

# U.S. ELECTION ASSISTANCE COMMISSION

## Voter Hotline Study





# (DRAFT COPY)

## Report to the U.S. Election Assistance Commission: Study of Government-Sponsored Voter Hotlines

### EXECUTIVE SUMMARY

The telephone remains a primary communication tool between election offices and the customers they serve...America's voters. Election officials nationwide use a variety of tools to provide information to stakeholders. From answering routine questions on Election Day...to providing poll worker training and assignment information...to responding to inquiries on the status of provisional ballots and general voter complaints and concerns, the outcome of this study reiterates the importance of providing fast, efficient and accurate election information.

#### Prevalence of Dedicated Phone Banks.

Election officials are investing in a variety of methods to manage the influx of calls and requests for information on peak election days, including 24-hour automated telephone banks and personalized live telephone operators. However, only about 1 in 20 (5%) election offices in the United States that administer or oversee federal election have a dedicated phone hotline expressly for the purpose of communicating with voters and/or poll workers. State-level election offices were the most likely to have used dedicated phone hotlines in the 2006 election season. Thirteen of the 27 (48%) state election offices that responded to the 2007 survey of election officials conducted for this study said they operated a voter and/or poll worker hotline.

Dedicated phone hotlines were much less common among county-level offices. Just short of one in 10 county-level offices said they used hotlines. And only a handful of election offices in cities or townships (1%) utilized a dedicated phone hotline to provide information to voters and/or poll workers in 2006.

The survey, in which 1,466 election officials participated, revealed that larger election offices are more likely to have used a dedicated phone hotline in the 2006 election season than are smaller offices. Offices that report having a dedicated hotline employ between 3 to 22 full-time staff and 1 to 10 part-time staff. By contrast, offices that didn't have a dedicated hotline are much smaller and are typically staff by 1 to 3 full-time and 1 to 3 part-time staff. Similarly, election jurisdictions that serve large numbers of voters are more likely than smaller jurisdictions to report using a dedicated phone hotline. The median voter population of offices that used hotlines in the 2006 election season is roughly 185,500 with the number of voters typically varying between 29,000 and 575,000. By comparison, jurisdictions that did not operate hotlines are much smaller—typically serving between 1,300 and 20,000 voters with a median voter population of approximately 6,100.

# (DRAFT COPY)

## Diversifying the Response Tools.

Conversations with and survey responses from more than 1,466 election offices across the country reveal that communication tools and techniques are changing. Many state and local jurisdictions are supplementing the traditional telephone banks and toll-free access lines with web sites, text messaging and podcasting. Recognizing the diversity of the voting population, many offices are using a combination of one or more of the above tools.

## Services Provided via Phone.

The survey revealed that most election offices with hotlines are providing information on the most frequent voter queries: “Am I registered?” and “Where do I go to vote?” Three-quarters or more of hotlines directly offered information to voters on whether or not the voter is currently registered (79%), or information on the voter’s voting location and the polling hours in the voter’s polling place (77%).

Jurisdictions with dedicated hotlines report that the bulk of the calls they receive have to do with issues with where to go to vote (42%) or checking on registration status (33%). Jurisdictions report that fewer than two in ten calls are about receipt of absentee ballots (8%), general non-fraud complaints (6%) or about fraud related concerns (1%).

## Development and Costs of Hotlines.

More than eight in ten jurisdictions with dedicated hotlines report that the process of developing the hotline was easy, and two-thirds reported that they had developed them in-house, usually with support from the county or state technology department.

## Sampling of Successful Practices.

Election officials who participated in the survey provided some tips for developing and enhancing automated phone systems. Researchers also followed up with a number of election officials to gather some successful practices, including idea for tracking the types of and number of incoming calls as well as for supplementing the services provided by phone systems.

TABLE OF CONTENTS

**Section One:** About the Study ..... 4

**Section Two:** About the Data ..... 5

**Section Three:** Prevalence of Hotlines ..... 6

**Section Four:** Features of Hotlines ..... 10

**Section Five:** Information Available to Callers ..... 12

**Section Six:** Development of Hotlines ..... 27

**Section Seven:** Maintenance and Operation of Hotlines ..... 33

**Section Eight:** Sampling of Tips and Successful Practices ..... 40

**Attachment A:** ..... 45

## SECTION ONE: ABOUT THE STUDY

The focus of the 2007 EAC-commissioned survey of election officials and report on government-sponsored voter hotlines was to gather information and provide assistance to election officials who are seeking to start up or improve their phone services. The bulk of the questions asked in an extensive survey of election officials originated from the EAC in its Statement of Work. The EAC contractors, The Pollworker Institute and IFES worked with the EAC Research Director to modify the questions to make them user-friendly for jurisdictions taking the survey

Originally the EAC limited the definition of voter hotline to toll-free numbers. However, the EAC later agreed that the definition be broadened so that data could be collected from government agencies that employ non-toll free phone systems to provide services to voter and pollworkers, and to receive information from callers. The resulting survey reflected this updated definition.

## SECTION TWO: ABOUT THE DATA

This report contains the results of a web-based survey sent to federal, state, and local-level offices that administer and/or oversee federal elections. Invitations to complete the survey were sent to a total of 5,920 election offices including 3 federal agencies, 50 state election directors and their counterparts in Puerto Rico and the District of Columbia, and 5,868 local-level (counties, cities, and townships) jurisdictions.

Jurisdictions were sent invitations to complete the survey by email or fax, depending upon the information available. About two-thirds of the offices were sent a link by email; the remaining third were sent a fax with the information needed to log on to the survey. An invitation to take the survey was not sent to 316 offices for which we were not able to obtain an email address or fax number; in most cases we were able to confirm that the election office in question had neither email nor a fax machine.

Out of the roughly 6,184 local-level election jurisdictions in the 50 U.S. states, invitations to complete the survey were sent to a total of 5,868 local level election offices. In states in which election duties are divided up among more than one office (such as a county clerk and a registrar of voters), the invitation was sent to the office that handles the bulk of voters' questions and voter communications. The survey invitation was sent to the head of this office with directions that the survey should be completed by the person in the office most knowledgeable about voter communication, especially phone hotlines or phone-based voter information efforts. In this way, this survey contains only one response per election jurisdiction. (Note that in the state of New York the Board of Elections has two commissioners—one Democratic and one Republican. In order to maintain the principle of one response per jurisdiction, we used a random selection method so that in half of counties/boroughs the survey was sent to the Republican commissioner and in half to the Democratic commissioner.)

Jurisdictions had between August 28<sup>th</sup> and September 17<sup>th</sup> 2007 to complete the on-line survey, and election offices were contacted up to five times, including an introductory letter, invitation to join the survey, and three reminders encouraging their participation.

Readers are reminded that this was an on-line survey, and thus the lack of Internet access in some smaller jurisdictions may have depressed turnout, although we know that election officials in some of these jurisdictions took the survey from their home computers and a small handful called into take the survey by phone with one of the project researchers.

In total, 1,466 election offices took the survey—1 federal agency, 27 state election offices, 1,438 local-level--resulting in a 25% response rate. Broken down by region, the survey was completed by 29% of election jurisdictions in the West, 25% in the South, 23% in the Northeast, and 23% in the Midwest.

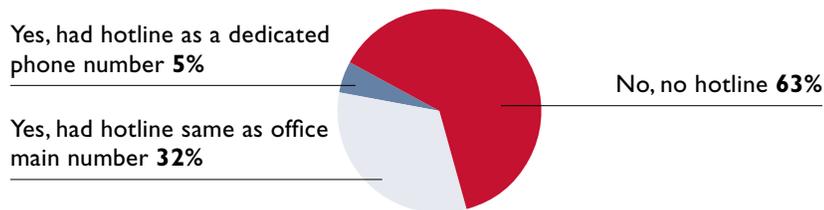
## SECTION THREE: PREVALENCE OF HOTLINES

### Minority of election offices use phone hotlines to communicate with voters and/or poll workers

The majority (63%) of election offices did not operate phone hotlines to communicate with voters and/or poll workers in their communities during the 2006 election season. A little more than a third of election offices report that they used phone-based information lines to communicate with voters and/or poll workers in their area, but for most offices, this phone hotline was the same as their office's main number. Only about 1 in 20 (5%) election offices in the United States that administer or oversee federal election have a dedicated phone hotline expressly for the purpose of communicating with voters and/or poll workers.

---

Did your office operate a phone-based information line, phone bank, or "hotline" to provide services or information to voters or poll workers in your area?



### State election offices most likely to have dedicated hotlines

When considering the different types of election offices surveyed, state-level election offices are the most likely to have used dedicated phone hotlines in the 2006 election season. Thirteen of the 27 (48%) state election offices that responded to the survey said they operated a voter and/or poll worker hotline.

Dedicated phone hotlines were much less common among county-level offices. Just short of one in 10 county-level offices said they used hotlines. And only a handful of election offices in cities or townships (1%) utilized a dedicated phone hotline to provide information to voters and/or poll workers in 2006.

# (DRAFT COPY)

## Hotlines by Level of Government

	Federal	State	County	City / Township
No, no hotline	0 (--%)	5 (19%)	352 (46%)	563 (83%)
Yes, had hotline same as office main number	1 (--%)	9 (33%)	351 (46%)	108 (16%)
Yes, had hotline as a dedicated phone number	0 (--%)	13 (48%)	57 (8%)	7 (1%)
Total jurisdictions reporting	1 (100%)	27 (100%)	760 (100%)	678 (100%)

### Offices with more staff and large voter populations more likely to utilize hotlines

In a similar vein, the survey revealed that larger election offices are more likely to have used a dedicated phone hotline in the 2006 election season than are smaller offices. Offices that report having a dedicated hotline employ between 3 to 22 full-time staff and 1 to 10 part-time staff. By contrast, offices that didn't have a dedicated hotline are much smaller and are typically staff by 1 to 3 full-time and 1 to 3 part-time staff.

	Median	1st Quartile	3rd Quartile
<b>Offices with dedicated hotlines</b>			
Number of full-time staff	8	3	22
Number of part-time staff	2	1	10
Number of voters in jurisdiction	185,000	29,000	575,000
<b>Offices without dedicated hotlines</b>			
Number of full-time staff	2	1	3
Number of part-time staff	1	1	3
Number of voters in jurisdiction	6,100	1,300	20,000

## (DRAFT COPY)

Likewise, election jurisdictions that serve large numbers of voters are more likely than smaller jurisdictions to report using a dedicated phone hotline. Election jurisdictions will require a certain number of telephones and phone lines to maintain a useful toll free telephone service, and avoid the busy signal or dump-to-voice-mail problem.

*“In a major election our call centers field more than 10,000 calls per hour. The volume outmatches our capacity of operators, phones and computers. Our 1-800 numbers are critically important in that the automated functions allow us to immediately respond to the bulk of the calls on issues such as where to vote and registration confirmation. This leaves our skilled operators available for those calls that require a live interaction.”*

Dean Logan, Los Angeles County Acting Registrar-Recorder/County Clerk

The survey revealed that the median voter population of offices that used hotlines in the 2006 election season is roughly 185,500 with the number of voters typically varying between 29,000 and 575,000. By comparison, jurisdictions that did not operate hotlines are much smaller—typically serving between 1,300 and 20,000 voters with a median voter population of approximately 6,100.

### Number and Percent of Jurisdictions with Phone-based Hotlines by Region

	Northeast	Midwest	South	West
Offices with dedicated hotlines	10 (3%)	13 (2%)	36 (10%)	18 (15%)
Total jurisdictions reporting	393 (100%)	602 (100%)	349 (100%)	121 (100%)

### Hotlines most prevalent in the West and South

Phone-based hotlines are most prevalent in election jurisdictions located in the Western and Southern states of the country. More than one in ten election jurisdictions in the West (15%) and South (10%) report having used a phone-based hotline during the 2006 election season. By contrast, less than one in twenty jurisdictions in the Northeast (3%) or Midwest (2%) say they have a hotline.

The relatively high reliance of hotlines in the West and the South is almost certainly a function of the size of election jurisdictions in those regions—phone-based hotlines dedicated solely to providing information to voters are simply not needed in smaller jurisdictions where the call volumes can easily be handled by the main, all-purpose office number. According to the 2004 EAC Election Day Survey, jurisdictions in the West and South are many times larger than those

## (DRAFT COPY)

in the Midwest and Northeast. The median number of voting aged citizens in Western election jurisdictions is approximately 16,006 and 19,157 in the South. By comparison, the median number of voting aged citizens in the Northeast is roughly 2,644 and 1,397 in the Midwest. Furthermore, a large percentage of jurisdictions in the Northeast (15%) and Midwest (21%) are “micro” districts that serve populations of fewer than 500 voting-aged citizens. Very few elections jurisdictions in the West (1%) and South (.2%) serve fewer than 500 citizens.

Paraphrasing the words of one election official in a micro-sized jurisdiction in Wisconsin:

*“We don’t need a hotline. If someone has a question, they just walk into the office and ask me.”*

### Increasing reliance on Websites to Serve Voters

Election offices nationwide are turning to the Internet to provide web-based customer service. Through discussions with election officials, it is apparent that offices across the country have realized that the initial cost to develop and launch a web site pays off in the long run because voters are able to get answers to a variety of questions at any time of the day, on any day of the week.

*“We don’t have a hotline per se....rather we use our website to interface with the majority of our voters and that has worked extremely well.”*

Gary Smith, Forsyth County, Georgia

Web sites are open 24 hours a day, 7 days a week. Voters have the freedom of “visiting the election office” from the comfort of their own home. More and more election offices are providing resource tools on their web sites enabling voters to confirm their voter registration status, find their polling place and print a map, and review and print their sample ballot. These services along with the ability to learn how to use voting equipment, access on-line poll worker training tools and also email questions to the election official are all examples of how the Internet-based services in election offices are improving communication and expanding the level of customer service provided to voters nationwide.

Text-messaging and pod casting services provide election officials instant communication techniques and links to voters. Fortunately, these services are often those utilized by the 18-35 year old population – a segment of the voting population that continues to be targeted in voter outreach efforts. Imagine a voting population with cell phones receiving text messages that say, “The polls are now open for voting. Click on this link to find your polling place location.” This puts customer service at the fingertips of all voters and at the same time alleviates the backlog of phone calls at Election Central on Election Day.

## SECTION FOUR: FEATURES OF HOTLINES

### Majority of hotlines are operated on normal toll phone lines

The majority of dedicated phone hotlines in operation during the 2006 election season operated on normal, toll call phone lines. Seven in 10 (71%) responding jurisdictions say that their hotlines operated on a normal toll call basis. Nearly half of jurisdictions (47%) said they operated a toll free hotline with 19% of jurisdictions saying their office offered both a toll free and a normal toll call hotline.

All of the thirteen state-level election offices responding operated a toll free hotline, with a couple of states also offering a normal toll call hotline as well. In contrast, among county-level and city and township election offices there is an almost equal split in the utilization of toll free versus toll call hotlines with a small tendency to opt to use toll call rather than toll free hotline numbers.

#### Toll Free versus Toll Call Dedicated Phone Hotlines

	Toll Free	Toll Call
All jurisdictions	47%	71%
States	100%	8%
Local jurisdictions	36%	46%

# (DRAFT COPY)

## Most Hotlines Open All Day or During Polling Hours on Election Day

The plurality of jurisdictions (47%) operate their hotlines 24-hours on Election Day and most of the rest have their hotlines in operation roughly the same hours that the polls are open in their area (41%). Only a little more than 1 in 10 offices only keep their hotlines open during normal office hours (11%) or extended office hours (1%).

### Hours of Operation of Hotlines at Different Times of the Year

	Election Day	Election Season (excluding Election Day)	Remainder of the year
24 hours	47%	24%	21%
When polls are open (approx.)	41%	—	—
Extended Office Hours	1%	4%	0
Normal Office Hours	11%	53%	53%
Not in Operation	0%	20%	26%

During the rest of the Election Season, however, only about a quarter of hotlines (24%) operate 24-hours. Instead, a little more than half (53%) operate within normal office hours or extended office hours (4%). And twenty percent of the hotlines in operation during the 2006 election season were only in operation on Election Day.

The remainder of the year outside of election season, only about one in five hotlines (21%) are in operation 24 hours while roughly half are in operation during normal office hours (53%) and a quarter (26%) not in operation at all.

## SECTION FIVE: INFORMATION AVAILABLE TO CALLERS

### Calls from Voters

Telephones remain a valuable tool in communicating with voters, especially those voters who do not use or do not have ready access to a computer. Telephones can be a useful two-way dialog, as opposed to a one-sided message emanating from an election jurisdiction.

Telephone lines can be a first-line form of communication with election jurisdictions that do not have websites, or the capacity to “snail-mail” voting information. Even for jurisdictions that have advanced websites, web portals and extensive voter mailings, (i.e., sample ballot booklets), hotlines can be an invaluable way for election officials to get real-time feedback from voters such as the status of a polling place (i.e., “the polling place where I am assigned to is not open”) or to report a problem with an incorrectly drawn precinct boundary line.

We asked jurisdictions whether different types of information were directly available to voters through their jurisdiction’s hotline or if not directly available, whether or not the hotline had provisions for transferring that person to the appropriate person or office. For each type of information asked about, nearly all hotlines either provided the information directly through the hotline or referred the caller to the appropriate person or office.

More specifically, three-quarters or more of hotlines directly offered information to voters on legal deadlines to request and return absentee ballots (81%), whether or not the voter is currently registered (79%), or information on the voter’s voting location and the polling hours in the voter’s polling place (77%).

Further, roughly six in 10 or more of jurisdictions report that their hotlines directly provided information on the voting system used in the voter’s polling place (65%), general complaints and concerns (63%), clarification of laws and/or procedures (61%), request or check status of absentee ballot (60%), information on accessibility provisions in polling locations for voters with disabilities (60%), or how to become a poll worker (59%). Most of the rest of the jurisdictions that didn’t provide this information directly through their hotline, said that their hotline had a provision for referring callers with these information needs to the appropriate person or office.

Slim majorities of jurisdictions provide information via hotlines on provisional ballot status (55%), voter information specific to Overseas and Military Voters (UOCAVA ballot sent/received status) (55%), or reporting fraud and/or filing a

## (DRAFT COPY)

HAVA complaint (51%). Again, almost all of those jurisdictions that did not offer the information directly through their hotline were able to transfer the call to the appropriate person or office to assist the caller. In particular, in at least one state, calls to the election office regarding the status of a provisional ballot are referred to the state election office.

### Information Available to Voters through Hotlines

	Available through hotline	Not available but hotline refers caller to appropriate person/office	Not available and hotline does not refer caller
Information on legal deadlines to request/return absentee ballot	81%	15%	4%
Voter registration – am I registered?	79%	16%	4%
Information on voting location and hours	77%	18%	4%
Information on voting system used in voter's polling place	65%	25%	8%
Other general voter complaints/concerns	63%	33%	4%
Clarification of laws and/or procedures	61%	32%	5%
Request or check status of absentee ballot	60%	34%	5%
Information on accessibility provisions in polling locations for voters with disabilities	60%	33%	5%
How to be a poll worker	58%	36%	5%
Provisional ballot status	55%	40%	5%
Voter information specific to Overseas and Military Voters (UOCAVA ballot sent, received (status))	55%	38%	7%
Report fraud – file HAVA complaint	51%	42%	5%

# (DRAFT COPY)

## Communicating with Poll Workers

In addition to providing services to voters, many hotlines are used for communicating with poll workers. Nearly three-quarters (71%) of jurisdictions use hotlines as a way of communicating with their poll workers to clarify laws and/or procedures or troubleshoot problems at the polls on Election Day. Almost as many jurisdictions also use hotlines to communicate with poll workers on these issues prior to Election Day, and more than half (57%) of jurisdictions provide information on poll worker recruiting and deployment via their hotlines.

A quarter (25%) of jurisdictions report that they use their hotline for poll workers to signal the opening and closing of individual polling places, while 30% refer calls of this nature to the appropriate person or office. However, a large number of jurisdictions (44%) neither use hotlines directly to signal the opening and closing of polling stations nor refers hotline callers on this issue to another office.

### Information Available to Poll Workers through Hotlines

	Available through hotline	Not available but hotline refers caller to appropriate person/office	Not available and hotline does not refer caller
Election Day Hotlines for Poll Workers (clarification on laws and procedures, troubleshooting with voting system problems, “no-show” poll workers, missing supplies, etc.)	71%	27%	3%
Pre- Election Day Hotlines for Poll Workers (clarification on laws and procedures, troubleshooting with voting system problems, etc.)	64%	29%	8%
Poll worker recruiting and poll worker information (assignment, training schedule, etc.)	57%	37%	5%
Automated system for poll workers to signal the open/closed station of that polling location	25%	30%	44%

## (DRAFT COPY)

### Majority of hotlines operate solely in English, but many offer support in alternative language

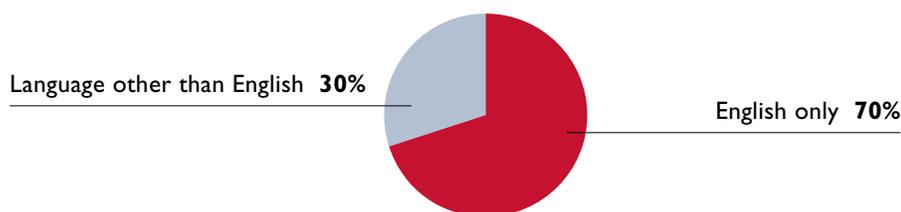
Hotlines can be a very important tool for voters with limited-English proficiency. Election offices are increasingly identifying staff who possess the language capacity to assist such voters and/or off-site resources to provide such services. An example of such a system is the Los Angeles County 1-800-481-8683 Multilingual Assistance Hotline. Voters can call this toll free number to request translated voter registration forms, translated sample ballot booklets, translated voting instructions, etc. and to locate their polling place. To obtain assistance in his or her language the voter asks to speak with an interpreter who serves as a liaison between the voter and the election information staff.

Three in 10 jurisdictions (30%) offer some sort of alternative language support with Spanish being the most often offered language. Roughly a quarter (26%) of responding jurisdictions report that they offer Spanish language services through their hotline. A few jurisdictions also offer Chinese (7%), Tagalog (4%), Vietnamese (4%), Japanese (1%), Korean, or some other language (3%).

When only jurisdictions that are required to publish election materials in a language other than English are considered, the prevalence of hotlines with foreign language assistance increases. Nearly two-thirds (65%) of jurisdictions that are required to publish materials in a language other than English report that their hotline offers support in a language other than English while 35% of these jurisdictions say their hotlines operate solely in English. On the flip side, 15% of those jurisdictions that are not required to publish materials in a foreign language offer foreign language support through their hotline, but that vast majority (85%) of them operate their hotline solely in English.

---

Does your office's hotline(s) operate solely in English or do you offer support in a language other than English?



## (DRAFT COPY)

### Nearly half have some form of TTY or TTD technology support for the hearing impaired

Roughly a quarter (27%) of jurisdictions report that their hotline is directly equipped with TTY or TTD technology for the hearing impaired. An additional nineteen percent of jurisdictions say they do not directly provide support in TTY or TTD technology but have a relay program with a state-level service.

Just over half of jurisdictions report that they do not offer any TTY or TTD support—either directly or through a relay program. Breaking these results down by the level of government of election office shows that 39% of states responding to the survey and 58% of county/city/township election offices do not offer TTY or TTD nor do they coordinate this support with another agency.

Is your hotline number(s) equipped with TTY or TTD technology for the hearing impaired?

Yes, hotline directly TTY / TTD	27%
Yes, have relay program with a state-level service	19%
No, not offered and callers not relayed/transferred	55%

### Most calls to hotlines are about registration and voting location issues

Jurisdictions with dedicated hotlines report that the bulk of the calls they receive have to do with issues with where to go to vote (42%) or checking on registration status (33%). Jurisdictions report that fewer than two in ten calls are about receipt of absentee ballots (8%), general non-fraud complaints (6%) or about fraud related concerns (1%).

# (DRAFT COPY)

Thinking only about the calls made to your hotline(s) on Election Day, approximately what percentage of calls are made to the following categories?

Where do I vote?	42%
Am I registered?	33%
Did you get my absentee ballot?	8%
I have a complaint (non-fraud related)	6%
I suspect fraud	1%
Other	14%

\*These are self-reported percentages reported directly from jurisdictions and do not sum to 100%

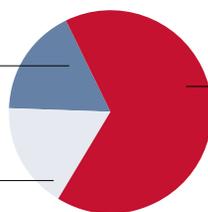
## Few jurisdictions have hotlines answered exclusively by automated system

Fewer than one in five jurisdictions have hotlines that are answered exclusively by an automated system (17%). Instead, most jurisdictions report that a live operator answers their office's hotline (66%) or they have both a hotline answered by a live operator and one answered by an automated system (17%).

Are your information lines or hotlines answered by a live operator or are they answered by an automated system or do you have both kinds of hotlines?

Answered by an automated system **17%**

Have both a hotline answered by live operator and one answered by automated system **17%**



Answered by a live operator **66%**

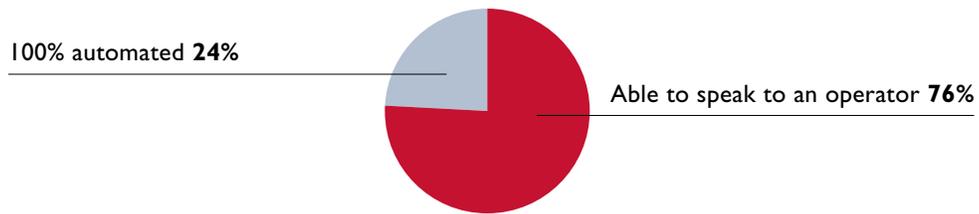
# (DRAFT COPY)

## Most automated systems have ability to speak to a live operator

Although few jurisdictions have hotlines answered exclusively by automated systems, the majority (76%) of those that do allow callers to opt out of the automated portion and speak to a live operator. Only a quarter (24%) are completely automated systems.

---

Are callers able to exit the automated portion of the phone information hotline and speak to an operator or is your hotline 100% automated?



Asked only of those who have a hotline answered by an automated system

## (DRAFT COPY)

### Operators use a variety of sources to handle voters' information needs

Local-level jurisdictions that operate hotlines that are answered by a live operator use a variety of tools to answer voters' information needs. Nearly all local-level jurisdictions that have operator-answered hotlines give their operators access to voter registration (91%) or polling-place lookup databases (86%). A large majority also give their operators access to absentee ballot databases. Roughly half (49%) employ a poll worker management database to help operators handle questions that come into the hotline and four in ten utilize a provisional ballot database (40%).

What is more, three quarters (74%) of these jurisdictions say their operators have access to three or more of these databases and almost a third (30%) give their operators access to all five data sources.

What databases, if any, do your hotline operators have access to?	
Voter registration database	91%
Polling-place lookup database	86%
Absentee ballot database	70%
Poll worker management database	49%
Provisional ballot database	40%

Asked only of local-level jurisdictions with hotlines answered by a live operator (n=43).

## (DRAFT COPY)

### Among automated hotlines, integration with voter registration and polling place lookup databases are most common

What databases, if any, are integrated with your hotline(s) system(s)?	
Voter registration database	45%
Polling-place lookup database	33%
Absentee ballot database	10%
Poll worker management database	10%
Provisional ballot database	10%

Asked only of local-level jurisdictions with hotlines answered by a live operator (n=21).

Voter registration and polling-place lookup databases are the most popular databases for local-level jurisdictions with automated systems to integrate into their hotlines. Forty-five percent of local-level jurisdictions with automated hotline systems integrate voter registration databases and thirty-three percent integrate a polling-place lookup database. A small number report integrating an absentee ballot database (10%), poll worker management database (10%) or provisional ballot database (10%).

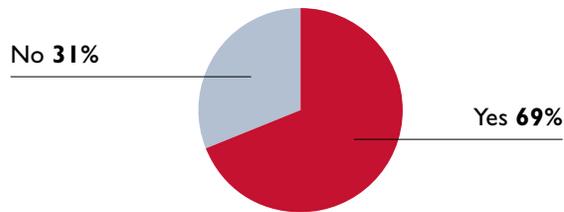
At the same time, database integration for those jurisdictions that have their hotlines answered by automated systems isn't completely widespread. Roughly four in 10 jurisdictions with automated hotlines don't report any database integration and only 14% say they have three or more databases integrated directly into their automated hotline. Further conversations with these jurisdictions shows that many jurisdictions in this category use the automated system to route calls to particular office or operators, but the bulk of the voter information services is handled by live persons and not through database integration and in this way, are similar to operator-answered hotlines in their information management and dissemination strategies.

# (DRAFT COPY)

## State-run Hotlines Use Information Gathered at the Local Level to Inform Voters

State-level election offices use a variety of tools to give citizens calling into their hotlines information. The majority of states that responded to the survey say that their hotline has access to statewide vote registration lists (69%).

Does your hotline have access to statewide voter registration lists?



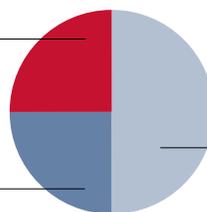
Asked only of state-level jurisdictions

Additionally, most state-level hotlines have the ability to give voters the phone number of their local level elections office. Half (50%) of states have a database of phone numbers for local-level jurisdictions directly on the hotline operators' computer and an additional 25% have a hard copy list of phone numbers available to reference. Only a quarter of state-run hotlines do not have the ability to give voter's the direct phone number of the appropriate local-level elections office.

Does your office have a list of voter information hotlines operated by subordinate jurisdictions in your state?

Yes, operators have a hard copy list of phone numbers of county/city offices 25%

Operators are provided access to local jurisdiction's databases so they can provide immediate assistance 25%

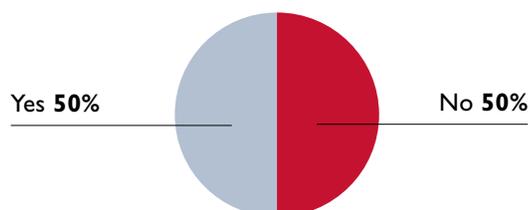


Yes, operators have access to a database of phone numbers for counties/cities on the computer at their workstation 50%

\*Asked only of state-level jurisdictions

## (DRAFT COPY)

Does your office have a list of voter information hotlines operated by subordinate jurisdictions in your state? Asked only of state-level jurisdictions



States are equally split in their ability to give voters the phone number of voter information hotlines operated by local-level jurisdictions in their state. Half (50%) report that they have a list of voter information hotlines operated by subordinate jurisdictions and half (50%) say they do not.

### Most Operator-Answered Hotlines lack systematic approach to dealing with voters' inquiries

A large majority (73%) of State and local-level jurisdictions with operator-answered hotlines say that they use a non-structured and non-automated approach to respond to callers' questions.

Of those who use a more systematic approach, protocol cards, forms, and checklist scripts are the most popularly used systems. Roughly a quarter (23%) of responding jurisdictions report that they use protocol cards, forms, and/or checklist scripts. Two percent used a automated script or protocol software system and an additional 2% say they use both protocol cards and an automated software system.

Do your call-takers have a protocol card, form, checklist, and script or software system to guide their interaction with callers OR does your office use a non-structured and non-automated approach to respond to callers' questions?

Use a non-structured and non-automated approach	73%
Use protocol cards / form / checklist script	24%
Use automated script / protocol software system	2%
Use BOTH protocol cards/ form / checklist script and an automated software system	2%

Asked only of those with operated only systems

# (DRAFT COPY)

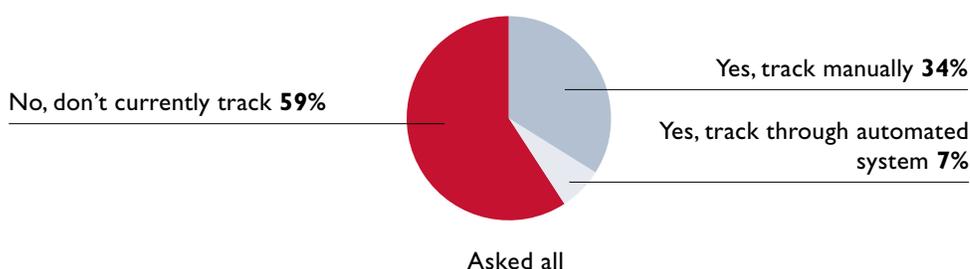
## Few hotlines formally track information on Hotline Calls

Just fewer than half (45%) of automated hotline systems have the ability to track the wait time of calls and a third (33%) can track call volume. Only one in ten jurisdictions with an automated hotline system report that they have the ability to track the duration of call (10%), the type of call (10%), or the end result of each call (10%).

Automated hotline systems with the ability to track	
Wait time of calls	45%
Call volume	33%
Disposition or end result of each call	10%
The type or category of call	10%
Duration of calls	10%

Asked only of jurisdictions with automated hotlines systems.

Do you currently track the type of call or information being sought after by the caller (for example, polling place lookup or absentee ballot status, etc.)?



Similarly, the majority (59%) of jurisdictions, whether they have automated or operator-answered hotlines, do not currently track the type of calls or information being sought after by callers. A third (34%) of jurisdictions have a manual system for tracking the type of calls and an additional 7% track the type of calls through their automated system.

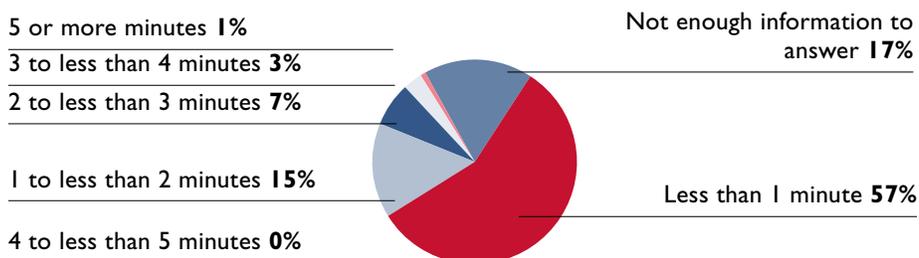
(See Section Eight, Sample Best Practices, for Clark County Nevada's "Line of Business" program which tracks calls by type. )

## (DRAFT COPY)

### Hotlines quick to answer citizens, calls....

A majority of jurisdictions report that callers to their hotlines wait on average less than a minute. An additional two in ten said that callers wait 1 to 2 (15%) or 2 to 3 (7%) minutes. Very few jurisdictions report wait times longer than 3 minutes or longer and almost two in 10 jurisdictions report that they didn't have enough information to give estimates on wait times.

#### What is the average wait time for calls made to your hotline?



### ....And most calls last only a minute or two

What is the average duration of calls made to your hotline once a caller is connected (not including hold time)?

5 or more minutes	1%
4 to less than 5 minutes	26%
3 to less than 4 minutes	7%
2 to less than 3 minutes	26%
1 to less than 2 minutes	38%
Less than 1 minute	8%
Not enough information to answer	15%

Jurisdictions with dedicated hotlines report that the bulk of calls received to their hotlines last only one to two (38%) or two to three (26%) minutes. Many fewer report that the average call is less than a minute (8%) or more than 3 minutes (12%).

Fifteen percent of jurisdictions report that they don't have enough information to estimate the average duration of calls.

## (DRAFT COPY)

### Hotlines typically fall into two categories – high and low volume

When it comes to call volume, hotlines tend to fit into two groups: Those that received only one or two calls at a time (25%) and those that handle a high volume of calls and are capable of receiving seven or more calls at one time (40%).

(graphic to be developed)

Closer inspection of the data shows that this bi-modal distribution of call capability is driven mainly by those jurisdictions with hotlines answered by live operators. In the main, there appear to be two types of operator-answered hotlines—low volume hotlines that answer only one to two calls at a time (30%) and hotlines capable of handling high call volumes and able to receive 7 or more calls at a time (36%). However, the largest bulk (48%) of automated answered hotlines fall into this later category and are capable of receiving 7 or more calls at a time.

Similarly, although almost half (46%) of the jurisdictions said that they didn't have enough information about call volumes to estimate the largest number of call received in one day, data from the jurisdictions that were able to make estimates shows a similar grouping into low and high volume hotlines. Roughly as many jurisdictions received fewer than 100 calls on their highest-volume day as received 5,000 or more calls.

Not surprisingly, automated hotlines and state-run hotlines tend to have higher call volumes than hotlines run by local level jurisdictions and those answered by live operators. On the highest volume day, the median number of call received by automated answered hotlines was 6,000 calls and 1,799 for state-run hotlines. By comparison, live operator answered hotlines received a median of 200 calls on their highest volume day and the median number of calls reported from local level jurisdictions is 350 call on their highest volume day.

# (DRAFT COPY)

## Call Capability by Hotline Type

Automated Answered	1-2 calls	13%
	3 to 4 calls	0%
	5 to 6 calls	8%
	7 or more calls	48%
	Not enough information to answer	30%
Operator Answered	1-2 calls	30%
	3 to 4 calls	18%
	5 to 6 calls	14%
	7 or more calls	36%
	Not enough information to answer	2%

## Largest number of Calls Received in One Day

Fewer than 100 calls	11%
100 to 499	15%
500 to 999	3%
1,000 to 1,999	12%
2,000 to 2,999	3%
3,000 to 3,999	2%
4,000 to 4,999	3%
5,000 or more	12%
Not enough to answer	46%

SECTION SIX:  
DEVELOPMENT OF HOTLINES

Nearly all jurisdictions say developing a hotline was easy

More than eight in ten jurisdictions with dedicated hotlines report that the process of developing the hotline was easy with jurisdictions roughly equally split in whether they would describe the process as very (38%) or somewhat (45%) easy. Only a small minority of jurisdictions describe the process as somewhat (15%) or very (1%) hard.

Jurisdictions with operator answered hotlines find the process of developing the hotline a little bit easier than their counterparts who developed automated machine-answered hotlines. Roughly half (48%) of those operator-answered hotlines describe the development of their hotline was very easy compared to 17% of jurisdictions with automated machine-answered hotlines. Instead, the majority of these jurisdictions describe the process as somewhat easy (52%).

Overall, how would you describe your office's experience developing the hotline?	
Very easy	38%
Somewhat easy	45%
Somewhat hard	15%
Very hard	1%

# (DRAFT COPY)

## Majority of hotlines are developed in-house

A two-thirds majority (68%) of jurisdictions report that they developed their dedicated hotline in-house. About two in ten jurisdictions chose to outsource some (9%) or most (13%) or the work while one in ten outsourced all of the development work for their hotline (9%).

Not surprising given the level of technical skill required to develop an automated answered hotline, hotlines answered by live operators were much more likely than their counterparts with automated answers hotlines to have developed the hotline completely in-house (82% vs. 40%) where jurisdictions that developed automated hotlines were more likely to outsource most or all of the work (10% vs. 48%). Jurisdictions with live operator and automated answered hotlines were roughly equally likely to outsource some of the development work (8% vs. 12%).

Developing the hotline in house or outsourcing some or all of the development work does not have an impact on the ease of hotline development. Those who developed the hotline in house are as likely to describe the development of the hotline process as easy as those who outsourced the work in part or in whole.

Some jurisdictions stressed the importance of hiring a vendor with specific election experience while others advised on the importance of hiring a firm with significant experience developing hotlines.

Did you develop the hotline in-house or did you outsource most or all of the work to another company or organization?

Developed the hotline in-house	68%
Outsourced some of the development work	9%
Outsourced most of the development work	13%
Outsourced all of the development work	9%

## (DRAFT COPY)

### All those who outsourced work indicated satisfaction with service provider

All responding jurisdictions that outsourced at least some of the work report satisfaction with their services provider. In fact, nine in ten report high satisfaction with their service provider (91%) and the remaining jurisdictions say they were somewhat satisfied with their service providers (10%).

### Most Hotlines developed relatively quickly

A plurality (40%) of hotlines was developed from start to finish within one to two weeks, although one in 10 (10%) jurisdictions reports that it took them more than two months to develop their hotline.

There is only a very slight difference in the length of development between automated and operator-answered hotlines. Thirty-one percent of automated answered hotlines were developed in one to two weeks compared to 46% of live operator answered hotlines. At the same time, jurisdictions with automated answered hotlines were about as likely as jurisdictions with operator answered hotlines to report taking more than two months in development (19% vs. 14%).

Approximately how many weeks did it take you to develop the hotline—from the time that you started planning the hotlines features to when the hotline was fully operational?

1 to 2 weeks	40%
3 to 4 weeks	15%
5 to 6 weeks	23%
7 to 8 weeks	13%
9 to 10 weeks	4%
More than 10 weeks	6%

# (DRAFT COPY)

How would you rate your satisfaction with this service provider?

Very satisfied	91%
Somewhat satisfied	10%
Somewhat dissatisfied	0%
Very dissatisfied	0%

## Hotline development doesn't have to be costly

Nearly half (47%) of jurisdictions with dedicated hotlines, opted not to answer questions about the cost of their hotline. However, based on the answers of the forty-one jurisdictions that did provide costing information, we see that hotline development does not necessarily have to be an expensive affair. A third (42%) report that they didn't spend any money on developing their hotline and quarter (24%) spent less than \$1,000 dollars. At the same time, a handful of jurisdictions spend \$5,000 or more on developing and implementing their jurisdiction's hotline

Follow-on interviews with jurisdictions that indicated that the development of their hotline had cost very little revealed that most of them had benefited from having the hotline developed "in-house" which meant both by staff from the election department or from the city, county or state technology "IT" services or telecommunications departments. For example, the New York City Board of Elections had its MIS Department initiate a state of the art Interactive Voice Response system in 2000. Another jurisdiction said "We simply called the state Division of Information Services to have the number installed."

## Perceptions of customer service needs drives decision of type of hotline more than costs

More than three quarters of jurisdictions with hotlines answered by an automated system say they chose this over a hotline answered by a live operator because of availability of staff (77%) or anticipated call volume (77%). Nearly as many say that calculations of wait times or time on hold (73%) and customer services needs (71%) drove their decision.

A majority say that the special needs of voters in their jurisdiction was part of their reasoning for choosing an automated hotline but jurisdictions were split in whether special needs was a major (28%) or minor (33%) reason.

## (DRAFT COPY)

Similarly, jurisdictions are split in their evaluations of how important costs were to their decision making process. A majority say that cost was a reason for them choosing to have an automated hotline, but jurisdictions are split in whether costs were a major (33%) or minor (24%) consideration and a large number of jurisdictions (43%) say that costs was not a reason at all.

Why did your office choose to have an automated hotline rather than one answered by a live operator?

	Major reason	Minor reason	Not a reason
Customer service	71%	14%	14%
Costs	33%	24%	43%
Availability of staff	77%	14%	9%
Anticipated call volume	77%	9%	14%
Wait times/time on hold	73%	14%	14%
Special needs of voters in jurisdiction	28%	33%	39%

Jurisdictions that opted for a live operated answered hotline also cite customer service as major reason. In fact, for those with live-operator answered hotlines, customer service considerations far outstrip other considerations in informing their choice. One jurisdiction advised “Always answer calls with a live operator. I apply this rule year round to all calls made to the Board of Elections but especially on Election Day when citizens are trying to determine whether or not and where to vote; I feel a live operator offers the most positive encouragement toward that end.”

Eight percent of jurisdictions say customer service was a major factor in their decision. Anticipated call volume (39%), wait times (35%) and availability of staff (29%), and the special needs of voters (20%) were major reasons for choosing to have a live operator answered hotline for many fewer jurisdictions.

## (DRAFT COPY)

Why did your office choose to have a live-operator hotline rather than an automated one?

	Major reason	Minor reason	Not a reason
Customer service	80%	8%	12%
Costs	20%	18%	61%
Availability of staff	29%	29%	43%
Anticipated call volume	39%	16%	45%
Wait times/time on hold	35%	20%	44%
Special needs of voters in jurisdiction	20%	41%	39%

Interestingly, a majority (61%) say that costs were not a reason for choosing to have a live operator answered hotline over an automated one, although 20% of jurisdictions say cost was a major reason and 18% say costs were a minor reason.

Some jurisdictions indicated in follow up interviews that voters do not like to deal with an automated line or phone tree and they felt that a “live” operator was a better level of customer service. Other jurisdictions pointed out that since the majority of calls are to confirm registration and to ask the voting location, which can be easily provided via the automated functions, the automated capacity allowed them to reserve their “live” operators for questions that required customized interaction. Additionally, automated lines allow voters to be provided service during non-office hours.

Still other jurisdictions have a blended approach – voters are advised that there will be a wait for a “live” operator and while the caller waits they listen to prompts to access automated information or are referred to the jurisdiction’s website.

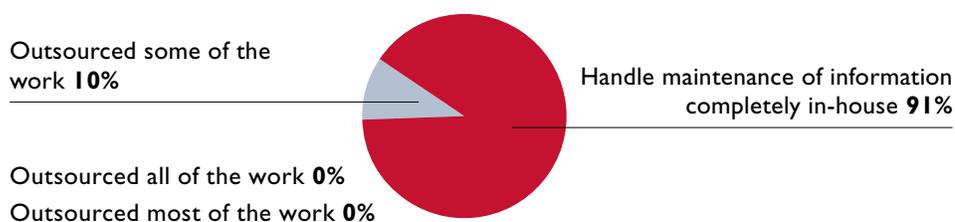
## SECTION SEVEN: MAINTENANCE AND OPERATION OF HOTLINES

Customer service oriented and well-trained staff can be the key to a successful voter hotline. This means that a jurisdiction must recruit and track performance of staff; provide periodic training to staff; and provide staff with materials needed to respond accurately to voters.

### Maintenance of information handled in-house

Nearly all jurisdictions that operated dedicated hotlines during the 2006 election season handled all of the maintenance of the information for the hotline completely in-house. Only one in 10 (10%) jurisdictions say they outsourced some of the maintenance work and no jurisdictions reported that they outsourced most or all of the day-to-day maintenance of information or databases used by their hotline. The few jurisdictions that did outsource this work report being satisfied with their service provider.

Does your office handle in-house the day-to-day maintenance of information and/or databases used by your hotline or do you outsource some, most or all of the work to another company or organization



# (DRAFT COPY)

During election season, how often are updates made	
In real time / as changes are made	68%
Daily	13%
Weekly	6%
Monthly	1%
Only at the end of the canvass/audit period	3%
None of the above	10%

During election season, three-quarters of jurisdictions make changes to the information access by hotline automated system or operators on a daily basis. An additional more than one in ten (13%) make daily updates while a handful of jurisdictions make weekly (6%) or monthly (1%) updates.

When it comes to costs of database maintenance, only about thirty jurisdictions participating in the survey reported how much they spend. Of these 29% say they incur no extra costs for updating the information for their phone hotline, although the median amount spent in 2006 was \$500 and a few jurisdictions report having spent \$1,000 or more on administration and personnel costs maintaining and/or updating the information for their dedicated phone hotline. Only one jurisdiction reported paying a per record fee for database maintenance.

### Staffing of hotlines also handled in-House

Similar to the situation with the development of hotlines, few jurisdictions outsource a portion of the operations and staffing of their hotlines and no jurisdictions report outsourcing all of the day-to-day operation and staffing. Instead nearly all (92%) jurisdictions handle the day-to-day operation and staffing completely in-house.

The few jurisdictions that do outsource the operation and staffing of their hotline report being very satisfied with their service provider.

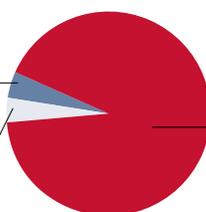
## (DRAFT COPY)

Does your office handle in-house the day-to-day operation and staffing of the operators who take hotline calls or do you outsource some, most or all of the staffing of the hotline staff to another company or organization?

Outsourced some of the day-to-day operation and staffing **4%**

Outsourced most of the day-to-day operation and staffing **4%**

Outsourced all of the day-to-day operation and staffing **0%**



Handle day-to-day operation and staffing completely in-house **92%**

During non-peak times or seasons what is the average number of full-time and part time hotline operators?

	Median	1st Quartile	3rd Quartile
Full-time staff	2	1	6
Part-time staff	0	0	1

Asked only of jurisdictions with hotlines in which callers can talk to an operator. During peak times or seasons what is the average number of full-time and part time hotline operators?

During peak times or seasons what is the average number of full-time and part time hotline operators?

	Median	1st Quartile	3rd Quartile
Full-time staff	4	2	7
Part-time staff	2	1	7

Asked only of jurisdictions with hotlines in which callers can talk to an operator.

When operator answered hotlines or automated hotlines with the option of seeking to a live operator are in their busy season, they are typically staffed by about 4 full-time staff and 2 part-time staff, although this number typically ranges from 2 to 7 full time staff and 1 to 7 full time staff.

During off-peak times or seasons, hotline staffing drops down to a median staffing arrangement of 2 full time staff and no part time staff with typical ranges falling between 2 to 6 full time staff and no or only one part-time staff.

# (DRAFT COPY)

## Shadowing most popular method of training operators

Shadowing of an experienced operator is the most popular method by which hotline operators are trained. Just over three-quarters of jurisdictions report that they use this method to train their hotline operators. Classroom lectures (43%) or role playing (41%) is employed by a sizable minority of jurisdictions while few (20%) jurisdictions use computer-based tutorials to train their hotline operators.

For each of the following, please indicate whether or not this method is used to train hotline operators

	Used	Not used	Not sure/Not enough information to answer
Classroom lectures	43%	50%	4%
Role playing/simulated calls	41%	50%	7%
Computer-based tutorial	20%	67%	7%
Shadowing experienced operator or person	78%	22%	4%

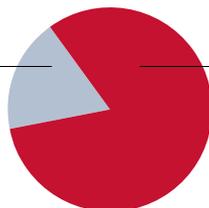
Asked only of jurisdictions with hotlines in which callers can talk to an operator.

## Most train all operators for each major election cycle

Most (82%) reporting jurisdictions state that they train all operators before each major election cycle regardless of the operators' level of experience. On the flip side, nearly one in five jurisdictions do not train or re-train all operators.

Are all operators, regardless of their level of experience, trained before each major election cycle?

No 18%



Yes 82%

# (DRAFT COPY)

## Oregon Secretary of State's Office

The Oregon's Secretary of State's office has developed a training manual called "Elections Questions and Answers" which is used to train call center representatives. The manual is an interactive tool that is "question-driven". There are links throughout the manual that anticipate follow-up questions that callers may have and/or provide additional details for call representatives to share with the caller.

Each call representative has the electronic manual on their computer desktop and it is updated regularly. The manual allows the call reps to fulfill approximately 80% of the calls to the toll-free line. Additionally, each call representative has speed dial capability to every county election office, as well as the SOS office, so they can transfer callers as necessary if they are unable to fulfill the call.

One other application we developed for the call center is a GIS application that allows the call reps to provide callers with the physical location and hours of operation of every official ballot drop site in the state. Being an all "vote by mail" state the call center receives thousands of calls in the last three days from voters wanting to know where the nearest ballot drop site is located.

## Performance of operators evaluated mainly by tracking of complaints

Jurisdictions with hotlines staff by operators (61%) mainly track complaints to monitor the hotline for accuracy and security (61%) while 35% of jurisdictions periodically listen in on calls. A quarter of jurisdictions (25%) report employing both methods.

What, if any, systematic effort does your office undertake to monitor the hotline for accuracy, security, or other critical performance variables?

	Used	Not used	Not sure/Not enough information to answer
Periodic listening in on calls	35%	46%	20%
Tracking of complaints	61%	26%	11%

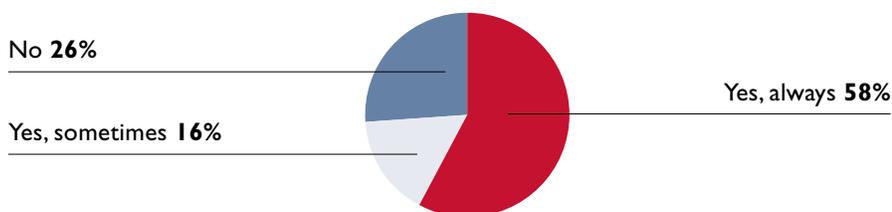
Asked only of jurisdictions with hotlines in which callers can talk to an operator.

## (DRAFT COPY)

### Majority of jurisdictions verify identity of caller's identity...

A six in ten majority (58%) of jurisdictions report verifying hotline caller's identity such as verifying the caller's social security number or data of birth. An additional 16% verify identity some of the time or in some instances (such as before giving the caller personal information). On the flip side, a quarter (26%) of jurisdictions say they do not check the caller's identity.

When a voter calls the hotline seeking information such as voting location, absentee ballot request, change of address, do you have a standardized procedure for verifying the caller's identity such as verifying social security number, date of birth, etc?



### And require operators to use a password to access data

Although fewer than half of jurisdictions say that the data utilized by the hotline is secured behind a firewall, most jurisdictions that have hotlines that utilize operators require operators to use a password in order to secure data.

Which, if any of the following security measures do you employ?

	Yes	No	Not sure/Not enough information to answer
The data utilized by the hotline(s) is secured behind a firewall	43%	50%	4%
Operators need a secure password to access data*	80%	3%	17%

\*Asked only of jurisdictions with hotlines in which callers can talk to an operator.

## (DRAFT COPY)

### Jurisdictions use multi-pronged approach to publicize hotlines

The most widely used method of publicizing phone hotlines by jurisdiction is placing the hotline number on the jurisdiction's website. This is something that nearly nine in ten (87%) of jurisdictions report doing. Roughly two-thirds or more of jurisdictions also have posters or flyers available at polling places (74%), advertise the hotline number in election mailings, (71%) or ads in local papers (65%). Many fewer employ outreach partners to get out the word on their hotline (43%) or list the number with the phone company operator (28%).

Regarding possible outreach efforts, what methods, if any, do you use to inform voters about your voter hotline?

Publicize number on office's or jurisdiction's website	87%
Handouts or posters at polling place	74%
Advertise number in election mailing/sample ballot	71%
Ads in local or community paper	65%
Advertise through outreach partners	43%
Phone company operator	28%

## SECTION EIGHT: SAMPLING OF TIPS AND SUCCESSFUL PRACTICES

### A. Implementation and Management Tips.

Survey respondents provided the following advice for jurisdictions seeking to develop and/or enhance their phone systems:

- Make sure that the person who answers the hotline has access to the latest updated information.
- Have all the details and requirements mapped out before starting any programming. Remember to seek input from the line staff that answer and handle the calls.
- If you're going to supplement your phone team during peak seasons bring the temporaries in early to assure a quality training program.
- Stress-test the lines prior to Election Day and install a backup generator to maintain the telephone computer bank in the event of loss of power.
- For the poll worker phone bank, one jurisdiction recommends anticipating every possible problem by talking with poll workers and thinking through the best ways to assist the caller.

### B. Successful Practices: Hotlines.

- **Clerk County, Nevada.** Clark County, Nevada's "Line of Business" (LOB) program is an innovative way to track the types of calls coming in to an operator. When a call comes in, operators simply push an "LOB" button on their phone and then a 3-digit code (see Attachment A) which allows the system to track types of call, length of call, etc.
- **New York City Board of Elections / "Vote NYC."** The Board of Elections operates an attended Phone Bank supporting up to 80 simultaneous users during office hours (Mon-Fri 9am-5pm) with a multi-lingual staff of English, Chinese Mandarin/Cantonese, Korean and Spanish speaking operators. (Toll-free: 1-866-Vote-NYC)

Callers using the phone bank can obtain information on poll sites (location, accessibility status, candidate list, interpretation), registration deadlines, voter status, names and addresses of elected officials, election data, candidate and ballot information, voting machine write-in information and to request Campaign Finance Board Voter Guides.

## (DRAFT COPY)

In 2000 the Board, through its MIS Department, initiated a state of the art Interactive Voice Response system. The use of the 24-hour, seven days a week IVR system freed up staff to assist other callers. It also enabled callers after office hours to still receive the services or information that was needed. The IVR system features mult-language recordings in English, Spanish, Chinese/Cantonese and Korean; allows caller to request forms or flyers to be delivered direct via fax; and provides a voice recorder for callers to request voter registration forms and absentee ballot applications and other special requests. Calls received after business hours are returned by an operator on the following business day.

New York City also has a program where voters can call 311 (similar to 411) and get election information.

- **Maricopa County, Arizona.** The Maricopa County Election Office historically tracked election hotline phone calls by completing “call slips” which were at some point distributed to the appropriate department for action. In 2006, the office created an online database, which is available to any one in the office to input data from hotline calls relating to the election. The central database serves as an “information distribution center” allowing for rapid input from multiple locations, instant notification for timely resolution, summary analysis with numerous sorting and reporting abilities – plus, all of this information is available to the entire office staff at any time. By developing this central database, the staff can quickly identify the quantity of calls that are received and what type of calls are being processed. For example, if large quantities of calls are received on new equipment or polling place procedures, the staff would note that adjustments need to be made to training of poll workers prior to the next election. This tool also provides quantifiable documentation to support proposals in election legislation, respond to media reports, and reinforce administrative decisions.
- **Indiana.** The offices of the Attorney General and Secretary of State in Indiana want to make it easy for voters to report fraud or other criminal activity on Election Day. Any voter can call a toll-free number to report any suspicious activity, such as ballot tampering, voters voting in the wrong precinct, etc.

*“This should send a clear message – we’re serious about vote fraud and making sure each legitimate vote counts,”  
Secretary of State Todd Rokita said.*

Lake County, Indiana, however, is the only county in Indiana to implement its own toll free hotline. The Indiana state vote fraud hotline is paid for with federal funds and is monitored by the state’s Joint Vote Fraud Task Force.

## (DRAFT COPY)

### C. Successful Practices: Phone Banks Supplements/Alternatives

Offering Information via Website as an Alternative to Phone Banks.

- **New York State.** In the fall of 2007, New York State joined other election offices nationwide to offer citizens the ability to access the voter registration database online to verify their registration.

*“Many people ask county boards and us if they’re registered. They forget.....this will just make it easier,” said Lee Daghlian,  
New York State Board of Elections*

- **Colorado.** Local election officials continue to look to the web as an opportunity to put voter information at the fingertips of voters in their jurisdiction. In Jefferson County, Colorado, a new feature was launched in 2007 which allows voters to track the status of their ballot. By entering their name and date of birth, voters can look up their voter information and also view the date that their ballot was mailed, the date it was returned, and the date it was processed.

*“It is our hope that this new feature allowing voters to check the status of their ballots will increase voter participation and confidence in the election process,” said County Clerk & Recorder Pam Anderson.*

- **Federal Voting Assistance Program (FVAP).** States and territories are making it easier to determine voter registration status. Twenty-two states, Puerto Rico and the District of Columbia have web sites where a voter can check their registration status. The FVAP has compiled a list of jurisdictions that provide important voter services such as voter registration status checks, status of provisional ballots, and online sample ballots. ([www.fvap.gov/vao/stregissites.html](http://www.fvap.gov/vao/stregissites.html)). The large number of jurisdictions who are “moving their business” to the web clearly shows the nationwide trend of the web being used as a portal for voters on key election information.
- **Johnson County, Kansas.** The Johnson County, Kansas election office launched its web site in January 1996 and immediately offered voters the ability to find their polling place. Since then, additional on-line services have been provided including the ability to verify voter registration status and view/print a sample ballot. Other on-line services provided in the last few years include an on-line poll worker training module.

# (DRAFT COPY)



**Johnson County Election Office**  
Election Commissioner  
Connie Schmidt  
connie.schmidt@jocoks.com

[Back to Election Office Home Page](#)

Information is up-dated nightly between 2:00 a.m. and 4:00 a.m.

Sample Ballots are posted no later than 20 days prior to Election Day.

To help us locate your voter registration record, please enter your information and then click the [Look Me Up] button.

[Register to Vote](#)

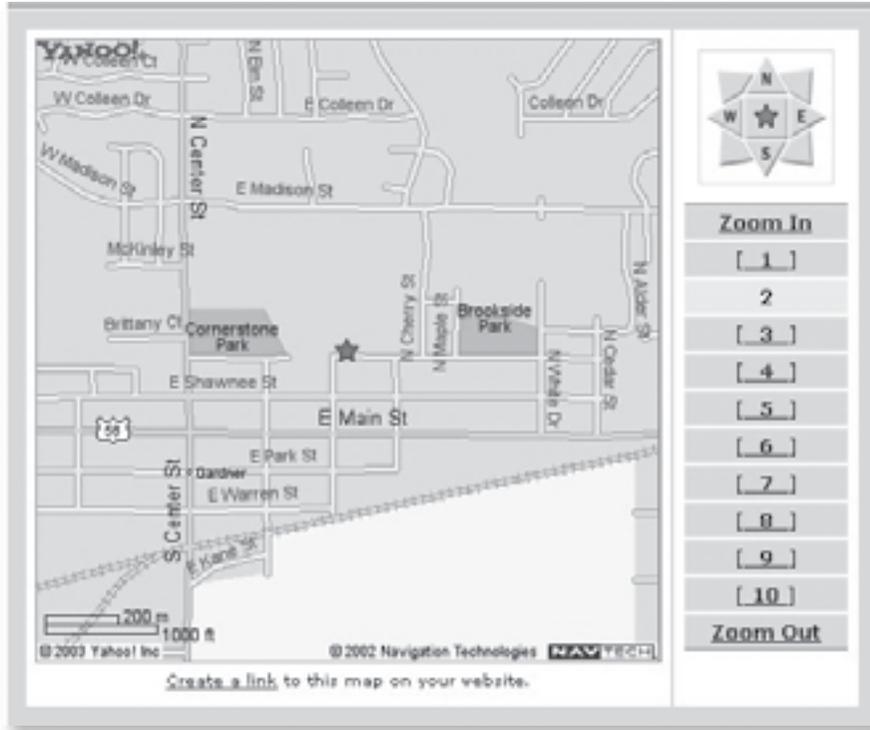
**Find Voter Record**

First Name :      Last Name :      Date Of Birth :  
            AND        
Ex: MM/DD/YYYY

**Polling Place Summary**

<b>Poll Location :</b> WHEATRIDGE MIDDLE SCHOOL	<b>Voter Instructions :</b> LOBBY, DISABLED ENTRANCE: MAIN ENTRANCE.
<b>Poll Address :</b> 318 E WASHINGTON ST GARDNER, KS 66030	<a href="#">Show Map</a>

(DRAFT COPY)



Text messaging and pod casting are the next generation of communication tools to be offered to voters. Beginning in 2005, under the leadership of Election Commissioner Brian Newby, the Johnson County, Kansas election office provides voters the opportunity to sign up and receive important election updates and alerts on their cell phone, wireless PDA pager and/or email. Examples of information provided through this service include: announcements of upcoming elections, early voting dates and locations, reminders prior to Election Day, and other urgent information such as last-minute polling place changes. Visit [www.jocoelection.org](http://www.jocoelection.org) for examples of how this new communication is managed.

ATTACHMENT A:

CLARK COUNTY'S "LINE OF BUSINESS" (LOB) CODES (CODES FOR TRACKING INCOMING CALLS BY TYPE)

DAILY CODES

- 001 Registration Misc. Questions
- 002 Voter verifying his Reg. Info
- 003 Verifying another's Reg. Info
- 004 What is my prec./polling place?
- 005 Who are my Representatives?
- 006 Voter needs an Application
- 007 Voter needs a Reg. Card
- 008 Complaints about Spanish
- 009 Administration Calls

MAIL BALLOT CODES

- 010 Mail Ballot Misc. Questions
- 011 Request for a Mail Ballot
- 012 Voter did not receive Ballot
- 013 Needs Mail Ballot Instructions
- 014 When do I return my Ballot?
- 015 Can I vote at the Polls instead?
- 016 Did you receive my Mail Ballot?
- 017 I spoiled my Mail Ballot

CANDIDATE FILING CODES

- 020 Candidate Filing Misc. Questions
- 021 Voter requests info. on candidates
- 022 Candidate Report questions
- 023 When is candidate filing period?

SAMPLE BALLOT CODES

- 030 Misc. Sample Ballot questions
- 031 Received wrong sample ballot
- 032 Did not get sample ballot
- 033 Lost sample ballot
- 034 Person does not live there

EARLY VOTING CODES

- 040 Early Voting Misc. Questions
- 041 Requesting Early Voting Info.
- 042 Complaints about EV process
- 043 EV Personnel complaints
- 044 EV facility complaints
- 045 Wants EV turnout Figures
- 046 Likes Early Voting

SPECIFIC LOB CODES

VOTELINE CODES

- 050 Voteline Misc. Questions
- 051 Where is my Polling Place?
- 052 What are the Poll hours?
- 053 Husband/wife in Diff. Precincts
- 054 Need a ride to the polls
- 055 I want to change my party
- 056 Am I registered to vote?
- 057 Polling Place complaints

## (DRAFT COPY)

### TEAMLEADER CODES

- 060 Team leader Misc. Questions
- 061 Voter's name not on roster
- 062 Voter's party incorrect
- 063 Voter's name mis-spelled
- 064 No signature in Roster
- 065 Roster says already voted
- 066 Voter is inactive
- 067 Voter is cancelled
- 068 Roster says ID required
- 069 Citizenship questioned
- 070 Voter Challenged

(DRAFT COPY)

(DRAFT COPY)



(DRAFT COPY)