

US Virgin Islands  
Board of Elections HAVA 2020  
CARES Act Grant Narrative

**1. Personnel**

Employ a Project Manager to manage the Grants. Key project manager duties are in relation to the four functions of the management framework. Leading refers to carrying out the project plan in order to achieve the project objectives. Controlling is all about keeping the project on track. Project control can be performed using a three-step process.

- **Measuring:** Checking project progress toward meeting its objectives
- **Evaluating:** Determining the cause of deviations from the plan
- **Correcting:** Taking corrective actions to address deviations
- **Reporting:** Prepare monthly, quarterly and annual reports

Employ a Clerk/Administrative Assistant to serve in the St. John Elections Officer to perform voter's registration, election day support and other clerical duties.

**Timeframe: July 2020 – December 2020**

**Cost: \$125,000.00**

**2. Voting Equipment Replacement and Upgrades**

An assessment was conducted in 2019 of the current hardware and software to determine whether they can adequately address the needs of all stakeholders. Some voting equipment was purchased with the 2019 HAVA Grant, however, we still have other voting equipment to purchase with this current Grant. Changes will be made to the overall system based on the results of the planned risk assessment (see item #4), the current needs of the voters of the US Virgin Islands and the available systems based on EAC certification requirement for voting systems.

**Timeframe: August 2020 – December 2020**

**Cost: \$175,000.00**

**3. Election Auditing (Section Not Applicable)**

#### **4. Voting Registration Systems and Management**

The USVI Voter registration system will be updated so that the capabilities of the current system will be enhanced to make it more compatible with the required security upgrades. The new system will support the interoperability with the elections system's website that will allow voters to update their registration, support document scanning into the system, registration online, support all mail out ballots, support transition to voting centers, and eventually voting online.

##### ***Motor Voter Registration Process***

The current voter registration process in the Virgin Islands is paper based and is heavily dependent on the voter visiting the election system offices to register to vote. In addition to the various plans for upgrading the website, BOE intends to implement several projects to modernize the entire voter registration process in the territory to make it easier and more efficient for individuals to register to vote; reduce the administrative and logistical burden on election officials; and reduce costs associated with carrying out voter registration processes.

In most states on average, more than half of all voter registration activities are initiated at the Department of Motor Vehicles. This makes DMV a key partner in the voter registration process and integral to the success of the state's electoral process. The US Virgin Island Bureau of Motor Vehicles and the BOE will work in partnership to implement an electronic system of voter registration is efficient, user-friendly, cost effective timely and accurate. process leads to data entry errors, delays in processing registrations, and registration forms lost during transit. The new motor voter system will allow voters to complete and sign voter registration forms electronically at the local BMV offices. The information, including the electronic signature, would be transmitted from BMV to BOE electronically through a secure system. Because the information is transmitted electronically, it would greatly reduce transmission time between the BMV and the registration offices. While the information is transmitted and maintained electronically, the system would permit the staff to print paper versions of the registration forms as part of the office procedures, as is currently required. The new electronic system would also benefit other DMV functions, allowing the Territory-wide to increase the impact of any state funding spent on implementing the system.

**Timeframe: January 2021 – December 2021**

**Cost: \$100,000.00**

## 5. Training

### *Election Officials, Office of the Supervisor of Elections and Board Staff*

The US Virgin Islands Board of Elections do not conduct training for board members, the board staff or the staff of the Office of the Supervisor of Elections. This proposed annual, training will be mandatory, this will make everyone aware of changes in election laws; provide them with updated information regarding the BOE's priorities for the year; and allows the exchange of information between election officials and staff. Through the office of the Supervisor of Elections the BOE will also establish a secure website for staff and board members to access tools, training materials, and guidance documents.

Meeting the BOE and Supervisor of Elections responsibility to ensure that all election officials are adequately trained will require the deployment of innovative, effective, and convenient techniques to deliver quality and uniform training territory wide. One viable option to accomplish this goal is the development of a territory-wide, one-stop, online training portal for staff and board members.

Another viable option for training of BOE members, BOE staff and the staff of the Supervisor's office is certified training offered through national training centers such as the Election Center's Professional Education Program. The goal is to provide the highest level of professional knowledge and expert skill in election administration and voter registration practices.

**Timeframe: August 2021 – August 2024**

**Cost:\$75,000.00**

## 6. Communication

Coordinate with the webmaster to upgrade our webpage to incorporate the following applications:

1. Election Official Application online
2. Election Official Quiz online
3. Application for Electors to check their status and polling place – Completed in 2018
4. Comprehensive Marketing Strategy for the 2020 Election Cycle and beyond

### *Website Upgrade*

Upgrade to a Federal Identity and Credential Access Management (FICAM) vendor with Level of Assurance 3 for identity verification when processing online forms. Provide

management dashboard with website traffic, website use, and other internal metrics.

Create secure forms that allow users to fill out all forms online and securely transmit the information to the BOE and the Election System by-passing the need to be physically present in the office to complete forms. Allow users to complete address changes online as well as change of party. Allow users to submit email and mailing addresses to be notified of election day changes to include changes in polling places or voting center.

Allow users to schedule appointments for services such as ID cards or duplicate cards.

Poll worker recruitment and available positions will be online so that interested persons can apply and take a skills test prior to being interviewed and selected. The website will also be upgraded to add a Poll worker, board and staff training material (videos and slide presentation), and interactive test for potential poll workers as well as annual testing for trained workers, ADA training videos, and general information and announcements for staff, BOE and Poll workers.

As the Virgin Islands electorate becomes more reliant on their personal computers to conduct their electoral activities, BOE will be expected to provide real-time, online access to all its service offerings including customized and personalized voter information, voting information, and other information relating to elections (polling place location, polling place accessibility characteristics, candidates, registrar information, and the joint board

information, etc.). Currently, most communications from BOE or the Office of the Supervisor of Elections to registered and potential voters occur through paper notices, Press Releases, letters, and telephone calls. In the future, voter notices and other information may be more efficiently transmitted using email, internet technologies, and automated telecommunications technologies. Using new transmission methods will increase the timeliness of information delivered to voters and greatly reduce costs for BOE and the office of the Supervisor of Elections. Electronic communications are essential in communicating with Virgin Islands military and overseas voters that are often unable to reach the election offices during normal business hours due to differences in time zones and the cost of making international calls. BOE's online portal will continue to follow the best practices established by the Election Assistance Commission.

## **Board of Elections Marketing and Social Media Management Scope of Work**

### **Project 1: Social Media Management**

- Managing the Board of Elections Facebook Page
- Creation of Content and Graphics
- Content Inclusive of:
  - BOE Procedures
  - Voters Registration Drives
  - Election Calendar
  - Machine Demonstration Videos
  - Press Releases
- Publishing Content three times per week, for a year

### **Project 2: Launch of Online Services Campaign**

- Expected Start Date: January 1, 2021
- Campaign Length: 6 Months
- Design of Marketing Materials
  - Banners at Election Offices

- Video Ad
- Demonstration Video (Animation)
- Radio Ads
- YouTube Ads
- Facebooks Ads
- Flyers/Postcards
- Facebook Content Creation & Management
  - Three ads per week
- Implementation and Printing of Materials

**Project 3: Creation of Brochures & Applications**

- Design of three Brochures in one & Application Tear Off (registration, change of address, change of party affiliation)
- Printing of Brochures

**Timeframe: August 2021 – December 2024**

**Cost: \$125,000.00**