



California Online Voter Registration (COVR)

2013-2014 COVR Redesign Project

May 2014 Future of California Elections (FoCE) Webinar





Why Did the SOS Redesign COVR?

1. **Improve Accessibility**
2. **Provide All 10 VRA Languages**
English, Spanish, Chinese, Hindi, Japanese, Khmer, Korean, Tagalog, Thai, Vietnamese
3. **Optimize for Mobile Devices**
4. **Add a “Post” Feature for Third Parties**
5. **Track & Report NVRA Agency Registrations**
6. **Add Single Record Retrieval for Counties**
7. **Improve Data Quality**
8. **Improve Overall Usability**



How Did the SOS Improve Accessibility?

Collaboration in Design, Build and Test

- CSU ATI
- VAAC

Standard

- Web Content Accessibility Guidelines 2.0
W3C World Wide Web Consortium Recommendation
WCAG 2.0 12/2008, Level A & Level AA Success Criteria

All 5 Types of Disabilities

- Intellectual and cognitive
- Blind and visually impaired
- Manual and mobility
- Hearing impaired



How Were the New Language Versions Vetted?

- **Translation Review & Beta Testing**

- SOS & County Elections Staff: Los Angeles, Orange, San Diego, San Francisco, Santa Clara
- Language Accessibility Advisory Committee

- **Review Cycle**

- Official Vendor → SOS → Reviewers → SOS → Vendor



What is the New COVR “Post” Function?

- **“Post”**
A software operation that:
 - 1) temporarily saves data entered on a third party website; and
 - 2) transfers the data into COVR to pre-fill the online form for applicants.
- **“Posting Entity”**
A third party permitted by written agreement with the SOS to post data to COVR on behalf of website visitors. Includes both government agencies (e.g., DMV, HBX, USPS, etc.) and non-governmental organizations (e.g., Rock the Vote, political parties, etc.).
- **COVR Fields Designed for a Post**
Name, address, email, phone, etc.
 - **Not** SSN, DL, PVBM Preference, Political Party Preference
- **Security** IP Source Addresses, API Keys, Privacy & Security Standards



How Is the COVR Redesign More User-Friendly?

- All Disclosures on Landing Page
- Help Links in Footer of Every Page:
 - Web Help
 - Accessibility
 - Privacy
 - Voter Hotline 800-345-VOTE
- Same Questions, Fewer Screens: 2-Page Form + Review
- Progress Bar
- Plain English (5th Grade Level); Intuitive Field Grouping
- User-Friendly Error Messaging
- Additional Fields Appear as Needed (Mailing, Prior, Poll, Lang.)
- Accommodates smart phones, tablets, and other mobile devices



What's Coming Next?

VoteCal 2015-2016

- Central Voter Registration Database
- New Online Voter Registration Website
- Voter Registration Status Lookup
- VIG Opt-In/Opt-Out
- Polling Place Lookup
- VBM & Provisional Ballot Status Lookup
- List Maintenance: Uniformity/Synchronization
- Simplicity for Cross-County Moves (Sig. Trfr) 7



California Secretary of State's Office

- COVR Redesign Project Director:

Jennie Bretschneider, Esq.
Asst. Chief Deputy and Counsel
Secretary of State
1500 11th Street
Sacramento, CA 95814
(916) 653-7244
jbretschneider@sos.ca.gov