Permanent Mail-In Voter Education & Outreach Program

Jefferson County, Colorado

Submitted by: Pam Anderson
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Permanent Mail-In Voting Voter Education & Outreach Plan
Jefferson County, Colorado
Pamela Y. Anderson, Clerk and Recorder

Background:

In the Spring of 2007, the Colorado General Assembly changed the section of the mail-in ballot election law, allowing voters to sign up as permanent mail-in voters. Many of the forms used by voters, such as a registration form or mail-in ballot application were amended to allow a voter to check a box that would allow them to be added to the list of permanent mail-in voters. As of October, 2007, Jefferson County had received applications from fewer than five hundred voters who wanted to be placed in the permanent mail-in status. Realizing that this legislative change had not been well-publicized in the media, and with the desire to educate our voters about this new option available to them, it was our goals to implement a voter education and outreach campaign to inform the voters, and encourage participation in the permanent mail-in ballot program.

Plan Implementation: Three Phases

Beginning with the November Coordinated Election of 2007, the Jefferson County Clerk and Recorder’s Elections Division began implementing a three-phased plan that would work to educate voters about the permanent mail-in ballot option and make it easier for voters to exercise this option.

Since odd-year elections are conducted exclusively by mail ballot in Jefferson County, Phase One of this plan was to include a permanent mail-in check box on the back of the return ballot envelope for the November '07 election (See Exhibit A). This gave voters who participated in the election the ability to sign up for the permanent mail-in ballot list as they returned their voted ballots.

This phase enabled us to accomplish two goals. First, it allowed us to utilize a required and budgeted mailing to increase voter education about becoming a permanent mail-in voter without spending additional taxpayer funds. Second, it encouraged a drastic increase in the number of voters on the permanent mail-in list. Prior to the November 2007 Coordinated Election, Jefferson County had fewer than 500 voters signed up on the permanent mail-in ballot list. By the conclusion of Phase One, Jefferson County had 53,861 permanent mail-in voters.

Phase Two of this Voter Education & Outreach plan was initiated in March of 2008. This phase involved a mass mailing and media campaign designed to further increase our number of permanent mail-in voters. Each registered voter who was not already signed up on the permanent mail-in list was sent an informational packet that included a permanent mail-in application form (Exhibit B), an informational buck-slip with details about the permanent mail-in list (Exhibit C)
and a postage-paid return envelope that allowed voters to send the application back to the County. This mailing was sent out the week of March 10th, and in the first week we received nearly 40,000 returned applications from voters opting to be placed on the permanent mail-in list. Now, nearly ten weeks after the mailing was sent, we have received a total of over 86,000 applications for permanent mail-in status. This represents a 43% response rate. As of the time of submission of this application, Phases One and Two of our voter education and outreach program have netted us a total of over 140,000 permanent mail-in voters in Jefferson County. This represents 56% of our active registered voter population.

Phase Three of this program will be to adapt our pre-election voter information card mailing to include a mail-in ballot application for voters who have not already applied for a mail-in ballot. Voters who have already applied will not receive another application. We anticipate that up to 25,000 voters will utilize this third mailing to either apply for mail-in ballots for this year, or sign up to be added to the permanent mail-in voter list.

**Accomplishments:**

As a result of this voter education and outreach campaign, we have achieved the following results:

1. Improved voter education regarding the ability to sign up as a permanent mail-in voter
2. Increase to number of active registered voters who had previously been inactive due to failure to vote in previous elections
3. Increased number of registered voters who have chosen to cast a paper ballot delivered by mail (*Exhibit D*)
4. Anticipation of decreased congestion at Election Day polling locations with more voters casting mail-in ballots
5. Positive media coverage of permanent mail-in ballot process (*Exhibit E*)
6. Inspiration for other Colorado counties to conduct similar programs
7. Overall improved voter participation

We are very pleased with the results of this voter education and outreach program, and are happy to share it with any local election official who would like to conduct a similar program in his/her political subdivision.

[Signature]

Pamela Y. Anderson
Jefferson County Clerk and Recorder

100 JEFFERSON COUNTY PARKWAY, GOLDEN COLORADO 80419
AFFIDAVIT OF VOTER

I state under penalty of perjury that I am an eligible elector; that I reside at the address indicated on my application for a mail-in ballot; that I have not and will not cast any vote in this election except by the enclosed ballot; and that my ballot is enclosed in accord with the provisions of the "Uniform Election Code of 1992".

X
Voter's Signature - (Signature Required)

TODAY'S DATE

"WITNESS"* In case of applicant's disability or inability to sign personally, his/her mark shall be witnessed by another person.

POSTMASTER - DO NOT DELIVER TO THIS ADDRESS

Place a (✓) in the box if you would like to have your name added to the permanent Mail-In List. (optional)
Exhibit B
Permanent Mail-In Ballot Application

JEFFERSON COUNTY MAIL-IN BALLOT APPLICATION

Under Colorado law, your mail-in ballot application must contain your printed name, signature, residence address, mailing address if you wish to receive the ballot by mail, and date of birth. If you do not provide all of this information, you may not receive a mail-in ballot according to the rules established by the secretary of state. (C.R.S. 1-6-104)

Currently you are not signed up for the Permanent Mail-In Ballot

1 REVIEW your CURRENT voter registration information below.

2 UPDATE your voter registration information by writing the correct information in the appropriate box below.

<table>
<thead>
<tr>
<th>Last Name</th>
<th>First Name</th>
<th>Middle Name(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Party Affiliation</th>
<th>Residential Address</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>City/State/Zip</th>
<th>Mailing Address or PO Box</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Current Mailing Address or PO Box on file at Jefferson County Elections Dept.</th>
<th>Mailing Address or PO Box on file at Jefferson County Elections Dept.</th>
</tr>
</thead>
<tbody>
<tr>
<td>POB 186 Golden, Colorado 80401</td>
<td></td>
</tr>
</tbody>
</table>

3 PERMANENT MAIL-IN BALLOT LIST. To receive the Permanent Mail-In ballot, you are required to check (✓) the box below.

☐ Check this box to add my name to the list.

4 SIGN below to request your mail-in ballot(s).

DATE OF BIRTH (REQUIRED)          WITNESS SIGNATURE (Optional)

MONTH     DAY     YEAR

Signature (Required)          Date (Required)

Witness Signature (Optional)          Date

WITNESS SIGNATURE (Optional)

The application for a mail-in ballot shall be personally signed by the applicant or, in case of the applicant's inability to sign, the applicant's mark shall be witnessed by another person.
PERMANENT MAIL-IN BALLOT NOW AVAILABLE FOR JEFFERSON COUNTY VOTERS

WHY WAIT IN LINE?

✓ Vote in the comfort of your home.
✓ Receive your ballot about 20 days in advance of election day.
✓ Take your time and review your ballot before election day.
✓ It's easy to sign up!

Complete the enclosed application and return in the postage-paid envelope.

Previous to 2008, voters had to apply each year to receive a Mail-In Ballot. Colorado now offers the option for electors to permanently sign up for Mail-In Ballots.

Once you are signed up for Permanent Mail-In Ballots, your ballot packet including your official ballot, will automatically be mailed to you for each Primary and General election.

Complete the Enclosed Jefferson County 2008 Mail-In Ballot Application.

1. Review your current voter registration information.
2. If needed, update your information using the appropriate box. If there are no changes, leave this box blank.
3. Place a check mark in the box next to "Add my name to the list".
4. Sign and date your application and provide your date of birth.

Return the completed form in the postage-paid envelope provided.

QUESTIONS? You can email us at: elections@votejeffco.com or call our office at: 303-271-8111. Our Elections' staff will be happy to assist you.

Fill Out Your Application Today!

Pam Anderson, Jefferson County Clerk & Recorder

VoteJeffco.com

JEFFERSON COUNTY, COLORADO

See back for details.
Permanent Mail-in Voters in Jefferson County, CO

Date

- Phase 1: Dec. '07
- Phase 2: March '08
- May '08
- April '08
- October '07

# of PMI Voters

- 160,000
- 140,000
- 120,000
- 114,670
- 134,425
- 53,861
- 466
- 0
Voters enthused about mail option

Clerks reach out as presidential election looms

By Myung Oak Kim

Originally published 04:52 p.m., March 26, 2008
Updated 11:43 p.m., March 26, 2008

Coloradoans are responding so enthusiastically to a new option to become permanent mail voters that officials predict about half of state ballots for president will be cast before Election Day.

Since March 17, Jefferson County election officials have received more than 55,000 applications from registered voters who want to only vote by mail - an option that became available last year through a new law.

With the new applicants, nearly half of Jefferson County's 250,000 active voters will cast ballots by mail this year, said the county's deputy of elections, Josh Liss.

The applications arrived in response to a letter the county sent two weeks ago to more than 200,000 voters about the new mail voting alternative. Many other county clerks are gearing up to do similar outreach campaigns.

The presidential election is expected to draw record turnout, and clerks want as many people as possible to vote by mail to shorten lines on Election Day.

"If everybody's paying attention around the state and if all the election offices around the state get out the word... I'd be surprised if half the state didn't request a mail ballot or vote early," El Paso County Clerk Bob Balink said Wednesday.

The option to vote by mail without being out of state on Election Day is becoming more popular nationwide, and Colorado is one of four states that allow voters to use that option during every election, according to the Early Voting Information Center at Reed College in Oregon.

Education drives coming

Colorado elections in 2004 and 2006 saw growing numbers of mail voters in most large counties. Clerks plan education campaigns to let voters know their options this year and to clear up confusion about recent turmoil over certification of electronic voting and tallying machines and legislation pushing for paper ballots.

After months of uncertainty, Secretary of State Mike Coffman has approved all e-voting equipment for use this year. And a bill calling for paper ballots died last week.

Mail voting also is generally cheaper than polling place voting. A survey of more than 40 county clerks conducted three months ago estimated it would cost $9.6 million to do all-mail voting for the primary and general elections, compared with $18.3 million for polling place elections.

Denver will conduct an education campaign about the county's new paper-based voting system being implemented this year and will encourage voters to use mail and early voting. "We're going to ask voters to shift their mindset from Election Day to the concept of election season," said spokesman Alton Dillard.

'I wish they'd all do it'

Douglas County Clerk Jack Arrowsmith said his letter about the permanent mail voting option is being printed and will be sent out next week to 160,000 active and inactive voters in the county. He also expects to launch a Web page by mid-April where voters can check whether they are signed up as mail voters and can monitor the status of their ballots.

Larimer County Clerk Scott Doyle hopes to add 40,000 to the 60,000 current permanent mail voters in his county. That would be half of all registered voters in the county.

"I wish they'd all do it," he said.

Adams County Clerk Karen Long said many voters see mail voting as more convenient.

"I've had people of all ages tell me it is much easier for them to sit at the kitchen table... and have time to study (the ballot) rather than be hurried at the polling place," she said.

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