



HAVA NARRATIVE



NEW JERSEY DEPARTMENT OF STATE

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The State of New Jersey, Division of Elections would like to prioritize our Help America Vote Act (HAVA) funding to focus on the constant threat of Mis/Dis/Malinformation (MDM) as each one depicts a different type of influence and outcome. New Jersey has encountered a tremendous uptick in MDM throughout the last several years. This has unfortunately affected the voters' confidence in the state's election process. The use of technology and social media has proven to further the need for a proper education program to ensure voters can differentiate between fact and fiction.

Through ongoing education, the Division aims to provide guidance to both New Jersey election officials and the public in order to recognize the potential use of MDM. Doing so not only builds awareness around our election process, but also instills confidence in voters to recognize signs of MDM through everyday use of technology and social media.

Moreover, this will allow us to continue our partnerships with the EAC, CISA, FBI, NJOHSP, and the EI-ISAC. The educational materials and documents produced, as well as the specific messaging by our federal partners will be shared with local election officials, their offices, and with New Jersey's voters.

The *NEW JERSEY VOTES Safe. Simple. Secure* campaign will include a strategic multimedia approach, developed to educate and answer questions about registering to vote, voting by mail, tracking ballots, finding secure ballot drop boxes, becoming a poll worker, NJ's new in-person early voting options, voting on Election Day and more.

The education program is comprised of an integrated marketing campaign, utilizing traditional and digital media, multiple PR components, and downloadable collateral and instructional videos. This will include a series of video, audio, print and digital ads to reach as many registered voters as possible throughout New Jersey.

- The NJ Elections Voter Education Campaign is designed to reach every NJ resident covering all 21 counties, a full-state coverage plan, using an integrated media strategy—TV, radio, digital, outdoor and print.
- Directs voters to the *Vote.NJ.Gov* website for the processes and deadlines for voter registration, mail-in ballot applications and completed mail-in ballots, as well as other critical information regarding the election process.
- Educate and explain how to register to vote, how to obtain a mail-in ballot, how to complete and by when it must be postmarked—all to maintain or increase the percentage of registered voters, voter participation and ensure a smooth process.
- Identify and provide resources regarding the several ways to vote during an election.
- Indicate the need to connect to local municipalities for polling and ballot drop box locations, forms, questions and any information or procedural updates.
- Recruit poll workers for elections.

- Messaging that educates all New Jerseyans on the voting process.
- Ensure messaging is provided in the following languages: English, Chinese (Simplified and Traditional), Korean, Spanish, Portuguese, Haitian Creole, Arabic, Hindi, Punjabi and Gujarati.

GRANTEE NAME: New Jersey
AWARD TYPE: FORMULA **MATCH %:** 20%
PROJECT PERIOD START DATE: 3/16/2022 **INDIRECT COST % (IF APPLIED):**
PROJECT PERIOD END DATE: **INDIRECT COST TYPE:**

| SECTION A: GRANT BUDGET | YEAR 1 - (e.g 2018 ES) | YEAR 2 - (e.g 2020 ES) | YEAR 3 - (e.g. 2022 ES) | TOTAL: |
|-------------------------|------------------------|------------------------|-------------------------|-----------------|
| FEDERAL AMOUNT | | | \$ 1,662,570.00 | \$ 1,622,570.00 |
| NON FEDERAL MATCH | | | | \$ 332,514.00 |
| TOTAL: | | | | \$ 1,955,084.00 |

| SECTION B: BUDGET CATEGORIES (Federal Only) | Voting Equipment | Voting Processes | Voter Registration Systems | Election Auditing | Cyber and Physical Security | Voter Education | Accessibility | Other (Provide description in this box) | Other (Provide description in this box) | TOTALS | % Fed Total |
|---|------------------|------------------|----------------------------|-------------------|-----------------------------|-----------------|---------------|---|---|-----------------|-------------|
| PERSONNEL | | | | | | | | | | \$ - | 0% |
| FRINGE RELATED TO SALARY | | | | | | | | | | \$ - | 0% |
| EQUIPMENT | | | | | | | | | | \$ - | 0% |
| TRAINING | | | | | | | | | | \$ - | 0% |
| CONTRACTUAL | | | | | | | | | | \$ - | 0% |
| OTHER (Describe) | | | | | | | | | | \$ - | 0% |
| OTHER (Describe) | | | | | | | | | | \$ - | 0% |
| SUBGRANTS | | | | | | | | | | \$ - | 0% |
| TOTAL DIRECT COSTS | | | | | | \$ 1,622,570.00 | | | | \$ 1,622,570.00 | 100% |
| INDIRECT COSTS (if applied) | | | | | | | | | | \$ - | 0% |
| TOTAL PROGRAM BUDGET | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 1,622,570.00 | \$ - | \$ - | \$ - | \$ 1,622,570.00 | 100% |
| PERCENTAGE BY CATEGORY | 0% | 0% | 0% | 0% | 0% | 100% | 0% | 0% | 0% | | |

| SECTION C: NON FEDERAL MATCH RESOURCES | | | |
|--|---------------|-------|---------------|
| SOURCE DESCRIPTION | STATE FUNDS | OTHER | TOTAL: |
| Voter Education Campaign | \$ 332,514.00 | | \$ 332,514.00 |
| | | \$ - | \$ - |
| | | \$ - | \$ - |
| | | \$ - | \$ - |
| | \$ 332,514.00 | \$ - | \$ 332,514.00 |