

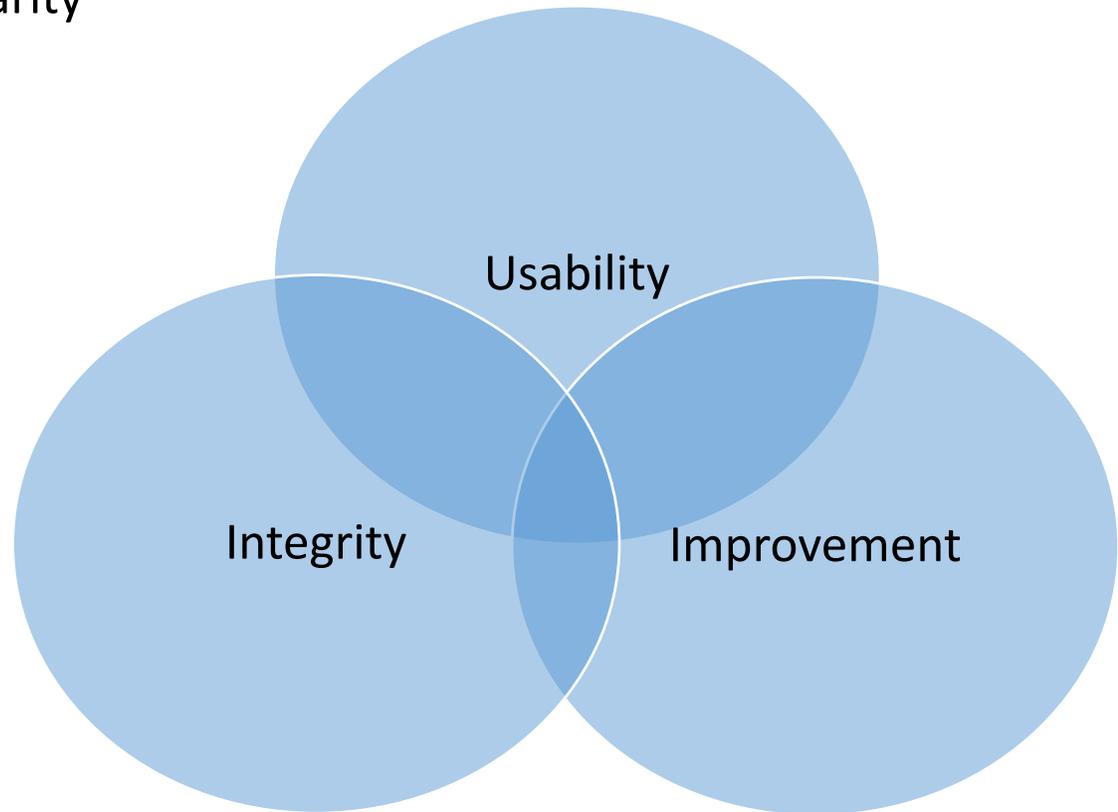


*Voter Registration Modernization,
Synchronization & Informed Decisions
7.12.2018*

*Michael Moser, Deputy Commissioner
Bureau of Commissions, Elections and Legislation*

Voter Registration Modernization

- Embarking on a journey to modernize all service channels
- Synchronization of services and building a solid foundation for all users
 - Upgrade channels to meet applicants and county personnel where they are
 - Focused on usability, availability and clarity
 - User testing
 - Application processing
 - Clean, complete data and process integrity
 - Continuous improvement (agile)



Voter Registration Collection in PA

Background:

- 2003
 - Motor Voter - electronic exchange with signatures since 2003 (with PennDOT)
- 2005
 - All PA counties completed transition to current voter registration database
- 2015
 - Redesign of paper voter registration application (VRMA)
 - Launch of online voter registration application (OVR)
- 2016
 - Motor Voter – simplified language and eligibility questions
 - Incorporated online signature upload feature into online voter registration (OVR)
 - Implemented Web Application Programming Interface (API) with online voter registration (OVR) for 3rd party organizations
- 2017
 - Adopted first state NVRA agency Web API into OVR
- 2018
 - Launched online 3rd party feature for registration drives (OVR Drive)
 - Redesigning OVR application – ongoing

PA Voter Registration Modernization

Example of OVR redesign

Deadline Alert: 05/11/2018 is the last day to reg

If you are not a U.S. citizen and a resident of Pa

If you have any questions, please call 1.877.VC

- Voter Eligibility
- Application Type
- Personal Information
- Current Address
- Mailing Address
- Identification
- Contact Information
- Party Choice
- Assistance



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VOTER REGISTRATION APPLICATION

DEADLINE ALERT: The last day to register before the 2018 GENERAL PRIMARY was 04/16/2018. Any application submitted now until 05/15/2018 will be held and processed the day after the 2018 GENERAL PRIMARY. If you are registering for the first time and are not already registered to vote, you will not be able to vote in the 2018 GENERAL PRIMARY.

If you are not a U.S. citizen and a resident of Pennsylvania at least 30 days before the next election, you CANNOT register to vote.

If you have any questions, please call 1.877.VOTESPA (1.877.868.3772).

Your registration is not complete until processed and accepted by your county voter registration office.

To vote in the next election, you must complete your application by 04/16/2018. You can submit your application:

- On this web site
- Delivered to your county voter registration office.
- By mail to your county voter registration office, postmarked by 04/16/2018.
[Click here to download a blank voter registration form](#)
- If you are on active duty in the military, or you are a hospitalized or bedridden veteran, you can register at any time. See www.fvap.gov for more information.

If you have one, please have your PA driver's license or PennDOT ID available to reference as you complete the application.

[Frequently Asked Questions](#)

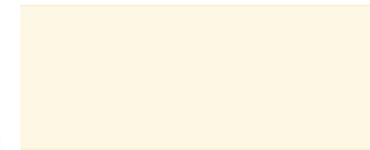
1. Your Name

First Name

Middle Name/Initial

Last Name

Suffix



Next→

Initially, OVR didn't provide an opportunity to upload a signature if an applicant didn't match with PennDOT or they elected to proceed without a PennDOT ID.

Year	Total OVR Apps	Missing Signature Requests
2015	56,707	12,162
2016	858,984	99,054
2017	68,966	9,586

VOT

You have not provided a PA driver's license or PennDOT ID number.

To try entering a PA driver's license or PennDOT ID number, click YES.
To provide an image of your signature, click UPLOAD SIGNATURE.
To print, sign and mail your application, click NO

[Yes](#) [Upload a Signature](#) [No](#)

Informing decisions: OVR Signature Upload

Upload a Signature X

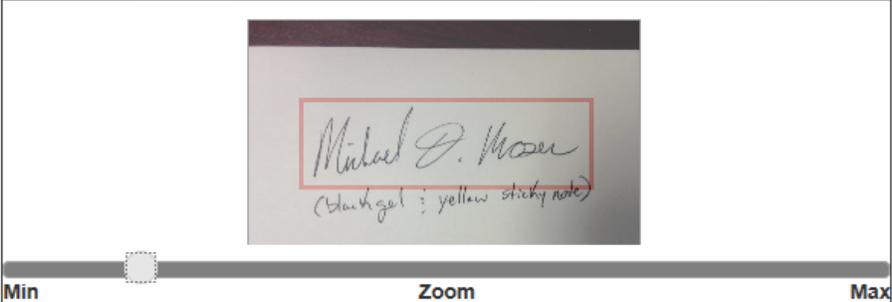
Show Instructions ▲

1. Make sure your signature is clear and positioned inside the red box.
 - To center your signature inside the red box, click on the image
 - To make your signature fit inside the red box, use the Zoom bar
 - Make sure there are no shadows or other marks on the signature
2. When your signature is positioned, click the Preview/Submit button to continue

OR

To upload a new image and start over, click the Clear button.

Clear **↻ Rotate** **Rotate ↻** **Preview/Submit**

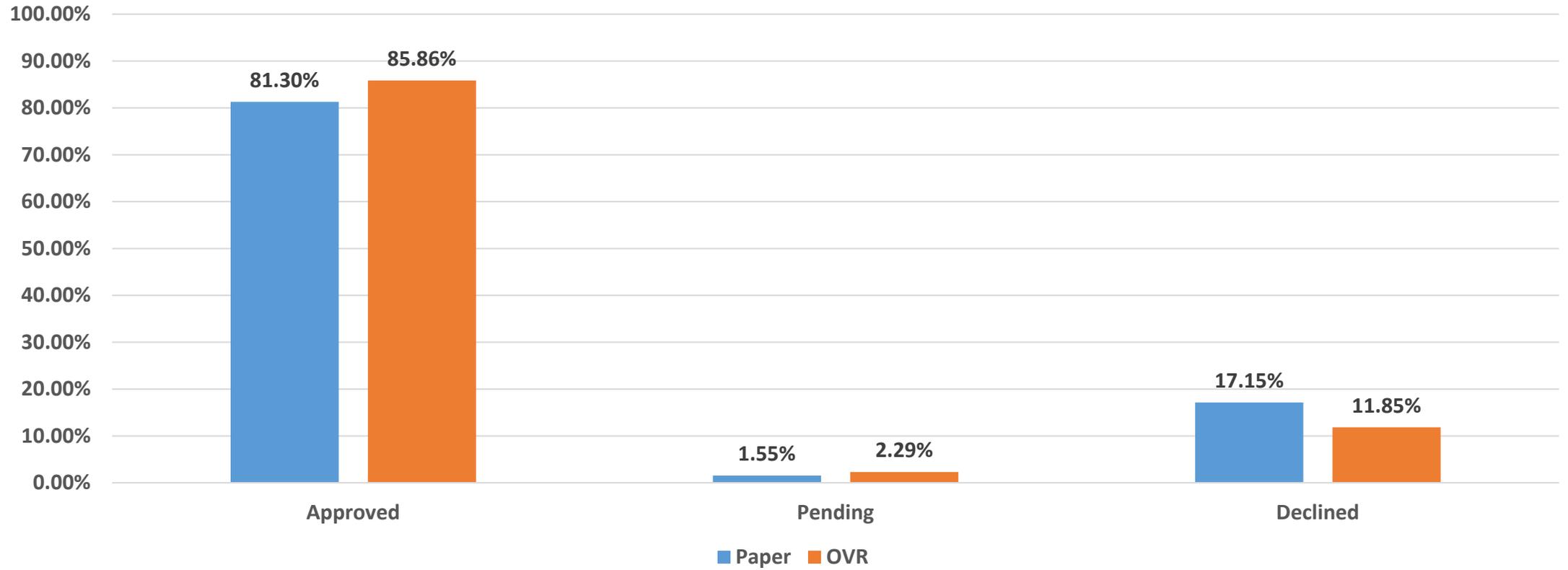


Min Zoom Max

To date, more than 45,000 signature have been successfully uploaded with online applications.

Year	Total OVR Apps	Missing Signature Requests	Missing Signature Requests % of Total OVR Apps
2015	56,707	12,162	21.45%
2016	858,984	99,054	11.53%
2017	68,966	9,586	13.90%

Application Processing Summary



Informing decisions: Data Collection

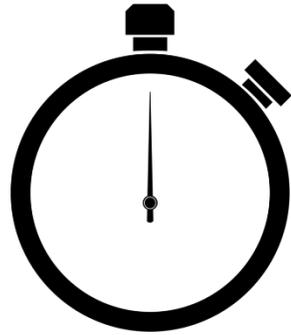
Integration can assist with business processing and improve data completeness and integrity.

Data Points	Paper	OVR	Web API (OVR Subset)*
w/o Driver's License	58%	10%	16%
w/o Last 4 SSN	43.5%	66.5%	82%
w/o Email	94%	27%	2%
w/o Phone	58%	37%	1%
Approx. Apps Reviewed	1,050,000	980,000	74,000

*One API entity requires last 4 SSN as part of their business process. At a minimum, last 4 of SSN is submitted as a form of ID when their applications are submitted to DOS and county officials.

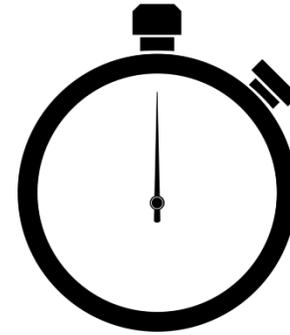
Other realized benefits:

- Application processing becomes more elastic
- OVR applications are traceable for status updates
- Modern platforms provide greater opportunities to refine voter behavior patterns or other areas like maintenance windows or county processing loads



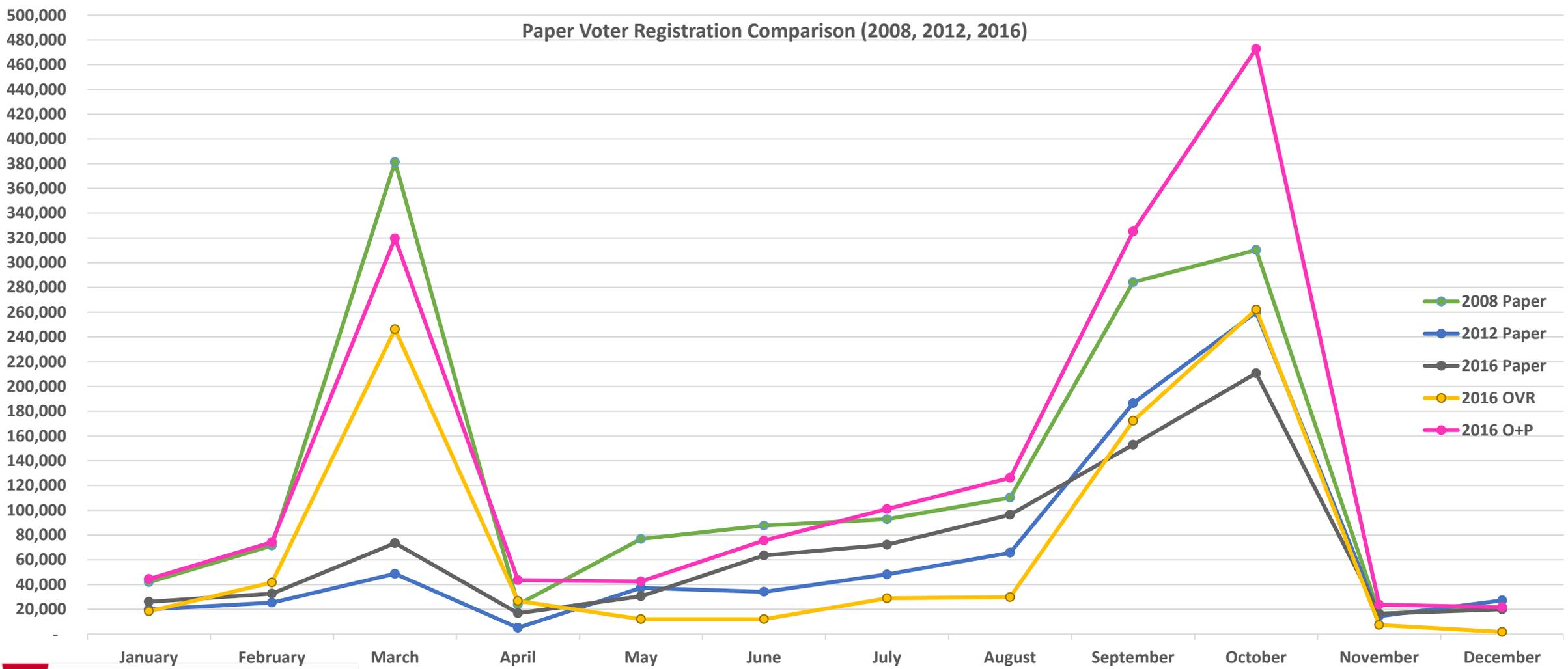
Avg. paper processing
time/10 apps

Approx. 18 minutes

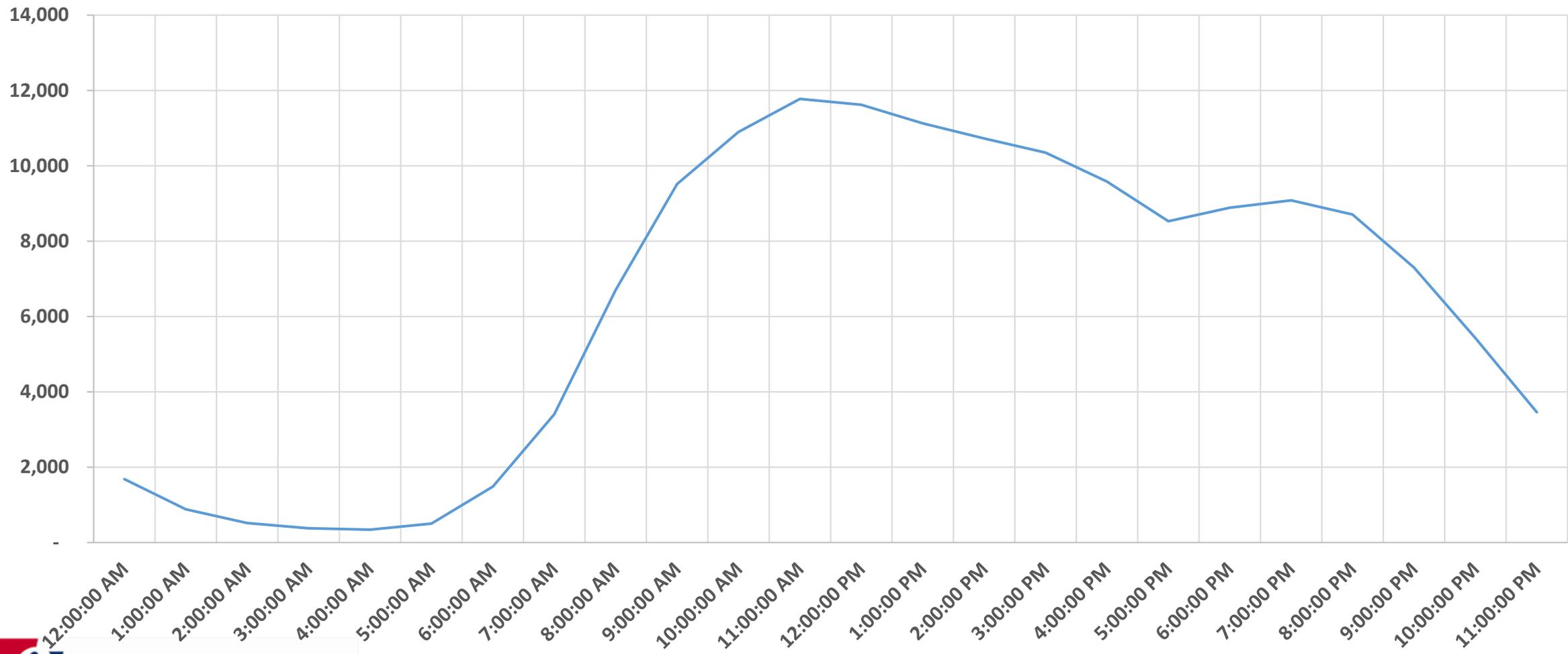


Avg. OVR processing
time/10 apps

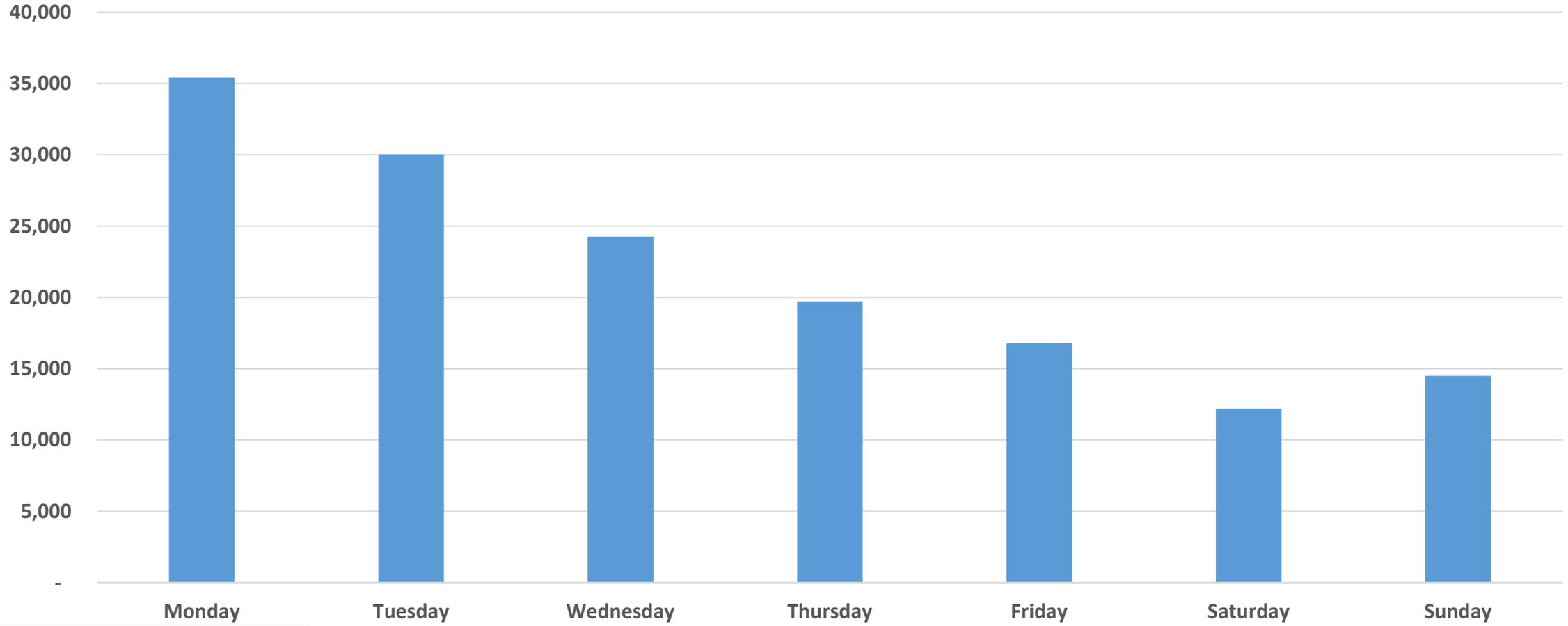
Approx. 6 minutes



Count of OVR Applications Per Hour Since 1/1/2017



OVR Applications By Day Since 1/1/2017



- A lot of the information covered in this slide deck was achieved with common tools (like access or excel)
 - This provides a solid foundation for greater process integrity and more complete data creates a launchpad for more in-depth analysis
- We're achieving greater usability and understanding
- Applicants are more aware of potential application issues upfront and have an opportunity to correct
 - Online applications are trimming processing time, improving approval rates, voters receive more timely applications and mitigate potential application errors
- County personnel receive cleaner, more complete applications
- Overall data is improving with more comprehensive records and data points
 - This improves quality of matches when conducting list maintenance or other initiatives

Thank you!

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