



# California Online Voter Registration (COVR)

## 2013-2014 COVR Redesign Project

September 2014  
Future of California Elections (FoCE) Webinar





# Why Did the SOS Redesign COVR?

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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?

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## 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?

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- **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?

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- **“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?

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- 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 (5<sup>th</sup> 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?

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### 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

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- 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](mailto:jbretschneider@sos.ca.gov)



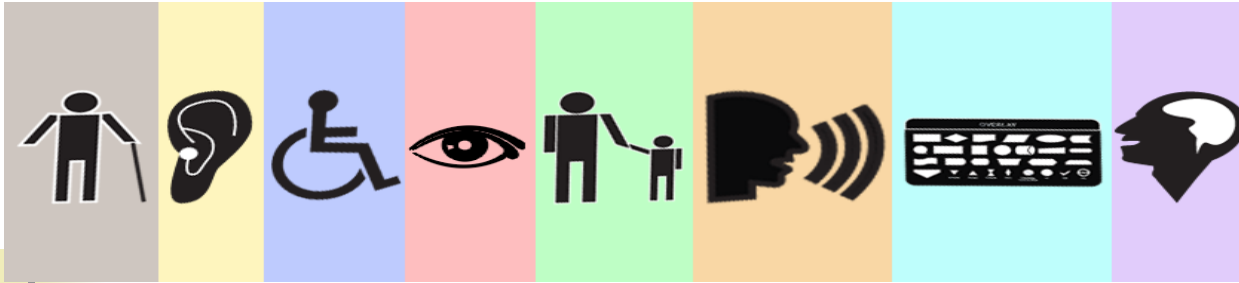
# COVR Accessibility CSU Accessible Technology Network (CSU ATN)

Sue Cullen  
Program Manager, CSUN Universal Design Center,  
CSU Accessible Technology Program Manager

# CSU Accessible Technology Network (CSUATN)

- Established to leverage the accessibility expertise across the CSU system.
- Includes members from 7 CSU campuses, the CO ATI Staff, and also contracts with experts outside our system. COVR evaluation team:
  - **Susan Cullen**, Program Manager, staff & students at Universal Design Center, California State University Northridge
  - **Lucia Greco**, Web Access Analyst, University of California, Berkeley
  - **Cheryl Pruitt**, Director, Accessible Technology Initiative, CSU Office of the Chancellor
  - **Mark Turner**, Associate Director, Accessible Technology Initiative, CSU Office of the Chancellor
- Provides shared accessibility evaluation services to the CSU system by reviewing IT products that are used systemwide and also does accessibility reviews for outside entities
- This is the second time we have worked with a state agency to provide accessibility services
- Questions or information requests may be directed to [ati@calstate.edu](mailto:ati@calstate.edu)

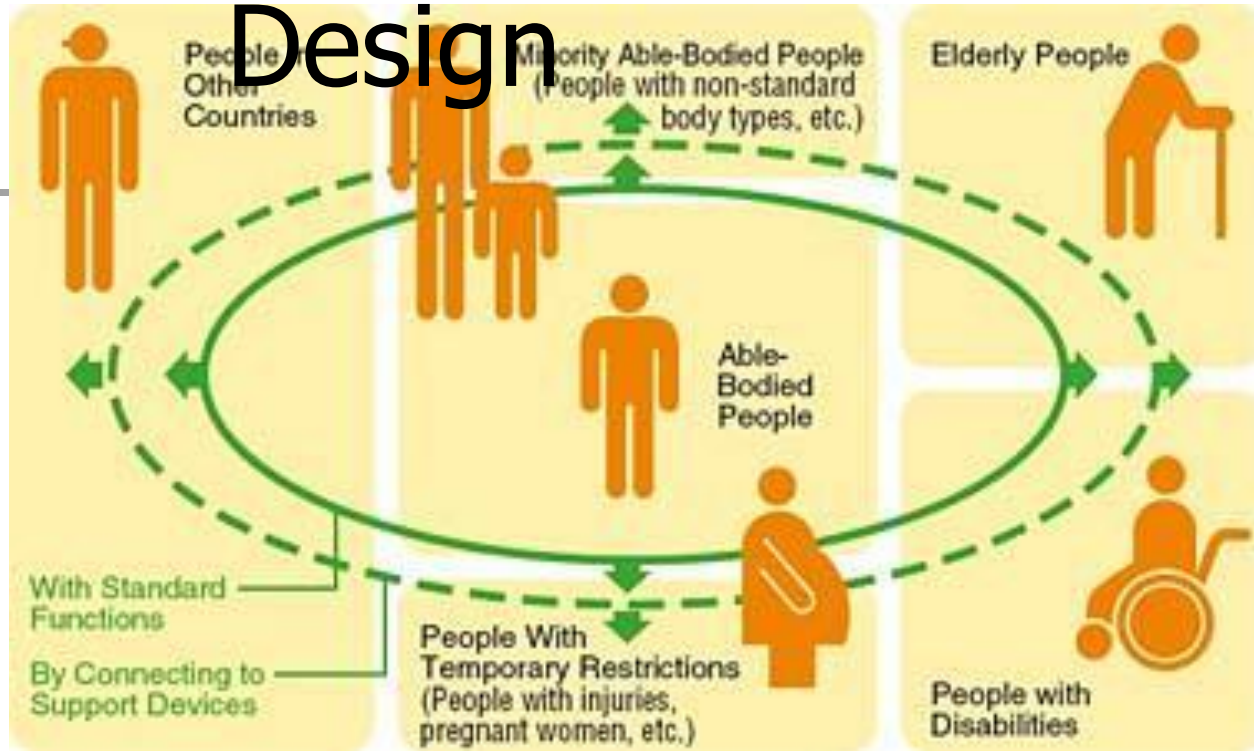
# Supporting Culture Change



Universal Design is working to blend accessibility standards and usability principles together in order to create technology that is usable for everyone. Creating pathways for individuals to learn, communicate, and share via information technology, **regardless of their individual learning and processing styles, or physical characteristics.**

- Design in accessibility – don't let it be an after thought
- Integrate accessibility knowledge into the expected skill set of staff
- Accessibility is a shared campus responsibility

# Universal Design



- Intentional approach to design
- Anticipates a variety of needs
- Broadens usability to public
- Is more economical
- Respects human diversity

# Building in Accessibility

A Collaborative design and development process where accessibility and usability were considered during each phase of the project

- Developed accessibility requirements
  - Section 508
  - WCAG 2.0
  - Multiple browsers, multiple operating systems and Assistive Technology
- Made recommendations during each phase of the development process
  - Usability
  - Technical Accessibility
- Conducted accessibility and usability testing throughout the iterative implementation process
  - Standards conformance
  - Assistive technology testing

# COVR Accessibility Features

- Full support for keyboard-only usage
- Accessible input controls with descriptive text labels
- Clear concise error handling
- Extensive use of Accessible Rich Internet Applications ([WAI-ARIA](#)) to provide robust support for assistive technology
- Structural markup (e.g. headings, lists) that clearly conveys page structure, logical grouping of questions, and streamline navigation
- Consistent page layout and navigation across pages
- Text and layout formatted using Cascading Style Sheets (CSS) that allow users to customize its appearance

# ROCK THE VOTE



@rockthevote



Facebook.com/rockthevote

[www.rockthevote.com](http://www.rockthevote.com)

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Online VOTER  
REGISTRATION tool  
Making voting easier

# Rock the Vote's oVR tool



THE VOTER PARTICIPATION CENTER

## VOTER REGISTRATION

powered by: ROCK THE VOTE

Step: **1** 2 3 4 5

### New Registrant

Select Language ▾

Email Address  ?

ZIP Code  ?

Date of Birth  ? MM-DD-YYYY

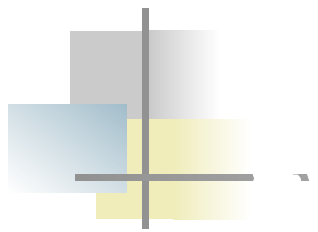
- I am a U.S. citizen.
- I have a drivers license or state ID card.
- I will be 18 by the next election day.
- I am registering to vote for the first time.

**Note:** Some states offer online voter registration. [Learn more](#). If you are an American citizen living abroad or a uniformed military voter, [click here](#) to register to vote.

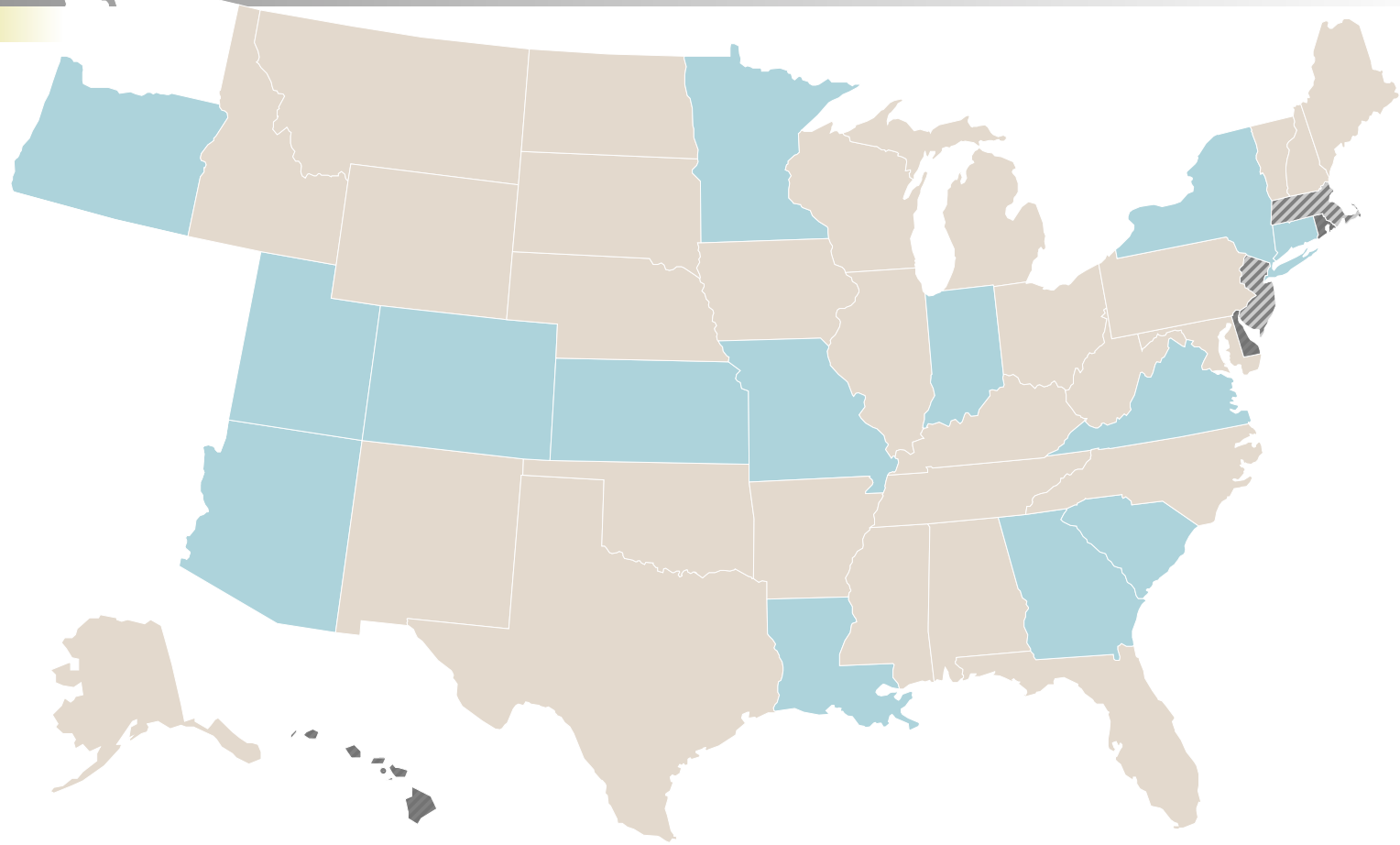
**NEXT STEP >**



# OVR landscape



 OVR



# OVR Tool Features



**Compatible with  
Mobile  
and Tablet Devices**

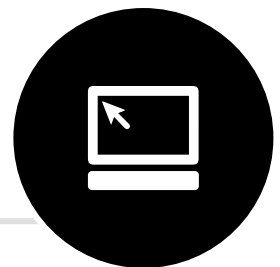


**Regular Testing  
and Optimization**



**Easily Co-  
branded**

**Fully Online  
Registration  
in OVR States**



# OVR Tool Features (cont.)

## Available in 13 languages\*



Bengali

Chinese (Simplified)

Chinese (Traditional)

English

Hindi

Ilocano

Japanese

Korean

Spanish

Tagalog

Thai

Urdu

Vietnamese

\*Made possible thanks to support from AAPI Civic Engagement Fund

# Ovr tool features (cont.)

## Measure Your Success



# USING THE DASHBOARD

The screenshot shows the 'Voter Registration Partner Portal' dashboard. At the top left is the 'ROCK THE VOTE' logo. The main title is 'VOTER REGISTRATION PARTNER PORTAL'. In the top right corner, there is a 'Log out' link. Below the title, a navigation bar contains links for 'DASHBOARD', 'REPORTS', 'CUSTOMIZE', and 'EDIT PROFILE'. A 'Welcome' message is followed by a paragraph explaining the dashboard's features. Two main content areas are visible: 'Completed Applications' with a table of statistics and 'Customize Your Registration Tool' with a list of options. At the bottom, there are four red buttons: 'VIEW FULL REPORT', 'DOWNLOAD DATA', 'CUSTOMIZE TOOL', and 'EDIT PROFILE'.

**ROCK THE VOTE** **VOTER REGISTRATION PARTNER PORTAL** [Log out](#)

[DASHBOARD](#) | [REPORTS](#) | [CUSTOMIZE](#) | [EDIT PROFILE](#)

### Welcome [Name]

With your Partner Dashboard, you can customize your tool and copy and paste the HTML code to embed your online registration tool on your website. You can access statistics and download registration data about the people you are registering to vote. You can also modify your partner profile.


Completed Applications *	
Within last 24 hours	0
Within last 7 days	5
Within last month	6
Within last year	28
Total	28
Completion Rate	90.3%

### Customize Your Registration Tool

- Add custom survey questions and set volunteer sign up options
- Upload your own custom logo
- Get custom buttons and banners
- Get your embed code

[VIEW FULL REPORT >](#) [DOWNLOAD DATA >](#) [CUSTOMIZE TOOL >](#) [EDIT PROFILE >](#)

# USING THE DASHBOARD (cont.)



**ROCK THE VOTE** **VOTER REGISTRATION PARTNER PORTAL** Log out

[DASHBOARD](#) | [REPORTS](#) | [CUSTOMIZE](#) | [EDIT PROFILE](#)

### Voter Application Reports

Keep track of how your voter registration tool is doing and find out who is using it. Numbers not as high as you'd like? [Here are some ways to help market your tool.](#)

[DOWNLOAD RAW DATA AS CSV FILE](#) >

Applications by State *		
Ohio	5	17.9%
Michigan	3	10.7%
Texas	3	10.7%
Colorado	2	7.1%
District of Columbia	2	7.1%
Indiana	2	7.1%
Maryland	2	7.1%
Virginia	2	7.1%
Arkansas	1	3.6%
Illinois	1	3.6%
Kentucky	1	3.6%
New Mexico	1	3.6%
Oklahoma	1	3.6%
Tennessee	1	3.6%
Wisconsin	1	3.6%

Completed Applications *	
Within last 24 hours	0
Within last 7 days	5
Within last month	6
Within last year	28
Total	28
Completion Rate	90.3%

Continued on with State System	
California ▼	
Within last 24 hours	
Within last 7 days	
Within last month	
Within last year	21
Total	21

Applications by Ethnicity		
Unknown	21	42.9%
Hispanic	19	38.8%
Multi-racial	4	8.2%

\* These numbers don't include those that continued on through the state system.

# Getting set up

1

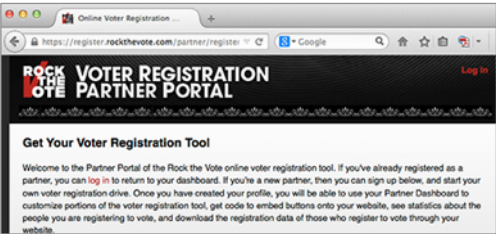
Sign up for a partner widget

2

Fill out the form with your user information

3

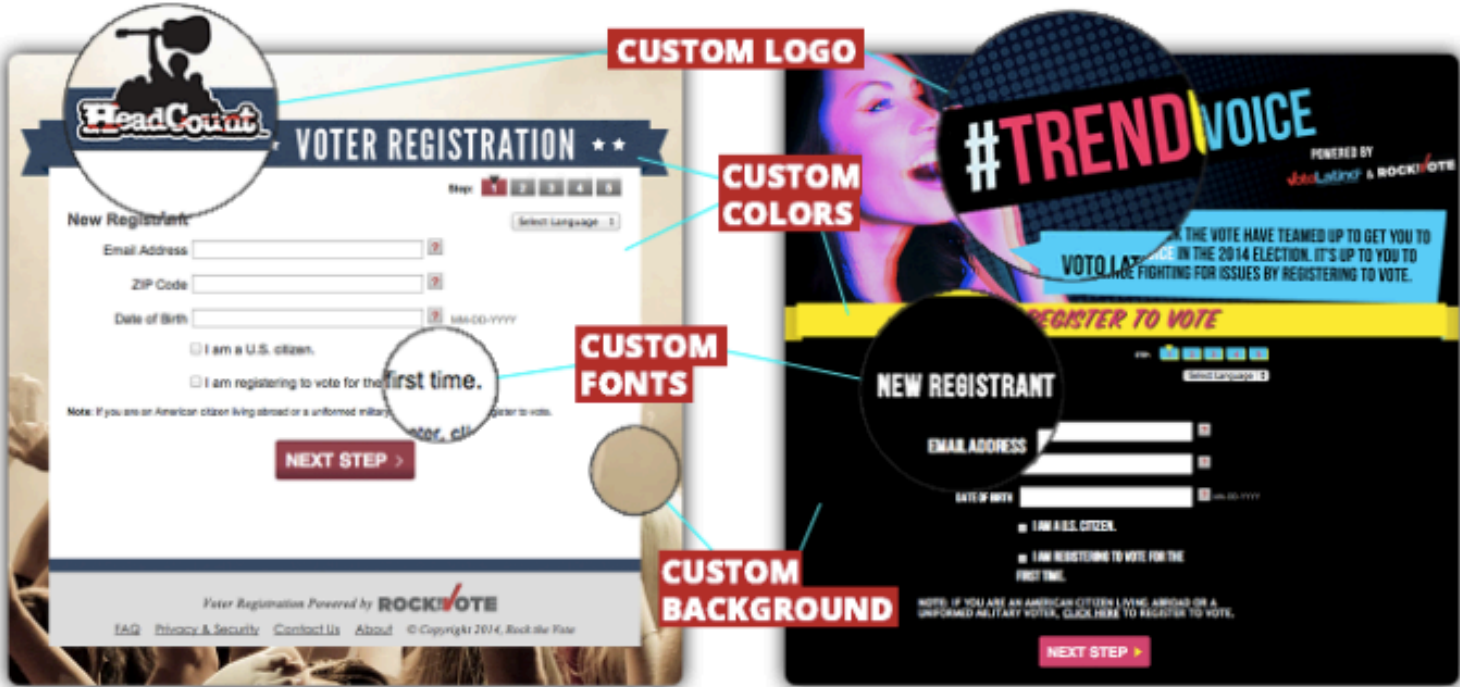
Customize the widget through your dashboard

A screenshot of a voter registration form. The form includes fields for Title, First Name, Last Name, Suffix, Street Address, Zip Code, ID Number, Birthdate, Email Address, Phone Number, Type, Political Affiliation, and Race or Ethnic Group. There are also checkboxes for citizenship status and a section for optional survey questions.

# Now available: White label

✓ Customize the look and feel of the tool

✓ Maintain brand consistency with your campaign





# ROCK THE VOTE



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Dominic Lowell, Director of Strategic  
Partnerships [dominic@rockthevote.com](mailto:dominic@rockthevote.com)