MARICOPA COUNTY
RECORDER'S OFFICE & ELECTIONS DEPARTMENT
ADRIAN FONTES, COUNTY RECORDER

POST-ELECTION REPORT:
NOVEMBER 2017 LOCAL ELECTIONS

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NOVEMBER 2017
LOCAL ELECTIONS**

JANUARY, 2018

COMPILED, WRITTEN AND DESIGNED
BY THE COMMUNICATIONS
DEPARTMENT OF THE MARICOPA
COUNTY RECORDER'S OFFICE AND
ELECTIONS DEPARTMENT

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Letter from the Recorder

To the public,

We are issuing this first Post-Election Report on the Fall 2017 Jurisdictional Elections in Maricopa County, Arizona, and I hope to issue a report like this after every election in the coming years.

The November 2017 elections were an overwhelming success. The department mailed out more than one million ballots to voters in 26 jurisdictions including school and fire districts, water districts, and municipalities. Final election results were released just over 24 hours from the time Ballot Centers closed. We also achieved 100 percent ballot to voter ratio accountability. These are all firsts for elections of this size.

Also for the first time, all jurisdictions held Ballot by Mail elections. Ballot Centers, replacing precinct-based polling locations, allowed voters to use any voting site in the county for a replacement ballot up to 27 days before Election Day. Ballot Centers were open on weekends and evenings all the way up to and including Election Day. Again, firsts for the County and major accessibility improvements for our voters.

As far as technology, our brand new SiteBook check-in system at the Ballot Centers worked incredibly well. It allowed for far fewer provisional ballots, voter address changes on location, and other voter conveniences not previously available. This system was connected to our new Ballot on Demand (BOD) printers which only printed ballots as needed and much faster than any previous technology. This lead to not only a better in-person voting experience, but a more secure voting environment and less wasted paper. This new technology pair gave voters the freedom to vote anywhere and quickly, preventing large amounts of provisional ballots and long lines.

In all, our voter feedback survey results (issued to voters after the election) overwhelmingly support our new systems. I am proud of the advancements the Election Department and Recorder's Office have made in less than a year, and look forward to continuing to improve the voter experience, enhance system security, and increase accountability.

Thank you!

Adrian P. Fontes
Maricopa County Recorder

Summary

In some ways, the 2017 jurisdictional elections were a proving ground for the Maricopa County Recorder's Office. From technology employed to pollworker training, there were many firsts, all of which exceeded expectations.

The staff at the Elections Department has known for years that mailing *all* voters a ballot would improve accountability, speed and security of elections. November 2017 was an opportunity to demonstrate that to the public.

The 2017 November elections were an overwhelming success from the Elections Department's point of view. Ballot tabulation was completed in just over 24 hours, a first for an election this size. The lengthy post-election administrative processes were shortened much in part due to a drastic reduction in the amount of provisional ballots thanks to ballot by mail and the new check-in system.

Another marker of success: every single ballot was accounted for. In polling place elections there is normally a +/-2 margin of error for ballot accountability per polling place. This means that there are two more or two less people checking in than ballots counted when all is said and done. When every voter is mailed a ballot and that ballot can be traced until it is separated from its envelope by an elections worker, accountability is improved to 100 percent.

One last indicator that the election went smoothly was call volume to the election center phone line. The 28-day election period call volume was consistent with both 2013 and 2015.

All in all, turnout was not affected by the change to all ballot by mail. The Elections Department views that as a success: voters were offered a new method of voting, and they used it.

Summary of changes

November 2017 was the first time all local elections were held by mail. Not running a polling place election and a ballot by mail election at the same time not only eased the administrative functions (reducing the capacity for error or equipment malfunction) it made the voting process easier to understand for voters. Reducing confusion on Election Day by only having one manner of voting is an extremely valuable feature of all ballot by mail elections.

New equipment used for checking in voters and printing ballots was employed at ballot replacement centers, coined **Ballot Centers**. Previously, Maricopa County relied on electronic pollbooks from a third-party vendor. These were tablets that checked in voters at their polling places. After several elections passed with a litany of documented technical difficulties and instances of double

*SiteBooks on display at the Elections Department.
Photo/Karen Loschiavo*

voting associated with those tablets, the IT department built their own system in house with off-the-shelf hardware. This resulted in the creation of what are now called **SiteBooks**, touchscreen check-in systems that communicate with the voter registration database in real-time. The IT department now has direct control over the systems which means the ability to verify security and quality and the real-time communication reduces delays and the op-

Ballot on Demand printers on display at the Elections Department. Photo/Karen Loschiavo

portunity for error at a voting location.

The SiteBooks communicate with the new **Ballot on Demand (BOD)** printers in the Ballot Centers, sending a voter's specific ballot to print in less than 30 seconds. Previously, voters' ballots were preprinted, leading to wasted ballots and accountability problems. An earlier version of BOD printers were used only at early voting sites and would take up to five minutes to print a voter's ballot. This led to long wait times during the early voting period of the November 2016 elections.

Overall, the technology used to run the 2017 elections was drastically improved. Thanks to many user tests with the public and former elections workers, a speedy check-in process with added conveniences for voters was ready after just seven months of development.

By The Numbers:

26
Separate Jurisdictions With an Election in November 2017

1,044,794
Ballots Mailed to All Eligible Voters

245,951
Ballots Returned and Voted

27
In-Person Voting Locations

125
Voting Location Workers Hired

24.5
Hours From Closing of Last Ballot Center to Last Ballot Counted

Timeline

Began work on SiteBook check-in kiosks and new Ballot on Demand printers.

Began public outreach for upcoming election changes.

Continued testing and building new SiteBook system.

List of jursdictions holidng elections finalized.

April

July

March

May & June

Released report detailing problems withoutdated elections systems.

Announced decision to move to all ballot by mail for November elections.

Held ballot by mail information session for elections officials in participating jurisdictions.

Began testing of SiteBooks with former polling place workers.

Began attending city and town council meetings to share new equipment and processes.

Continued testing system.

Began training new Ballot Center workers.

Ballot Center locations finalized.

Final phase of ballot centers open.

Election Day.

Completed election in record-breaking 24.5 hours.

Sept.

Nov.

August

Oct.

Continued building and testing system with former polling place workers.

Final version of SiteBooks deployed.

Ballots mailed to all eligible voters.

First and second phases of in-person ballot centers opened.

Launched social media advertising campaign.

Voter Feedback Surveys

Going beyond anecdotal evidence and learning how voters actually felt about the Ballot Centers and new systems was important for the Elections Department.

Near the end of November, more than 50,000 online surveys were emailed to all voters who had an email on file with and who participated in the November elections. Emails were sent to three separate groups of voters:

- **In-person voters**

- **Non-PEVL voters: Voters who voted by mail but were not on the Permanent Early Voting List**

- **PEVL voters: Voters who voted by mail who were already on the Permanent Early Voting List**

The voters were divided into three groups because Elections Department officials wanted the unique perspective of each group of voters.

It was important to know why the in-person voters chose to cast a ballot in-person and what their experience was like with the new equipment.

With Non-PEVL voters, learning about their attitudes about the ballot by mail system and gauging their trust in the security was crucial.

With PEVL voters, there was a more general curiosity about their voter preferences and experience.

With all three groups, the office was interested in learning about the amount of information voters felt they had about the election and their feelings about the information they did receive from this office about the election.

Note: Some questions offered a section for participants to provide comments or recommendations. These were the most representative of the overall feedback. The full list of comments and recommendations are available online: https://recorder.maricopa.gov/site/publications.aspx

51,393
Surveys Sent Out

5,548
Surveys Completed

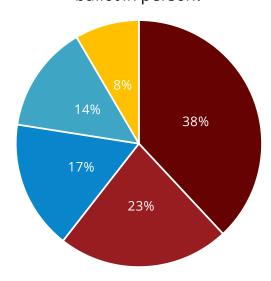| Type of Voter	Actual Voters	Survey Respondents
Voted In-Person	1,929	71
Voted by Mail: PEVL	220,022	5,016
Voted by Mail: Non-Pevl	24,000	461

The following survey results are organized into three categories:

- Voting Method Preferences, by voter type

- Voter Attitudes on Security, by voter type

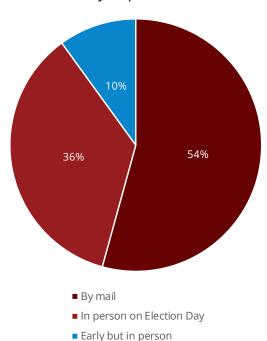- Voter Attitudes on Voter Education, by voter type

In-Person Voter Preferences

Why did you choose to cast a ballot in person?

38%
23%
17%
14%
8%

- I did not receive one in the mail
- Other (please specify)
- I do not like to vote by mail
- I lost or damaged the one mailed to me
- I missed the deadline to return my ballot in the mail

How do you prefer to vote?

54%
36%
10%

- By mail
- In person on Election Day
- Early but in person

Answers to Other
Wanted to try the new way
Happened by the election site
I moved but didn't update my address like I thought I did so it didn't get mailed to my new house
Had not updated mailing address
I enjoy the voting in-person process
Mailed ballot was not forwarded to summer address
Address change
The address change was not completed on the voters registration side of things...so my ballot went to the wrong address

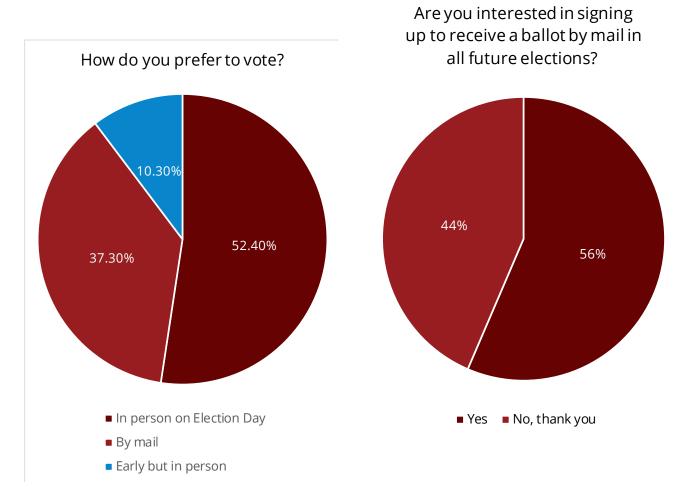| Answers to Other |
| --- |
| I enjoy the democratic process of voting in person. |
| Silly me, I didn't sign it, so I went in personally |
| Because I want to. |
| Address change, mailed to old address. |
| I moved |
| Happenstance |
| I prefer to vote in person. I am sure that one day we will not be able to do so! |
| Muy buena atención en el centro de votación |

Non-Permanent Early Voter Preferences

How do you prefer to vote?

10.30%

37.30%

52.40%

- In person on Election Day
- By mail
- Early but in person

Are you interested in signing up to receive a ballot by mail in all future elections?
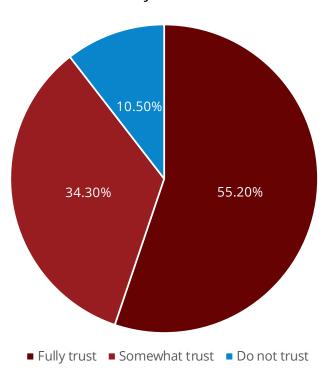
44%

56%

- Yes
- No, thank you

Analysis

It comes as no surprise that the majority of survey respondents who are not on the Permanent Early Voter List prefer to vote in-person. What was surprising is that more than 56 percent of those same voters expressed interest in signing up to receive a ballot by mail in all future elections and overall, non-PEVL voters chose to vote by mail chose to vote by mail in this election at a rate of 10 percent. This could mean that voters were unaware of the option to vote by mail before receiving a ballot in the mail for the first time in November 2017. This is an indicator that the Elections Department needs to improve outreach to this group of voters, letting them know about the Permanent Early Voter List and giving them a simple way to sign up. This feedback will guide the outreach in 2018 to this group of voters.

Voter Attitudes: Security

In-Person Voters

Please rate your trust in the security of the Ballot by Mail system

- 10.50%
- 34.30%
- 55.20%

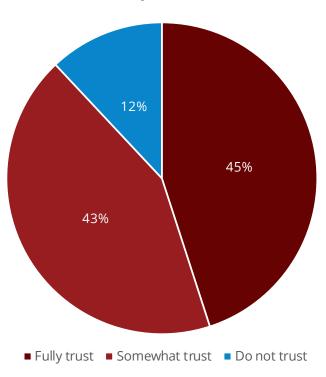■ Fully trust ■ Somewhat trust ■ Do not trust

Comments or Recommendations:

- I am skeptical, I feel like it will get counted as a ballot received but it will not get opened and thus my vote will not matter.

- As long as it's monitored so voters can vote only once.

- Voter identity fraud is easier by mail.

- We often receive someone else's mail and they ours. It is not secure. And whoever accidentally receives our mail could see how I voted as my name as well as my vote would be in their hands.

- I've heard they don't always get counted. I'm sure it's a myth but I still worry.

Non-PEVL Voters

Please rate your trust in the security of the Ballot by Mail system

- 12%
- 45%
- 43%

■ Fully trust ■ Somewhat trust ■ Do not trust
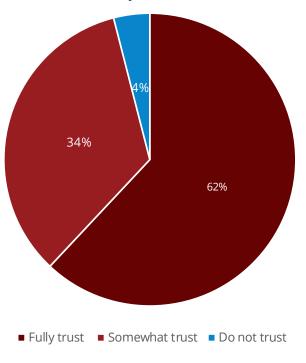
Comments or Recommendations:

- I fully trust the vote by mail system, but I have not used it yet due to preference for voting in person.

- What I do not trust is whether the early ballots get counted in a presidential election like 2016, when they are calling the election the night of it and not after the early ballots have been counted.

- Not familiar with how ballots are shipped and secured using third party (USPS).

- Is there anyway we can find out that our votes were counted? or at least know that it made it to the location? how do I find out whether what I voted for or who I voted for won?

Voter Attitudes: Security (continued)

PEVL Voters

Please rate your trust in the security of the Ballot by Mail system

4%

34%

62%

■ Fully trust   ■ Somewhat trust   ■ Do not trust

Comments or Recommendations:

- I trust my mail carrier more then I do the internet!

- The county's website ballot tracker is really amazing. I've mailed ballots very early and closer to Election Day, and it seems like my ballot information is updated timely.

- I sometimes feel concerned that the USPS may not send the ballot on time to be counted. I like putting the ballot into a Maricopa County Voting box which I can do at ASU.

- I take the ballot to the post office. I do not leave it in my mail box.

- In our current political climate, I am not absolutely sure about security for voting in person or by mail. But that does not stop me from voting.

- I don't feel the mail system is completely secret.

- I struggle to feel like my vote is actually tallied - because there is no confirmation it is received or used. I feel like only votes casted the day of have a chance.

- I can query and check online to see if my ballot was counted and THAT IS ALL. I can't verify that my ballot was processed correctly and my vote went to the correct candidate or proposition.

- I have heard that mail in ballots are counted last in elections and this is worrisome because I want to be sure my vote counts and actually matters.

Analysis

The majority of voters said they fully trust the Ballot by Mail system. This, combined with the fact that most prefer to vote by mail, dictates that the percentage of voters who actually prefer to vote by mail is higher than the 78 percent who are currently on the PEVL.

The comments section on this question illuminated some of the attitudes of both mail and traditional in-person voters who are unsure about the ballot by mail process.

It highlighted the information that needs to get to voters about early voting so they can feel comfortable and put trust in the process.
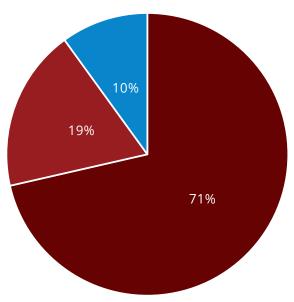
Some key education points that will be focuses on in the next ballot by mail elections and when talking to voters interested in switching to the Permanent Early Voting List are:

- Early ballots are counted first and are the ballots that make up the totals when first results are released at 8 p.m.

- Voters can track their ballot to make sure it has been received and sent to be counted onilne or through text messages and emails.

- Ballots are not individually tracked after they have been removed from their affidavit envelope and sent to count in order to preserve the anonymity of the ballot.

- Mail voting is more secure than in-person voting thanks to the signature required on the return envelope.

Voter Attitudes: Voter Education

In-Person Voters

Did you feel well informed about the election date and purpose of the election?
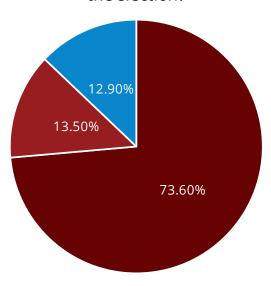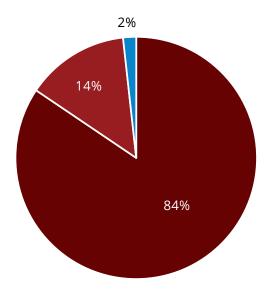
10%

19%

71%

- ■ I had enough information about the election
- ■ I wish I had more information about the election
- ■ I did not know there was an election until I received my ballot

Comments or Recommendations:

- It was amazing getting emails and seeing reminders on social media - I was much more aware of this election than I have of any previous city election.

- I received no information about the election.

- I wish I understood Arizona override better.

- Really wish there was clearer and more regular reminders regarding elections....

- The State, County and City does not give enough information out to voters about elections.

- Personally need to research.

Voter Attitudes: Voter Education (continued)

Non-PEVL Voters

Did you feel well informed about the election date and purpose of the election?

12.90%

13.50%

73.60%

- ■ I had enough information about the election
- ■ I wish I had more information about the election
- ■ I did not know there was an election until I received my ballot

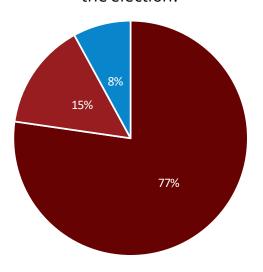### Did you feel the information and instructions included with your ballot were sufficient?

2%

14%

84%

- ■ Information was clear and sufficient
- ■ Information could be improved
- ■ Information was unclear and insufficient

Comments or Recommendations:

- Appreciated the multiple mail and email reminders. Vote. org was also a good resource for me.

- I realize there are statutory requirements, but the material I received was too complicated. It needs to be more straightforward, simple and understandable, with backing material available, but not the first choice.

- I only knew about the election from social media.

- I had only one question to vote on, so this was an easy vote. This was the first time that I voted by mail - not bad.

- Main source of information was Facebook.

Comments or Recommendations:

- The information is simply too detailed. It would be great to have it broken into steps, or accompanied by diagrams, rather than a huge block of text. Maybe even a link to an informational video?

- My most recent ballot was a little confusing...

- I think it should be fill in the bubble, similarly to a scantron. I dislike the completing the arrow method.

- I think the instructions for first time voters, or at least first time mail-in ballots could have been confusing. They could be made a little clearer, perhaps a different font or different weight font to make them stand out.

Voter Attitudes: Voter Education (continued)
PEVL Voters

Did you feel well informed about the election date and purpose of the election?
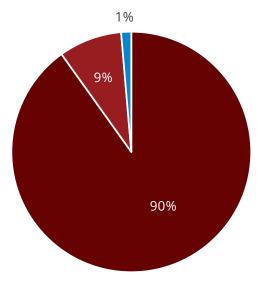
8%

15%

77%

- ■ I had enough information about the election
- ■ I wish I had more information about the election
- ■ I did not know there was an election until I received my ballot

Did you feel the information and instructions included with your ballot were sufficient?

1%

9%

90%

- ■ Information was clear and sufficient
- ■ Information could be improved
- ■ Information was unclear and insufficient

Comments or Recommendations:

- I am more of a detailed oriented person and prefer information ahead of time to either put it in my calendar or make sure that I allow myself enough time to review the issues and submit my ballot in a timely fashion.

- I knew an election was coming, but not what for.

- I only knew about the election because I saw signs posted on street corners. I didn't know what it was about until I got my ballot. At the same time, if I really cared to know, I would have looked it up.

- I had enough information as I was working on one of the ballot items, but many people told me they did not know about the election until the ballot arrived.

Comments or Recommendations:

- The ballots need to be designed by a UX team not lawyers

- Long detailed description of the proposition is sufficient. But included with the full description, 3 or 4 bullet points that give the benefits and disadvantages if you vote "yes" and 3-4 benefits and disadvantages if you vote "No".

- Please be more specific on the legislation, its hard to understand and I can't tell if I'm voting for it or against it. The way the props are written is confusing!!!

- Instead of using arrows to connect your vote to the politician of your choice, it would be easier and clearer to fill out ovals.

Voter Attitudes: Voter Education

Analysis

It was good news to learn that more than 90 percent of voters felt they had enough information about the election and were satisfied with the instructions and information sent to them.

While the majority of voters reported they had enough information about the election, there were some who felt there could be a stronger effort to inform them of an election.

Some of the methods we used to inform voters were new this election cycle, and the Elections Department will hone these methods for future elections.

One of these new practices was sending voters emails. Emails were sent to every voter with an email on their voter registration record. The emails included election dates and reminders. A more detailed explanation is on
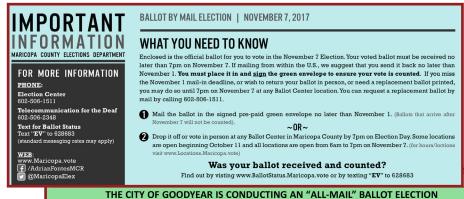
It is possible voters did not read the emails coming from the Elections Department, so improvements will be implemented in email communications to develop a stronger relationship over email with these voters. Voters can learn to expect these reminder emails.

Voters also expressed concerns about the election material provided to them prior to an election. This material is often many pages long written in admittedly inaccessible language. The jurisdiction holding the election is responsible for producing and writing these materials and this feedback will be shared with those jurisdictions.

As far as language on the ballot, much of that is dictated by law. The County Recorder's Office does not write the actual ballot language. There is always room for improvement on ballot design and this office will work to improve ballot design and inserts to make them easier to read and use.

1 of 2 education pieces included with all ballots:

November 2017 Election Version:

Previous Election Version:

Turnout

Overall voter turnout was not affected by the switch to all ballot by mail elections. Voter turnout in the past two odd-year November election cycles hovered around 24 percent.

In those two elections there were 600,000 more voters eligible to vote and only some of those elections were by mail.

Below is a comparison of overall turnout in the past three odd-year jurisdictional elections. The lack of change in turnout tells us that the ballot by mail process is intuitive and voters adapt easily to the process.

Year	Overall	Eligible Voters	Actual Voters
2017	23.5%	1,044,794	245,951
2015	23.8%	1,651,425	393,030
2013	24%	1,634,500	392,828

Just under 2,000 total votes were cast in person. Almost 70 percent of those were on Election Day. Since voters received their ballots in the mail, there were fewer reasons for them to vote in-person at Ballot Centers.

The move to all ballot by mail elections is sometimes questioned by claims that the in-person voting experience is the preferred voting method. However, less than one percent of the voters who participated in the last election chose to vote in person. This decrease of 2.5 percent since the 2015 elections could indicate voters are willing to vote by mail when presented with the option.

Ten percent of the voters who participated in the November 2017 elections were not on the Permanent Early Voting List. This means they have most likely never received a ballot by mail before.

According to our voter surveys (pg. 11), the biggest reason why voters said they voted in person was because they did not receive their ballot in the mail, followed by losing or damaging the one that was mailed to them.

Year	Early Voters	Election Day Voters
2017	99.5%	0.5%
2015	97%	3%
2013	96%	4%

Turnout by Jurisdiction

	Jurisdiction	Type of Election	Turnout
1	Fountain Hills Sanitation District	Board of Directors	41%
2	Fountain Hills Unified #98	Budget Increase	41%
3	Town of Gila Bend	Bond	38%
4	Gila Bend Unified #24	Budget Increase	33%
5	City of Surprise	Bond	32%
6	Litchfield Elementary #79	Budget Increase	32%
7	Queen Creek Unified #95	Bond	31%
8	Paradise Valley Unified #69	Budget Increase	29%
9	Chandler Unified #80	Budget Override	29%
10	Kyrene Elementary #28	Bond, Budget Override, and Budget Increase	27%
11	Agua Fria Union #216	Budget Increase	27%
12	Buckeye Valley Fire District	Bond	26%
13	Arlington Elementary #47	Budget Override	25%
14	Tempe Union #213	Budget Increase	24%
15	Osborn Elementary #8	Bond and Budget Increase	22%
16	Buckeye Elementary #33	Budget Override	20%
17	Phoenix Elementary #1	Budget Override	19%
18	Phoenix Union #210	Bond and Budget Override	16%
19	Tolleson Elementary #17	Bond	14%
20	Alhambra Elementary #68	Bond	13%
21	Tolleson Union #214	Bond	12%
22	Roosevelt Elementary #66	Bond, Budget Override, and Sale/Lease/Exchange of Property	12%
23	Littleton Elementary #65	Bond	11%
24	Fowler Elementary #45	Budget Increase	10%
25	Isaac Elementary #5	Budget Override	10%
26	Murphy Elementary #21	Budget Override	7%

Turnout: Comparison by year

Comparing turnout in races held in 2013 or 2015 and 2017.

Jurisdiction	2013	All Mail?	2015	All Mail?	2017	All Mail?
FOWLER ESD #45	-	-	10%	N	10%	Y
LITTLETON ESD #65	-	-	10%	N	11%	Y
PHOENIX UNION #210	20%	N	16%	N	16%	Y
PHOENIX ESD #1	21%	N	18%	N	19%	Y
BUCKEYE ESD #33	23%	N	20%	N	20%	Y
TEMPE UNION #213	21%	N	23%	Y	24%	Y
AGUA FRIA UNION #216	26%	N	23%	N	27%	Y
CHANDLER USD #80	30%	Y	30%	Y	29%	Y
QUEEN CREEK USD #95	27%	N	34%	Y	31%	Y

Turnout by Contest and Year

Turnout: In-person turnout by location

Throughout the 28-day election period, 27 ballot replacement sites or Ballot Centers, opened in three phases. Voters could go to any site to vote in-person or get a replacement ballot. Checking in on a SiteBook would automatically void their mailed ballot. These totals do not include ballots dropped off at each site.

Location Name	Total Ballots Printed
Arlington ESD Office	4
Murphy Community Room	10
Buckeye Valley Fire Office	17
Mesa Elections Office	19
Fowler ESD Office	21
Isaac ESD Office	22
Alhambra ESD Office	27
Buckeye ESD Office	27
Agua Fria UHSD Office	28
Laveen ESD Office	30
Litchfield Elem Support Serv.	32
Downtown Elections Office	37
Gila Bend Town Hall	39
Tolleson District Office	44
Ability 360	45
MCTEC Elections	52
Verna McClain Wellness Ctr	56
Osborn ESD Office	75
Queen Creek USD Office	88
Fountain Hills USD Office	91
Pecos Community Center	97
Phx UHSD Office	111
Avondale City Hall	139
Surprise City Hall	161
Chandler USD Office	209
Tempe Public Library	211
Paradise Valley USD Office	237
Total	**1929**

5 Days

11 Days

28 Days

Provisional Ballots

When a voter shows up at a voting location and does not meet the eligibility requirements to vote in that location or election, they are allowed to vote provisionally. When every voter is mailed a ballot, the need for provisional voting is reduced because a voter's eligibility is already validated.

In previous elections, reasons voters most often need to vote provisionally include:

• Requested an early ballot but didn't return it

• Registered after 29-day deadline

• Not registered to vote

• At the wrong polling place

• Voter address on file is outdated

• Not living in an area holding an election

Once a voter submits a provisional ballot, the ballot is sent for further review. The voter may later need to provide proper proof of identity. This puts an unnecessary burden on the voter to ensure their vote is counted, and it also creates work for the election officials who have to manually validate or invalidate thousands of provisional ballots cast. Manual validation of provisional ballots is a large part of why elections can take days or weeks to close after the last person has voted.

2017 Changes

In the past, if a voter's registration address was outdated when they checked-in to a polling place, they would have had to cast a provisional ballot. In the 2017 election, they could change their address on the checkin terminal and update their voter registration in real time.

230

Provisional Ballots Prevented Through On-Site Address Changes

Previously, if a voter voted at the wrong polling place, their vote was not counted. In November 2016, this led to 2,197 voters voting provisionally and having their votes invalidated.

Voters in this election were incapable of voting at the wrong polling place because all voters received a ballot in the mail and if they needed a replacement ballot or just wanted to vote in person, they could go to **any** location in the county and be given their specific ballot.

Another major detractor of the polling place environment without BOD printers and SiteBooks was the tablet electronic pollbook's inability to void a previously requested ballot. If a voter received a ballot in the mail, but decided not to vote it and to go in-person, the new SiteBooks could automatically void the first ballot when a voter checked in. They were printed a new ballot, erasing the need to vote provisionally.

The sharp reduction in provisional ballots was a key reason why this election took just over 24 hours to complete.

Provisional Ballot Numbers

Provisonal Ballots	2017	2015	2013
Valid	14	2,450	2,459
Invalid	30	463	317
Total	**44**	**2,913**	**2,776**

Reasons to Vote Provisonally	2017	2015	2013
Not Registered to Vote	17	92	38
Not Eligible in this Election	11	33	42
Previous Early Ballot was Returned and Counted	2	28	51
E-PollBook Duplicate Provisional	-	39	0
No Ballot in Sent Envelope	-	5	3
Signature on provisional did not match signature on file	-	7	5
Insufficent ID provided	-	18	10
ID address doesn't match Signature Roster	14	175	50
Early Ballot Requested and Not Returned	0	1,765	2,079
New Address Within Precinct	0	472	302
Protected Voter	0	14	11
Name Change	0	13	10
Registered Too Late to be Printed on Roster	0	11	3
Office Error	0	0	4
Totals	**44**	**2,913**	**2.776**

Invalid Provisional Ballots   Valid Provisional Ballots

In-Person Voter Experience

Check-in time

Check-in times are usually calculated by finding the average amount of time between each voters' check-in on the computer. This assumes that there is a line formed at the check-in terminal. There were no lines in the November 2017 elec-tions, so check-in time was calculated differently.

Using timestamps from the SiteBooks for voters who checked-in immediately once the Ballot Centers were open at 6:00 a.m., check-in took an average of one minute.
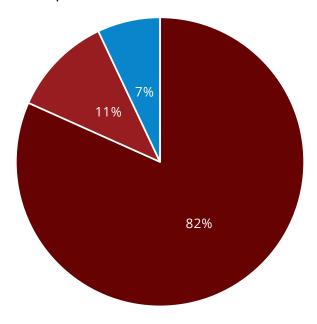
1 minute
Average Check-In Time in 2017

3.5 minutes
Average Check-In Time in 2015

Check-in experience (based on voter feedback surveys)

How was your check-in experience at the Ballot Center?

7%

11%

82%

- It was easy to check in and vote
- I needed assistance checking in and voting
- I did not like the check-in system

Comments or Recommendations:

- The new streamlined system is fantastic, very easy and quick!

- I hadn't updated my address yet and was relieved when I was able to update it using the touchscreens. Thank you for not sup-pressing my vote!!!

- The process was very easy. It has improved greatly over the years.

- It was such an improvement from prior voting for primaries. Thank you.

- I had moved into a new house so I needed to fill out a change of address, the voter assistants were extremely helpful and the process was very easy.

- Liked that I could updated my info at the check in.

- I had to update my address and needed some assistance using the machine.

- No line, it was very easy.

- Excellent citizens running the polls!

Outreach - On the Ground

The office's four-member Community Relations Team (CRT) spends most of its time in the field, talking to community organizations, schools, neighborhood associations and others about the changes in the County Recorder's Office and Elections Department.

In 2017 they spent a large amount of time discussing the upcoming elections, demonstrating the new equipment, and sharing materials for other community groups to distribute in areas holding an election.

They also organized and held four "Get Involved Orientation Sessions" to recruit future election workers and deputy registrars.

Community outreach at high schools, parades, and job fairs. Photos/Christine Dyster

Community Relations Team, 2017 By The Numbers:

102
Meetings or Large Groups Events Attended

101
Voter Registration Booths Setup at Events

90
Presentations Given at Meetings

23
Conferences Attended

12,000
Estimated People Interacted With Throughout 2017

1,800
New Voters Registered by the CRT

Outreach - Community Roundtables

Post-Election, the Community Relations Team (CRT) hosted the following five roundtables to gather community feedback on the 2017 Election:

- Civic Engagement Roundtable
- African American Roundtable
- Disability Advocates Roundtable
- Hispanic/Latino Roundtable
- Native American Roundtable

There were several reoccurring themes, highlighted below.

Positive Changes

The self check-in kiosks and extended Ballot Center hours were celebrated by all groups. The Civic Engagement group made particular note that the "vote anywhere" model will help voters. The Disability Advocates group also noted they appreciated that the EDGE machines were set up and turned on at every Ballot Center. The Civic Engagement and African American groups were particularly appreciative of the clearer instructions in the ballot (blue insert). Generally, every group noted that there was an improved tone of openness from the office.

Election Material Clarity

Several roundtables discussed that the yellow envelope that ballots are mailed in should be redesigned to include a date of the election and a last suggested date to mail the ballot back by. If that is not possible, these dates need to be prominent on the instructions.

Additional Materials

Every group wants some sort of short video series to help voters with everything from registering to vote to how to properly fill out the ballot.

Disability advocates would like to create videos

for the deaf and have more braille materials for the blind.

The Native American Roundtable wants to create a whole campaign around registering to vote for both tribal elections and Maricopa County.

From several roundtables, there is a need for a simple document that explains everything from registering to actually casting the vote. A small booklet or a one pager would be ideal.

Criminal Justice Disenfranchisement

There were two major projects suggested by several groups revolving around navigating the criminal justice system and voting.

First, they would like to see better information distributed about at what point someone can register to vote after they have been convicted of a felony. Other groups have offered to put together information on where to turn to get your rights restored.

Second, they would like to see either a Special Election Board or a mobile Ballot Center to give those who are in jail but have not been convicted access to the ballot.

Youth Outreach

There was discussion about youth outreach. This has spurred the discussion of putting together a potential sixth roundtable specifically for and focused on youth outreach.

Community Inclusion

Several roundtables indicated a need for increased community involvement. There were discussions of advertising how to sign up to be a board worker so that the workers are as diverse as the community.

Outreach - Online Advertisng

While the Recorder's Office had never allocated money to digital advertising before, running digital ads was a priority for the Recorder this election cycle.

Local elections in odd years are publicized far less than even-year elections. This meant getting the voters the information they needed to cast a ballot was especially important in November 2017.

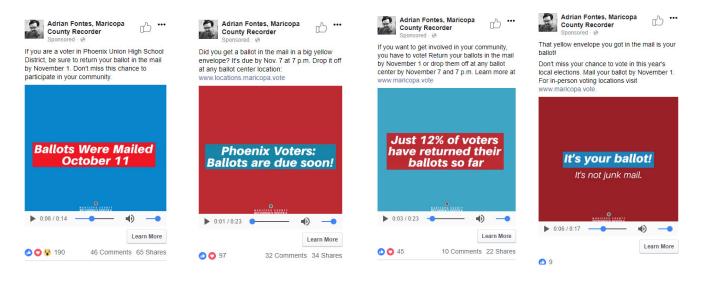Advertisements were run based around key election dates: October 11, the day ballots were mailed; November 1, the last day to mail ballots; and November 7, Election Day. The messaging was adaptable and evolved as feedback and questions from voters came in over the 28-day election period.

Advertisements were targeted in zip codes of areas holding elections. Money was allocated based on early turnout returns and reach of ads. For example, less money was spent in Phoenix, but the ads there had the highest reach, so money could be allocated to areas with less organic reach.

Tactic	Impressions	Gross Spend
Google Search	27,767	$1,095
Facebook and Instagram	1,135,063	$17,379.60
Total	1,162,830	$18,474.60

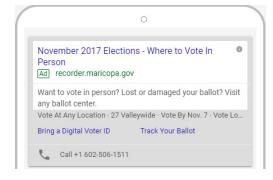| Areas Targeted	Spend	Average Turnout
Fountain Hills and Paradise Valley	$3,278.94	37%
Chandler, Tempe, Queen Creek	$4,729.35	28%
West Valley and Gila Bend	$5,097.08	26%
Entire County	$3,250.37	24%
Phoenix	$2,118.85	12%

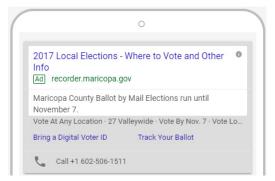## Video ads run on Facebook and Instagram:

Ads targeted by zip code were personalized to improve engagement.

Countywide ads were adapted as the elections progressed, including early turnout figures and feedback from voters that they did not know the yellow envelope contained their ballot.

Highest performing Google search ads:

Outreach - Emails and Texts

Emails

When a voter is registered to vote they now have the option to include their email address. Those email addresses have traditionally only been used as a last resort for contacting voters when there is a question about their voter registration file. By law, these emails are not shared with candidates or political parties.

This year, voters who had an email address on file were emailed three times. The day ballots were mailed, six days before Election Day and one day before Election Day.

Emails were sent to voters in 9 areas, listing their closest Ballot Center and important dates.

• 212,112 voters received emails

• 88,982 opened at least one email

• 24,175 voters opened at least one email and voted

• 11 percent of people who opened an email voted

Automatic emails were also sent to those who signed up for text and email alerts. Those emails were triggered at the same time as a text message each time a voter's ballot was scanned.

Voters were encouraged through information included with their ballot and promotion on social media to sign up for automatic ballot status alerts.

By texting "EV" (Early Voter) to MCVOTE (628-683) they could subscribe to receive updates about their ballot status. They were required to verify their identity by entering their first and last name, address, and either the last four of their social security number, voter ID number or driver's license number. This was to prevent text messages about a ballot from going to the wrong voter.

The text program was linked with the elections database so a text message and an email would be triggered when a voter's:
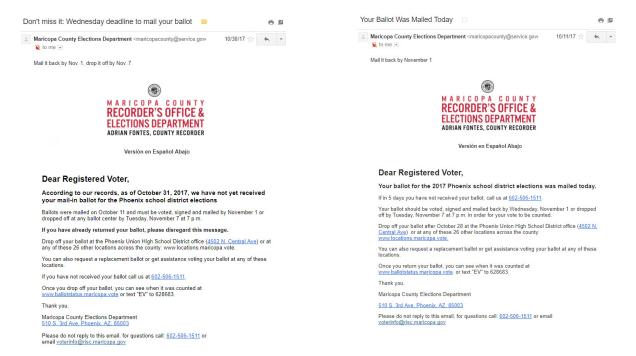
• Ballot was sent to them

• Ballot was received by Elections Department

• Ballot was signature verified and sent to be counted

Voters would also receive a text if there was an issue with their signature verification so they could call and resolve the issue. Just under 400 subscribers signed up by November 7.
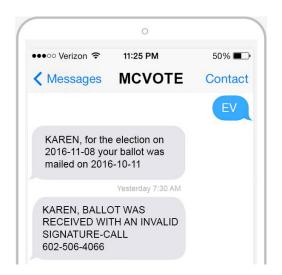
Today, there are more than 800 voters subscribed and the Recorder's Office continues to make voters aware of the service.

Image placed on www.maricopa.vote to encourage sign-ups.

Example emails sent to voters:

Example texts sent to voters:

Outreach - Traditional Media

This office started talking about plans, specifically the switch to all ballot by mail, for the November elections, in March. Coverage of election plans continued through to Election Day. **More than 150 articles** were published from March to November 2017 regarding the elections process in Maricopa County.

April

"He said all-mail voting also would eliminate the difficulty of finding and staffing more than 700 polling places and improve accuracy in counting.

"The old system, (it) is time, in my mind, to move to the side," Fontes, a Democrat, said. "I don't know anybody that uses a horse and buggy today either."

Rebekah Sanders, Arizona Republic

April

"Maricopa County voters will soon be able to get replacement ballots at polling places.

The replacement ballots are for people who lose, damage or forget to mail their ballots and will be printed at the polls, thanks to new technology."

Griselda Zetino, KTAR

June

"Will I get a ballot in the mail in November?

It depends. If you are one of about 1.1 million voters in the county who live in districts holding local elections — such as city council and school board races — you most likely will. Most local districts have agreed already to use the county's new all-mail system. The other roughly 1.1 million voters in the county won't receive a ballot because they don't live in areas conducting local elections."

Rebekah Sanders, Arizona Republic

October

"Voters in 22 Maricopa County school districts will decide in the Nov. 7 election whether to approve bonds and overrides — temporary, local property-tax-funded measures districts say they use to help offset long-standing cuts in state education funding.

This will be the first election in which all such measures in the county will be decided through mail-in ballots."

Ricardo Cano, Arizona Republic

October

" This is the first time all local elections in Maricopa County will be held by mail. Voters will receive their ballots in the mail starting this week.

Instead of going to a traditional assigned polling place, voters should put their ballots in the mail by Nov. 1 or drop them off at any Ballot Center through 7 p.m. on Nov. 7."

Rebekah Sanders, Arizona Republic

October

" The voting process in Maricopa County has just gotten easier for voters.

Historically, a voter who wanted to cast a ballot in person or needed a replacement ballot had to find the single polling place assigned to his or her precinct. The latter was determined geographically by the voter's address.

However, the Maricopa County Recorder's Office and Elections Department has changed that beginning with this November's jurisdictional election. It has introduced Ballot Centers to replace the one polling place per precinct model."

Wendy Miller, Queen Creek Independent

November

" The process is simple, too. Voters need only bring either their state-issued ID or voter ID card. The information may be looked up by election workers as well. After scanning your ID at one of the many on-site kiosks and verifying your information, your ballot is printed and filled out."

Connor Dziawura, West Valley View

November

" They will be able to drop off their ballots at the County Recorder's early voting stations in the Tempe Public Library or the district headquarters for Queen Creek and Chandler. Details on hours are at recorder.maricopa.gov/ballotcenterlocator. The centers are being manned today, Sunday, Nov. 5."

East Valley Tribune

NOVEMBER 2017 POST-ELECTION REPORT