# 2019 EAC Clearie Award Application Outstanding Innovations Competition

—

Lannie Chapman, Chief Deputy Clerk
lchapman@slco.org 385-468-7371

Charlotte Kuhn, Election Manager
ckuhn@slco.org 385-468-7426

Tamara Pike, Election Coordinator
tpike@slco.org 385-468-7416

## Salt Lake County Elections "Innovating and Accountability"

Salt Lake County is the most populous county in the state of Utah with 1,152,633 residents and 630,000 registered voters. With a devoted staff of 15 full-time employees, we dedicate our time to our voters and innovating the election process for the public we serve.

With 20 Ballot Drop Boxes, vote-by-mail county-wide, Early Vote Locations, and Election Day Vote Centers, Salt Lake County strives to make voting available and convenient for all.

This last year we made improvements across the board to help our voters, Election Workers, public, GIS capabilities, and administration. Innovating and accountability was our focus.
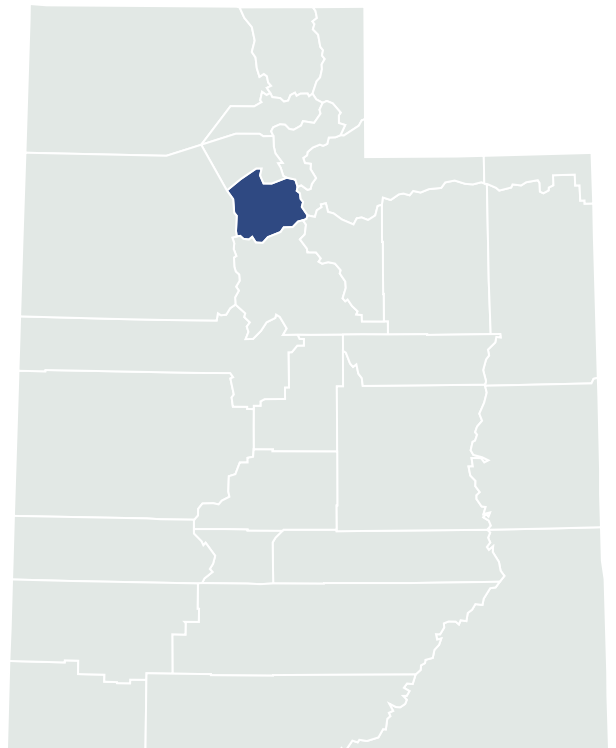
# Election Workers

## Election Worker Training

Making sure that our Election Workers who staff our Early Vote Locations and Election Day Vote Centers feel comfortable, knowledgeable, and prepared for the Election is a top priority. Not only doing hands-on training, but this year we introduced and made a push to offer online modules and training materials.

Allowing our Election Workers to go online and access the materials when they need it, and can reference it at-will, let's them do it on their schedule. By including reminders, the vote center manual, training, and refresher videos, we have insured that our workers are more prepared than ever. Being able to access the additional training also made it more convenient for them as they could access it on their computer, tablet, or mobile phone.

Including a survey, so we can stay accountable to our Election Workers, we found that 97% felt the online training was a benefit to them. Overall, confidence increased and as a result had fewer calls into our Help Desk and better trained workers. Our Election Workers satisfaction with their training also resulted in 93% of them giving us a 5-star rating. Because of the improvements we are moving forward with offering an online component to our training yearly. While we don't feel it can replace the hands-on instructor led training entirely, we were pleased to see our Election Workers happier and more confident.



**SHERRIE SWENSEN**
Salt Lake County Clerk

Biography    Mission    Contact Us

Text-Size: A - A | Language                    Search

Clerk / Elections

## ELECTIONS

ELECTION WORKER TRAINING HOMEPAGE

REMINDERS
2019 General Election Reminders
Voter Satisfaction Survey
New Step on Poll Pad
Poll Worker Sign In

MANUAL
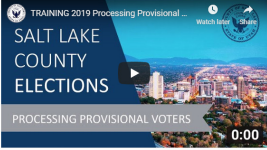2019 General Election Vote Center Manual

TRAINING VIDEOS
As part of your Election Worker training and to prepare you for Election Day, please watch the mandatory training videos below.
2019 General Election Overview

TRAINING 2019 Election Overview
SALT LAKE COUNTY ELECTIONS
2019 General Election Overview                    0:00

Processing Provisional Voters

TRAINING 2019 Processing Provisional ...
SALT LAKE COUNTY ELECTIONS
PROCESSING PROVISIONAL VOTERS          0:00

Poll Pad Assembly

Poll Pad Assembly
SALT LAKE COUNTY ELECTIONS
Poll Pad Assembly                              0:00

REFRESHER VIDEOS
Touchscreen Set Up and Take Down
Touchscreen Start-Up
Changing Paper on Touchscreens for Election Day

### How well did we provide information leading up to Election Day?

Column  Bar  Pie  Map

Average
**4.9**

| Answers | Count | Percentage |
|---------|-------|------------|
| 1 | 0 | 0.00% |
| 2 | 0 | 0.00% |
| 3 | 2 | 4.44% |
| 4 | 1 | 2.22% |
| 5 | 42 | 93.33% |

Hide table          ☑ Empty categories   ↑↓ Sort

Answered: 45  Skipped: 0

### Was it helpful to review some material with the new online training?

Column  Bar  Pie  Map

| Answers | Count | Percentage |
|---------|-------|------------|
| Yes, very helpful | 27 | 60.00% |
| It was ok | 17 | 37.78% |
| No, it was irrelevant | 1 | 2.22% |

Hide table          ☑ Empty categories   ↑↓ Sort

Answered: 45  Skipped: 0

# Election Workers

## Election Worker Directory

Recruiting Election Workers year-after-year is a difficult task involving hundreds of past records. Having multiple people trying to stage and recruit we needed a cloud-based system that could be updated real-time and was expandable to our needs. Using Airtable we were able to not only create this directory but have a gallery, including contact information that is easily sortable and allows us to put a name to a face. We can now easily see contact info, what locations they have worked, the elections worked, their past positions, and include notes.

Now that we can make more informed choices when selecting Election Workers, we can more easily place them in their desired location and position. This benefits not only the Election Worker but our office in keeping track of their preferences and availability. This also allows other staff to get involved with less of a learning curve to track our Election Workers.

Airtable is a free cloud-based solution that makes our directory as easy to sort as an excel table with improved features such as cross-linking tables, gallery options, color-coded, and is an overall better visual solution for maintaining a directory. Being able to also group our Election Workers into years, locations worked, and past positions gives this a nice visual reference for any who need it.
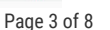
# Voters

Serving the public and our voters is one of the most important focuses we have. We want to have better informed voters as well as make sure we are being accountable to them and their needs.

## New Website

This last year we updated our got-vote.org for the general public. We kept the following goals in mind so that we could serve all our voters:

- User-friendly site for a broad demographic
- ADA compliant
- Less-then-3-clicks to find information
- Visually appealing

Being ADA compliant was a large focus, and we accomplished that becoming WGAC 2.1 compliant using definite contrast of colors, increasing text size, PDF compliance, visual indicators for links, image and picture tags, and screen reader compatibility.
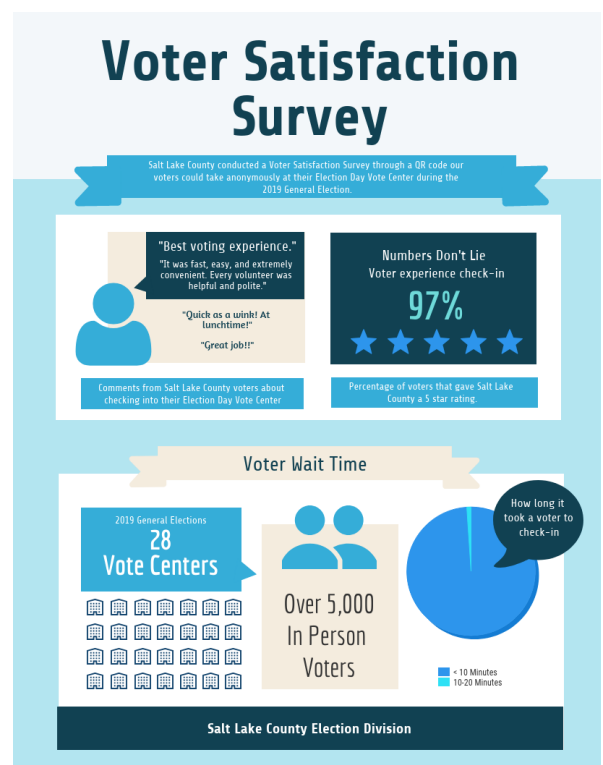
# Voters

## Voter Survey



It's important to us that we gather feedback from our voters on how we are doing. Using signage with an anonymous QR code, we posted them at each of our Election Day Vote Centers spread throughout the county. This being our first year doing it we weren't sure of the response that we would receive so we encouraged our Election Workers to also point out the sign to voters. Overall, we received 190 responses with voter feedback. Having newly introduced this idea to the voter, we were excited to get such positive results and keep in line with our striving to remain accountable to our voting public.

As you can see from our Voter Satisfaction Survey, 97% of voters gave us a 5-star rating with the other 3% giving us a 4-star rating. Using feedback directly from our voters we were able to see:

- Location issues
- Feedback on our Election Workers
- Opportunities where we could improve
- Voter feedback on any wait times
- What we were doing right!

Because of the success we had, we plan to implement this in future elections and make a push on social media to encourage voters to participate.

# GIS (Geographic Information Systems)

## Help Desk

Starting in 2018, we have made great strides in using GIS to help not only our voters, but our back-end administration to aid at Salt Lake County Elections.

Starting by creating a map for our Help Desk for issues on Election nights, we included such features as:

- Real-time issue tracking
- Voter wait time
- Number of provisional voters

Displaying it on a screen with a projector, we were able to keep our Help Desk staff of 6 people informed and knowledgeable on Election night.  Vote Center leads were able to let us know about problems or concerns as soon as they happened and we could then take the best person, with the most knowledge, to call them and let them know solutions or what we were working on for them.

Afterwards, with the over 400 + issues we were able to record and collect, we could see trends, wait times, and forecast for our next election. It also aided in training our Help Desk staff as we could see the frequent problems and concerns they will encounter with our locations and Election Workers.
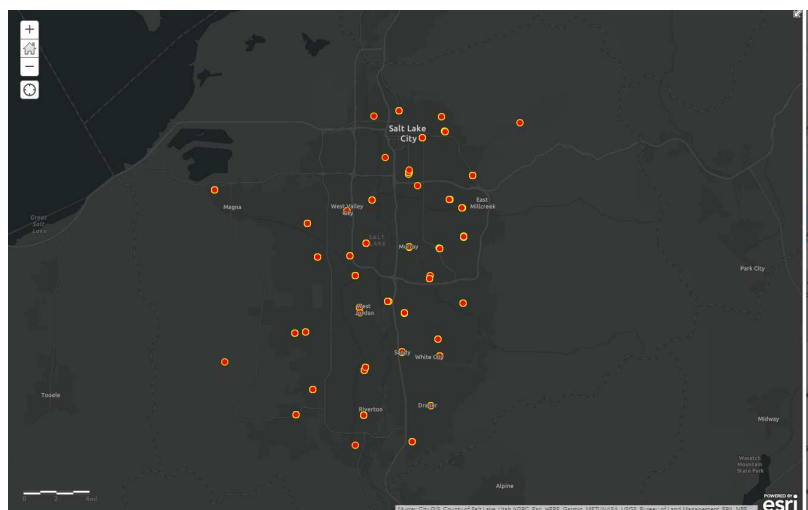
# GIS (Geographic Informations Systems)

## Voter Turnout

We used GIS to build a map showing voter turnout for each Election Day Vote Center to better aid us in distributing locations. Giving us an hour-by-hour view lets us know when and where to allocate more resources and plan for future election locations.
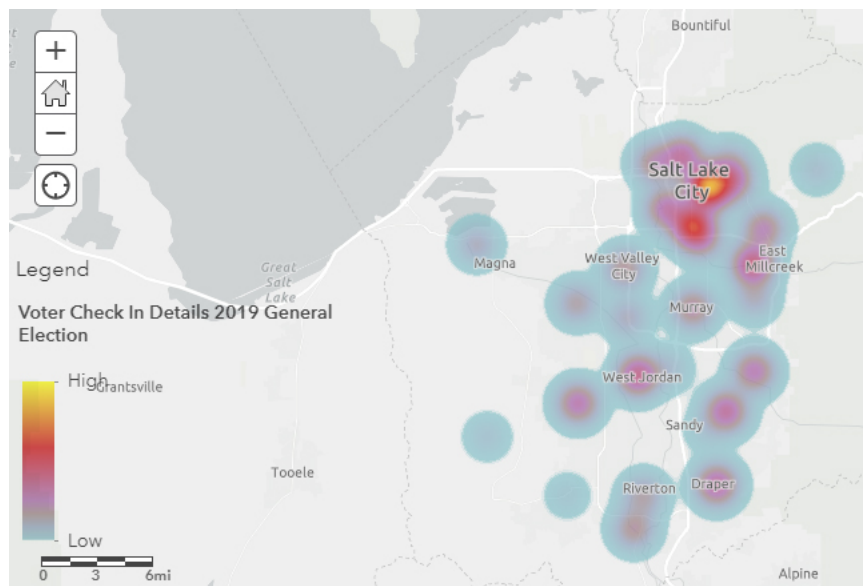


## Interactive Ballot Drop Box Map

Creating an interactive map for voters with GIS, allows the voter to type in their address and be directed to the nearest of 20 Ballot Drop boxes where they can drop in their vote-by-mail ballot. The map displays the total drive time, miles, and step-by-step instructions. There is also the option to walk with the distance given.
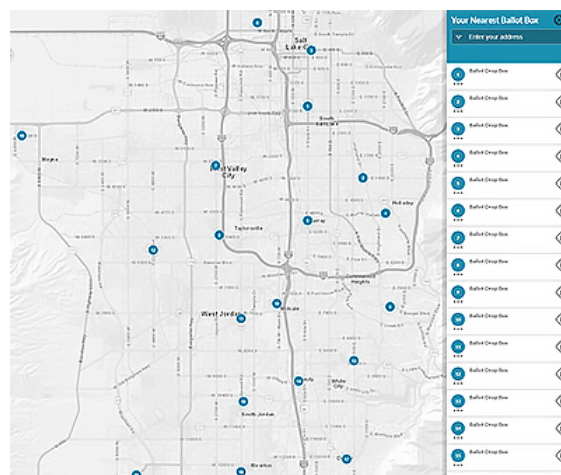
# Conclusion

Salt Lake County Elections has focused this last year on innovation and accountability, not only toward the public but ourselves as we strive to stay up-to-date with the needs of our voters. We have concentrated on gathering feedback from our Election Workers and voters so that we can have honest and open communication with each other. We have used new solutions and new technology in our effort to accomplish our goals and will continue to look for ways to improve our processes. Taking on GIS and coming up with new and original ideas for its use is something we will continue to look forward to.

Many of our new efforts are cost-effective or free. From using Airtable for our Election Worker Directory, to a QR code survey for voter outreach and feedback, to surveys given to our Election Workers. They are user-friendly with a low learning curve and easily replicable. We'll be able to continue using these solutions for many elections to come, making them sustainable. This will only help us in our efforts to serve our voters.

## Salt Lake City, UT