California Online Voter Registration (COVR)
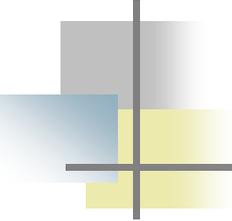
2013-2014 COVR Redesign Project
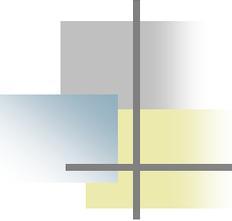
May 2014 Future of California Elections (FoCE) Webinar

California Secretary of State Debra Bowen

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?

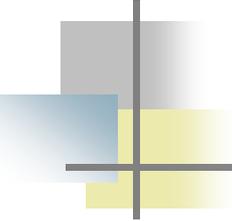## Collaboration in Design, Build and Test

- 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
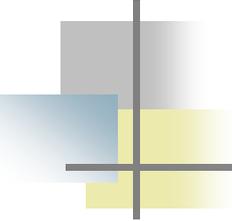- Manual and mobility
- Hearing impaired

How Were the New Language Versions Vetted?

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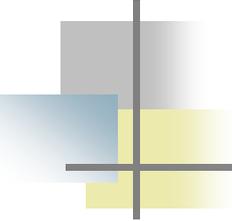 - Language Accessibility Advisory Committee

- ## Review Cycle
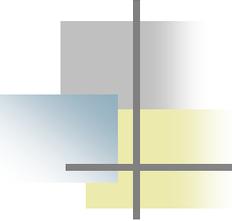 - Official Vendor ⟹ SOS ⟹ Reviewers ⟹ SOS ⟹ Vendor

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

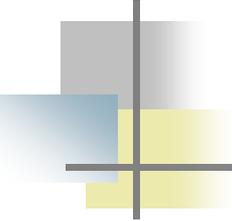# How Is the COVR Redesign More User-Friendly?

- 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
- Plainer 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)

California Secretary of State's Office

- COVR Redesign Project Director:

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