

# Mile High Elections

Amber McReynolds, Director of Elections  
City and County of Denver



GO BRONCOS!

Strategic vision with a focus on enhancing the voter's experience using data and service.

Strategic vision with a focus on enhancing the voter's  
experience using data and metrics.

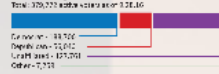
**CUSTOMER**  
**FRIENDLY**  
**SUPPORT**  
**INNOVATIVE**  
**POSITIVE**  
**PRECISE**  
**TIMELY**



Colorado Registration Stats



Denver Registration Stats



# Colorado Voting Model

Ballot Delivery



Proactive List Maintenance



Voter Service & Polling Centers

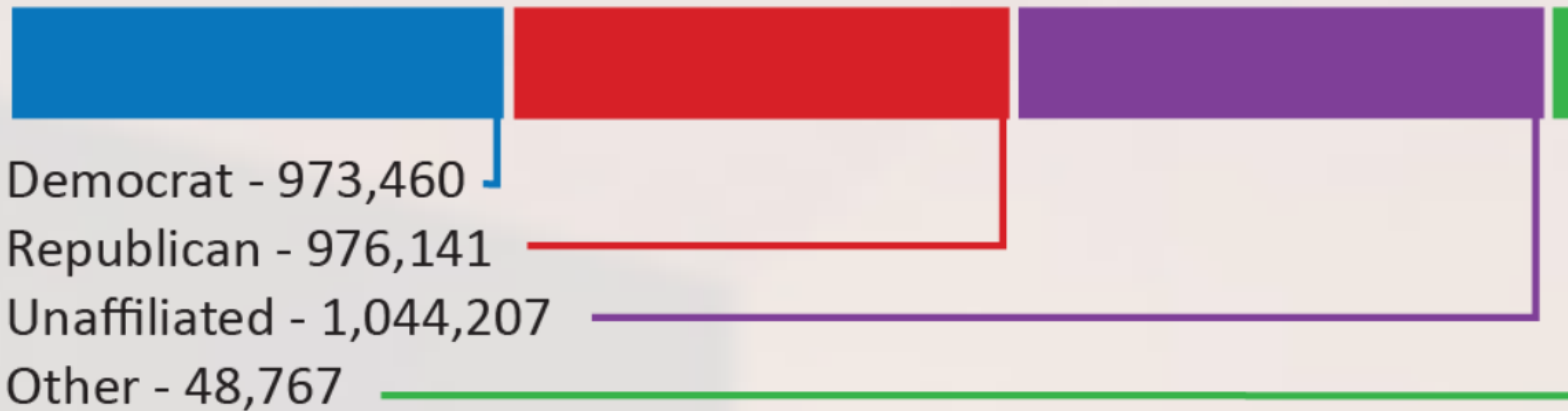


Voter Registration Modernization



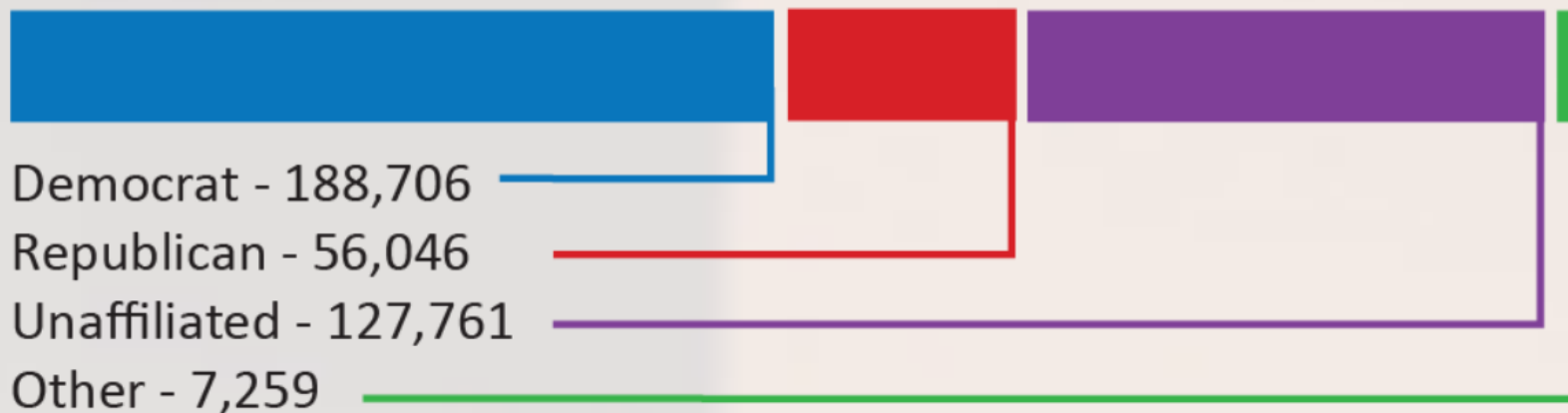
## Colorado Registration Stats

Total: 3,042,575 active voters as of 9.6.16



## Denver Registration Stats

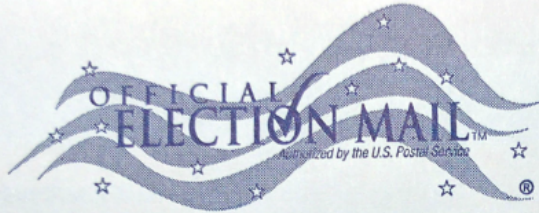
Total: 379,772 active voters as of 9.28.16



# Ballot Delivery



Denver Elections Division  
200 W. 14th Avenue, Suite 100  
Denver, CO 80204-2732

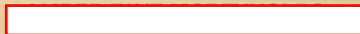


NONPROFIT ORG.  
U.S. POSTAGE  
PAID  
DENVER, CO  
PERMIT No. 2725

RETURN SERVICE REQUESTED

1234567890

987654 631 25203 11-8-2016




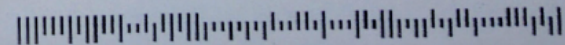
**ASISTENCIA A LOS**  
En caso de que el solicitante  
personalmente debido a una  
inhabilidad, su marca sea  
por otra persona.

**OFFICIAL BALLOT ENCLOSED / BOLETA OFICIAL INCLUIDA**

56174 T213 P1  
32498

\*\*\*\*\*AUTO\*\*5-DIGIT 80207

  
200 W 14TH AVE., SUITE 100  
DENVER CO 80204-0123



# THIS IS YOUR SECRECY SLEEVE

2016 GENERAL ELECTION | OCTOBER 17 - NOVEMBER 8, 2016

DenverVotes.org  
 mailballots@denvergov.org  
 /DenverElections /ACCESSO Denver

## CONTACT US

/DenverElections #DenverVotes  
 311 or 720-913-VOTE (8683)



Text "trace" to 303-653-9668

Or visit DenverVotes.org to sign up to receive text or email notifications about your mail ballot



## DOWNLOAD THE DENVER VOTES APP TODAY!

Search "Denver Elections"



## ARE YOU REQUIRED TO PROVIDE ID?

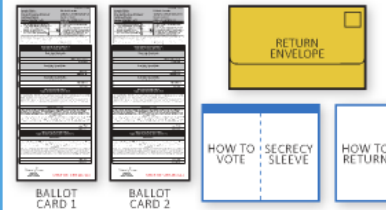
You have already satisfied the ID requirements; you are not required to provide a photocopy of your ID.

## DROPPING OFF BALLOTS FOR OTHERS?

It is a violation of law to mail or drop off more than 10 ballots for other voters. All valid ballots are counted in the same manner, including those cast by mail, regardless of the outcome or closeness of any race.

# THIS IS YOUR SECRECY SLEEVE

2016 GENERAL ELECTION | OCTOBER 17 - NOVEMBER 8, 2016

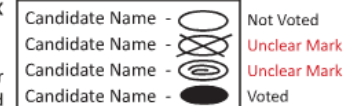


## What are the contents of my official Mail Ballot Packet? ①

- Official Ballot (2 cards) (Please be sure to return both cards in your Official Return Envelope.)
- How to Vote Instructions/Secrecy Sleeve
- How to Return Instructions
- Official Return Envelope

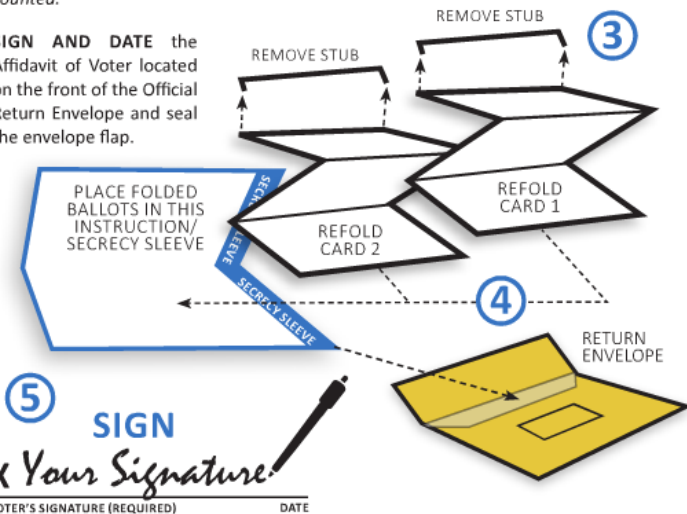
## HOW TO VOTE YOUR BALLOT

1. VERIFY the contents of your Mail Ballot Packet.
2. Read all instructions on your ballot, and MARK YOUR BALLOT using a black or blue pen.
3. REMOVE THE STUBS from the top of your ballot cards by tearing at the perforation and keep them for your records.



4. REFOLD YOUR BALLOT CARDS and place them into this Secrecy Sleeve and then into the Official Return Envelope. Note: The Official Return Envelope may only contain your ballot. If you include another voter's ballot in the same envelope, none of the ballots will count. If you did not include this secrecy sleeve in your return envelope, your ballot will still be counted.

5. SIGN AND DATE the Affidavit of Voter located on the front of the Official Return Envelope and seal the envelope flap.





# Proactive List Maintenance

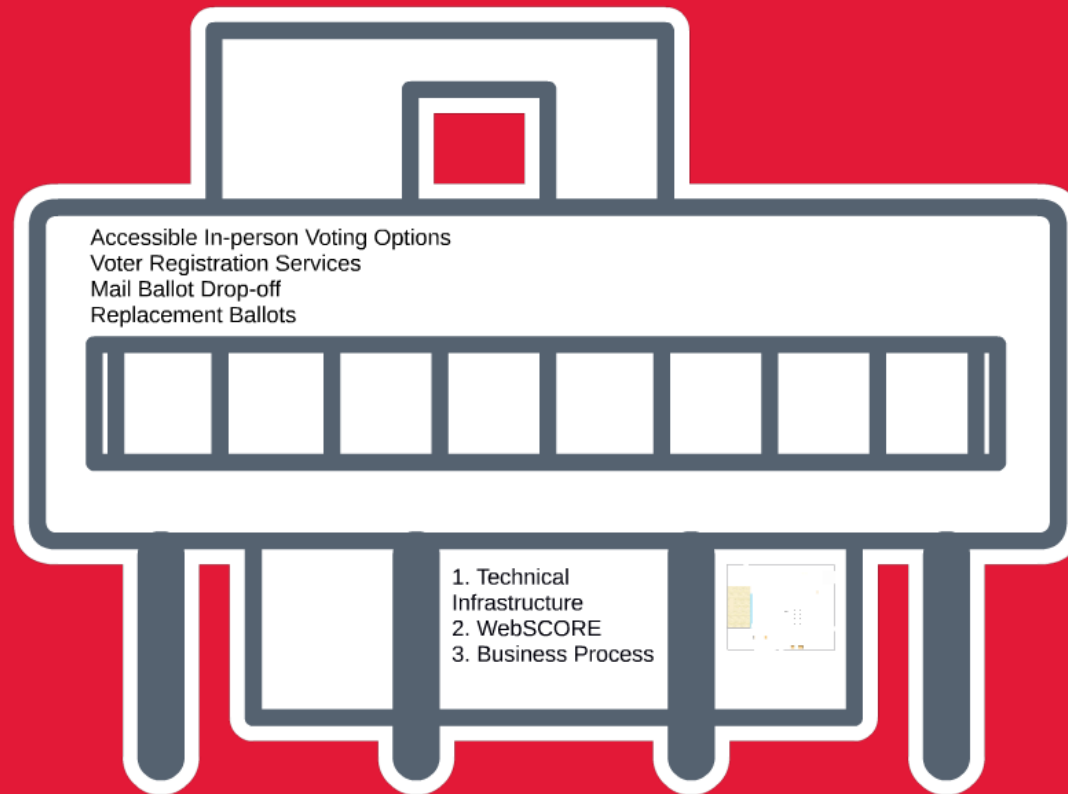



1. Accurate Voter Registration Lists
2. Reduced Undeliverable Ballots
3. Cost Savings




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2. Reduced Undeliverable Ballots
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# Voter Service & Polling Centers



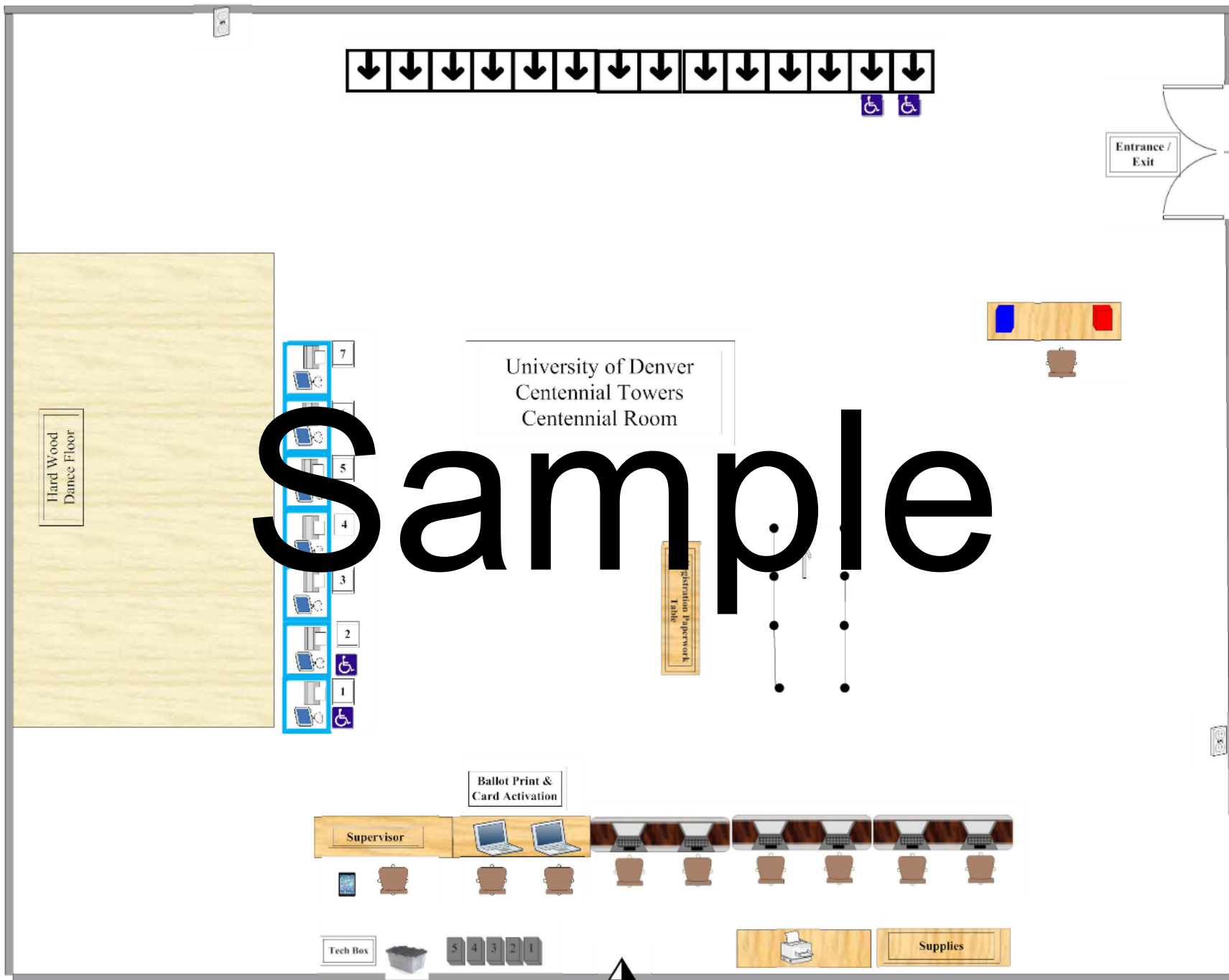


Accessible In-person Voting Options  
Voter Registration Services  
Mail Ballot Drop-off  
Replacement Ballots



1. Technical Infrastructure
2. WebSCORE
3. Business Process

# Sample



Hard Wood  
Dance Floor

University of Denver  
Centennial Towers  
Centennial Room

Registration Paperwork  
Table

Ballot Print &  
Card Activation

Supervisor

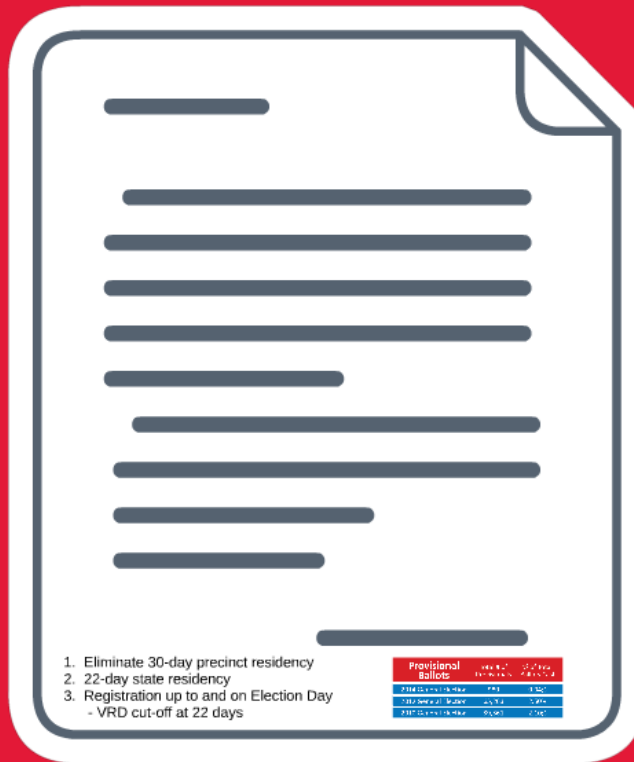
Tech Box

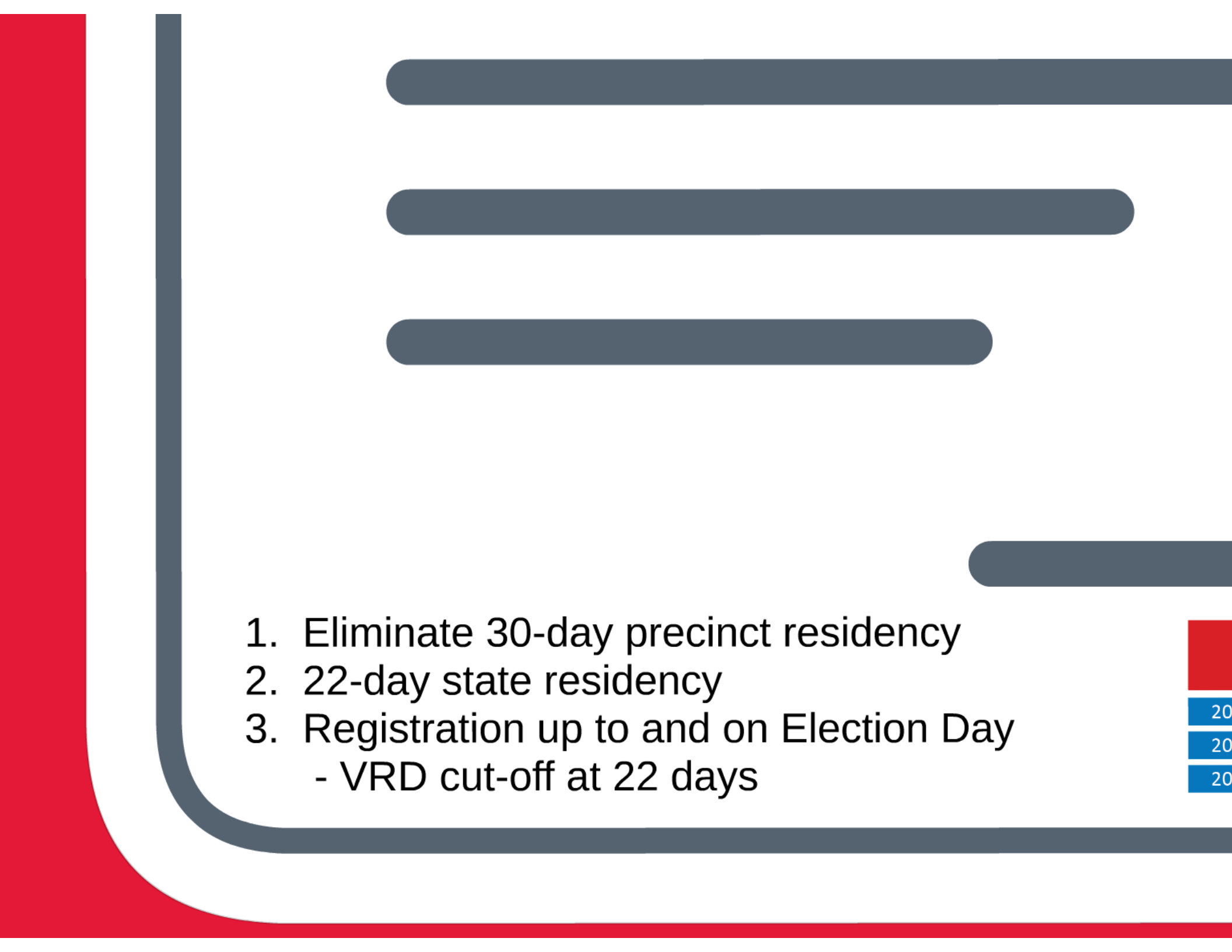
5 4 3 2 1

Supplies

Entrance /  
Exit

# Voter Registration Modernization



- 
- 1. Eliminate 30-day precinct residency
  - 2. 22-day state residency
  - 3. Registration up to and on Election Day
    - VRD cut-off at 22 days





## Provisional Ballots

Total # of  
Provisionals

% of Total  
Ballots Cast

2014 General Election

980

0.04%

2012 General Election

65,263

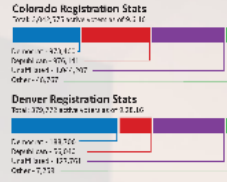
2.50%

2010 General Election

39,361

2.10%





Ballot Delivery



Proactive List Maintenance



# Colorado Voting Model

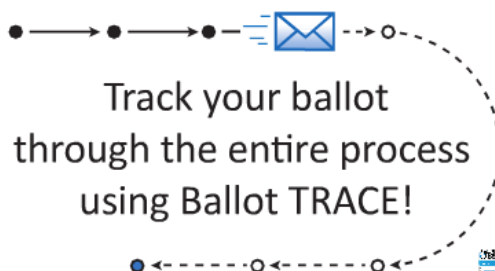
Voter Service & Polling Centers



Voter Registration Modernization



# Technical Solutions to Serve Customers



Track your ballot through the entire process using Ballot TRACE!

**Text "trace" to 303-653-9668**

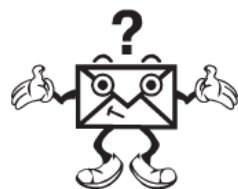
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**Download the Denver Votes App today!**  
Search "Denver Elections"

Download on the **App Store**

ANDROID APP ON **Google play**



## TEXT TO KNOW WHERE TO GO

**Text "vspc" to 303-653-9668**

For the closest ballot box or Voter Service and Polling Center

ENVÍE UN MENSAJE DE TEXTO PARA SABER DÓNDE IR

Envíe "vspc" al 303-653-9668

Para hallar el buzón o Centro de Votación y Servicio al Votante más cerca





## Subscribers

	17,006	29,924	53,856	61,216
2013				
2014				
2015				
2016 as of 8/23/16				

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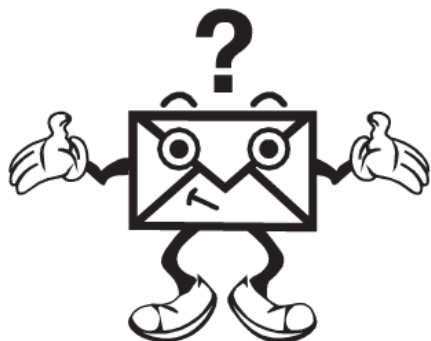
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ANDROID APP ON  
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Para hallar el buzón o Centro de Votación y Servicio al Votante más cerca





## Key Considerations:

- Voter Experience
- Safety
- Security
- Technology
- Legal

## Election Judge Training:

- Training Kick-off
- Online Training
  - *VSPC Overview*
  - *Active Shooter*
  - *Customer Service*
  - *Voter Interaction*
  - *Position Specific Modules*
- Technical Training:
  - Registration Judges
  - Voting Tech Judges
  - Supervisor Judges
- Team Simulation



## City Partners:

Technology Services

- Marketing
- 311

City Attorney's Office

Budget Office

Denver Sheriff's Department

Denver Police Department

Denver Public Library

Parks and Recreation

Office of Human Resources

Controller's Office

Denver Peak Academy

Environmental Health

Office of Emergency Management

Denver Human Services

## 2016 Marketing Campaign:

- City Marketing/AOR & Peak BIT
- Behavioral/Contextual
- Social Media: Facebook Ads, Twitter, SnapChat, Direct Emails
- Hulu Video & Pandora Audio Ads
- Spanish Language Radio
- DenverVotes.org
- TABOR Notice





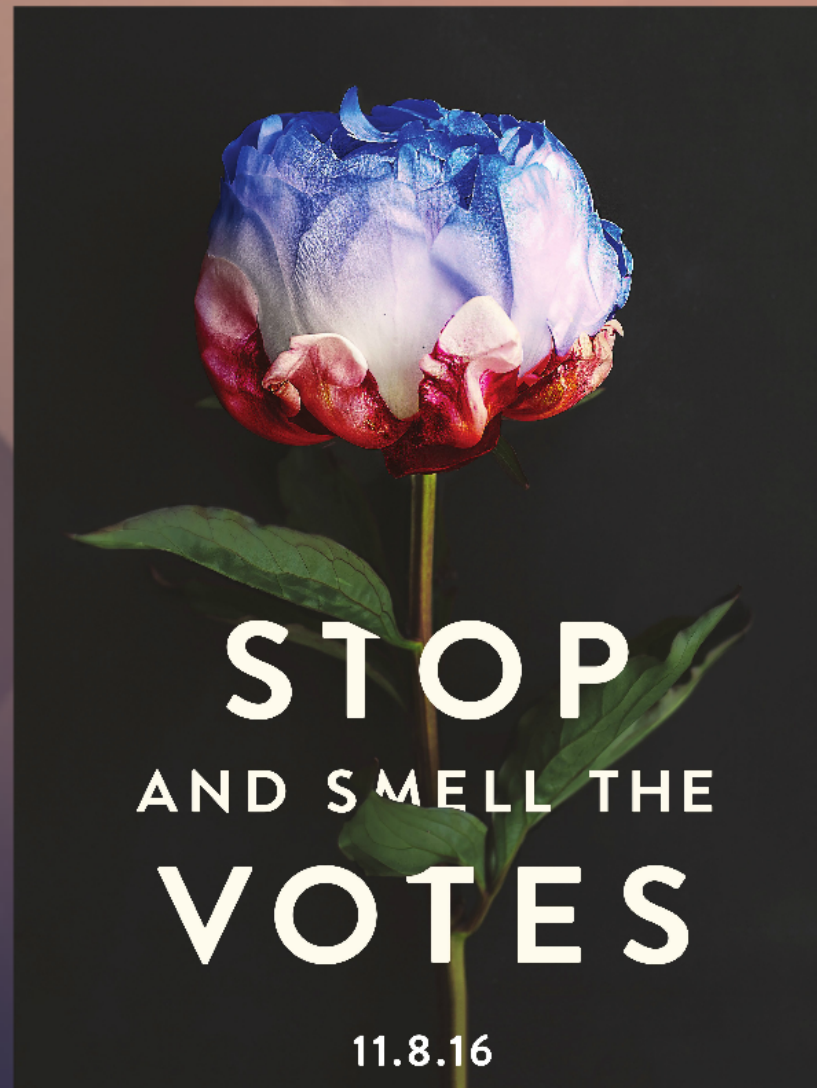
*Home is where the*  
**VOTE IS**

Vote in comfort with Denver's mail ballots [▶](#)

**BEFORE  
ELECTION  
DAY**



You Tube



[DenverVotes.org](http://DenverVotes.org)



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[@DenverElections](https://twitter.com/DenverElections)