act also requires EAC to develop detailed timeline for development of electronic absentee ballot guidelines

Risk = % x impact

- Acceptable risk level policy decision already made
  - It **IS** the current voting system
  - Accepts 1/3 of absentee ballots never returned
- We should accept equivalent risk in new UOCAVA systems
  - May have different probability or impact
  - Can reduce probability and/or mitigate impact
  - Goal is to keep risk level at least the same, if not better

Electronic Absentee Voting Guideline Roadmap (2)

Define the Risk

- Use the EAC Risk Assessment Tool
- Evaluate the postal mail UOCAVA absentee ballot system as the baseline

Establish Properties

- What "properties" are necessary for an electronic absentee voting system?
- To achieve the same level of risk as current system
- Even if DON"T believe Properties are technologically feasible

Establish Interim Pilots

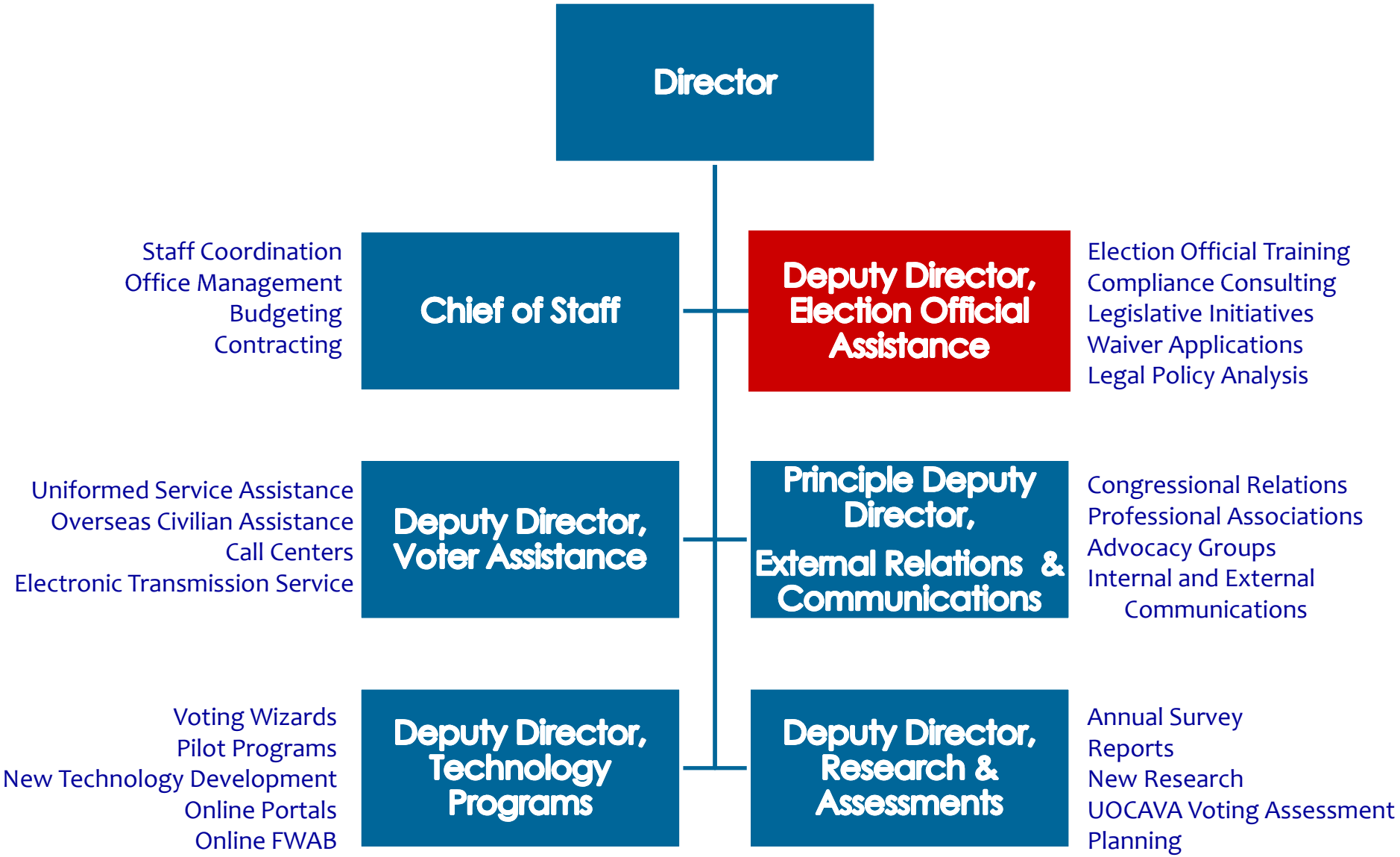
- Integrate current work
- **Failure is probative**
- Develop decision points for iterative development
- If possible, attach dates for those decision points and milestones

Love Your Election Official

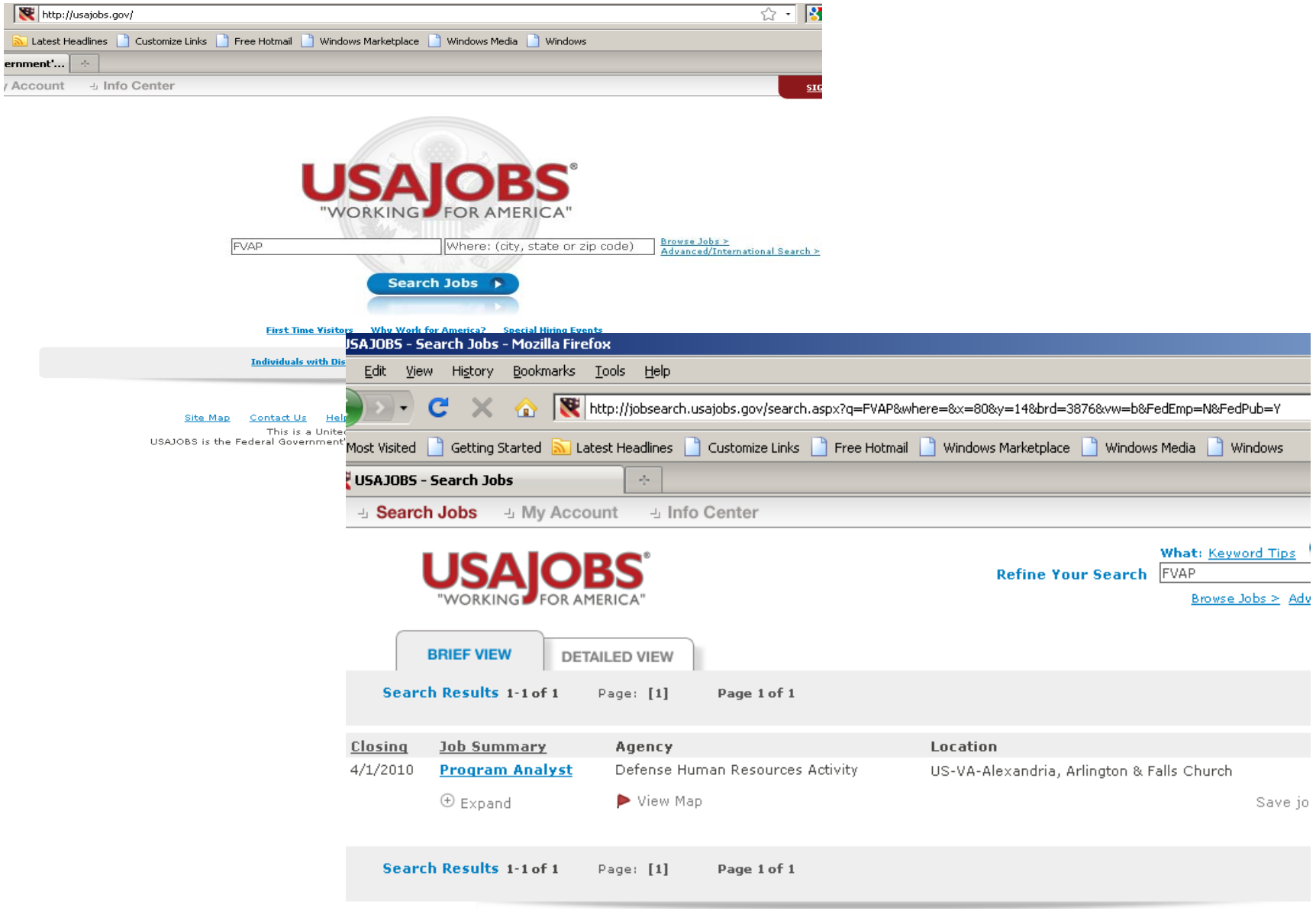
- **Election Officials are an FVAP Customer too**
  - Voters need election officials to accept FVAP tools and recommendations
  - Small population, high cost, exceptional visibility

- **Specific Assistance Initiatives**
  - Legislative Initiatives
    - Recommendations
    - Legislative assistance
    - State-by-State Index
  - Direct training
  - Compliance assistance
    - Interpretive memos
    - Access to call center, help desk, and FVAP trouble shooting
  - Tools
    - Wizard is tailored State tailorable
    - Common data format development

FVAP Reorganization



FVAP is Hiring!



State Legislative Initiatives

- **State-by-State Index**
  - 0-100 scale
  - Measures FVAP success in convincing States to adopt Legislative Initiatives
    - **0-50 – Unsuccessful**
    - **50-75 – Partially Successful**
    - **75-100 – Successful**
    - **National Average = 53%**
- **Scores weighted on Where Voting Failure Occurs**
  - Greatest Scores given to areas with greatest impact on most significant failure
  - 45-day prior =30 points
  - Email/online = 30 points
  - Universal FWAB = 20 points

Legislative Initiative	Uniformed Services Weighting	Overseas Citizens Weighting
45 Day Transit Time	30	30
Electronic Transmission	30	30
FWAB	20	20
Late Registration	7	4
Emergency Authority	7	5
Elimination of Notary/Witness	4	8
Never Resided in U.S.	2	3
Uniform Law Commission	0*	0*

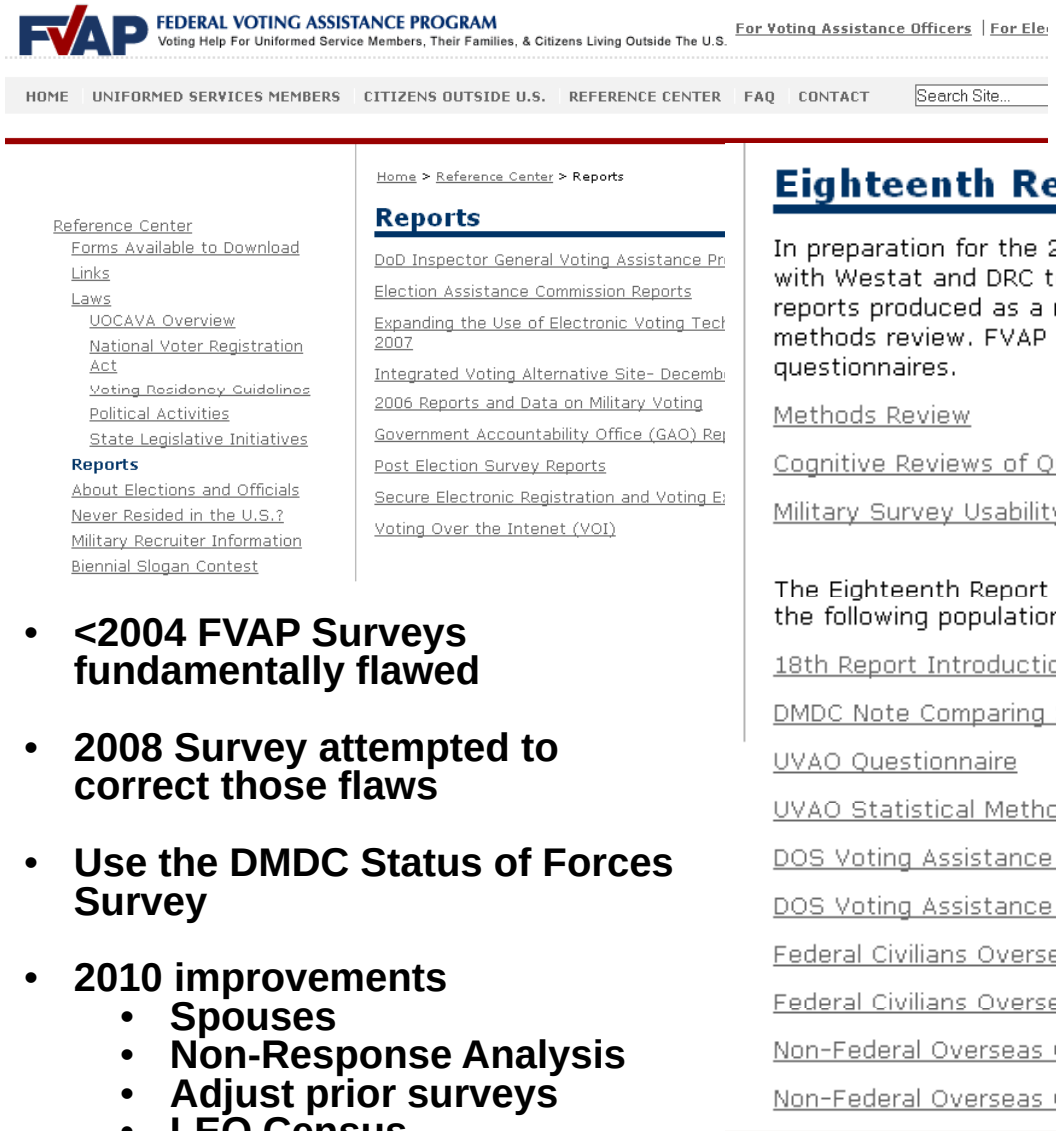
FVAP would score itself as successful for States:
- **45-day prior ballot delivery,**
- **email/online transmission of blank ballots,**
- **allows the FWAB for all elections**

Good Data, Better Transparency

- **FVAP Post-Election Survey Improvements**
  - Status of Forces Survey methodology
  - Develop trust in our methodology
  - Conduct every election cycle, not just Presidential
  - Integrate with EAC Post-Election Survey

- **More Research**
  - Attempt to define the overseas civilian population
    - Inside out?
    - Build from known populations
    - Partner with overseas American groups
  - Specify the UOCAVA voter distribution
    - ~85% of UOCAVA ballots transmitted by 100,000+ LEOs
    - Specify by municipality
  - Adjust prior year surveys

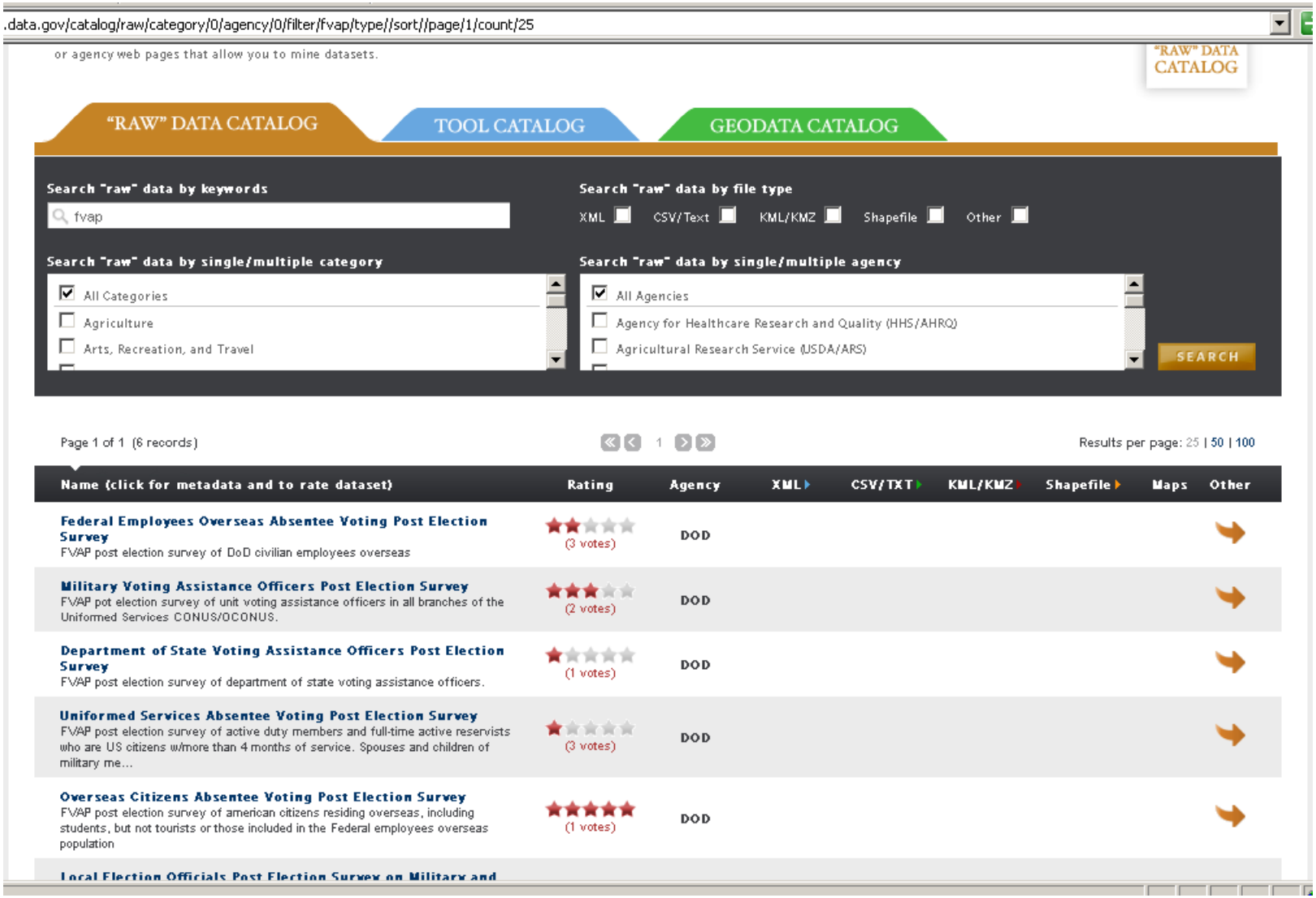
FVAP Post-Election Surveys



- **<2004 FVAP Surveys fundamentally flawed**
- **2008 Survey attempted to correct those flaws**
- **Use the DMDC Status of Forces Survey**
- **2010 improvements**
  - **Spouses**
  - **Non-Response Analysis**
  - **Adjust prior surveys**
  - **LEO Census**

FEDERAL VOTING ASSISTANCE PROGRAM

Data.gov



FVAP Metrics

Voting Assistance Metrics

- Assignment and training of VAOs
- Form & materials distribution collection
- Communications to Voters
- Spouse & Dependent Outreach Programs
- Individual Voter Awareness
  - Forms
  - Rights
  - Resources

Program Metrics

- Develop an FVAP Assessment Program
- Director, FVAP Performance Plan:
  - UOCAVA Voter Success Rate
  - Implementation of MOVE Act
  - Deployment of Voter Tools

Federal Voting Assistance Program
Department of Defense

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MOVE Act: Federal Requirements

- **More online tools**
  - FWAB
    - Federal Candidate list
    - Requires States accept for LEOs?
  - State UOCAVA Election Official and Electronic Communications Address Database
  - Online Voter Portals
- **Expedited ballot return**
  - Overseas Uniformed Services Personnel
  - Sent NLT 7 days prior to election; Free
  - Working with MPSA to coordinate with tracking system and possibly integrate with State requirements
- **Expanded voter outreach**
  - Installation Voting Assistance Offices
  - Advertising and communications
    - Online FWAB
    - 30, 60, 90 day prior notices
- **Improved data collection**
  - Coordinate with States and EAC
  - Covers Election Day Survey info
  - Online repository
- **Reports**
  - Voting Assistance Program analysis and plan
  - MOVE Act implementation
  - Annual survey and overall effectiveness
  - DOJ on enforcement
  - EAC and NIST on Internet Voting Standards

MOVE Act: State Requirements

- **Transmit ballots 45 days prior to election**
  - Waivers allowed by Secretary of Defense, ICW Attorney General
  - Not perpetual – apply every election
  - Need to show adequate time available for voters
- **Transmit ballots electronically**
  - Does not define electronically
  - Fax alone provides little help to military voters
- **Accept Federal Write-In Absentee Ballots for all federal elections**
  - Continued usefulness of SWABs?
  - FVAP encourages universal adoption of FWAB
- **Free Online Ballot Receipt System**
- **Cannot require notary**