California Online Voter Registration (COVR)

2013-2014 COVR Redesign Project

September 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
- 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)
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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
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
• 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
Online VOTER REGISTRATION tool
Making voting easier
Rock the Vote’s oVR tool
OVR Tool Features

- Compatible with Mobile and Tablet Devices
- Regular Testing and Optimization
- Easily Co-branded
- Regularly Updated to Reflect Current State Law Requirements
- Fully Online Registration in OVR States
- Email Chase Program
<table>
<thead>
<tr>
<th>OVR Tool Features (cont.)</th>
<th>Available in 13 languages*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bengali</td>
<td>Japanese</td>
</tr>
<tr>
<td>Chinese (Simplified)</td>
<td>Korean</td>
</tr>
<tr>
<td>Chinese (Traditional)</td>
<td>Spanish</td>
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<tr>
<td>English</td>
<td>Tagalog</td>
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<tr>
<td>Hindi</td>
<td>Thai</td>
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<tr>
<td>Ilocano</td>
<td>Urdu</td>
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<tr>
<td></td>
<td>Vietnamese</td>
</tr>
</tbody>
</table>

*Made possible thanks to support from AAPI Civic Engagement Fund
Ovr tool features (cont.)
Measure Your Success
Welcome

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.

<table>
<thead>
<tr>
<th>Completed Applications *</th>
<th>Customize Your Registration Tool</th>
</tr>
</thead>
<tbody>
<tr>
<td>Within last 24 hours</td>
<td>• Add custom survey questions and set volunteer sign up options</td>
</tr>
<tr>
<td>Within last 7 days</td>
<td>• Upload your own custom logo</td>
</tr>
<tr>
<td>Within last month</td>
<td>• Get custom buttons and banners</td>
</tr>
<tr>
<td>Within last year</td>
<td>• Get your embed code</td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>28</td>
<td></td>
</tr>
</tbody>
</table>

Completion Rate 90.3%
USING THE DASHBOARD (cont.)

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

<table>
<thead>
<tr>
<th>Applications by State *</th>
<th></th>
</tr>
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<tbody>
<tr>
<td>Ohio</td>
<td>5</td>
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<tr>
<td>Michigan</td>
<td>3</td>
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<tr>
<td>Texas</td>
<td>3</td>
</tr>
<tr>
<td>Colorado</td>
<td>2</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>2</td>
</tr>
<tr>
<td>Indiana</td>
<td>2</td>
</tr>
<tr>
<td>Maryland</td>
<td>2</td>
</tr>
<tr>
<td>Virginia</td>
<td>2</td>
</tr>
<tr>
<td>Arkansas</td>
<td>1</td>
</tr>
<tr>
<td>Illinois</td>
<td>1</td>
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<tr>
<td>Kentucky</td>
<td>1</td>
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<tr>
<td>New Mexico</td>
<td>1</td>
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<tr>
<td>Oklahoma</td>
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<tr>
<td>Tennessee</td>
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<tr>
<td>Wisconsin</td>
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<th>Completed Applications *</th>
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<tr>
<td>Within last 24 hours</td>
<td>0</td>
</tr>
<tr>
<td>Within last 7 days</td>
<td>5</td>
</tr>
<tr>
<td>Within last month</td>
<td>6</td>
</tr>
<tr>
<td>Within last year</td>
<td>28</td>
</tr>
<tr>
<td>Total</td>
<td>28</td>
</tr>
<tr>
<td>Completion Rate</td>
<td>90.3%</td>
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<table>
<thead>
<tr>
<th>Continued on with State System</th>
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<tbody>
<tr>
<td>California</td>
</tr>
<tr>
<td>Within last 24 hours</td>
</tr>
<tr>
<td>Within last 7 days</td>
</tr>
<tr>
<td>Within last month</td>
</tr>
<tr>
<td>Within last year</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Applications by Ethnicity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unknown</td>
</tr>
<tr>
<td>Hispanic</td>
</tr>
<tr>
<td>Multi-racial</td>
</tr>
</tbody>
</table>

* 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
Now available: White label

- Customize the look and feel of the tool
- Maintain brand consistency with your campaign
Dominic Lowell, Director of Strategic Partnerships dominic@rockthevote.com