Arizona Secretary of State

Effective Absentee System for Elections (EASE)2

Technical Proposal

Catalog of Federal Domestic Assistance Number 12.219

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No Sub Recipients

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Proposal Term – August 1, 2013 to December 31, 2014

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1. Executive Summary

The State of Arizona has been a leader in facilitating military members and other qualified UOCAVA voters participating in the voting process. Arizona has made improvements to the process since 2004 and was compliant with the MOVE act even before the Act became law.

Arizona has implemented several projects to assist UOCAVA voters along with all Arizona voters:

- Online voter registration – (see 6.1) Arizona was the first state to allow for online voter registration. Arizona started online voter registration in July of 2002. Now, 70% to 80% of all voter registrations are done electronically in Arizona.

- One-stop portal for voting services – (see 6.2) Arizona has a single portal for voter services. A voter can go to the site and obtain the following services:
  o Check his or her voting status and precinct
  o Find his or her polling location
  o Check the status of his or her early ballot
  o Check the status of his or her provisional ballot
  o Link to online voter registration
  Note: Link to new Ballot Delivery System for UOCAVA voters will go here

- UOCAVA focus from 2004 – Arizona placed a large emphasis on military voters being able to participate easily via computer in the voting process.

Arizona is applying for the EASE 2 grant for two items. The first is a new ballot delivery system to serve Military and Overseas Voters.. The second is for the set up and first few years of a central point of contact for Military and Overseas Voters.

We intend to use this grant money to fund the creation of a system that will help with the delivery of ballots to UOCAVA voters. Arizona does plan to allow ballots to be returned by mail, fax or electronically. Arizona will not use any EASE 2 grant funds for the return ballot portion of the system.

Arizona is an ideal state for the EASE 2 grant. Arizona has a large number of UOCAVA voters. Arizona has a long history of implementing technology to help make the voting process easier. We will implement a new and improved Ballot Delivery System and also implement a central point of contact. For both initiatives, we will put in place the measurements necessary to determine the effectiveness of the program and to provide us the information necessary to continue to improve the program. Arizona's main objective is making it easy for UOCAVA voters to participate in the election process by ensuring ease of ballot delivery.

2. Technical Proposal

2.1. Goals and Objectives

The Goals and Objectives of the Arizona Ballot Delivery System and Central Point of Contact are:

- Increase participation for Military and Overseas Voters in the election process

- Decrease failure rates that UOCAVA voters experience with the early ballot process

- Increase the percentage of ballots that are returned that are ready to be counted.

- Improve the ease of obtaining election related information available to Military and Overseas Voters such as where their ballot is in the process

- Reduce confusion of Military and Overseas Voters on the voting process

2.2. Online Ballot Delivery

2.2.1. Description and Process

Arizona plans to implement a statewide ballot system that will allow UOCAVA electors to request, receive and mark ballots online. Electors can then print the marked ballots and return them via the methods available under current state law (e.g., by mail, fax, express delivery options).

The Arizona Ballot Delivery System will support the following requirements:

Support multiple languages
508 compliant
Securely access the system
Link to voter's correct ballot style
Online ballot presentation with the ability for the user to mark the ballot online
HAVA compliant
Prevent overvoting
Ensure that no vote selection data is retained locally on user's computer
Collect data for providing information and reports
Provide a central point of contact to assist UOCAVA voters with any assistance needed

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The following describes how the Arizona Ballot Delivery System will work:

1. The State will upload voter registration data into the Ballot Delivery System. The voter registration data will contain only voters who are identified as UOCAVA voters. The counties will upload voter registration data on a daily basis during the 45 days prior to an election. The Arizona voter registration system will be modified to allow for an easy extract of the data that will be imported into the Ballot Delivery System.

2. The State/Counties will upload ballot style information into the Ballot Delivery System. This will allow the Ballot Delivery System to present the UOCAVA voter with the proper ballot style.

3. The UOCAVA voter will provide personal identification information. The information will be transmitted using industry standard encryption for security purposes. The personal identification information will identify the voter and enable the system to pull a unique voting record and the proper ballot style.

4. Once the personal identification is validated, the ballot will be presented to the voter. The voter will have the option to print off the ballot or to mark the ballot online.

5. The voter will submit the voted ballot and signed affidavit by whichever acceptable method they choose (i.e. fax, mail).

6. The voter will be able to go online and check the status of his or her early ballot.

7. If for any reason the voter has an issue or a question, they will be able to contact the Arizona single point of contact (Secretary of State) by email or phone. The single point of contact will answer the question or resolve the issue or will take the responsibility to ensure that the issue or question is resolved.

2.2.2.   Reporting

The following describes the administrative and technical reports that will be prepared.

During Project Development

Weekly status reports
Test results reports
Issue tracking reports
Time reporting
Financial tracking

After Implementation of the System

Traffic analytics (site usage, page view, direct traffic, referring sites)

Financial reports
Election Assistance Commission (EAC) reporting
Total costs for project implementation
Ballots sent by user type (Military, Civilian, Spouse, Family)
Ballots received by user type
Success and failure rates
Return on investment
Ballot return method used
Survey results

2.3. Central Point of Contact

Arizona will implement a central point of contact for the new system. The point of contact will serve as the focal point of information concerning the UOCAVA process along with ensuring the Ballot Delivery System is set up properly with voter registration data and also ballot style data. All UOCAVA voters will be provided information on how to contact the central point of contact at the Arizona Secretary of State's Office.

Arizona currently uses a central-point of contact for a portion of the voting process; two of our fifteen counties also provide a similar service for their UOCAVA voters. Consistent with federal law, Arizona would like to fully implement one central-point of contact. The new Ballot Delivery System will facilitate a central point of contact also since it will eliminate the need for Counties to mail out ballots.

2.4. Schedule and Milestones

2.4.1. Schedule

	Begin Date	End Date
AZ Ballot Delivery System		
Finalize Business Requirements	May 1, 2013	June 30, 2013
Develop RFP	May 1, 2013	July 1, 2013
Issue RFP	July 1, 2013	July 31, 2013
Award RFP	August 15, 2013	August 15, 2013
Design Customization to System	August 22, 2013	September 15, 2013
Design change to Voter Registration System	August 22, 2013	September 15, 2013
Develop Policies and Procedures	August 22, 2013	September 30, 2013
Build AZ Customization to System	October 1, 2013	November 30, 2013
System Test	December 1, 2013	December 31, 2013

User Acceptance Test	January 1, 2013	January 15, 2014
Make Changes to Voter Registration System	November 1, 2013	December 31, 2013
Make changes to AZ SoS Website	December 1, 2013	January 15, 2014
Implement System	January 16, 2014	January 16, 2014
Train Counties	December 1, 2013	January 15, 2014
Education Campaign	December 1, 2013	January 15, 2014
March 2014 Elections	January 16, 2014	March 31, 2014
May 2014 Elections	March 15, 2014	May 31, 2014
August 2014 Elections	June 15, 2014	August 31, 2014
November 2014 Elections	August 15, 2015	November 30, 2014

2.4.2. Major Milestones

The central point of contact already exists at the Secretary of State's office. The new Ballot Delivery System will make it so the central point of contact is more effective and has more control over the entire process.

The major milestones for the Ballot Delivery System are listed below.

- Develop, Issue and Award RFP – The first milestone deals with the awarding of the RFP. The RFP will allow the Secretary of State's office to select a software package relatively fast. The new Ballot Delivery System will be in place and all necessary people trained in time for the spring elections in 2014.

- Develop an Build Customization to System – After selecting a vendor and package, the team will identify the changes to the system needed to meet Arizona's needs. Those customizations will be added to the system and tested properly. The customization also applies to the Statewide Voter Registration System and the three different Election Management Systems.

- Implement System – After the customization and configurations are done, the system will be implemented.

- Train Counties – The counties in Arizona will need training on how the new system will work. They will also need to be trained on how to provide data from their Election Management Systems.

- Conduct Education Campaign – The new system will be in place for all elections in 2014. Arizona has elections in March, May, August, and November in 2014. The early elections will allow Arizona to make sure the

system and processes work properly before the Federal elections in the Fall of 2014.

2.5. Management Approach

UOCAVA voters encounter different challenges from other voters when participating in the voting process. Arizona plans to make it easier for a UOCAVA voter to request, obtain and complete a ballot for each election.

- Increase participation for Military and Overseas Voters in the election process – Arizona plans to conduct an education campaign to let voters know about the new Arizona Ballot Delivery System. Arizona will reach out to all UOCAVA voters and educate them on how to use the new system.

  Measurable Goal: Increase Military and Overseas Voter participation by 10%

- Decrease failure rates that UOCAVA voters experience with the early ballot process – Arizona will implement a system that is easy for a UOCAVA voter to use. Arizona will also have a single point of contact for UOCAVA voters to contact if they need any sort of assistance.

  Measurable Goal: Increase Military and Overseas Voter ballots returned from 51.85% to 75%.

  Measureable Goal: Increase the amount of ballots sent to UOCAVA voters to 8,250 in 2014 and 15,000 in 2016.

- Increase the percentage of ballots that are returned completely and successfully. Arizona plans to have clear instructions and an easy to use system that will result in complete ballots that are able to be counted.

  Measurable Goal: Reduce returns or rejected ballots to under 10%

- Improve the information available to Military and Overseas Voters on where their ballot is in the process. Arizona will update the military and overseas websites with quality information. The single point of contact will also reach out to the military bases in Arizona to let them know of the new system and procedures.

  Measurable Goal: Update information on State and County websites to include new approach. Reach out to all AZ military bases.

2.6.   Impact of Grant

The grant will allow Arizona to implement a sophisticated ballot delivery system that is much easier to use than our current system. The new system will allow Arizona to gather better information. The Ballot Delivery System and central point of contact will also facilitate getting more military and overseas voters involved in the voting process and successfully participating in the elections.

2.7.   Sustainability

Arizona's Ballot Delivery System and central point of contact will be sustainable because of the Arizona Secretary of State's commitment to providing dependable and easy to use systems and processes for making voting more efficient and accessible for Military and Overseas voters. Sustainability funding will be provided by remaining funds in Arizona's Help America Vote Act fund and appropriated state budget. A portion of the remaining HAVA funds have been allocated for long term support of these two initiatives. The office will seek a long-term full time position dedicated to being the central point of contact.

2.8.   Scalability

Arizona's Ballot Delivery System will be scalable to handle an increase in Military and Overseas Voters.

2.9.   Counties Impacted

This proposal is for a statewide implementation. All fifteen Arizona Counties will participate. From a collaborative perspective, this is a statewide effort and data collected will be reflective of that fact.

3. Grant Provisions

3.1. Current and Pending Project Proposal Submissions

The Arizona Secretary of State does not have any current or pending project proposal submissions.

Currently the Arizona Secretary of State has received federal funds from the U.S. Election Assistance Commission (EAC) for election administration and the U.S. Department of Health and Human Services. Both of these federal grants were authorized through HAVA. There are no other continuing contracts, grants or other assistance agreements.

3.2. Important Provisions

3.2.1. Compliance with Move Act

Arizona has been compliant with the MOVE Act since the MOVE Act became law.

3.2.2. Legislative Challenges

Arizona does not face any legislative challenges to implement the items in this proposal. Arizona law already allows for an electronic ballot delivery system and single point of contact.

http://www.azleg.state.az.us/ars/16/00548.htm
http://www.azleg.state.az.us/ars/16/00579.htm
http://www.azleg.state.az.us/ars/16/00543.htm
http://www.azleg.state.az.us/ars/16/00311.htm

3.2.3. Data

The Arizona Secretary of State's office believes in the same goals as the Department of Defense as it relates to data collection. Good data allows for good information that leads to well-informed business decisions. Arizona will capture data that allows measurement of:

Number of ballots sent
Number of ballots returned
Average turnaround time from sending of ballot to return of ballot
Participation rate
Type of user participating (military, spouse, family, civilian)
Survey results
Number of ballots sent back successfully (able to be counted)

3.2.4. Representation

The Applicant represents that it is not a corporation that has any unpaid Federal tax liability that has been assessed, for which all judicial and administrative remedies have been exhausted or have lapsed, and that is not being paid in a timely manner pursuant to an agreement with the authority responsible for collecting the tax liability.

The Applicant represents that it is not a corporation that was convicted of a criminal violation under any Federal law within the preceding 24 months.

4. Arizona Data

4.1. Past Military Voting Data and Projected Goals

Number of Active Registered Voters   3,225,517

Number of Counties: 15

2012 UOCAVA BALLOTS SENT

County	2012 UOCAVA Ballots Sent	2012 Military	2012 Non Military
Apache	60	56	4
Cochise	493	298	195
Coconino	469	167	302
Gila	53	36	17
Graham	46	19	27
Greenlee	25	22	3
La Paz	6	1	5
Maricopa	7697	3477	4220
Mohave	270	223	35
Navajo	107	71	36
Pima	2758	1136	1622
Pinal	368	219	149
Santa Cruz	106	50	56
Yavapai	499	228	271
Yuma	264	192	72

2010 UOCAVA BALLOTS SENT

County	2010 UOCAVA Ballots Sent	2010 Military	2010 Non Military
Apache	31	28	3
Cochise	38	24	14
Coconino	254	125	129
Gila	36	34	2
Graham	53	43	10
Greenlee	26	25	1
La Paz	4	4	
Maricopa	4519	2224	2295
Mohave	197	162	35
Navajo	76	42	34
Pima	2020	885	1135
Pinal	148	113	35
Santa Cruz	96	62	34
Yavapai	289	132	157
Yuma	293	227	66

2008 UOCAVA BALLOTS SENT

County	2008 UOCAVA Ballots Sent	2008 Military	2008 Non Military
Apache	63	59	4
Cochise	225	133	92
Coconino	386	170	216
Gila	57	47	10
Graham	Data unavailable	Data unavailable	Data unavailable
Greenlee	34	28	6
La Paz	19	17	2
Maricopa	7931	4290	3641
Mohave	377	321	56
Navajo	54	40	14
Pima	3854	1789	2065
Pinal	310	234	76

Santa Cruz	96	62	34
Yavapai	536	281	255
Yuma	198	150	48

AZ Ballots Sent			
2008	**2010**	**2012**	**Average**
14,322	8080	13,221	11,875

Goal for 2014 – 11,000

Goal for 2016 – 15,000

AZ Ballots Counted		
2008	**2010**	**Average**
9,022	2,593	5,808

Goal for 2014 – 8,250

Goal for 2016 – 11,000

AZ Ballot Return Rate		
2008	**2010**	**Average**
62.99%	32.08%	51.85%

Goal for 2014 – 75%

Goal for 2016 – 75%

5. Budget Proposal

5.1. Costs

No personnel or direct labor costs, or the associated fringe benefits, are allocated to this project. The Arizona Secretary of State's office will cover all direct labor and indirect costs related to the personnel working on the project, including the central point of contact. The State of Arizona is requesting funds to pay for the software license and customization related to the software for the Ballot Delivery System and the associated costs to software changes to related systems.

Direct Costs

ITEM	Calculation	Cost
Initial license for Ballot Delivery System along with specific AZ customization	Initial Cost for software. *	$300,000
Annual Maintenance for Ballot Delivery System Software	Annual maintenance cost for software. Based on estimate of 10% to 15% of initial cost.	$25,000
Customization to Arizona Voter Registration System	Estimate of 100 hours. Rate is $150/hr to voter registration system vendor	$15,000
Customization to Election Management Systems (EMS) to Provide Ballot Style info	Estimate of 60 hours per EMS vendor. Rate is $150/hr to EMS vendor. 180 hrs * $150/hr	$27,000
TOTAL		$367,000

  *The cost for the initial license for the software was based on other states that have implemented similar ballot delivery software. The AZ Secretary of State's office will cover any difference in the amount if the actual cost is higher.

5.2. Consolidated Annual Financial Report for Arizona

http://www.gao.az.gov/financials/default.asp

5.3. Return on Investment

Arizona will implement a new Ballot Delivery System along with a central point of contact. The implementation of the new technology and the process improvements will benefit Arizona's UOCAVA voters in many ways.

Reduce confusion of UOCAVA voters in voting process
Improved participation rate of UOCAVA voters. Plan to increase the total registration of UOCAVA voters by 10%.
Increase number of UOCAVA ballots sent from average of 11,875 to 15,000.
Improved return rate of accurate and complete ballot packages from 51.85% to 75%.
Improved ability for voter to check on status of voter registration and of ballot status
Improve the county efficiency as well. It will help Arizona maintain its commitment to the 45 day deadline

6. Supporting Information

6.1. Online Voter Registration

6.2.   One Stop Portal for Voter's to Get Voter Information