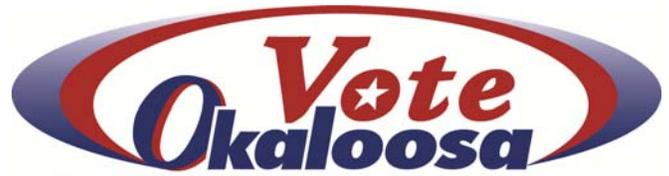


**Okaloosa County, Florida**



Paul Lux, Okaloosa County Supervisor of Elections

*Response to*

***Defense Human Resources Activity***

***Federal Voting Assistance Program (FVAP)***

*TECHNICAL PROPOSAL*

*Catalog of Federal Domestic Assistance Number: 12.217*

*BAA number: H98210-BAA-11-0001*

*Okaloosa County UOCAVA Voter Web Portal Project*

*CAGE Code:* [REDACTED]

*DUNS Number:* [REDACTED]

***Applicant: Okaloosa County***  
*contracting with Overseas Vote Foundation (OVF)*

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***Proposed period of performance: January 2012 - December 2012***

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## 1. (iii) TECHNICAL APPROACH AND JUSTIFICATION

### 1) Executive Summary

**Okaloosa County, Florida** with a population of about 180,000 is the home of Eglin Air Force Base, the largest air base in the world. Local military bases represent all 5 service branches and support more than 60,000 military, civil service and military dependents. The region is technology, aviation, engineering and military oriented.

There are currently about 7,000 registered UOCAVA voters in Okaloosa County, a majority of which are overseas military voters. In view of the large number of military personnel, together with the related civilian employees and dependents currently deployed overseas, we believe there is a potential to significantly increase the active and registered UOCAVA voter base. This will be achieved through the implementation of online voting tools available on our own Okaloosa County website, which will be tailored to meet the needs of our particular mix of military and civilian UOCAVA voters.

Our proposal addresses to Okaloosa County's desire to implement "*online voter registration and absentee ballot application capabilities*" through a customized UOCAVA voter services website (portal) adapted to our needs and upgraded in all aspects of the UOCAVA voting process from registration through balloting and ballot tracking. Our goal is to grow registrations and ballot requests by about 60% over the next few election cycles.

Presently, Okaloosa County offers a link to the Florida form to accommodate registration and communications with UOCAVA voters. This approach is not conducive to growth of the voter base, nor does it provide visibility into the voting process as experienced by the UOCAVA voter specifically. Furthermore because we are not serving the voter through our own website, it limits our capability to monitor and record the end-to-end process from address updates and ballot requests through to having the ballots counted. Our goal is to move to a seamless online service for the various stages of the voting process, to interact with the voter when needed and at the same time to be able to monitor the completion of the voting stages.

The strategic technical approach will address the following:

- 1) Voter-Facing Aspect: online voter registration and ballot request services, FWAB services, election information services, and help desk services
- 2) Data Transfer Activity: the essential voter registration and ballot request data gathered from the voters will be transferred to either the Voter Registration Database or an electronic blank ballot delivery and monitoring system
- 3) Data Acquisition and Tracking Aspect: both the voter-facing and election administration improvements will be largely online and offer inherent statistical tracking capabilities, such as Google Analytics reporting facilities, providing data on the usage of the tools and services by the voters

We believe that our decision to implement a complete, integrated system that brings together the voter-facing aspects together with the balloting administration is best achieved by working with two complementary system providers. This particular grant application focuses on the voter-facing aspect of the solution, where we will work with Overseas Vote Foundation (OVF).

## **2) Goals / Objectives**

The primary goal of this project is to deploy online UOCAVA voter services, which are expected to immediately grow registration numbers of Okaloosa UOCAVA voters. Thus we will move to a seamless online service for the various stages of the voting process, while at the same time monitoring the completion of each stage. **[Factor 3- Impact]** Our objective is to develop, deploy, test and evaluate an electronic voter system and demonstrate that sustainable and affordable electronic tools can be successfully realized in jurisdictions with a military component such as Okaloosa County. **[Factor 6 – Scalability]**

Through collected data we will be able to evaluate the impact of technology on voter registration, voter participation, and ballot return rates. We will evaluate our hypothesis that is it possible to exploit the potential to significantly increase the active UOCAVA voter base through the availability of online voting tools which meet local voters’ and election officials’ needs. We aim to demonstrate a 60 % increase in voter registration compared to the 2008 elections in our county, an increase in the number of ballots successfully returned by UOCAVA voters. **[Factors 1 and 3 - Significance and Impact]**

We intend to establish a long-term data collection system, which will create benchmark data (such as technical and financial viability data, as well as voter success rates). Such data will be obtained for the 2012 Florida primaries as well as the 2012 General Elections. For the future, such data can be compared to other jurisdictions of similar size and voter composition.

The implementation of this system on the county level will allow an important comparison, namely success rates across counties. Such comparisons can better account for additional variables that can impact success, such as whether or not the election takes place during a Presidential election year, whether state elections take place or on a state’s participatory structure. **[Factor 6 and 7– Scalability and Collaborative]** Time series data provide a better indication of long-term cost-efficiency and sustainability of the installed solution, thereby providing a broader impact of the results obtained for Okaloosa County. **[Factor 3 - Impact]**

Finally, the systems employed will be technically and economically designed and deployed to continue their service to our county and our voters for many election years to come. **[Factor 2- Sustainability]**

## **3) Description of Technical Approach**

### ***Functionalities and Services***

Overseas Vote Foundation (OVF), a non-profit organization, will work with us as a subcontractor to customize a front-end system for Okaloosa’s UOCAVA voters. OVF is the leader in voter-facing system innovations and in proving that complicated UOCAVA voter processes can be simplified and streamlined. Their proven research ability and data expertise assures us that they are the ideal innovation provider for this project.

We are confident in OVF’s dedication to join with us in developing a truly sustainable and scalable solution that meets Okaloosa County’s particular requirements. They are an organization committed to a cause that aligns precisely with our project goals. To sustain the

project, we must be able to afford it. The initial costs are in the customization and specific development for our county, which should be covered by the grant. Licensing costs in subsequent years will be self-sustainable.

In regards to ongoing data acquisition, our plans support the generation of agreed-upon reports at regular intervals for the FVAP over the period of operation funded by this grant, and beyond. The technical approach to achieve the above goals and objectives involves a combination of adapting existing OVF software applications to the requirements of a military-oriented jurisdiction, here Okaloosa County, and integration with our existing systems for voter record management, election administration, and absentee voter ballot tracking. The applications to be adapted or to be newly developed include:

#### **A. Registration and Absentee Voter Application (RAVA)**

This is the principal and most strategic application in the proposed suite of UOCAVA voter services. OVF's RAVA is equivalent to what FVAP might refer to as an "FPCA Wizard with Forms and Instructions." RAVA represents a transformation from the historically cumbersome and error-laden methods for manually registering overseas and military voters to a refined, well designed, easy-to-use, and voter-oriented online, automated process. *[Factor 1 - Significance]*

Okaloosa County adaptations, special requirements and instructions will be programmed into the RAVA wizard "flow" to enable voters to register and request their ballots easily and accurately without VAO assistance, reference books, or training of any kind.

Augmenting the effectiveness of the Okaloosa County voter registration/ballot request process will be achieved almost immediately. Our voters and election administrators will simultaneously benefit because RAVA expedites and simplifies the procedures and dramatically reduces errors in the voter registration and ballot request process. *[Factor 3- Impact]*

RAVA produces the official FPCA form, an Addendum form, and a customized instruction letter, which pulls in the relevant mailing address and contact information for our jurisdiction. Every step of the process has been conceived to minimize voter failure in the process. Voters "fall out of the system" when an individual creates a registration/ballot request online, but fails to print, sign and/or mail in their form to their LEO as required.

Bar Code technology will be implemented in order to facilitate the data-entry/matching when signed original forms arrive. These can be reconciled with the online records.

#### **B. "Vote-Print-Mail" (VPM) FWAB - Federal Write-in Absentee Ballot Wizard**

We propose to utilize an Okaloosa County customized "Vote-Print-Mail" (VPM) FWAB. The OVF VPM FWAB system meets the 2012 MOVE requirements, today. It is also a "Wizard" system, built on the same engine as RAVA. It integrates a "zip-to-district" matching with the voter's address and then pulls in the voter's federal-level candidate lists from VoteSmart.org. Voters enter their U.S. address and the system presents them with federal candidate lists by office so they can point, click, vote, and print their ballots.

Additional development will also be done to integrate state and local races into the VPM FWAB wizard to accommodate recent changes to Florida law that now allow voters using FWABs to also vote all candidate races in which they are eligible.

The system output provides complete instructions for returning the ballot with the precise mailing address, signature and special requirements and a completed fax page populated with the contact data for their election office. All output shall be customized to meet the Okaloosa County specifications.

Bar Code technology will be implemented in order to facilitate the data-entry/matching when signed original forms arrive. These can be reconciled with the online records.

**Data Components for A and B above:** Both RAVA and the VPM FWAB allow us to harness the voter's time and willingness to input their data in exchange for the service of providing them a completed form. The complete voter data record can be extracted from our database and used in reporting. We will gain a complete demographic view of our voters including, military or civilian, age, gender, country of residence, voting history, etc. Tracking voter demographics is essential as these factors may act as intervening variables, which impact an individual's success during the voting process. That is, the successful use of technology can be influenced by the individual's age and education level. **[Factor 2 - Sustainable]**

### **C. My Voter Account (MVA) → Database → Online Voter Registration**

OVF's MVA harnesses the work of the voter in entering his/her own voter registration data. The MVA application allows the voter to stop and/or save their information in a Voter Account at any step in the RAVA process for future use, for example, to generate another FPCA download, or to bring their data into the VPM FWAB application. This will save our voters considerable time and help them manage the new MOVE requirement to file a new FPCA for each Election Year. **[Factors 1 and 3 - Significance and Impact]**

A new innovation is to create a "pending" location for the MVA data, so that there is time for election official review before it is approved and posted to a further location. **[Factor 4 - Innovation]** We propose to take voter records, as they are created online with the voter registration wizard and move them into a central "pending" location that can be accessed by the local jurisdiction. When the voter's signed original form is received, the voter record will be marked online as reconciled/authenticated. We can also alert voters if they have not successfully finished the process. For example, a list of voters whose records are more than three weeks old but still not reconciled will be generated and action will be taken to alert them to their fact their form was not received We plan to implement this additional feature, which is important for our own visibility into how voters are using the tools.

**Data Component:** MVA is the core of the online voter information database, which can be used in our own, as well as the FVAP's research and analysis. Furthermore, the voter data records can be transferred to other systems within Okaloosa County and moved forward into a chosen balloting system. **[Factors 2 and 7 - Sustainable and Collaborative]**

Tremendous new insight will be gained from this innovative "pending" file capture system, and for the first time provide a more accurate measure of the number of individuals who "fall out" during the first stage of voting.

We define failure rate as the number of individuals who create a form but either do not print and return the form, as well as those whose forms are rejected. Furthermore, we can track those variables that contribute to the lack of follow-through (i.e. voter history, type of voter) for further research and analysis. **[Factors 2 and 7 - Sustainable and Collaborative]**

## **D. Additional Supporting Applications and Voter Information Services** ***[Factor 4 - Innovation]***

Providing just voter registration and emergency balloting is often not enough to get the voter to take immediate action. We believe it is equally important to provide supporting services with the essential information that voters need in order to make their decision to register to vote.

### ***[Factors 1 and 3 - Significance and Impact]***

Such services include a Voter Help Desk (VHD), an Election Official Directory (EOD), a Voter Information Directory (VID), and a Candidate Finder (CF). It is these services that answer most voter questions from the outset without personalized assistance. They will enable the county to service a growing number of voters, ***[Factor 6 - Scalability]*** and we will be able to effectively track their usage through Google Analytics to see how it compares with RAVA and FWAB usage. This data will also be reported to the FVAP. ***[Factor 2 - Sustainable]***

#### **i) Voter Help Desk (VHD)**

The VHD is a full-service standalone application, which OVF will customize for our county's user interface. It allows for the creation and maintenance of an extensive FAQ library of published and unpublished articles. ***[Factors 1 and 3 - Significance and Impact]***

Okaloosa County will take charge of its VHD content and management, customizing the FAQ Knowledgebase and responding personally to submitted voter questions through the online Ticket System. ***[Factor 3- Impact]***

Data Aspects: The reporting aspects of the VHD will provide tremendous insight to the most common voter questions, which can serve as valuable comparatives with other counties. The number of "views" of each FAQ is tracked. Reports will reveal specific areas where voters lack knowledge and seek more information in the UOCAVA voting process. ***[Factor 4 - Strategic Approach]***

#### **ii) OVF Election Official Directory (EOD)**

In its essence, this is the complete contact data information page for the county, which will display the following. Both the RAVA and FWAB instructions to accompany the FPCA and FWAB downloads rely on the content of the EOD in order to provide accurate mailing and contact information to the voter. ***[Factors 1 and 3 - Significance and Impact]***

#### **iii) Voter Information Directory (VID)**

The VID is designed to clearly present election dates and the ever-changing sets of registration form filing dates associated with each election, ballot arrival dates and possibilities for sending forms and ballots to one's election office. ***[Factors 1 and 3 - Significance and Impact]*** This information is a subset of what is available for viewing through the EOD. The VID will present the Okaloosa County election dates and deadlines charts, and voter materials transmission options charts for military and civilian voters.

#### **iv) Candidate Finder (CF)**

The CF allows voters to enter their address and click to display a nonpartisan federal candidates list. For UOCAVA voters, this saves them time and effort searching for this essential information. CF does a zip to district match and then accesses the candidate data

from the Vote-Smart.org website which offers an API for this purpose. Also, data integration will be developed to expand the candidate finder to include state and local candidate races as well. **[Factors 1,2, 3 – Significance, Sustainable, Impact]**

#### **4. System Innovations [Factor 4 - Innovation]**

##### **A. Mobile Voter Registration Application:**

Purpose: Increase Outreach and Access to Voter Registration to Build Participation

Enabling increased access to the Okaloosa RAVA voter registration/ballot request tool by running it on additional platforms is a strategy to build participation. We will approach the world of mobile, smart phone users by offering these mobile platform users the thing they want the most: an “app.” **[Factors 1, 3, 5 – Significance, Impact, Innovation]**

We propose a specific optimization of the voter registration/ballot request wizard for the Android and/or iPhone interfaces with a remote print feature. We will promote this app as a strategic outreach action to military and young voters.

Data Aspects: The data gathered by the voter registration mobile app will be combined with all voter registration data that the system collects. Reports regarding voter profiles, demographics, voting history, country of residence, and other valuable data will be collected. This data will provide valuable insight into the profile of app users, which can be used in future outreach efforts. **[Factors 2 and 8 – Sustainable and ROI]**

##### **B. "Pending" Voter Registrations Tracking and Alert System:**

Purpose: Reduce Failure Rates through Greater Real-time Visibility into the Voting Process **[Factor 5 - Innovation]**

When a voter generates a registration/ballot request form using our online wizard, the voter’s application can not be moved into the voter registration database and identified as active until we have reconciled the form with a signed original paper form received in the mail – at the county level. **[Factors 1, 2, 3 – Significance, Sustainable, Impact]**

We are sure that many voters create their registration/ballot request form online, but fail in the further steps of printing, signing and mailing the form to their LEO as required. Insight into what percentage of voters “fall out” during the process would be very strategic information to gain and allow us to take pro-active measures in time to make a difference. **[Factors 1 and 3 – Significance, Impact]**

We propose to take the voter records, as they are created online with the voter registration wizard and move them into a central "pending" location that can be accessed by the local jurisdiction. When the voter’s signed original form is received, the voter record will be marked online as reconciled/authenticated, and released into the voter registration system database. Note that the printed forms will have an indication as to whether they were generated using our online wizard system.

As a specific measure to reduce failure rates, **[Factor 1 - Significance]** we will set up an alert system. At predetermined time intervals, e.g. every week, a list of voters whose records are more than 3 weeks old but still not reconciled will be generated and action will be taken to alert them to their fact their form was not received.

Data Aspects: A new insight [**Factor 5 - Innovation**] can be gained from this innovative “pending” file capture system. One will be able to observe voter behavior, i.e. the relationship between voter intent to register and whether they follow-through on printing and posting the registration request form or not. This will be the first time that such a precise level of visibility is gained. With this an assessment of the factors that affect completion of the process can be made.

### **C. E-Mail List Development:**

Purpose: Build Communications and Outreach to UOCAVA Voters

Reminding voters to take action at crucial times during an Election Year will support growth in successful participation. Perhaps you are often aware of looming deadlines, but have not had a way to easily inform UOCAVA voters. [**Factor 1 - Significance**]

A proactive communications program is possible with applications like the RAVA voter registration wizard that can build a UOCAVA voter contact list. [**Factor 1 - Significance**] We will automate the collection of voter email addresses for voters who opt-in to our list and integrate that with an online mail system designed for mass mailings. Okaloosa County can then plan to conduct regular informational online mailings to remind UOCAVA voters of important deadlines, registration requirements and any other key information. [**Factor 3 - Impact**]

Data Aspect: The contact list will inform us of the percentage of voters that are interested in a closer link to our office as it concerns voting and elections. We will also be able to track the success of any notices sent – for example, the click through and open rates of the e-mails sent to the list will give insight into the value of this form of outreach.

### **D. Data Collection – Reporting Dashboard Enhancements** **[Factor 2 and 5 – Sustainable and Innovative]**

OVF will supply a backend Reporting Dashboard system, which provides real-time access to our voter registration data and the opportunity to easily perform cross tabulation of aggregate data. This will be an integral aspect of the system. A new interface will be developed to allow us to define and schedule regular reports. This will assure better data tracking and allow for timely, pro-active outreach should participation be less than expected.

The complete voter data record can be extracted from our database and used in reporting. We will gain a complete demographic view of our voters including, military or civilian, age, gender, country of residence, voting history, etc. Tracking voter demographics is essential as these factors may act as intervening variables, which impact an individual’s success during the voting process. That is, the successful use of technology can be influenced by the individual’s age and education level.

We hope to lead the way in analysis of voter data and election process data that we, others, or FVAP could use to compare to other jurisdictions of similar profile. [**Factor 4 - Strategic Approach**]

### 3) Schedule and Milestones:

#### Timelines for both technical development and project management

Month 1	System Requirements Review
Month 2-3	Okaloosa County UOCAVA Voter Services website online offering Services ii.A. – ii.D. to voters. Data capture active
Month 4	Regular Reporting on voter registration established Data Integration with balloting system underway
Month 5 -6	Plan and set-up data monitoring activities for Florida primaries; Compile and evaluate UOCAVA voter process, overseas voter characteristics Registration to balloting system data transfer and integration testing underway
Month 7-9	Evaluate voters experience with website services, State and local information, Voter Help Desk, Candidate Finder, Use of FWAB Evaluate registration and ballot transmission services
Month 10-12	Analysis of technical success, targets achieved, indicated adaptations, etc in the actual 2012 General Election
Month 13	Final project report including post election results Assessment of goals and objectives achieved

#### **4) Reports:**

##### **A. Programmatic and Financial Progress Reports**

In order fulfill the programmatic and financial progress reports requirement, bi-monthly progress reports will be issued documenting program implementation. Each report will contain the following information:

1. Usage: the number of RAVA applications created, the number of FWABs created, the number of questions received on the help desk
2. Tracking of Voter Demographics (such as voter history, voter types, age, gender, education level): This data will be provided through the reporting dashboard
3. Google Analytics: number of site visits, bounce rate, time spent on site, page views

The first report can be generated after the data capture element is implemented. Thereafter, these reports will be compiled in months 4, 6, 8 and 10.

Documentation on the financial status of the project will also be provided.

##### **B. Data collection points reports**

This report will be issued twice during the project, first at the half-way mark and after project is completed. This report will document and focus on issues that occurred during data collection: what data was more difficult to collect than others. The final data collection points report will make recommendations on how to improve data collection in future elections.

##### **C. Election Report on Voter Experience in the 2012 General Election**

The election report will analyze the overall success of the project. It will provide the final statistics on the usage of voter servers and blank ballot delivery. It will also contain macro-level data provided by the county including:

- Number of registration/ballot requests received
- Number of individuals who created a form but did not send it in
- Number of UOCAVA ballots sent out (by type of voter)
- Number of UOCAVA ballots returned (by type of voter)
- Number of UOCAVA voter ballots counted
- A breakdown of the reasons for ballot rejection including: ballots not received in time, not received at all, and those ballots that were “spoiled”

Using these numbers we will be able to calculate ballot return rates and ballot rejection rates, which will serve as benchmarks in future research. The final report will also include regression analysis to measure the impact of intervening variables and to evaluate the final hypotheses.

We will evaluate the success of program implementation by comparing the outcomes of our county with those of other similar jurisdictions, where possible, as well as results from the 2008 election.

#### **(iv.) MANAGEMENT APPROACH**

Okaloosa County proposes to implement a customized Overseas and Military Voter Services Website to be the “portal” of all UOCAVA activity for our voters. Services to manage the entire UOCAVA voting cycle will be made available from this site. We will direct all UOCAVA outreach and communications traffic to this new full-service destination and look forward to it becoming the means by which we can provide a modern, efficient, MOVE Act-compliant and reliable service. We expect to relieve the manual effort of our current election personal and at the same time currently grow the number of participating UOCAVA voters.

Choice of Supplier: OVF’s seven-year investment in technology and service development has specifically and exclusively targeted online UOCAVA voter solutions. They have gained know-how and real-world technology assets unmatched in the field. OVF has the depth of expertise required to develop a state-of-the-art UOCAVA voter service site with an excellent user interface and suite of applications.

Okaloosa County seeks to take advantage of this expertise to reduce risk and guarantee success in our own UOCAVA implementation. At the same time we seek a positive transfer of knowledge, skill and capability to Okaloosa County. We desire longer term cooperation with providers, which will ensure cost benefits for both sides and will allow Okaloosa to be a part of the innovative developments in the future.

Because UOCAVA voters have a historically higher failure rate when it comes to voting, it is imperative that Okaloosa County develop and deploy a greater range of tools to minimize that failure and maximize voter success. The Voter Web Portal project will accomplish just that.

Our strategic goals include:

- Using the Registration and Absentee Voter Application tool (RAVA) to assist voters in keeping their registration information as accurate and up-to-date as possible; and helping track those who might otherwise not complete the registration, absentee request and voting process.
- Using the Vote-Print-Mail FWAB wizard to assist those who need these last chance ballots. Using its upgraded “zip-to-district” features will allow UOCAVA voters to make real choices in not only Federal races, but in State and local races as well.
- Using the My Voter Account database to make sure that returning voters can save their information and expedite future interactions with Okaloosa County. Regardless of which other tools they take advantage of, the MVA system will keep them connected to their local elections official.
- Using the customized knowledgebase of the Voter Help Desk to provide a robust system of solution trees to make vital information more readily available to the UOCAVA voter.
- Using the Voter Information Directory to keep voters apprised of critical election deadlines and upcoming events of significance that may impact their successful completion of the voting cycle.
- Using the Candidate Finder to give UOCAVA voters a wider pool of information on which to base their voting decisions.
- Providing continuity and sustainability of all of these tools to make sure that Okaloosa County’s UOCAVA voters will remain successful voters.

### *Analysis and measurement of current process*

The current UOCAVA process is an inherently detached process. UOCAVA voters communicate with Okaloosa County via mailed pieces of paper. Although we have expanded the use of e-mail, the process of making sure these voters complete the registration and request, receive and vote their ballots is largely in the hands of the voters.

Although we provide as meaningful of statistics as our current system allows, we cannot account for how many and which voters started the process but failed to complete it. The paper-based system is no longer the most effective way to interact with UOCAVA voters.

### *Identification of potential risks and mitigating strategies*

Potential risks to the implementation of these tools include:

- UOCAVA voters will now be registering using an electronic wizard for the first time and may have difficulties with the online process
- Despite the reminders, voters may not take the additional steps to download, sign and submit their FPCA
- Voters may believe that they have completed all the necessary steps, but in fact have no confirmation of their status
- Voters who have completed the registration and absentee ballot request process may not be cognizant of the availability of their ballot when it is time to vote—especially for unscheduled special elections
- Voter information could be vulnerable to security issues

Once the voter completes the FPCA process and chooses an option for submission, they will receive an automatically generated email reminding them to submit their application in case they have not yet done so. Providing additional reminders that the application is not complete until it has been downloaded signed and submitted will mitigate the risk that the voters might not return the application despite the enhanced system features.

In the “Pending” Voter Registration Tracking and Alert System, we will take the voter records, as they are created online with the voter registration wizard and move them into a central "pending" location. When the voter’s signed original form is received, the voter record will be marked online as reconciled/authenticated, and released into the voter registration system database. Note that the printed forms will have an indication as to whether they were generated using our online wizard system.

As a specific measure to reduce failure rates, we will set up an alert system. At predetermined time intervals, e.g. every week, a list of voters whose records are more than 3 weeks old but still not reconciled will be generated and action will be taken to alert them to their fact their form was not received.

Additionally, the same reminder system will also be used to let voters know when ballots are available or have been mailed. This will enable the voter to proactively use existing systems to track the status of their absentee ballot and receive confirmation when their voted ballot is received.

OVF systems do not track or archive Social Security numbers, drivers’ license numbers, or even complete birthdates when they are submitted as part of the RAVA service. During a registration

session personally identifiable data is stored only long enough to dynamically generate a completed FPCA in \*.pdf format. Personal data collected as part of that process is immediately deleted from the OVF systems once the \*.pdf is generated.

#### *Formalization of performance indicators*

The role that information plays in improving the UOCAVA voting process is vital. Better information inherently leads to better decisions. All of the tools that are part of this UOCAVA Web Portal project will yield detailed statistical reports—even including applicants who begin the process but never finish—to enable Okaloosa County and FVAP to better recognize and quantify metrics for systemic failures and implement plans to minimize those failures in future elections. Our data will not only serve Okaloosa County but also other jurisdictions of similar size and makeup.

#### *Justification for the modification to the existing process*

While the current paper-based system currently employed by Okaloosa County gets the job done, it fails to account for those who begin the process but never complete it. By deploying a web portal solution, we will be better able to communicate with, track, and inform our UOCAVA population, improving not only their success rate individually, but also improving the overall system for future voters. As our military voters become more mobile, we need more flexible tools to reach them and stay in contact with them. Using tools such as RAVA, we expect a 60% increase in registrations from UOCAVA voters. Using the data generated by RAVA and MVA, we will gain a greater insight into the patterns of behavior and be better able to develop plans to reach these hardest-to-reach voters.

#### *Measurements of performance*

Our objectives will naturally include a constant assessment and logging of every step in the process for the UOCAVA voter. We can measure and provide detailed statistics on the following (not an all-inclusive list):

- Number of UOCAVA voters using online registration tools to register or update address information
- Number of forms completed and printed
- Number of forms received by Okaloosa County
- Number of voters requesting absentee ballots
- Number of voters using FWAB wizard
- Location of UOCAVA voters using the system
- User statistics of more innovative tools such as mobile phone applications

### **Current and pending (other) project proposal submissions:**

Okaloosa County has also applied under this same grant program (CFDA 12.217) as the lead for a multi-county consortium seeking funding for an absentee ballot delivery system.

### **Qualifications:**

Overseas Vote Foundation (OVF) helps overseas and military voters participate in federal elections. OVF's mission is to facilitate and increase participation of these voters by providing public access to innovative voter registration tools and services.

Integral to achieving that mission is making it easier for all Americans residing around the world, and all military and dependents residing outside their home jurisdiction, to be able to stay active in their home state's electoral process.

OVF's key activities include:

- Develop tools and services that simplify the overseas and military absentee voter registration process
- License customized voter services applications to states and voting organizations
- Provide support to voters through an ongoing communications program
- Research and surveys of U.S. citizens regarding the overseas and military voter registration and absentee ballot process

Overseas American citizens, State Department employees, and active duty uniformed service members and their accompanying families within and outside of the United States vote under the Uniformed and Overseas Citizens Absentee Voting Act (UOCAVA) and can all register to vote from abroad using OVF's services.

OVF is not connected in any way with any US government or US military organization. OVF is a 501(c)(3) nonprofit, nonpartisan public charity incorporated in Delaware.

#### *Key Contractors with OVF*

Ms. Susan Dzieduszycka-Suinat is President & CEO and cofounder of Overseas Vote Foundation (OVF). Since 2005, she has worked for the foundation full-time and manages OVF's strategic and operational planning, technical development, staffing, research, marketing, and alliance programs. Susan spearheaded the functional specification, development and launch of the complete suite of OVF Internet-based voter services available online today. OVF's suite of six software applications is the first of its kind within the U.S. and a direct outcome of Susan's vision for overseas and military voter services that work within today's security paradigm. Her understanding of the real and practical needs of overseas and military voters coupled with her ability to translate these needs into logical, easily accessed technology solutions is demonstrated on the current OVF website.

Dr. Claire Smith joined the Overseas Vote Foundation in September 2008 as a volunteer. During the presidential election, Dr. Smith worked a front line support position on the Voter Help Desk, communicating to US voters around the world. In January 2009, Dr. Smith joined with OVF's post-election research team where she used her research experience to analyze and write the 2008 Post Election UOCAVA Voter and Election Official Research Reports. Dr. Smith is now charged with managing OVF's research program and acting as an intermediary to the academic and professional research community, as well as developing and executing OVF's own research objectives and those of their clients.

**(v.) BUDGET PROPOSAL**

**Itemized Budget**

**a) Direct Labor:**

We do not expect to incur an additional labor costs associated with this project.

**b) Administrative and clerical labor:**

We do not expect to incur any additional administrative or clerical labor costs beyond what we already have budgeted to assist UOCAVA voters and administrate the MOVE Act.

**c) Fringe Benefits and Indirect Costs (F&A, Overhead, G&A, etc.):**

We do not expect to incur any additional fringe benefits and other overhead costs.

**d) Travel:**

We do not anticipate any additional travel related expenses for this project.

**e) Subcontracts/sub awards:**

The pricing for licensing and annual support is attached to this document.

**f) Consultants:**

<b>Based on Quote received from Overseas Vote Foundation</b>	
<b>Item/Description</b>	<b>Associated Price Breakdown</b>
<b>Standard Development Items</b>	
Complete hosted System, customization, design, licensing, etc.	\$50,000
Data transfer services and vendor integration	\$25,000
Website interface design and customization	\$5,000
Post-project research report	\$15,000
Website/portal hosting and server bandwidth	\$15,000
<b>Standard Development Items Subtotal</b>	<b>\$110,000</b>
<b>Customized Development Items</b>	
Mobile Application (Android/iPhone)	\$28,571
Vote-Print-Mail FWAB upgrade	\$28,571
Candidate Finder upgrade	\$10,000
Reporting Dashboard enhancements	\$12,727
“Pending” reg. form completion database/confirmation notice	\$28,571
Bar code integration	\$9,091
Contact List (e-mail) signup/integration	\$10,000
<b>Customized Development Items Subtotal</b>	<b>\$127,531</b>
<b>2012 Licensing Fees</b>	
Single-jurisdiction annual fee (\$5,000)	\$5,000
<b>2012 Licensing Fees Subtotal</b>	<b>\$5,000</b>
<b>Overall Project Total Budget</b>	<b>\$242,531</b>

We do not intend to use nor request funds for any additional outside consultants for this project.

**g) Materials and Supplies:**

We do not anticipate materials and supplies beyond what we already have budgeted to assist UOCAVA voters and administrate the MOVE Act.

**Economic feasibility for Okaloosa County election office: ROI consideration**

**[Factor 8 - Cost Benefit Analysis]**

The calculation is based on a best-case assumption that implementation of the proposed new election tools, thereby replacing the current UOCAVA handling procedure, will grow new registrations and thus increase the active UOCAVA voter base by 60 % from the present 7,000 to 11,200. When seen over the next few election cycles, the assumption is very likely accurate.

**A. Current costs: 7,000 overseas voters, one election cycle, current handling procedure**

electronic equipment, service, software costs, licensing, development	\$ 40,000
personnel costs, moderate skill, administration costs,	<u>\$ 120,000</u>
	\$ 160,000

**B. Projected costs: 11,200 overseas voters (60 % more), one election cycle, using new project tools**

electronic equipment, service, software costs	\$ 40,000
software license for new tools	\$ 25,000
personnel and admin costs (now somewhat reduced)	<u>\$ 100,000</u>
	\$ 165,000

**C. Projected costs: 11,200 overseas voters (60 % more), one election cycle, current handling procedure for comparison**

electronic equipment, service, software costs	\$ 40,000
personnel and admin costs (now somewhat more due to 60% more voters)	<u>\$ 160,000</u>
	\$ 200,000

Savings for 11,200 voters	\$ 35,000 compare B and C
Investment for reaching over 11,000 voters	\$ 5,000 license royalty per year

**Payback within a few months**

Development costs	\$ 242,531 (see budget, paid by FVAP project)
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