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2014 Professional Practices Program BADGER Voters — On-Demand Voter Participation Data

State of Wisconsin

Submitted by:

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DATE:

For the August 19-23, 2014 National Conference

TO:

The Election Center

FROM:

Kevin J. Kennedy

Director and General Counsel

Wisconsin Government Accountability Board

Brian M. Bell, MPA

Elections and Ethics Specialist

Wisconsin Government Accountability Board

SUBJECT:

Wisconsin's BADGER Voters Site

Wisconsin statutes and administrative rules establish the cost of purchasing Statewide Voter Registration System (SVRS) data. The price is \$25 plus \$5 per 1,000 voter records, rounded to the nearest 1,000. The minimum charge is \$30 and the maximum cost is \$12,500 (2.475 million or more voter records). Rather than first contacting G.A.B. staff or a municipal or county clerk, individuals can now make any of six standard requests independently through the Badger Voters website. The site also allows users to submit a custom data request that is outside of the standard requests.

BADGER Voters (http://BADGERVoters.gab.wi.gov) is a website designed to allow users to request, receive a quote, purchase, and download Wisconsin voter registration and election participation data from the SVRS. Users can complete this entire process online and independently 24 hours per day, seven days per week. This new website allows candidates, political, parties, and the public to request SVRS voter data online, including voter participation based on jurisdiction or district, participation in a particular election or elections, or absentee voter information.

Confidential information in the Statewide Voter Registration System (SVRS) remains protected under state law. Private data that cannot be purchased include a voter's date of birth, driver license number, Social Security number, special accommodation needs for voters with disabilities, financial information, or any information about "confidential voters" who are victims of domestic abuse, stalking, or sexual assault.

Users must create an account through the State of Wisconsin's external account system, and

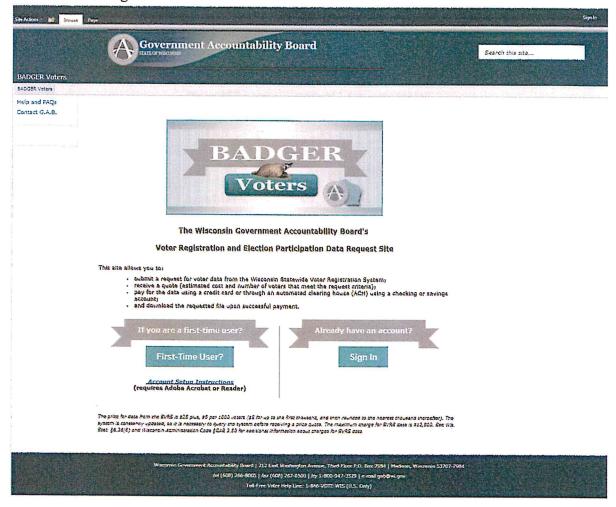
online payments are managed by the Department of Administration through U.S. Bank. This new site leverages available security features to protect confidential information and ensure that the available data cannot be accessed free of charge. The database is read-only and the site only allows access to specific non-confidential information and is only available after successful processing of the payment.

Data Requests can be paid by using a credit card or through an automated clearing house (ACH) using a checking or savings account. Credit/debit card transactions should process within a few minutes. ACH payments may take up to three business days to process. As soon as the payment has been processed and approved, requesters should receive email notification of the approved payment and that the file is available for download. Files are provided electronically, and are posted on the BADGER Voters website for requesters to download at their convenience.

The BADGER Voters site allows users to request six types of standard voter data reports, or submit a custom request. These include data requests for all statewide registered voters, all registered voters in a jurisdiction or district, voters in specific elections, permanent absentee voters, absentee voters in a specific election, and absentee ballot requests within a given date range.

The BADGER Voters site achieves several G.A.B. goals, including helping to reduce the workload of local election officials; improving public access to election information; and using technology to enhance efficiency, effectiveness, and the quality of customer service. This new site will free up the equivalent of approximately 0.50 FTE previously needed to process data requests manually. This new site reduces the number of steps involved in the voter data request process from 17 to seven and completely removes a requirement for staff involvement. The BADGER Voters site will also reduce the average total process time from about five days to about 15 minutes for about 97 percent of all voter data requests processed. Revenue from the BADGER Voters site will continue to support SVRS maintenance, as well as SVRS training and support for county and municipal clerks.

BADGER Voters Main Page



Step 1: Contact Information



Step 2: Request Category

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Step 3: Jurisdiction/District

Select County Districts :		Load Data
☑ County:	DANE COUNTY - 13 DODGE COUNTY - 14 DOOR COUNTY - 15 DOUGLAS COUNTY - 16 DUNN COUNTY - 17	
County Supervisory District: (Please select county/counties above first)	✓	
Select Municipal Districts :		Load Data
Municipality (City / Town /Village): (Please select county/counties above first)	☐ CITY OF MIDDLETON - 13255 ☐ CITY OF MONONA - 13258 ☐ CITY OF STOUGHTON - 13281 ☑ CITY OF SUN PRAIRIE - 13282 ☐ CITY OF VERONA - 13286	