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BUDGET PROPOSAL NARRATIVE

This proposal is broken down into four independent projects. The projects weave together to create a comprehensive reform package. If fully funded, the projects will create an advanced, modern, and secure network of information and processes that will significantly improve the voting experience for UOCAVA voters. The programs described are all sustainable, long term solutions that are scalable for any size jurisdiction. The ongoing costs for each project are minimal and easily absorbed by the local jurisdictions. The new and innovative projects described in this proposal will make a substantial impact on reducing the high failure rates of each stage of the UOCAVA process.

For each project below a synopsis of the program is provided along with the associated justifications and estimated costs. The costs are structured to match the SF424A form attached to this proposal. The County is not claiming any Fringe Benefits, Construction, or Indirect Costs including Administrative or Clerical costs generated by this proposal.

California has two possible elections that may impact the ability to deliver on the projects. The Presidential Primary Election is currently set by code in February. Because the Democratic Party rules would not allow California's votes to be considered in choosing the nominee, there are several bills currently in the works to reconsolidate the Presidential Primary and the Direct Primary or to move it a later date, but not consolidate it. This proposal was written with the assumption that the Primaries will be consolidated. Secondly, the Governor has indicated his desire to have a statewide election some time in fall of 2011. Should either of these scenarios occur, the alternate budgets listed below would be used. The alternate budgets allow for the use of a contractor to assist with the manual layout and language simplification and structuring.

Finally, should only portions of the proposal receive funding, some expenses from one project may need to move to another project. These costs have been broken out separately for easy conversion, but they have not been incorporated into the alternate project.

Project 1 – Internal Procedural Upgrades

This project consists of an update of the CACEO manual and then the development of local manuals. As stated above, if an election is called for 2011 or a third election is scheduled for 2012, the alternate budget will need to be used for the development of the local manuals. Both budgets are listed here.

CACEO Manual

Activity Synopsis

- Update the 74 page manual that is posted on the CACEO website
- Host 2 meetings in association with the CACEO Legislative Subcommittees (1 in northern CA, the other in southern CA) to gather information and best practices from attending counties
- Visit counties with large UOCAVA participation to see their practices (up to 10 counties statewide)
- Host conference calls to gather information and best practices from counties not attending CACEO Legislative Subcommittee meetings
- Make individual calls to counties for clarification of procedures and information

Costs

- **Direct Labor**
 - 140 hours for Tricia Webber's time at \$28.19/hour (at the time of submittal)
 - Not to exceed \$4000.00
- **Travel**
 - 2 subcommittee meetings
 - 10 statewide county visits
 - Plane tickets/vehicle mileage and expense/hotel (if overnight)/per diem
 - Not to exceed \$3000.00
- **Supplies**
 - Photocopying envelopes and other materials submitted by counties
 - Photocopying sections for counties to review/edit before final posting to website
 - Not to exceed \$50.00
- **Other Direct Costs**
 - Telecom charges for the conference call capability and applicable long distance charges
 - Not to exceed \$230.00

<u>Santa Cruz County Manual (in house)</u>	<u>Santa Cruz County Manual (using contractor)</u>
<p><i>Activity Synopsis</i></p> <ul style="list-style-type: none"> ▪ Create/update manuals for use in Santa Cruz County Elections and to post on the website <ul style="list-style-type: none"> ○ UOCAVA Voter Registration Handling Procedure Manual ○ UOCAVA Ballot Issuing Guidelines ○ UOCAVA Ballot Acceptance Handbook ○ UOCAVA Returned Ballot Handling Procedures ○ Update outgoing and return UOCAVA ballot envelopes <p><i>Costs</i></p> <ul style="list-style-type: none"> ▪ Direct Labor <ul style="list-style-type: none"> ○ 30 hours for Tricia Webber's time at \$28.19/hour (at the time of submittal) ○ Not to exceed \$850.00 ▪ Supplies <ul style="list-style-type: none"> ○ Photocopying manuals for training purposes ○ Binder and tabs for a procedure manual ○ Not to exceed \$100.00 (based on County's Duplicating prices and catalog list prices) 	<p><i>Activity Synopsis</i></p> <ul style="list-style-type: none"> ▪ Create/update manuals for use in Santa Cruz County Elections and to post on the website <ul style="list-style-type: none"> ○ UOCAVA Voter Registration Handling Procedure Manual ○ UOCAVA Ballot Issuing Guidelines ○ UOCAVA Ballot Acceptance Handbook ○ UOCAVA Returned Ballot Handling Procedures ○ Update outgoing and return UOCAVA ballot envelopes <p><i>Costs</i></p> <ul style="list-style-type: none"> ▪ Direct Labor <ul style="list-style-type: none"> ○ 17.5 hours for Tricia Webber's time at \$28.19/hour (at the time of submittal) for creation and editing ○ Not to exceed \$500.00 ▪ Supplies <ul style="list-style-type: none"> ○ Photocopying manuals for training purposes ○ Binder and tabs for a procedure manual ○ Not to exceed \$100.00 (based on County's Duplicating prices and catalog list prices) ▪ Contractual <ul style="list-style-type: none"> ○ 20 hours at \$87.50/hour (based on current purchase order with Transcend Translations) ○ Not to exceed \$1750.00
<p><u>Totals:</u></p> <ul style="list-style-type: none"> ▪ In House <ul style="list-style-type: none"> ○ Direct Labor - \$4850.00 ○ Travel - \$3000.00 ○ Supplies - \$150.00 ○ Contractual - \$0.00 ○ Other Direct Costs - \$230.00 	<p><u>Totals:</u></p> <ul style="list-style-type: none"> ▪ Contractor <ul style="list-style-type: none"> ○ Direct Labor - \$4500.00 ○ Travel - \$3000.00 ○ Supplies - \$150.00 ○ Contractual - \$1750.00 ○ Other Direct Costs - \$230.00
Grand Total - \$8230.00	Grand Total - \$9630.00

As discussed in the Goals and Objectives portion of the Technical Approach and Justification Section, the County anticipates that the return on the initial investment would be significant as training costs would go down, transparency and therefore voter confidence would go up with a low initial cost and minimal ongoing cost. Furthermore, as discussed in the Management Approach Section, the performance measures for these upgrades are:

- Completed CACEO Manual being approved by the post master, the CA SOS, and the president of the CACEO
- Posting of the manual on the CACEO website and an email notification being sent to all 58 counties and the CA SOS.
- Finished Santa Cruz County specific manuals being approved of by the County Clerk that it matches the legal requirements spelled out in the CACEO manual.
- Successful uploading of the materials to the county website in the Military and Overseas portion of the website.
- Reduced staff time to prepare ballots for the Presidential Primary and General Elections when the overall preparation time is averaged to a pre ballot cost as compared to prior elections.
- Fewer errors in missing or extra voting materials in the UOCAVA ballot packets based on requests for additional materials or questions about items they received that do not match their correct ballot.
- Approval from the postmaster for compliance with postal regulations.

Finally, the County expects to see the following changes in the UOCAVA statistics as of a result of these projects:

- A reduction of staff time to prepare the ballots from 12 minutes per ballot to 8 minutes per ballot.
- A higher percentage of ballots returned that are correctly assembled with their supporting documentation (estimated at a 10% increase).
- A reduction in ballots with ambiguous voter intent as shown anecdotally.
- A larger number of ballots being returned in a timely manner (prior to the deadline) due to a reduction in foreign postal errors (estimated at a 3% increase).

Project 2 – Upgrading Digital Tracking Methods

Activity Synopsis

- Create a contact form for each UOCAVA voter that lists the current mailing address, email address, phone number, preferred voting method (email versus regular post), and name/address/phone number for a contact person
- Meet with DFM (the EIMS vendor) to create a way to integrate the contact information into the UOCAVA registration records
- Update all UOCAVA registration records
 - To reflect any information changes
 - To reflect voting preference (email versus regular post)
 - Scan as a supporting document the contact information to registration record
- Test the new equipment (dedicated electronic balloting station) by sending out these forms to all UOCAVA voters that are currently on the email preference list

Costs

- **Direct Labor**
 - 16 hours for Tricia Webber's time at \$28.19/hour (at the time of submittal) (for stuffing the mailings)
 - 92 hours for Tricia Webber's time at \$28.19/hour (at the time of submittal) (for remaining activities)
 - 40 hours at \$18.30/hour (extra help for data entry) (wage is an average of current extra help employees as of the time of submittal)
 - Not to exceed \$3800.00
- **Travel**
 - 1 trip to Irvine to meet with the EIMS vendor to work on a program enhancement to integrate contact information
 - Plane tickets/vehicle mileage and expense/hotel/per diem
 - Not to exceed \$600.00
- **Supplies**
 - Photocopying the form for sending through regular post (\$20.00)
 - Mailing packets (envelopes - \$105.00; mailing labels - \$25.00, postage - \$1650.00)
 - Not to exceed \$1800.00 (based on County's Duplicating prices and catalog list prices)

Totals:

- Direct Labor - \$3800.00
- Travel - \$600.00
- Supplies - \$1800.00
 - **Grand Total - \$6200.00**

As discussed in the Goals and Objectives portion of the Technical Approach and Justification Section, the County anticipates that the return on the initial investment would be the largest return on investment of all the programs proposed. The ease of sustainability will mean that for a very small initial investment, the county will be able to address the two largest problems with UOCAVA voters and be able to virtually eliminate undeliverable ballots and reduce the number of ballots not returned due to mail failures. Furthermore, as discussed in the Management Approach Section, the performance measures for these upgrades are:

- Completion of the form and posting a similar web interface to the county website in the Military and Overseas portion of the website.
- Successful mailing or emailing of the form to all current UOCAVA voters as of the date of the mailing.
- Successful and unsuccessful return of forms from the UOCAVA voters.
- Procedures being finalized for inputting the information into the EIMS system
- Successful update of UOCAVA voters with the newly collected form and information.
- Updated information about ballot distribution on each UOCAVA voter including an increase of the number of voters using email as their preferred delivery method.

- The number of successfully transactions via the web interface during the test of the system.

Finally, the County expects to see the following changes in the UOCAVA statistics as of a result of these projects:

- A reduction of percentage of military and temporarily abroad voters moved to the inactive file due to undeliverable ballots by up to 35%.
- A higher percentage of ballots returned (estimated at a 10% increase).
- A larger number of ballots being returned in a timely manner (prior to the deadline) due to a reduction in foreign postal errors (estimated at a 3% increase) and an increase in the number of ballots returned well in advance of the deadline as shown anecdotally.

Project 3 – Dedicated, Isolated, Secure Electronic Balloting Station

Activity Synopsis

- Obtain a computer with a printer/fax to create a dedicated electronic balloting station
- Set up a secure email account
- Set up a fax line to the balloting station
- Test the new station with a mock election

Costs

- **Direct Labor**
 - 21 hours for Tricia Webber’s time at \$28.19/hour (at the time of submittal)
 - Not to exceed \$600.00
- **Equipment**
 - Computer - \$800.00 (based on County’s ISD price list)
 - Monitor - \$250.00 (based on County’s ISD price list)
 - Printer/Fax - \$850.00 (based on County’s ISD price list)
 - Secure Email Encryption Software - \$100.00 (based on County’s ISD price list)
 - Fax Line - \$100.00 (based on County’s ISD price)
 - Not to exceed \$2100.00
- **Supplies**
 - Printer Toner Cartridge - \$100.00 (based on catalog price list)
 - Paper - \$10.00 (based on catalog price list)
 - Envelopes - \$110.00 (based on catalog price list)
 - Not to exceed \$220.00

Totals:

- Direct Labor - \$600.00
- Equipment - \$2100.00
- Supplies - \$220.00
 - **Grand Total - \$2920.00**

As discussed in the Goals and Objectives portion of the Technical Approach and Justification Section, the County anticipates for a relatively low initial investment, the potential services and security upgrades for the voters are incredible. The ability to issue second ballots, service votes with no fixed mailing address, and quickly address missing information clearly provides a very high return on the investment. The testing of the online system would prepare the County for the heavy volume associated with presidential voting years, ensuring smooth voting for the UOCAVA voters without ever risking ballot issues during a real election. Furthermore, as discussed in the Management Approach Section, the performance measures for these upgrades are:

- Purchase a computer, monitor, mouse, keyboard, printer / fax machine, and assorted cables.
- Purchase/obtaining of a license for Microsoft Windows, Microsoft Office, WinZip, Adobe Reader, a secure email system, Virus Protection Software, and any other mandated software.

- Successful notification of all UOCAVA voters of the option to receive ballots by email. (NOTE: If Project 2 is not funded, Project 3 will include the mailing described in Project 2 which will still be performed on the Project 2 timeline.)
- Number of emails successfully sent to UOCAVA voters.
- Number of successful returns of “mock” ballots.
- Number of successfully returned actual ballots during the November Presidential General Election.

Finally, the County expects to see the following changes in the UOCAVA statistics as of a result of these projects:

- A 100% increase in ballot transmission and reception security as shown anecdotally.
- A reduction in percentage of faxed ballots that have missing pages due to internal clerical issues as shown anecdotally.
- A higher percentage of ballots returned (estimated at 3% increase).
- A reduction in the number of ballots rejected for missing information due to an increased ability to contact and make quick adjustments with UOCAVA voters as shown anecdotally.

Project 4 – Informational Packets for UOCAVA Voters, Their Families, & Service Providers

Activity Synopsis

- Create a campaign to inform UOCAVA voters, families and service providers of UOCAVA voting rights
- Meet with local agencies that provide service to UOCAVA voters to discuss their stake in the process and what their needs/wants are in this information packet
- Create pamphlets, fliers, handouts, posters, etc. to be distributed at various locations for the UOCAVA voters. These pamphlets would include information on eligibility, registration, obtaining and returning ballots, and where to get more information
- After creating the pamphlets, distribute to all applicable agencies within a 30 mile radius of Santa Cruz County (military recruiting offices, universities, passport acceptance facilities, international companies, etc.)
- Create a letter campaign to distribute to all travel agencies within a 30 mile radius of Santa Cruz County
- Post handouts and other information on website

Costs

- **Direct Labor**
 - 84 hours for Tricia Webber’s time at \$28.19/hour (at the time of submittal)
 - Not to exceed \$2400.00
- **Travel**
 - 7 “pre-meetings” with military recruitment officers, postal service representatives, colleges (UC, CSU, and Junior Colleges)
 - 50 locations to distribute the completed packets
 - Vehicle mileage and expenses
 - Not to exceed \$750.00
- **Supplies**
 - Photocopying/folding of the finished materials (pamphlets, posters, flyers) in color (based on County’s Duplicating prices)
 - Display holders (based on catalog price list)
 - Paper, envelopes, postage for mailing to travel agents (based on catalog price list and US postage rates)
 - Not to exceed \$2500.00
- **Contractual**
 - Translation of the finished packet into Spanish at \$.20/word (based on current purchase order with Transend)
 - Not to exceed \$600.00

Totals:

- Direct Labor - \$2400.00
- Travel - \$750.00
- Supplies - \$2500.00
- Contractual - \$600.00
 - **Grand Total - \$6250.00**

As discussed in the Goals and Objectives portion of the Technical Approach and Justification Section, the true returns on the investment cannot be tracked during the grant period. The results of outreach take time to develop as relationships are formed and the partnering agencies begin to get positive feedback from their clients. Furthermore, as discussed in the Management Approach Section, the performance measures for these upgrades are:

- Number of pre-meetings held.
- Completion of the materials as approved by the County Clerk.
- Number of meetings held.
- Number of packets distributed.
- Number of agencies that partner with the department.
- Successful posting of materials on the county website in the Military and Overseas portion of the website.

Finally, the County expects to see the following changes in the UOCAVA statistics as of a result of these projects:

- An increase of materials available at partnering agencies as demonstrated by requests for information packets.
- A 5-10% increase in the number of registered UOCAVA voters registering earlier than historically shown as demonstrated by statistical analysis.
- An increase in overall UOCAVA registered voters.

Total for the 4 projects:

In House

- Project #1 – \$8230.00
- Project #2 – \$6200.00
- Project #3 – \$2920.00
- Project #4 – \$6250.00
 - **Grand Total – \$23600.00**

Contractor

- Project #1 – \$9630.00
- Project #2 – \$6200.00
- Project #3 – \$2920.00
- Project #4 – \$6250.00
 - **Grand Total – \$25000.00**