

A stylized graphic on the left side of the slide. It features two dark green mountain peaks in the upper left. Below them is a dark green wavy band representing a forest or middle ground. At the bottom is a blue wavy band representing water. The entire graphic is composed of solid-colored shapes with white borders separating them.

# Trends in Elections

Round Table Briefing  
Jan. 13, 2015

## Agenda



- Where we are now
- Where do we go from here? Future trends in elections
- Denver Voting Reform Conference 2014
- What are other leaders in elections doing?
- What is Multnomah County Elections' vision? Strategic Plan

# Recap of November 4, 2014 Election





# Recap of November 4, 2014 Election

## Successful, high turnout election

- 66,691 registrations processed July 1 - October 14
- 302,584 ballots returned - 68.6% turnout
- Set one day MultCo record for web page views
- 189 opening and inspection board workers



Recap of November 4, 2014 Election

Statewide Recount of Measure 92





# Recap of November 4, 2014 Election

## New Hardware, Processes and Technology



# Recap of November 4, 2014 Election

## New Drop Boxes and Drop Site

- All drop boxes replaced
- Sturdier, more secure, waterproof
- New drop site opened outer SE
- 44,000 voters with better access
- New site well used by voters



## Ballot-on-demand

- Reduced inventory
- Save \$4K - \$12K per election
- Reduce waste by up to 97%
- Unused ballot comparison



	Nov 12	Nov 14	BOD Fee	Savings
<b>Ballots</b>	<b>47,267</b>	<b>1,542</b>		<b>45,725</b>
<b>Dollars</b>	<b>\$16,543</b>	<b>\$507</b>	<b>\$1,896</b>	<b>\$14,140</b>
<b>Percent</b>	<b>8.92%</b>	<b>0.31%</b>		<b>8.61%</b>



# Recap of November 4, 2014 Election

## Fully Staffed Overnight Shift



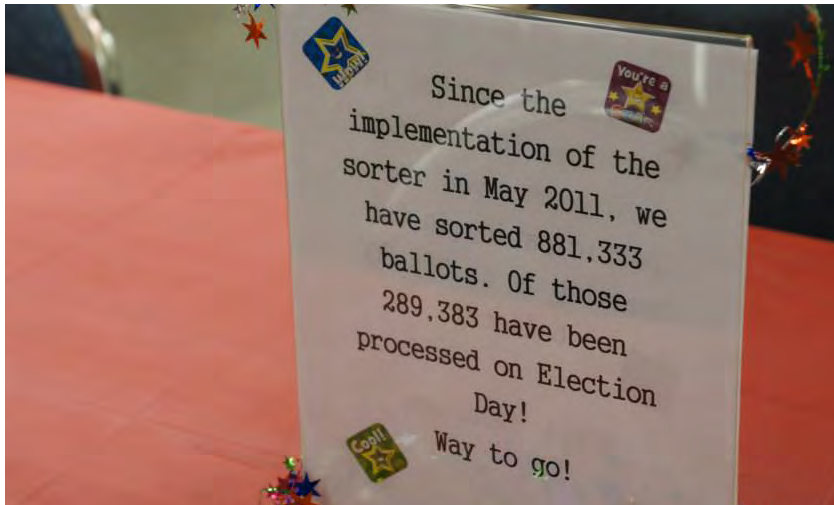
## Volunteer Managers



- Thank you again to:
  - Rachel Novick - Boards
  - Liz Rodriguez - Boards
  - Bob Leek - Tally Room
  - John Wasiutynski - Tally Room
  - Madeleine Mader - Tally Room/Results Posting



# Past and Present Investment in Technology





# Past and Present Investment in Technology

- High speed mail sorter
- High speed, high volume envelope printer
- High volume letter folder and inserter
- Security cameras
- Ballot tally system
  - Procurement underway



# Where Do We Go From Here?

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## Trends in elections





## How the West is Winning

- Diverse group of participants
  - Advocates
  - Election Officials
  - Elected Officials
- States Represented
  - Oregon
  - Colorado
  - Washington
  - California
  - New Mexico
  - Arizona





# Denver Voting Reform Conference

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## Vision for improving the election process



# Denver Voting Reform Conference

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## Reduce barriers





# What are other leaders in Elections doing?





# King County Elections - Julie Wise, Deputy Director Designee

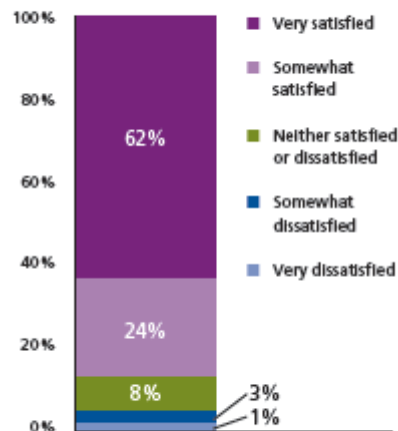
## Voter Opinion Survey



### 2011 Voter Opinion Survey EXECUTIVE SUMMARY

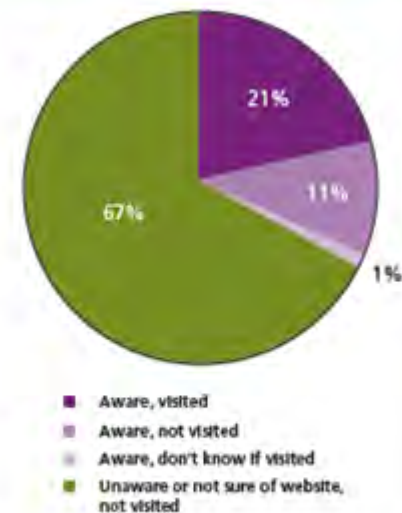


#### Satisfaction with King County Election services (fig. 1)



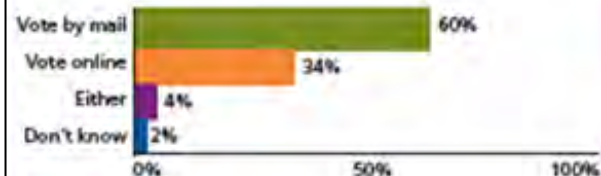
Q. How satisfied are you with the overall quality of services provided by King County Elections?

#### Awareness and visits to the website (fig. 5)



Q. Is there a website specifically for King County Elections?  
Q. Have you visited the King County Elections website?  
(Base = 204)

#### Preferred way to vote in the future (fig. 7)



Q. The 2012 Presidential Election will represent the first presidential election that all King County voting will be by mail. If you were given a choice in the future between voting by mail and voting online, which method of voting would you prefer?

# King County Elections - Julie Wise, Deputy Director Designee

## Use of data from survey

### Be an Informed voter campaign



## Ballot access online

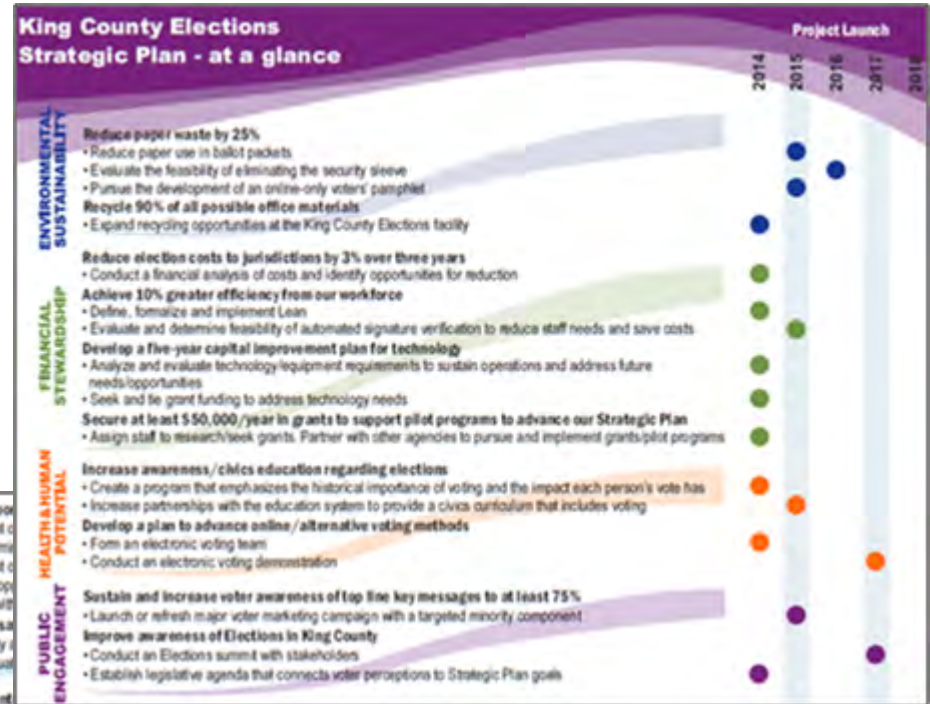
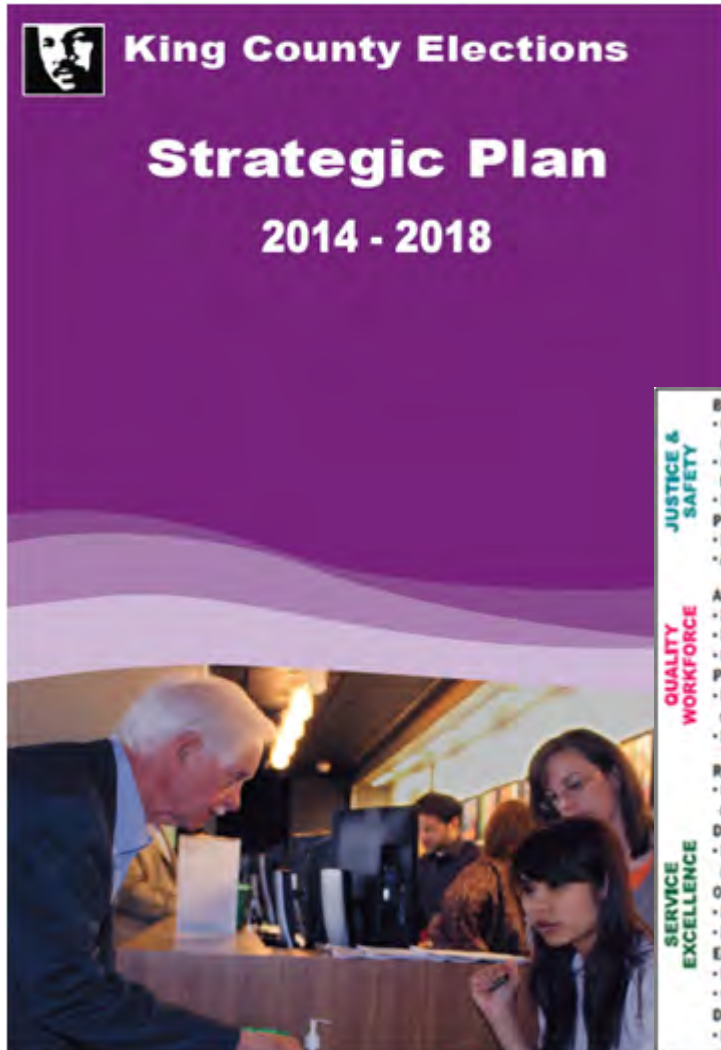


## Mobile website





## Five Year Strategic Plan



**JUSTICE & SAFETY**

- Broaden access and opportunities
  - Conduct a full assessment of solutions/opportunities for more
  - Conduct a full assessment of the related solutions and opportunities
  - Evaluate (in conjunction with)
- Provide all services in a safe and secure environment
  - Pursue an alternate facility
  - Assess, monitor and evaluate

**QUALITY WORKFORCE**

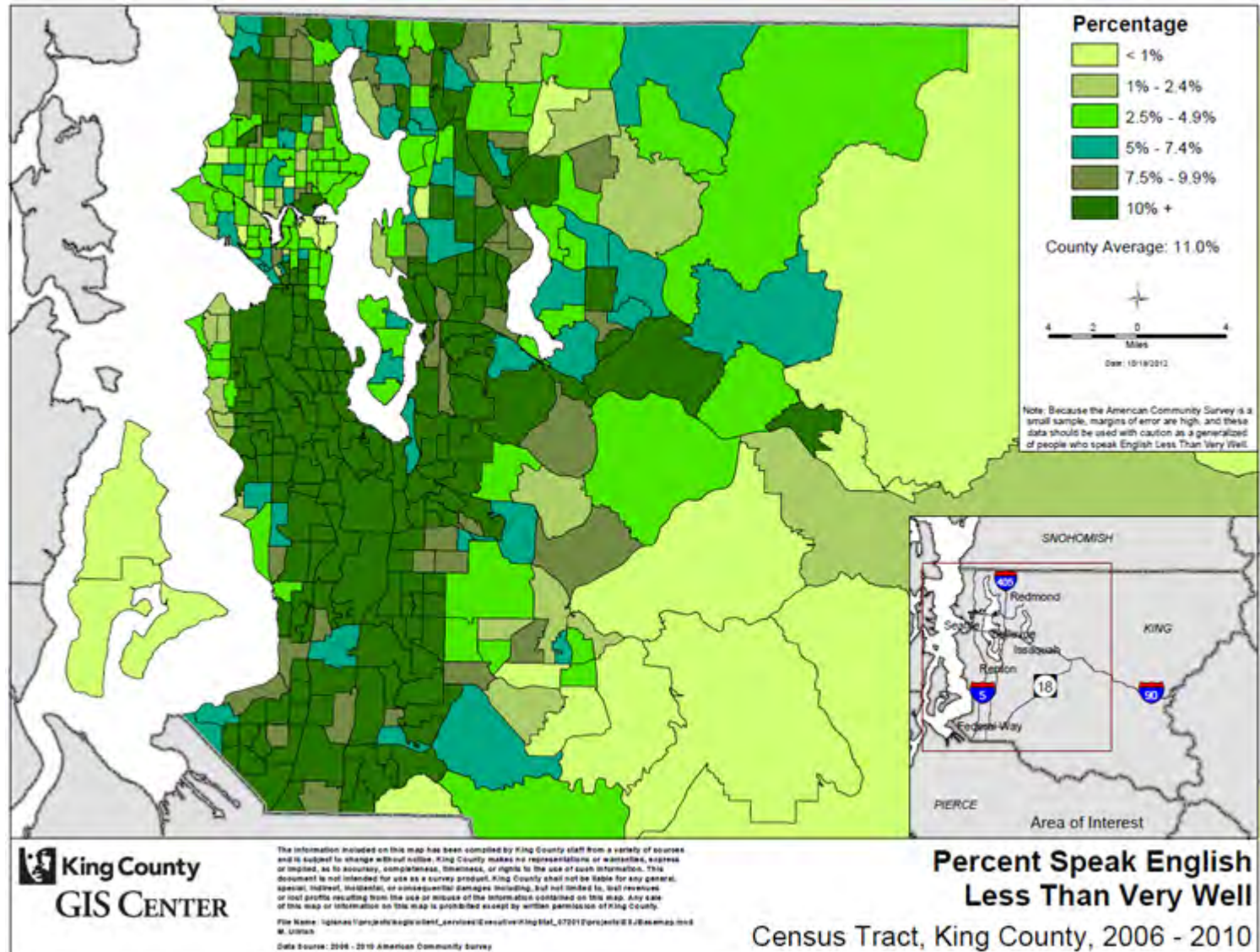
- Attract and retain a talented workforce
  - Identify new and alternative recruitment resources to attract an ever-changing temporary workforce
  - Identify and evaluate equipment/systems to support employee health and well-being
  - Determine skill sets for each position, examine classifications and standardize the recruitment process
- Promote employee development by dedicating at least 5% of staff time to training
  - Develop, manage and track training plans to meet staff professional development goals and the department's needs
  - Formalize the Agile employee initiative

**SERVICE EXCELLENCE**

- Respond to information requests within one business day
  - Obtain a Customer Relationship Management (CRM) system to guide and track voter contacts through a consistent solution/process
- Decrease ballot processing time to an average of one day
  - Increase processing capacity through focused voter education, targeted staff training and continuous improvement
- Offer Elections services online
  - Increase self-service and subscription options on the web site
  - Pursue alternate signature methods for all Elections forms
- Ensure 100% departmental awareness of voter perceptions
  - Establish a statistically valid ongoing attitude and awareness survey with a regular defined cycle of administration
  - Create opportunities for the public to participate in annual, self-selected Elections Department surveys
- Develop a five-year technology plan
  - Form a technology governance team to identify and analyze technology needs and opportunities



## Equity Lens & Ambassador Program



## Ambassador program for minority language communities





# MultCo Elections Strategic Plan



## Mission Statement

**Upholding a reputation for transparent, accurate, accessible and accountable elections in Multnomah County.**

## Why

**We believe in a fair, just, accurate, transparent and efficient system of democracy to convey the voice of the people.**



# MultCo Elections Strategic Plan

## Prominent theme

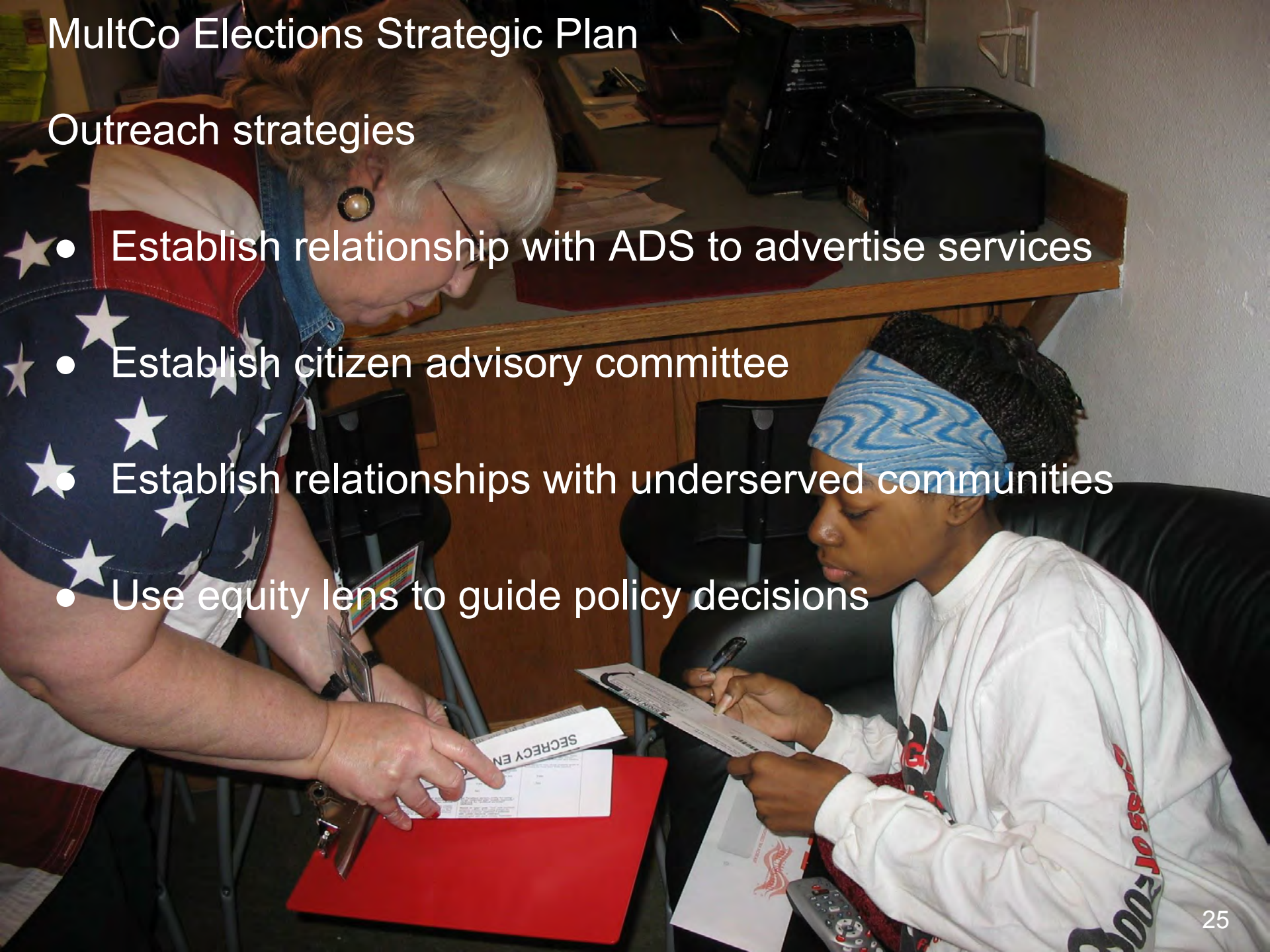
- Focus on improving the experience of the voter
- Need to include voters in the discussion
- Start with a survey



# MultCo Elections Strategic Plan

## Outreach strategies

- Establish relationship with ADS to advertise services
- Establish citizen advisory committee
- Establish relationships with underserved communities
- Use equity lens to guide policy decisions





In anticipation of voter outreach and education what components of the strategy should staff focus on?