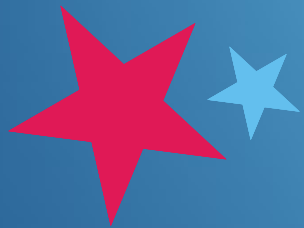


Broadening Our Thinking: going beyond voting systems & including our UOCAVA voters

Federal Voting Assistance Program

Technical Guidance Development Committee (TGDC)
8 February 2016



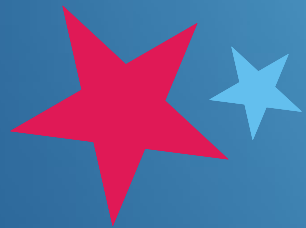


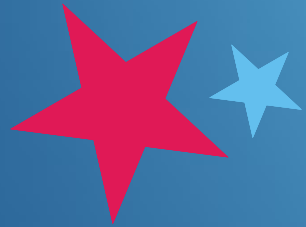
FVAP.GOV
FEDERAL VOTING ASSISTANCE PROGRAM

UPDATE ME

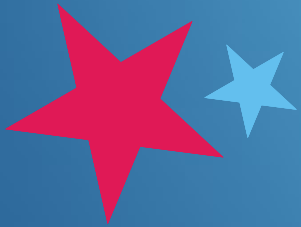
Federal Voting Assistance Program

Update Me
8 February 2016





FVA P.GOV
FEDERAL VOTING ASSISTANCE PROGRAM

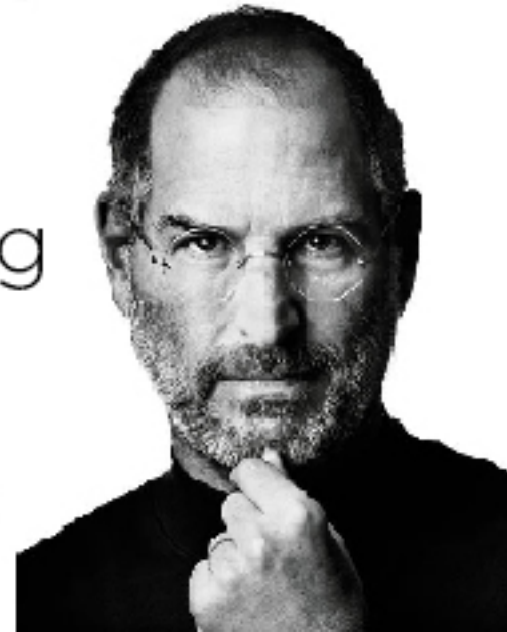


FVAP's renewed focus



“Deciding what not to do is as important as deciding what to do.”

- Steve Jobs

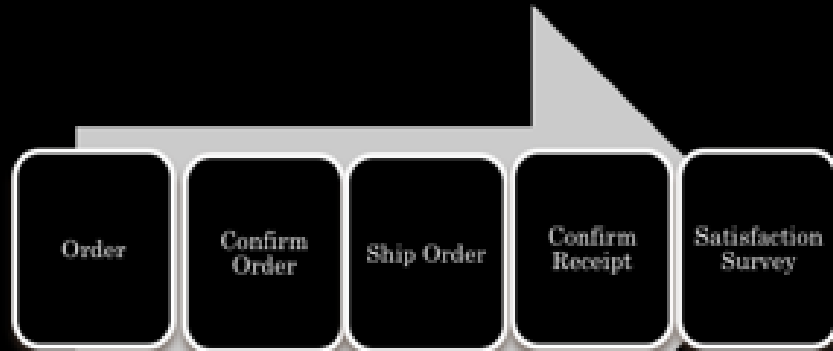


FVAP's renewed focus

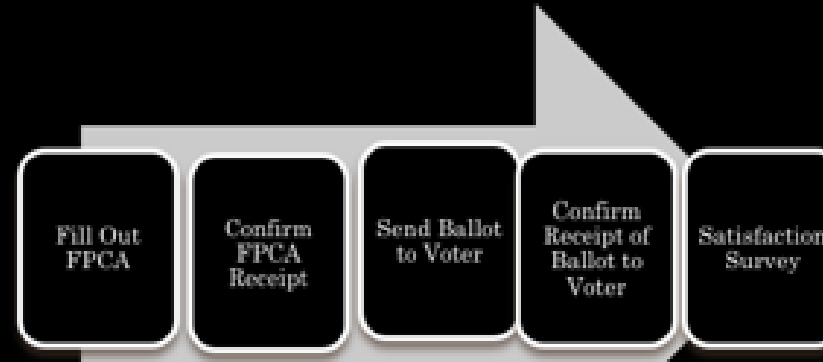


- The electronic voting demonstration project was repealed.
- FVAP returned to its focused on providing customer service for UOCAVA voters.
- UOCAVA blank ballot delivery systems remain a means to an end for compliance.
- While we see progress, we see challenges as well in serving the unique characteristics of the UOCAVA population.

Challenges



Consumer Marketplace Flow



Voter as a Consumer Flow

DELIVER THE "WOW" PHILOSOPHY

Challenges

- Mobility
- Complexity
- Disconnected from Voting Community
- Communication

67%



FVAP facing challenges in a new way

- Look to the Data
- New Outreach Efforts
- Cooperative Solutions:
 - Council of State Governments
 - PCEA Report
 - Technology
 - EAC/FVAP Survey
 - EAC/FVAP/MPSA/USPS Mail Emphasis



Personas



- Effective way to translate research data
- Based on data analyses using:
 - 2012 Post-Election Survey of Active Duty Military (ADM)
 - 2012 Post-Election Survey of Spouses of ADM
 - Survey of Overseas Citizens
 - Google Analytics for FVAP.gov
 - 2014 Status of Forces Survey of ADM (SOFS-A)

Persona 1: George, Older Overseas Citizen Voter



– Media Use and Behavior:

- Uses email, does some online shopping, not generally tech-savvy, uses personal computer

– FVAP User Behavior:

- Likely to visit website directly based on voting experience

– Voting Experience:

- Registration Likelihood: HIGH
- Ballot Return Likelihood: HIGH
- Feels voting is an opportunity to express American pride and maintain connection to U.S.
- Main sources of voting info: State and LEOs, other ex-pats

– Challenges:

- Assumes FVAP is for military voters and is unaware of services available for overseas civilians
- Sends and receives voting materials in paper form and is not aware of online registration and ballot delivery options

– Needs:

- A convenient, centralized one-stop shop for current voting information, deadlines, forms
- Timely reminders of registration, ballot request and ballot return deadlines
- Feedback from LEO about the status of his registration, ballot request and returned ballot

Persona 2: Andrea, Unaware Overseas Citizen Voter



– Media Use and Behavior:

- Tech-savvy and heavy social media user; accesses Internet on her cell phone and personal laptop

– FVAP User Behavior:

- Likely to be referred from another source (Dept of State); likely to use online assistant to complete FPCA

– Voting Experience:

- Registration Likelihood: LOW
- Ballot Return Likelihood: LOW
- Voted in U.S. no experience with absentee; perceives voting as a way to stay connected
- Main sources of voting info: family and friends, other ex-pats

– Challenges:

- Unaware of right to vote from overseas; unfamiliar with process; unlikely to seek out information independently
- Confusion about what State she should vote in; might decide not to participate if she feels process is hard or overwhelming

– Needs:

- Detailed info about right to vote and process
- Information about voting assistance resources
- Help identifying her State and its requirements
- Timely reminders of registration, ballot request and ballot return deadlines

Persona 3: Johnny, Young ADM Voter



– Media Use and Behavior:

- Tech-savvy and heavy social media user; accesses Internet on his cell phone

– FVAP User Behavior:

- Likely to directly visit FVAP.gov based on word of mouth and VAO outreach

– Voting Experience:

- Registration Likelihood: MODERATE
- Ballot Return Likelihood: LOW
- First-time voter with no experience or knowledge of absentee process; views voting as important right but ambivalent about participating
- Main sources of voting info: DoD resources, family and friends, VAO

– Challenges:

- Voting is not a priority, has little motivation to seek out info independently; might decide not to participate if she feels process is hard or overwhelming
- Likely to register but might fail to return ballot without follow-up prompting
- Unstable mailing address due to frequent moves

– Needs:

- Step-by-step info of the process; assistance filling out FPCA
- Proactive engagement by VAO; support from Commander
- Electronic registration options

Persona 4: Davis, Senior Enlisted ADM



– Media Use and Behavior:

- Internet access mostly limited to time in ship/computer lab; uses Internet and social media regularly to communicate with family while deployed

– FVAP User Behavior:

- Likely to directly visit FVAP.gov, though referrals are helpful; likely to use paper forms

– Voting Experience:

- Registration Likelihood: HIGH
- Ballot Return Likelihood: MODERATE
- Has voted in the past and generally understands absentee process; believes if he doesn't vote, can't complain
- Main sources of voting info: DoD resources, spouse, VAO

– Challenges:

- Has experienced difficulties voting in the past, skeptical his vote will count
- Likely to register but may fail to return ballot without reminders/encouragement
- Speed and quality of mail system, limited time and Internet access; unfamiliar with FWAB

– Needs:

- Accurate info about voting rights and reassurance vote will be counted; support from Commander
- Timely reminders of registration, ballot request and ballot return deadlines
- Feedback from LEO about the status of his registration, ballot request and returned ballot

Persona 5: Arlo, Military Officer



– Media Use and Behavior:

- Internet access primarily through personal computer; uses email and Facebook to communicate with family/friends

– FVAP User Behavior:

- Likely to directly visit FVAP.gov without referrals

– Voting Experience:

- Registration Likelihood: HIGH
- Ballot Return Likelihood: HIGH
- Extensive experience voting absentee; views voting as civic duty and takes it very seriously
- Main sources of voting info: DoD resources, spouse, VAO

– Challenges:

- Has experienced difficulties voting in the past, including not getting ballot on time; sometimes unsure whether ballot was counted
- Feels unprepared to assist Service members who look to him for guidance about voting; struggles to discuss voting without discussing politics

– Needs:

- Reliable, up-to-date information about the voting assistance resources available that he can share with subordinates
- Timely reminders of registration, ballot request and ballot return deadlines
- Feedback from LEO about the status of his registration, ballot request and returned ballot

Persona 6: Hanna, Military Spouse



– Media Use and Behavior:

- Uses Internet and social media to communicate with family/friends; use cell phone and personal computer

– FVAP User Behavior:

- Likely to be referred to FVAP.gov by online sources or through independent search

– Voting Experience:

- Registration Likelihood: MODERATE
- Ballot Return Likelihood: MODERATE
- Sometimes voted in home jurisdiction but unfamiliar with absentee process; recognizes voting as an important right
- Main sources of voting info: DoD voting assistance resources, spouse and other military families, VAO

– Challenges:

- Would like to vote but has little knowledge of process; limited time/energy to figure out process
- Often receives inaccurate information through social network of military families and is unsure who can be trusted as a source of reliable information

– Needs:

- Step-by-step info of the process and available resources
- Timely reminders of registration, ballot request and ballot return deadlines
- Assistance communicating important info to spouse

The complex election framework

- ★ - Since 2010, FVAP witnessed a growing complexity to the election landscape
 - States vary in the accepted methods of receipt for applications and ballots (mail, online and fax)
 - States vary in the corresponding deadlines based on mode of transmissions
 - Procedures remain focused on comparing wet signatures
 - Ballot application to ballot
 - Voter registration application to ballot
 - UOCAVA tailored systems vary significantly with each jurisdiction
 - “Push” versus “pull” systems of emails versus downloads



What can the TGDC do?

- Set aside the security of electronic ballot return as a separate issue
- Embrace the fact that electronic ballot delivery systems are here
- Offer best practices and recommendations that fit the various types of systems and embrace principles of usability for the current technology
- Reconcile Information Assurance policies and issue best practices for structuring communication based on the current environment
- Change the mindset from one of certification to one of usability and “how to”

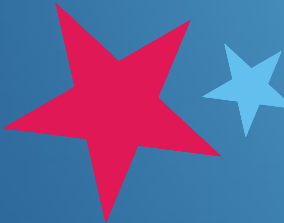
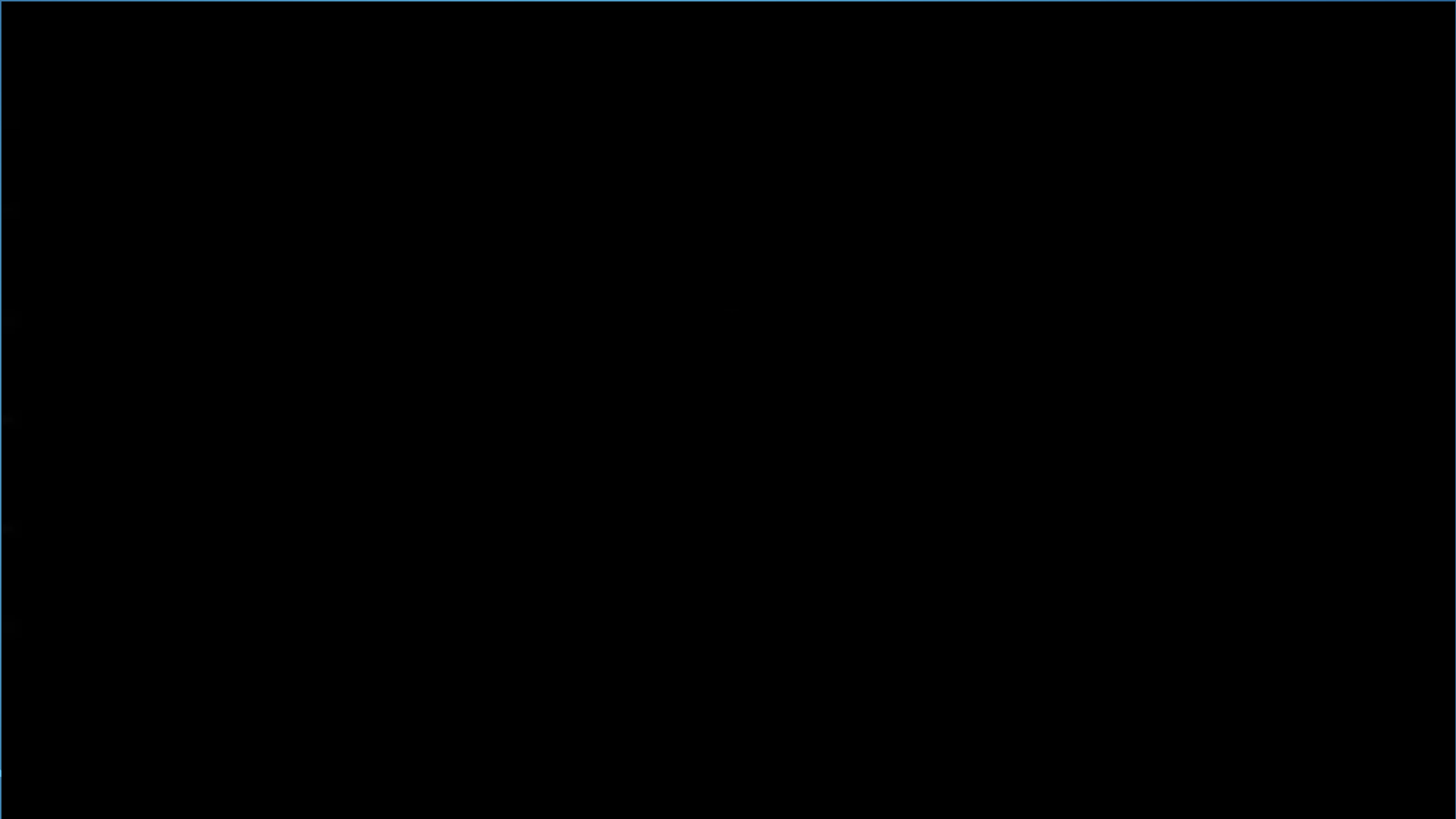
**SERVICE ALL VOTERS
VOTER EXPERIENCE BECOMES PRIORITY**

Let's all do this together

★ ★ Capture the existing, look to the future
AND.....

BE
IN
THE
BUSINESS
OF
BEING
AWESOME.





FVAP.GOV
FEDERAL VOTING ASSISTANCE PROGRAM