12. **Voter Data Requests**

Staff regularly receives requests from customers interested in purchasing electronic voter lists. SVRS has the capability and capacity to generate electronic voter lists statewide, for any county or municipality in the state, or by any election district, from congressional districts to school districts. The voter lists also include all elections that a voter has participated in, going back to 2006 when the system was first deployed. The following statistics demonstrate the activity in this area since the previous Elections Division Update (August 13, 2013) as October 7, 2013:

- 24 SVRS data requests were received.
- 18 electronic voter lists were purchased.
- $13,725 was collected for SVRS voter data requests which were fulfilled.

13. **G.A.B. Customer Service Center**

The G.A.B. SVRS Help Desk is supporting over 2,000 active SVRS users, the public and election officials. The Customer Service Center is continuing to upgrade and maintain the two training environments that are being utilized in the field. Staff is monitoring state enterprise network changes and status, assisting with processing data requests, and processing voter verification postcards. Help Desk staff assisted clerks with configuring and installing SVRS and WEDCS (GAB-190) on new computers.

Overall, the majority of inquiries the G.A.B. Customer Service Center received from clerks during this period related to assistance with preparing for the fall special primaries and elections in SVRS; logging into the CRM system; printing ineligible voter lists; tracking absentee and provisional ballots; printing poll books; absentee processing; producing SVRS reports; and related election processes. Help Desk staff assisted in contacting clerks to correct verification postcard addresses that had failed Zip4 processing.

Public and elector inquiries came primarily from the Wisconsin electorate which had questions about absentee voting, registration requirements, registration locations, EDR requirements, acceptable proof of residence documents, and other election-related inquiries.

Calls for this period also consisted of campaign finance reporting issues, lobbyist reporting and the Statements of Economic Interests filing deadline. The Ethics Division's CFIS and Lobbying systems also generated an amount of call traffic prior to the filing deadlines.

Staff assisted with and coordinated the deployment of new G.A.B. staff computer equipment and with testing SVRS improvements. Call volume has been unusually quiet, compared to the consistently high volume experienced over the past two years.

Help Desk staff have been serving on various project teams such as the Staff computer replacement project; the Records Retention Taskforce; the Clerks Concerns Committee; the SVRS Modernization and MyVote Wisconsin teams.

6. SVRS Core Activities

   A. Software Upgrade(s)

   Several updates have been made to the SVRS family of applications:

   - The SVRS system was updated for Redistricting in early December 2011.
     .
   - The SVRS system was updated for tracking the requirements of Wisconsin Act 23 (Photo Identification). This was implemented in two phases, first in mid-February for the February Primary, and second in early March 2012.

   - The Canvass Reporting System was updated with several changes requested by clerks, and to accommodate the new canvassing timeline. This was implemented in two phases, first in mid-February for the February Primary. The second phase will be implemented in late March to be available for the April election.

   - The WEDCS System will be updated in late March 2012 to include the revised GAB-190 survey, as well as some functionality enhancements to make it easier for clerks to fill out the survey correctly.

   - The Voter Public Access website was updated in early February for both Redistricting, and Photo ID. Voters can view both their new and old districts on VPA, and will be able to see additional indicators on their voter record that impact their voting process.

   - A new Provisional Ballot Tracking System has been developed and was deployed in early February for use in the February Primary.

   - A new Ineligible Voter List system has been developed and was deployed in mid-March to allow municipal and county clerks to print their ineligible voter lists for upcoming elections.

   B. System Outages

   There were no unscheduled outages of the SVRS system during this reporting period.

   C. Data Requests

   Staff regularly receives requests from customers interested in purchasing electronic voter lists. SVRS has the capability and capacity to generate electronic voter lists statewide, for any county or municipality in the state, or by any election district, from congressional districts to school districts. The voter lists also include all elections that a voter has participated in, going back to 2006 when the system was deployed.

   The following statistics demonstrate the activity in this area since the last Elections Division Update through March 15, 2012:

   - Two hundred forty-six (246)) inquiries were received requesting information on purchasing electronic voter lists from the SVRS system.

   - One hundred seventy-five (175) electronic voter lists were purchased.

   - $52,385 were collected for SVRS voter data.

84,563 people visited this site

Visits: 95,558

Unique Visitors: 84,563
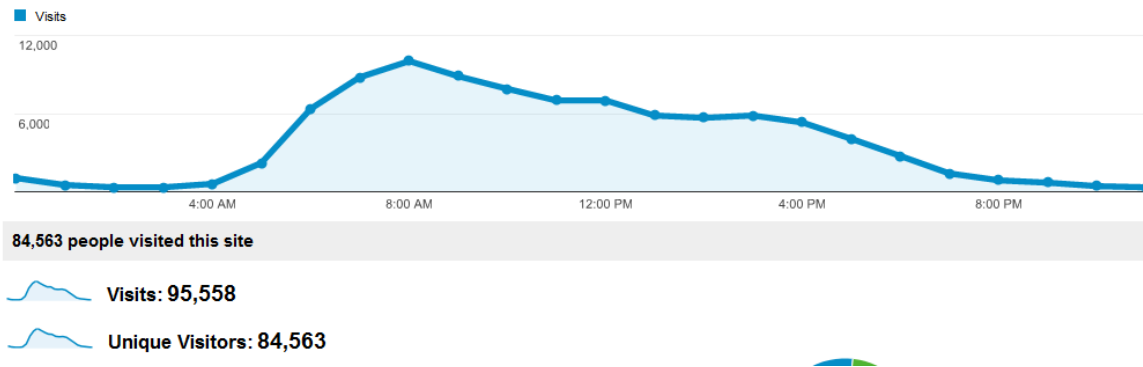
For comparison purposes, previous VPA traffic statistics are as follows:

| | |
|---|---|
| Tuesday, **June 5, 2012** = 82,726 | Tuesday, **November 2, 2010** = 69,885 |
| Monday, June 4 = 36,693 | Monday, November 1 = 37,348 |
| Combined = 119,419 - 81% of November 2012 | Combined = 107,233 – 73% of November 2010 |

5. SVRS Core Activities

A. Software Upgrade(s)

Several updates have been made to SVRS applications:

- On October 16, 2012, an update was made to the Absentee Ballot Log Report and to the ballot instruction language in SVRS. This update was necessary for the online ballot program initiative that was provided to military and overseas voters on myvote.wi.gov.

- On October 25, 2012, web system updates for the November 6, 2012 Presidential and General Election were installed. This update improved performance in the geocoding and address update features of SVRS. The update also included tweaks to the Provisional Ballot Tracker, the Absentee Ballot Tracker. An issue in SVRS that affected the entry of Presidential Only Voters in SVRS was resolved.

- A new automated process was created to generate the post-audit letters sent to local election officials from the AccessElections! System.

B. System Outages

On Sunday, November 4, 2012 at 9:15 a.m., a network device failed at the DET Datacenter rendering the SVRS servers unavailable. Network traffic was re-routed and connectivity re-established at 10:10 a.m. after approximately 55 minutes. There were no other unscheduled outages of the SVRS system during this reporting period.

C. Data Requests

Staff regularly receives requests from customers interested in purchasing electronic voter lists. SVRS has the capability and capacity to generate electronic voter lists statewide, for any county or municipality in the state, or by any election district, from congressional districts to school districts. The voter lists also include all elections that a voter has participated in, going back to 2006 when the system was first deployed.

The following statistics demonstrate the activity in this area since the last Elections Division Update (for the October 23, 2012 G.A.B. meeting) through December 7, 2012:

- Fifty-nine (59) inquiries were received requesting information on purchasing electronic voter lists from the SVRS system.

- Forty-four (44) electronic voter lists were purchased.

- $44,825.00 was collected for SVRS voter data.

The following statistics demonstrate the activity in this area year-to-date:

- Three-hundred and eighty-four (384) electronic voter lists were purchased

- $255,355.00 was collected for SVRS voter data.

## 30-45-60 Day Forecast

Elections Division staff will:

1. Finalize the Report on the fiscal impact if the Legislature and Governor were to eliminate the 1976 Election Day Registration (EDR) law. Submit the Final Report to the Legislature and Governor.

2. Finalize the Report on the Systematic Alien Verification for Entitlements (SAVE) program administered by the Federal Department of Homeland Security, and submit it to the Legislature and Governor.

3. Review nomination papers for the April 2, 2013 Spring Primary and Election. Nomination papers are due at 5:00 p.m. on Wednesday, January 2, 2013.

4. Continue implementation of the $1.9 million dollar grant award received from the US Department of Defense, Federal Voter Assistance Program (FVAP). The purpose of the grant is to create an Online Ballot Delivery System for Military and Overseas Electors. A major milestone of the grant was met on Thursday, September 13, 2012, when the MyVoteWisconsin (http://myvote.wi.gov) website was launched. The first program report is due to FVAP by January 5, 2013.

5. Continue to lead and provide administrative support a G.A.B.-appointed Inter-Organizational Taskforce that will develop an action plan for addressing clerks' election administration workload concerns.

6. Continue to implement the 2012-2013 Four-Year Voter Record Maintenance Charge Statement and Program Initiative.

## Action Items

None.

7. **Cost-Benefit Analysis Projects**

The Government Accountability Board collaborated with the LaFollette School of Public Affairs at the University of Wisconsin – Madison to conduct two cost-benefit analysis (CBA) projects during the fall 2013 semester. The resulting reports were particularly helpful as the Legislature considered proposals related to on-line voter registration and the biennial maintenance of the voter registration list.

Major findings of the Online Versus Paper-Base Voter Registration CBA report include:

- Online registration would likely result in a net benefit for Wisconsin of $1.01 million over the first 10-year period without including the cost of a substantial advertising campaign.
- Online voter registration would likely result in a net benefit for Wisconsin of $372,000 (net present value, or NPV) over the first 10-year period when including $638,900 for advertising the new online voter registration system.
- The group was unable to calculate increased usage of the system due to the advertising campaign, but noted that the additional usage would increase the net benefit. Therefore, the study could not determine if the increased usage due to the advertising campaign would offset the cost of the advertising.

Major findings of the Voter List Maintenance CBA report include:

- Conducting any of the analyzed voter list maintenance options at the local level is cost-prohibitive and thus not considered a viable policy approach.
- Conducting voter list maintenance using the NCOA instead of mailing to voters who have not participated in four years would likely result in a net benefit for Wisconsin of $582,000 (NPV) over a 10-year period.
- Conducting voter list maintenance using a hybrid approach of both NCOA and state coordinated mailings to voters who have not participated in four years would likely still create a net benefit of $58,000 (NPV) over a 10-year period.

8. **Voter Registration Statistics**

The following statistics summarize the statewide voter registration activity as of February 25, 2014:

| | |
|---|---|
| Active Voter Registrations | 3,378,412 |
| Inactive Voter Registrations | 1,209,093 |
| Cancelled Voter Registrations | 394,037 |
| HAVA Checks Processed In 2014 | 4,762 |
| Merged Voter Registrations Processed In 2014 | 1,285 |

9. **Voter Data Requests**

Staff regularly receives requests from customers interested in purchasing electronic voter lists. Staff works to create a voter file for each request. The standard file includes each voter's name, address, each district the voters resides in from their ward up to their

Congressional district, and their voting history for every regularly scheduled election and special elections for state and federal offices.  A complete list of the standard data elements provided in each list, along with the request form and a statement on the availability and quality of the data is available on the G.A.B. website here: http://gab.wi.gov/forms/gab-361.  Revenue from these requests helps to support the costs for maintaining the Statewide Voter Registration System (SVRS), and for training municipal and county clerks on how to use SVRS.  The following statistics summarize voter data requests as of February 13, 2014:

| Fiscal Year | Total Number of Requests | Requested Files Purchased | Percentage of Requests Purchased | Total Revenue |
|---|---|---|---|---|
| FY2014 to date | 207 | 180 | 86.96% | $91,106.25 |
| FY2013 | 356 | 259 | 72.75% | $254,840.00 |
| FY2012 | 428 | 354 | 78.04% | $127,835.00 |

## 10. G.A.B. Customer Service Center

The G.A.B. SVRS Help Desk is supporting over 2,000 active SVRS users, the public, and election officials.  The Service Center is continuing to upgrade and maintain the two training environments utilized in the field.  Staff has started testing a virtual training server located at the datacenter to facilitate remote SVRS training.  Staff is monitoring state enterprise network changes and status, assisting with processing data requests, and processing voter verification postcards.  Help Desk staff assisted clerks with configuring and installing SVRS and WEDCS (GAB-190) on new computers.

Overall, the majority of inquiries the G.A.B. Help Desk received from clerks during this period related to assistance with preparing for the Spring Primaries and Spring Election in SVRS; logging into the CRM system; printing ineligible voter lists; tracking absentee and provisional ballots; printing poll books; absentee processing; producing SVRS reports; and related election processes. A new technical issue that arose during this period consisted of clerks experiencing browser compatibility issues with SVRS and the latest version of Internet Explorer and Firefox browsers, which the Help Desk staff has been able to resolve on an individual basis.

Comparatively few public and elector inquiries came in, and were primarily from the Wisconsin electorate which had questions about absentee voting, registration requirements, registration locations, EDR requirements, acceptable proof of residence documents, and other election-related inquiries.

Calls for this period also consisted of campaign finance reporting issues, lobbyist reporting and the Statements of Economic Interests filing.  The Ethics Division's CFIS and Lobbying systems also generated an amount of call traffic prior to the filing deadlines.  Call volume has been relatively quiet, compared to the consistently high volume experienced in 2010 through 2013.

> simpler for voters to use and understand.  The next version of MyVote Wisconsin will
> be focused on improving the usability and intuitiveness of the website.

- ▪ Other Systems:  No updates have been made to SVRS, WEDCS or the Canvass
  Reporting system since the last Board meeting.  A new version of SVRS (version 8.5) is
  in the planning stages.

B. <u>System Outages</u>

Unscheduled service outages of G.A.B. systems during this period were reported.

- SVRS was unavailable from 4:30 pm on April 4th until 11:30 am on April 5th due to human
  error. DET initiated a firewall change to the Production environment that was intended for
  the test environment. This prevented external SVRS users from accessing the SVRS system
  through the internet.

**13.   Voter Registration Statistics**

The following statistics summarize the statewide voter registration activity since the previous
Elections Division Update (February 27, 2013) as of May 6, 2013:

- 3,607,787 active voter registrations.
- 1,014,194 inactive voter registrations.
- 360,922 cancelled voter registrations.
- 15,143 HAVA checks.
- 6,406 merged voter registrations

**14.   Voter Data Requests**

Staff regularly receives requests from customers interested in purchasing electronic voter lists.
SVRS has the capability and capacity to generate electronic voter lists statewide, for any county or
municipality in the state, or by any election district, from congressional districts to school districts.
The voter lists also include all elections that a voter has participated in, going back to 2006 when
the system was first deployed.

The following statistics demonstrate the activity in this area since the previous Elections Division
Update (February 27, 2013) as of May 6, 2013:

- 59 SVRS data requests were received.
- 36 electronic voter lists were purchased.
- $40,685.00 was collected for SVRS voter data requests which were fulfilled.

**15.   G.A.B. Customer Service Center**

The G.A.B. Customer Service Center is supporting over 2,000 active SVRS users, the public and
election officials.  The Customer Service Center staff assisted with processing the Spring Election
canvass and the GAB-190 Form data reporting, and with testing SVRS improvements.  The
Customer Service Center is continuing to upgrade and maintain the two training environments that
are being utilized in the field.  Staff is monitoring state enterprise network changes and status,
assisting with processing data requests, and processing voter verification postcards.  Customer
Service Center staff assisted clerks with configuring and installing SVRS and WEDCS (GAB-190)
on new computers.

    D.  <u>Voter Felon Audit</u>

Wis. Stat. § 6.56(3m) requires the Board to compare the list of voters in an election with the list of names transmitted to the Board by the Department of Corrections (DOC). The existing workflow for comparing names and making referrals to the District Attorneys is time consuming and requires many hours of staff time to track and maintain the disposition of referrals. G.A.B. staff has been working on a project to improve the efficiency of the Post-Election Felon Audit process through automation of the process workflow. The G.A.B. staff has completed the project requirements and has begun the design phase of the automation project. The project will include an online case management dashboard that can easily produce status reports and statistics.

    E.  <u>Data Request Automation</u>

G.A.B. staff is working on developing an online application for processing common requests for voter data. This new website will allow candidates, political, parties, and the general public to request SVRS voter data including voter participation based on jurisdiction or district, participation in a particular election or elections, or absentee voters. Data request customers will be able submit their requests and download the completed file from this new website. This phase of the project is expected to be completed in early September, 2013. The second phase of this project will add the ability to accept electronic payment for SVRS data, either by credit card or electronic funds transfer (EFT), and completely automating the entire process.

## 8. Voter Registration Statistics

The following statistics summarize the statewide voter registration activity since the previous Elections Division Update (May 21, 2013) as of July 29, 2013:

- 3,399,766 active voter registrations.
- 1,212,445 inactive voter registrations.
- 368,845 cancelled voter registrations.
- 2,017 HAVA checks.
- 2,630 merged voter registrations

## 9. Voter Data Requests

Staff regularly receives requests from customers interested in purchasing electronic voter lists. SVRS has the capability and capacity to generate electronic voter lists statewide, for any county or municipality in the state, or by any election district, from congressional districts to school districts. The voter lists also include all elections that a voter has participated in, going back to 2006 when the system was first deployed. The following statistics demonstrate the activity in this area since the previous Elections Division Update (May 21, 2013) as of July 29, 2013:

- 21 SVRS data requests were received.
- 12 electronic voter lists were purchased.
- $32,436.25.00 was collected for SVRS voter data requests which were fulfilled.

## 10. G.A.B. Customer Service Center

The G.A.B. SVRS Help Desk is supporting over 2,000 active SVRS users, the public and election officials. The Customer Service Center staff assisted with processing the Spring Election canvass and the GAB-190 Form data reporting, and with testing SVRS improvements. The Customer

3. **Voter Data Requests**

The following statistics summarize voter data requests as of February 13, 2015:

| Fiscal Year | Total Number of Requests | Requested Files Purchased | Percentage of Requests Purchased | Total Revenue |
|---|---|---|---|---|
| FY2015 to date | 433 | 298 | 68.82% | $171,841.25 |
| FY2014 | 371 | 249 | 67.12% | $125,921.25 |
| FY2013 | 356 | 259 | 72.75% | $254,840.00 |
| FY2012 | 428 | 354 | 78.04% | $127,835.00 |

As more fully described in the May 21, 2014 Division Update, G.A.B. staff launched **BADGER Voters** (http://BADGERVoters.gab.wi.gov), an online application for processing common requests for voter data, on April 25, 2014.  Staff has received positive feedback from individuals and organizations requesting voter data, as well as from local clerks who may direct requestors of localized data to the site.  Since its launch, the site has managed about 585 requests and 365 purchased data files, generating nearly $204,000 of revenue and reducing agency costs by over $104,000.  Staff continues to study potential enhancements to the website that could result in improved customer service and greater efficiencies.  As of February 3, 2015, the BADGER Voters site has resulted in a net benefit of approximately $260,000 for the G.A.B.  The initial development costs were less than $50,000.

4. **WEDCS and SVRS Data Quality**

A. General Election Wrap-Up

Board staff continues to monitor municipal and county clerk compliance with several reporting requirements following the 2014 General Election.  Pursuant to Statutes, the GAB-190F Election Administration and Voting Statistics Report was due to be entered into the Wisconsin Elections Data Collection System (WEDCS) by December 4.  As of February 11, 2015, the Town of Plymouth is the only municipality that has not entered the report into WEDCS, despite numerous contacts by G.A.B. staff and the Juneau county clerk.

The GAB-191 Election-Specific Cost Report must be completed by each municipality and county, and is due within 60 days of the election (January 5, 2015).   As of February 11, 2015, two counties and 14 municipalities had not completed this report.

The GAB-192 Annual Elections Cost Report is also due from each municipality and county by January 31, 2015 for the preceding year.  As of February 11, 2015, five counties and 162 municipalities had not completed this report.

These statistics and summaries will be available on the G.A.B. website: http://gab.wi.gov/publications/statistics/gab-190/November-2014.

B.  System Outages

There were no unscheduled outages of G.A.B. systems during this reporting period.

12.  **Voter Registration Statistics**

The following statistics summarize the statewide voter registration activity since the previous Elections Division Update (December 18, 2012) as of February 27, 2013:

- 3,691,061 active voter registrations.
- 940,677 inactive voter registrations.
- 351,503 cancelled voter registrations.
- 982,249 HAVA checks.
- 7,680 merged voter registrations

13.  **Data Requests**

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The following statistics demonstrate the activity in this area since the 2012 Presidential and General Election through February 26, 2012:

- 123 SVRS data requests were received.
- 81 electronic voter lists were purchased.
- $43,941.00 was collected for SVRS voter data requests which were fulfilled.

14.  **G.A.B. Customer Service Center**

The G.A.B. Customer Service Center is supporting over 2,000 active SVRS users, the public and election officials.  The Customer Service Center staff assisted with processing the Spring Primary canvass and the GAB-190 Form data reporting, and with testing SVRS improvements.  The Customer Service Center is continuing to upgrade and maintain the two training environments that are being utilized in the field.  Staff is monitoring state enterprise network changes and status, assisting with processing data requests, and processing voter verification postcards.  Customer Service Center staff assisted clerks with configuring and installing SVRS and WEDCS (GAB-190) on new computers.

Overall, the majority of inquiries the G.A.B. Customer Service Center received from clerks during this period related to assistance with setting-up the February 19 Spring Primary and closing out the November 6 General Election in SVRS; logging into the CRM system; printing ineligible voter lists; tracking absentee and provisional ballots; printing poll books; absentee processing; producing SVRS reports; and related election processes.  Customer Service staff assisted in contacting clerks to correct verification postcard addresses.

Public and elector inquiries came primarily from the Wisconsin electorate which had questions about absentee voting, registration requirements, registration locations, EDR requirements, acceptable proof of residence documents, and other election-related inquiries.

The following statistics summarize the statewide voter registration activity since the previous Elections Division Update (October 4, 2013) as of December 2, 2013:

- 3,391,039 active voter registrations.
- 1,211,548 inactive voter registrations.
- 378,481 cancelled voter registrations.
- 3,284 HAVA checks.
- 913 merged voter registrations

## 13. Voter Data Requests

Staff regularly receives requests from customers interested in purchasing electronic voter lists. SVRS has the capability and capacity to generate electronic voter lists statewide, for any county or municipality in the state, or by any election district, from congressional districts to school districts. The voter lists also include all elections that a voter has participated in, going back to 2006 when the system was first deployed. The following statistics demonstrate the activity in this area since the previous Elections Division Update (October 4, 2013) as of December 2, 2013:

- 31 SVRS data requests were received.
- 16 electronic voter lists were purchased.
- $5,895 was collected for SVRS voter data requests which were fulfilled.

## 14. G.A.B. Customer Service Center

The G.A.B. SVRS Help Desk is supporting over 2,000 active SVRS users, the public, and election officials. The Service Center is continuing to upgrade and maintain the two training environments that are being utilized in the field. Staff has started testing a virtual training server located at the datacenter to better facilitate remote SVRS training. Staff is monitoring state enterprise network changes and status, assisting with processing data requests, and processing voter verification postcards. Help Desk staff assisted clerks with configuring and installing SVRS and WEDCS (GAB-190) on new computers.

Overall, the majority of inquiries the G.A.B. Help Desk received from clerks during this period related to assistance with preparing for the fall special primaries and elections in SVRS; logging into the CRM system; printing ineligible voter lists; tracking absentee and provisional ballots; printing poll books; absentee processing; producing SVRS reports; and related election processes.

Public and elector inquiries came primarily from the Wisconsin electorate which had questions about absentee voting, registration requirements, registration locations, EDR requirements, acceptable proof of residence documents, and other election-related inquiries.

Calls for this period also consisted of campaign finance reporting issues, lobbyist reporting and the Statements of Economic Interests filing. The Ethics Division's CFIS and Lobbying systems also generated an amount of call traffic prior to the filing deadlines.

Staff assisted with and coordinated the deployment of new G.A.B. staff computer equipment and with testing SVRS improvements. Call volume has been unusually quiet, compared to the consistently high volume experienced in 2010 through 2012.

Help Desk staff have been serving on various project teams such as the Staff computer replacement project; the Records Retention Taskforce; the Clerks Concerns Committee; the SVRS Modernization and MyVote Wisconsin teams.