

OFFICE OF THE CLERK AND RECORDER
ELECTIONS DIVISION

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Connecting Customers to Data: eSign – Electronic Signature Image Gathering Network

The Denver Elections Division along with local technology partner 303 Software has launched eSign, a first-in-the-nation mobile petition signing application. This cutting edge application has the potential to transform the petition process - providing easier access to the ballot and efficiencies never seen before in this country. Petition circulators gather signatures using a tablet and stylus. Circulators are able to confirm that a signer is a registered voter in the appropriate district (if applicable) because the app interfaces with the voter database. Unregistered voters may also use the app to register to vote and subsequently sign a petition. Prior to the app, candidates had to collect signatures on paper petitions, turn them in to the Denver Elections Division, and wait for them to be verified. Historically 30%-35% of those signatures were invalid, compared to 1%-3% of signatures collected using eSign. Many candidates went through this process multiple times before obtaining a sufficient number of signatures. The app was first available to candidates in the upcoming Municipal General Election and EVERY candidate who elected to use eSign reached their signature threshold the first time!

Historically, candidates or issue committees were required to circulate paper petition sections to gather signatures to obtain access to the ballot. This process was tedious, unsecure, not accessible to signers with disabilities, and ineffective. The Denver Elections Division searched for a more effective and efficient solution to provide customers with easy access to the ballot, and eSign was born. Data has become such an integral part of elections and it made sense to connect our customers with that data in the petition process. eSign is a full service front and back end tool that allows candidates or issue committees to verify a signers eligibility prior to the signer signing the petition. Previously signers would sign the petition unknowing if they were eligible. This resulted in thousands of signatures each cycle rejected because the signer was not in district, not registered, not registered at the proper address, etc.

How it Works

eSign uses cloud based technology to store voter data which connects to tablet devices using wireless or 4G internet. Candidates authorize their campaign to use the technology through a disclosure agreement. The Denver Elections Division using an eSign web management tool create campaigns and sign up users (campaign managers or circulators). Campaign Managers and circulators were required to attend a one-hour training on the basics of the system and left able to circulate using eSign. Circulators used tablet devices to search potential signers. The Denver Elections Division with partner 303 Software designed an intelligent algorithm that searches voters using minimal search criteria and yet return a targeted number of results. If a potential signer returned as eligible, signers were then allowed to sign the petition. If a potential signer returned as ineligible (not registered to vote, registered at a different address, not registered in the district for which the potential candidate is running, already signed a petition, etc) they are able to sign manually if they would like. Signers who

are not registered or registered at a different address are able to register to vote and change their address through the app. Once they have done so they are eligible to sign the petition. Once all signatures have been collected campaigns bring their circulators back into the Denver Elections Division to submit their petitions. Again using the eSign web management tool, elections staff are able to print the petition sections, notarize circulator affidavits, and submit for processing.

The Results – How effective is eSign?

eSign was a phenomenal success. Every candidate who used the petition application was sufficient and obtained access to the ballot on their first submission. Of the 60 campaigns circulating petitions, 33% were required to submit two times due to an insufficient number of signatures. Of the 33% who submitted twice, 100% of the campaigns used paper and opted not to use eSign. Of the 33% who were required to submit twice, 25% were required to submit three or more times due to insufficient signatures. Twenty percent of the total number of campaigns during the 2015 Municipal General Election used eSign. Candidates using eSign submitted a total number of 872 signatures for review of which 843, or 97%, were accepted. Only 29 signatures, or 3%, submitted through eSign were rejected. Statistics for paper petition sections however was much different. Campaigns using paper petitions submitted over 12,000 signatures of which only 8,944 signatures, or 70%, of signatures were accepted. Of the 12,000 plus signatures submitted using paper nearly 4,000 signatures, or 30%, were rejected.

Although eSign was only used by 20% of campaigns during the 2015 Municipal General Election, signatures submitted through eSign only accounted for 1% of the total number of rejected signatures.

The Future

The Denver Elections Division is currently working with 303 Software to better enhance the accessible features of the application to ensure ballot access is a totally inclusive process. The Denver Elections Division and 303 Software are also building a robust reporting system for elections staff and campaigns. The reporting module is projected to include maps that show where signatures were gathered by circulators, cumulative data for the campaign manager, goal setting data for campaigns and circulators, and an open ended report to allow campaigns to set their own parameters for reports.

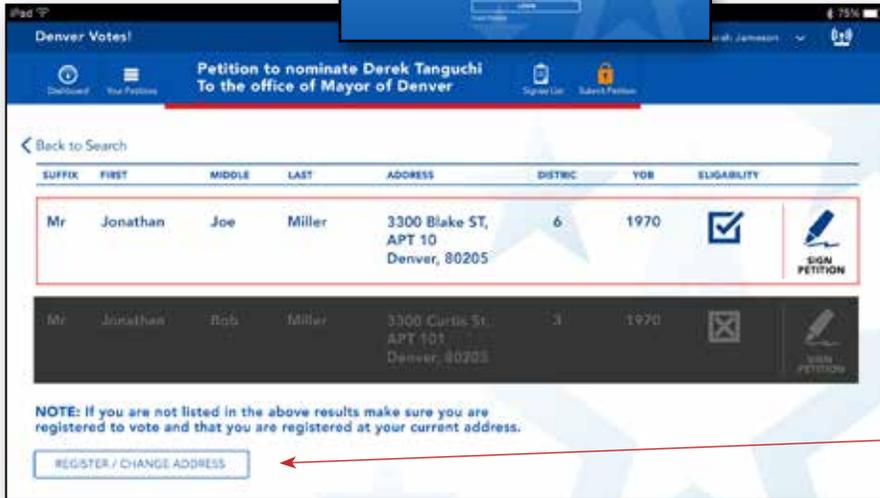
The Denver Elections Division is working on a licensing fee to allow any other election jurisdiction who could benefit from this technology to use the software. The product can be used out of the box or customized for specific rules, regulations, or county preference.



Denver Elections Division has launched eSign

A FIRST-IN-THE-NATION MOBILE PETITION SIGNING APPLICATION

This cutting edge application has transformed the petition process - providing easier access to the ballot and efficiencies never seen before in this country. Petition circulators gather signatures using a tablet and stylus.

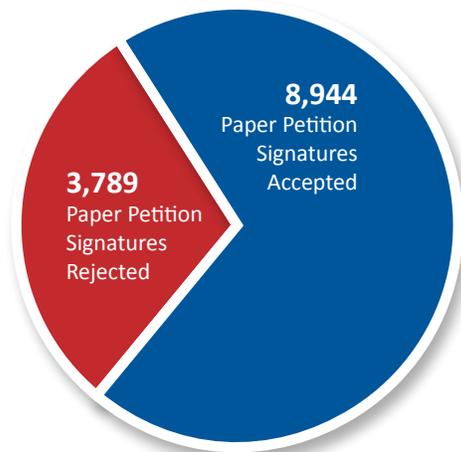


- Circulators are able to confirm that a signer is a registered voter in the appropriate district (if applicable) because the app interfaces with the voter database.
- Circulators begin by searching for a voter in the database. If the voter is not found, they can manually enter their information.
- Circulators are able to check results in real time to give a total of signatures captured. Also campaign managers can see a total of all signatures gathered by all circulators at any time. There is a second signature line if the voter needs a assistance or a witness.

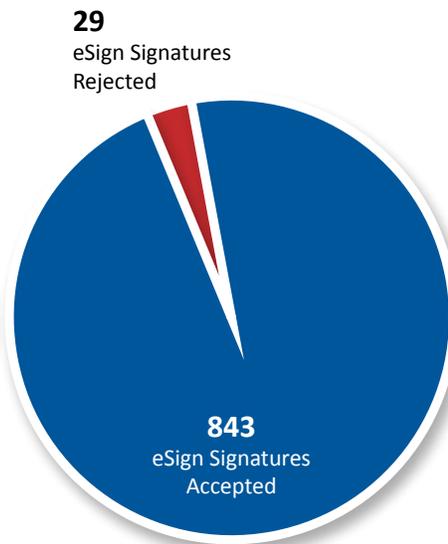
Unregistered voters may also use the app to register to vote.

Prior to the app, candidates collected signatures on paper petitions, turned them in to the elections office, and waited for them to be verified. Often a significant number of those signatures were invalid.

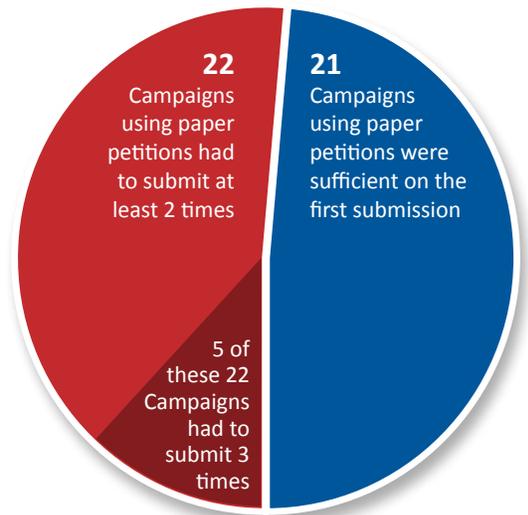
43 Campaigns used Paper petitions only.



70% of 12,733
Signatures Collected on Paper Petitions were Accepted



97% of 872
eSign Signatures Collected were Accepted



- EVERY candidate who elected to use eSign reached their sufficient signature threshold the first time!
- eSign was used by 20% of campaigns petitioning, but only accounted for less than 1% of total rejected signatures.

Denver eSign is intellectual property developed and owned by the Denver Elections Division. It is a mobile application software system using current and future IOS operating systems (iPad) that provides a digital method for candidates or petitioner committees to complete and submit a Petition for review and determination of sufficiency or insufficiency. "Petitions" include digital petition sections for candidate nomination or digital petition sections for an initiative, referendum, or recall.



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