

Wisconsin Municipalities' Center for Tech & Civic Life Planning Grant

Please Complete the Following Information by noon on Monday, June 8th. Contact Vicky Selkove at vicky.selkove@cityofracine.org with any questions.

Add on questions:

How many people are eligible to vote?

From the Census, 71,000 and change

What steps can you take to update registered voters' addresses before November?

If we took this on ourselves, to notify everyone in the city to update their address and/or to register to vote, this would cost \$7,000 to mail out, \$5,000 for a mail processor (the ballot folder requested below) and \$20,000 in labor costs to prepare the piece.

An alternative would be to remove the currently registered voters from a mail piece and send only to those we believe are eligible but not registered. Since that delta is approximately 20,000 people, it would take more staff time to construct that list (\$15,000) and then each piece would be bulk rate first class mail (\$5,000-10,000)

What steps can you take to register new voters?

We would ideally like to use voter navigators to work with community groups to identify and register voters. We'd also like to have a fund available to provide grants to people to obtain their documents (birth certificates and the like) which in turn will allow them to acquire a state ID (\$15,000). Key groups are: COVO (a group engaged in voter education and registration), COMSA (African immigrants), Casa ALBA (Latino community members), Churches and the Mosque, High Schools (we have 7), post-secondary institutions (we have 2), veterans groups, groups working with returning citizens, and the county (for community members who use county programs like food share).

How much would each cost?

\$45,000 for voter navigators

\$15,000 grant to help people obtain documents to acquire a state ID

\$32,000 for a mail piece

\$92,000 to reach every potential voter, who isn't registered.

City of Green Bay

Names & Email Addresses of those filling out this form:

Mayor Eric Genrich Eric.Genrich@greenbaywi.gov

Kris Teske, City Clerk Kris.Teske@greenbaywi.gov

Celestine Jeffreys, Chief of Staff Celestine.Jeffreys@greenbaywi.gov

You'll find below three sets of questions:

1. Baseline data questions about your municipality's voters and election administration.
2. Data questions specific to the April 2020 election.

- Open-ended questions related to your municipality’s plans, needs, and budget estimates for a variety of activities related to the remaining elections in 2020.

We understand that these are a large number of questions and data requests; we estimate that completing this information will take each municipality between 2-4 hours to respond. Your efforts to provide thorough information will enable a more robust plan to be developed for all five of our communities. Our full plan is due back to the Center for Tech & Civic Life on June 15th.

Part 1: Baseline Data Questions about Voting in Your Municipality

# of Registered Voters in the Municipality as of 6/1/2020	52064
# of Estimated Eligible Voters in the Municipality	
# of voters on permanent absentee ballot list prior to 2/18/2020	1628
# of registered voters with sufficient photo ID on file as of 6/1/2020	6016
# of voters on permanent absentee ballot list as of 4/7/2020	4306
# of voters who have requested absentee ballots for August 2020 election as of 6/1/2020	5162
# of voters who have requested absentee ballots for November 2020 election as of 6/1/2020	4859
# of FTEs regularly engaged in election administration	5
# of polling locations regularly utilized	31
# of poll workers regularly engaged on election day	380*
Total 2020 budget for all elections	\$329,820

***This very on the type of election.**

Part 2: Data Specific to the April 2020 Election in your Municipality

# of voters who requested absentee ballots	15,509
# of voters who returned absentee ballots by deadline	12,456
# of absentee ballots successfully cast	11,928
Estimated % of absentee requests not able to be fulfilled due to lack of/insufficient photo ID	We don’t keep track of this.
# of absentee ballots rejected due to incomplete certification	312

# of new voter registrants between Feb 1 - April 6, 2020 (not EDR)	2176
# of voters who successfully completed EDR	227
Estimated % of absentee ballots returned by secure drop-box or drop-off	We didn't keep track.
# of secure drop-boxes used	1
# of early voting sites	1
# of days of early voting	12
# of voters who voted in-person early absentee	778
If applicable, # who voted in-person early by site and # of early voting sites	
Did your municipality utilize drive-thru ("curbside") voting on Election Day? (yes or no, and if yes, provide estimated # of voters who utilized this option)	Curbside yes Approx. 10 See Curbside/Drive-Thru Voting on page 5.
Did your municipality utilize drive-thru ("curbside") voting for in-person early voting? (yes or no, and if yes, provide estimated # of voters who utilized this option)	Curbside yes - 0
# of additional staff who assisted with election-related efforts	City Staff 86
# of polling locations stood up on Election Day	2
\$ amount spent on PPE for all April election-related efforts	\$2122 + supplies from the WEC
# of poll workers utilized	19 + volunteers To direct voters & sanitize.
# or % of poll workers who had never worked an election before	1

Part 3: Planning & Needs for August & November 2020 Elections

These questions are more qualitative - please feel free to add additional brief commentary or explanation as

Necessary. Please provide your most accurate estimates but don't be constrained by current budget

realities. Imagine the most robust effort(s) your municipality wants to engage in this year and provide your

best available cost and staffing estimates to make that effort a success. Wherever possible, please detail

the expected impacts on your planned activities on voters.

Absentee, Vote by Mail:

1. Does your municipality have a goal for how many/what percent of your voters you would like to vote absentee by mail in August and November 2020? If yes, what is that #/%?

Yes, we would like our 100% of our currently registered voters to vote absentee by mail.

2. Is your municipality planning to mail all registered or eligible voters absentee ballot request forms (if the WEC does not do so)? If so, please describe your plan - for example, are you planning to mail to all households? Just registered voters? Just voters with photo IDs on file? Are you planning this for both August and November or just November? Please describe your plan and your estimated costs for these mailings.

If the WEC does not mail request forms, we could accomplish that task, for all currently-registered voters. I would say that we would absolutely be prepared for this in the November election, but not for August. As for new registrants, we would work with community groups, the school district and the post-secondary institutions to identify those who need to both register by mail and then vote absentee.

3. How many secure drop-boxes would you like to have for the August and November 2020 elections for voters to be able to most easily return absentee ballots, and what is the estimated cost for that # of drop-boxes?

The most secure locations for drop-boxes, other than city hall, would be the transit center and a couple of fire stations. \$5,000 for cameras, \$2700 for additional boxes at three locations = \$23,100. If we were to expand that for improved voter access, we would look for 10 drop-boxes. They could be located at City Hall, the libraries located in the City, near public transportation pickups in the City, GB police community buildings, major grocery stores, gas stations, University of Wisconsin Green Bay, and NWTC. Approximate cost per drop box \$900, or \$9,000. We would need to find a way to secure the drop boxes.

4. Describe what additional staffing your municipality would need to process a higher number/percentage of absentee ballots, and provide an estimated cost for those additional staff hours.

We have already started recruiting city workers to help process absentee ballots. We need 45 additional staff beforehand for processing absentee requests, which includes approving the request, print a set of labels, putting labels on the envelopes, initialing and folding the ballots, inserting the ballot and instructions in the envelope and logging the ballots in when received back from the voter. It would be useful to supplement these workers' salaries or to hire temporary help to answer phones and the like. Temporary help to supplement support staff work would cost \$10,000. Election Day we need 45 staff to open the envelopes, process the ballots, and insert into the tabulator. After the election to enter voter registrations would be 10 additional people. Approximate cost \$140,000.

Furthermore, a high-speed tabulator would be of great benefit in counting the absentee ballots on election day. The cost of a high speed tabulator is \$62,000, a ballot opener and ballot folder is \$5,000 and additional staff (or city staff) to process the ballots would cost \$5,000, for a total of \$82,000.

Total cost: \$232,000

5. What outreach would you like to do to inform voters about how to correctly fill out their absentee ballot application & envelope and comply with photo ID & witness signature requirements? (i.e. mailings - in more than one language? Website updates? Advertising? Paid social media posts? Phone calls from staff to assist voters? etc.) Describe the voter education/outreach efforts you'd like to engage in and provide an estimated cost.

We would like to reach voters/potential voters by "every door direct mail," targeted mail, geo-fencing, posters (billboards), radio, television and streaming-service PSAs, digital advertising, robo calls and robo texts. The languages most needed in Green Bay are Spanish, Hmong and Somali. The estimated cost for all of these services for the August and November elections is \$50,000.00

Additionally, it would be beneficial to employ "voter navigators" to help residents complete their ballots or to offer a witness signature. Voter navigators would be limited term employees. They can help voters and then also be trained to be election inspectors. 3 voter navigators working 40 hours a week for 25 weeks at \$15/hour (\$1-\$2 more per hour for bilingual navigators) = \$45,000.00

6. What would you like to do to assist absentee voters with compliance with the photo ID requirement, and what is needed cost-wise to accomplish this?

We didn't hear from potential voters who didn't possess a photo ID, although we know there are many voters who are disenfranchised because they lack the documents, access, funds and time to obtain a state photo ID.

The other issue with absentee voters' photo ID requirement is that they don't have the technology to provide a copy, either paper or digital, to accompany their application.

We could also use advertising and paid social media to instruct voters in uploading a photo ID.

7. What other activities or efforts would your municipality like to engage in to expand absentee voting in the remaining 2020 elections, and what resources (including but not limited to staffing, postage, printing, copying, training, advertising, signage, translation, etc. etc.) do you need to accomplish that?

Advertising, mailing to every citizen information on voting, paid social media, posters, and billboards.

Curbside/Drive-Thru Voting:

1.If your municipality utilized drive-thru voting in April 2020, provide a little more detail about how it was utilized, how much it cost to implement, and how many voters voted in this way. (i.e. did you use it for in-person early voting? On Election Day?) What, generally, was the community's response to curbside voting?

We didn't use drive-through voting in April.

We had curbside voting not drive-thru voting. Curbside voting for the City of Green Bay is defined by the Wisconsin State Statutes. Curbside voting is if you cannot enter the polling place or absentee voting location due to disability. A person needs to notify a poll worker in the polling place they need to curbside vote. They can have someone that brought them there enter the building and stand in line for them. When it's their turn 2 poll workers go out to assist the voter in the car. We do use this for in-person voting and on Election Day. We had approximately 10 do curbside voting. There were some that wanted Drive-Thru Voting which we didn't do.

2. Does your municipality plan to use drive-thru ("Curbside") voting in the August and or November 2020 elections? Why or why not? If yes, please provide some detail of your plan to utilize drive-thru voting in either of those upcoming elections and provide estimates of your staffing and budget needs for robust drive-thru voting in your municipality (including PPE, signage, publicity, advertising, tents, supplies for poll workers, poll worker training, and any other costs you would incur.)

We have not conducted drive-through voting, but it would take (per location)

- Commandeering of parking lots, which means relocating some parking patrons (lost revenue)
- Tents w/ fans or heaters (\$2,000)
- Pens that work in the cold (\$500)
- Chairs for poll workers (\$50)
- We can obtain cones and signage from our public works department (no cost)
- Advertising to inform voters of the addition--\$4000

Early Voting Sites & Expanded Hours Early-Voting:

1. Does your municipality have a goal for how many/what % of voters you would like to vote early in August and November?

For August and November, we would like to move forward with expanding the number of EIPAV (early in-person absentee voting) locations. We are hampered by two things: qualified additional staff to run additional EIPAV locations and available space. Ideally, we'd like most of our "early" votes to be absentee by mail. Given the pandemic, the percentage of early in-person votes should be around 5%.

2. How many early voting locations would you like to stand-up for August and November elections and for how many days prior to the election? Where will they be and why those locations? Please describe your ideal early voting plan for the remaining 2020 elections and estimated costs and staffing needs, including staffing costs, publicity, materials for each location, signage, PPE, processing costs for your office, etc.

We have not yet implemented a plan to expand the number of EIPAV locations due to lack of equipment and staff. Ideally, we would have at least 3 early voting locations: east, west, and city hall. Ideal locations for early voting could include UWGB on the east side and NWTC or an Oneida Nation facility on the west side. Each site will require the purchase of an Express Vote machine at a cost of ~\$7,000 plus staff costs of approximately \$5,000 for a total need of almost \$20,000.

3. Would you like to be able to offer weekend and evening hours for early voting in 2020? If so, please detail how many hours of weekend and evening voting hours you would like to offer for the remaining 2020 elections and detail the costs and staffing needs associated with offering those evening & weekend early voting opportunities, making sure to include specifics on how staffing costs, publicity, signage, materials for each location, and processing costs for your office of those ballots cast early.

We are already offering weekend and evening hours in the two weeks leading up to the election. Here is the schedule two weeks before the election the hours are:

Monday 8 a.m. to 4:30 p.m.
Tuesday 8 a.m. to 4:30 p.m.
Wednesday 8 a.m. to 6:30 p.m.
Thursday 8 a.m. to 6:30 p.m.
Friday 8 a.m. to 4:30 p.m.
Saturday 10 a.m. to 4 p.m.

Monday 8 a.m. to 4:30 p.m.
Tuesday 8 a.m. to 4:30 p.m.
Wednesday 8 a.m. to 6:30 p.m.

Thursday 8 a.m. to 6:30 p.m.

Friday 8 a.m. to 4:30 p.m.

Saturday 10 a.m. to 4 p.m. (Voting only – no voter registrations taken)

4. What other ways/activities would your municipality like to pursue in the remaining 2020 elections to expand early voting, and what resources do you need to accomplish those plans? (including, but not limited to, staffing, printing, postage, signage, translation, advertising, processing, training, etc.)

Equity & Voter Outreach, Particularly to Communities of Color:

1. What specific outreach would your municipality like to do for the remaining 2020 elections to reach voters of color, including Spanish-speaking voters? Please describe the outreach you'd like to do to reach these voters (i.e. informational mailings, billboards, radio or print advertisements, social media advertisements, phone calls specifically about photo ID, text messages, virtual events, etc. etc.), what impact you think it might have on voter turnout, and provide estimated costs.

As with our plan above, we'd like to reach out to the Hmong, Somali and Spanish-speaking communities with targeted mail, geo-fencing, posters (billboards), radio, television and streaming service PSAs, digital advertising, robo calls and robo texts, as well as voter-navigators. We could also employ our voter navigators to have town halls, registration drives in trusted locations and conduct virtual events.

We believe this would establish trust and encourage voters from underrepresented groups to participate in greater numbers, especially as we look forward to the spring election in 2021. Our goal would be to increase voter participation in underrepresented groups by 25% for November.

We would like to have our printed advertising done in different languages.

2. Do you plan on getting ballots in different languages, and if so, which languages? What is the estimated number of ballots you would print in languages other than English and what is the estimated cost?

We'd welcome the opportunity to obtain ballots in different languages, specifically Spanish, and to a lesser degree Hmong and Somali. According to the American Communities Survey, about eleven percent of households speak a language other than English in the Green Bay area. We've never printed ballots in other languages, as we are hampered by the county's choice not to do so.

3. Did your municipality conduct an equity analysis of the April 2020 election? If so, what did the analysis indicate about how/if the COVID-19 pandemic affected different voting populations. (Share key findings, areas of concern, areas of encouragement, etc.) If your municipality did not conduct such an analysis, does the Clerk and Clerk's staff have general comments or observations about which demographic(s) of voters were impacted by the COVID-19 pandemic and how?

We did not conduct an analysis of the April 2020 election.

4. What other activities would your municipality like to engage in to ensure that historically disenfranchised communities within your municipality are able to cast ballots in the remaining elections of 2020, and what resources would you need to accomplish those efforts/activities? (including, but not limited to, printing, postage, staffing, translation, advertising, processing, training, etc.)

We'd like to employ election inspectors who speak other languages. The resources we'd need are: translation services, increased salary for election inspectors who are bi-lingual, establishing EIPAVs in a trusted location for historically disenfranchised communities (such as our community resource centers). I've already discussed advertising above. The resources are focused on salaries for personnel, EIPAVs and for translation services. We'd need extra printing to ensure we have enough ballots at each EIPAV location and on election day.

The total cost for ballot access to historically disenfranchised communities is \$35,000.

5. What social media platforms do you intend to use for voter outreach? Do you intend to hire additional staff or communication specialists firms to assist with this outreach? If resources were available, what social media efforts would your municipality engage in for the remaining 2020 elections and what is your estimate of costs needed for that effort?

We would use Facebook, Facebook paid-advertising, twitter and Instagram, also in multiple languages. It would be very helpful to employ communications staff to conduct an outreach campaign, that salary range is \$18 - \$22 per hour, and would amount to an additional \$18,000 to \$25,000, leading up to the November election.

6. What other voter outreach would your municipality like to engage in for the remaining 2020 elections? (i.e. radio/print advertising, direct mail to all households, direct mail to all registered voters, billboards, direct text messages, virtual town halls, etc.) Please provide detail on the outreach you'd like to conduct, including the kind of messaging and targeting you'd like to include, and the estimated costs.

Poll Worker Recruitment, Training & Safety:

1. To fully staff all of your desired polling locations on Election Day for both August and November 2020, how many poll workers do you need to hire? What is the estimated cost of that full poll worker staffing? Please be as specific as possible - i.e. how many chiefs do you need per location, how many poll workers per location, how many new election officials will be needed overall?

We need to hire approximately 268 poll workers (only 112 have signed up) as of 6/4/2020. For one election we need 46 Chief Inspectors-47 wards, 6 wards-9 Election Inspectors, 1 ward-8 Election

Inspectors, 39 wards-7 Election Inspectors and 45 Election Inspectors for Central Count. That is a total of 380 workers per election which costs \$56,330.

It would be beneficial to pay poll workers more than they are currently getting, to signify their importance in this process. We'd like to increase the salary by 50%, so adding an additional \$28,165 for each election.

2. Describe your ideal poll worker recruitment effort for the remaining 2020 elections and provide an estimated cost for that recruitment effort.

3. Describe the training you will need to provide to new poll workers for the remaining 2020 elections and provide an estimated cost for that training, including staff time, copying costs, website updates, etc.

Training will be done through the Wisconsin Elections Commissions website and our training manual. The cost will be approximately \$6,000

4. What additional activities would your municipality like to engage in for the remaining 2020 elections related to poll worker recruitment, training, and safety and what are the estimated costs for those efforts?

Election Days in August & November 2020:

1. Assuming that Wisconsin is still in the midst of the COVID-19 pandemic during the August and November elections, please detail the PPE you will need for election day and the estimated costs.

We need masks, gloves, gowns, hair nets, face shields, (\$15,000) cough/sneeze guards (\$43,000), disinfecting supplies \$3,000.

Total cost (For two elections): \$79,000

2. How many election day polling locations would your municipality like to stand up on those 2 election days, if poll workers and PPE were procured? Please distinguish between August and November.

3. Would your municipality need additional resources for EDR on these Election Days, given social distancing, PPE, and potentially drive-thru voting? What resources would you need to have to enable robust EDR of voters at polling locations in August and November? (For example, do you need to design and print new handouts that describe EDR documentation/verification? Do you need to develop new large signage instructing voters on EDR - in multiple languages?)

4. Does your municipality plan to utilize electronic poll books for August and November elections? Do you have enough electronic poll books to use them at all desired election day polling locations? Detail how many new electronic poll books you would like to have for these remaining elections and all associated costs - including staff training, maintenance, security, etc. - for those electronic poll books.

We do not have electronic poll books but would love to have them. We would need 135 and they are approximately \$2100 apiece. Total \$283,500.

5. What additional activities would your municipality like to do for the August & November election days to ensure safe, secure, and fair elections, and what are the estimated costs for those additional activities?

I wish we had 4 gym size buildings to have for our elections. Each located in four areas of the City. It is getting harder to find places to use because people don't want people wondering in their building and some people don't want to vote in churches. My ultimate wish would be to have absentee voting through the mail. It would eliminate the need for polling locations, the need to make sure everything is compliant, and the huge number of poll workers needed. Voters are able to vote when they have the time in their own home. They have the ballot in front of them and can do research on the candidates.

Other:

1. Please add any other activities that, if resources were available, your municipality would like to conduct in relation to the August & November 2020 elections to ensure that they are safe, inclusive, secure, and fair. Please include cost estimates for each of those activities.

